

## Dr. FRAUKE FISCHER



**Award-winning Expert on Biodiversity**  
**Lecturer for International Nature Conservation, University of Würzburg**

Frauke Fischer is Germany's leading expert on business and biodiversity, a lecturer at the Faculty of Biology at the University of Würzburg, founder of Germany's first management consultancy focussing on biodiversity and co-founder of a rainforest conservation company.

As part of her international research work, Frauke Fischer has been dealing with the consequences of the loss of biodiversity and ecosystem services for over 30 years and has been successfully advising companies on how to deal with it for 20 years. As an entrepreneur, she founded PERÚ PURO, the business case for biodiversity.

Frauke Fischer (\*1965) studied biology at the Johann Wolfgang Goethe University in Frankfurt am Main and at Trenton State College in the USA. She graduated from the University of Frankfurt in 1989 with a degree in biology. For her doctorate at the University of Würzburg, she conducted research in the Comoé National Park in Côte d'Ivoire on the effects of overhunting on cobantilopes, caught leopards and bathed with hippos before becoming the head of the International Research Station of the University of Würzburg "in the bush". With the outbreak of civil war in Côte d'Ivoire in autumn 2002, she returned to the University of Würzburg, where she built up teaching in the field of international nature conservation and has been a lecturer at the Faculty of Biology ever since. In her teaching and research, she specialises in international nature conservation, the valorisation of biodiversity and the conservation of biodiversity.

In 2003, Frauke Fischer founded the management consultancy auf!, Germany's first consultancy agency specialising in biodiversity, to ensure that "well-meant" becomes "well done". For 20 years, she has been advising companies from sectors such as the construction industry, the financial sector, but also professional football and the food industry on how to deal with the issue of biodiversity. This includes understanding the influence and dependencies of the core business on biodiversity as well as supporting successful NGO partnerships of companies, evaluating meaningful nature conservation measures, avoiding greenwashing, but also communication and marketing.

In 2015, she co-founded PERÚ PURO, a company that provides small farmers in the remote Urubamba Valley in Peru with fair market access for their high-quality organic cocoa Chunchu, coffee and Brazil nuts and declares rainforest protection as a corporate goal.

Frauke Fischer is an invited member of the World Commission on Protected Areas and the Species Survival Commission of the World Conservation Union. She is an appointed member of the Sustainability Committee of the Frankfurt Chamber of Industry and Commerce and the Scientific Advisory Board of WWF Germany.

Frauke Fischer has already received numerous awards for her work, including the Ford Motory Company Conservation Award in 2001, the Albrecht Fürst zu Castell-Castell Prize for Sustainable Action at the University of Würzburg in 2018 and the Trophée de Femme from the Fondation Yves Rocher in 2020. With PERÚ PURO, Frauke Fischer was nominated for the German Sustainability Award in 2020 and honoured with numerous awards.

Frauke Fischer also shares her in-depth knowledge as an award-winning author and much sought-after speaker.

She explains biodiversity so that everyone understands its existential importance and shows how companies affect and depend on biodiversity. Despite all the drama and urgency, her audience enjoys the entertaining



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style of her presentation and the positive narrative with which Frauke Fischer communicates the topic.

### Topics (Selection):

- Beyond the obvious - Why we need to talk about Biodiversity • Nature Capital - How DAX and Badgers are connected • What has the Mosquito ever done for us? Why there is no Chocolate without the Mosquito • Whale creates weather - How Biodiversity saves our Climate • Avoid Greenwashing - Is planting Trees as Good for the Climate as Everyone Thinks?