

## Leading companies respond to biodiversity loss by committing to the Action Agenda for Nature and People

Over 50 companies, including Guerlain Paris, Christian Dior Parfums, Yves Rocher and Martin Bauer Group, coordinated by the Union for Ethical BioTrade (UEBT), have made a significant joint commitment to cultivate, collect or procure ingredients sustainably, to address biodiversity loss as their contribution to the Sharm El-Sheikh to Kunming Action Agenda for Nature and People.

The commitment sets time-bound targets for companies to improve their policies and practices – from on-the-ground action in farms and wild plant collection sites, to processing, research and development, manufacturing and procurement practices.

The announcement comes at a pivotal time, as non-state actors show their contributions to the post-2020 global biodiversity framework, to be adopted at the 15th Conference of the Parties (COP-15) to the Convention on Biological Diversity (CBD) in Kunming, China in October 2021. The 196 Parties to the CBD are currently negotiating the components of the post 2020 framework. The adoption of the framework is an essential and urgent step in protecting biodiversity and will guide action on biodiversity for the next decade and beyond.

The companies represent a variety of sectors and industries, including beauty and personal care, herbal infusions, natural pharmaceuticals and functional foods, and have revealed how it is in everyone's best interest to take action. They have come together to stand for transformative change in business practices and inspire others to show their leadership and help resolve the biodiversity crisis.

Collective commitments like this have the power to catalyze change, with the goal of bringing the interests of biodiversity and people into every business' policies and practices.

“Consumers are increasingly demanding that businesses demonstrate a genuine commitment to ethical sourcing. We at UEBT are so pleased to see more than 50 companies stand up for nature with this shared commitment. In the coming years we will be supporting these businesses in reaching their time-bound targets on the ground in farms and wild plant collection sites all over the world,” said Rik Kutsch Lojenga, Executive Director at UEBT.

“We are at a critical and decisive point in history, where all of society needs to reconnect to nature and contribute towards a shared vision of living in harmony with nature by 2050. Every actor, be they from society, government and the productive and financial sectors has a vital part to play in realizing this vision for the health of our planet and our future.

We are delighted to profile the transformative commitments from the business sector on the Sharm El Sheikh to Kunming Action Agenda for Nature and People platform and to witness the momentum building in the business sector to assess impacts and dependencies on biodiversity, and set targets to improve and align actions in support of the post 2020 global biodiversity framework,” said Elizabeth Maruma Mrema, CBD Executive Secretary.

The CBD Secretariat is excited to welcome these transformative commitments to the Action Agenda. It is eager to see the changes in business practices and positive impacts on biodiversity that are to come.

The UEBT both assesses and verifies companies' commitments to biodiversity through annual monitoring and reporting. They update key performance indicators such as the total number of Biodiversity Action Plans implemented, the total number of supply chains in which conservation and sustainability measures are being taken, and the total number of ingredients from biodiversity verified or certified sources, in line with their UEBT Ethical BioTrade Standard.

Any non-state actor can make a commitment! Whether you are an individual, NGO, business, community, municipality, or other organization you can make a commitment to join the movement and help prevent biodiversity loss at <https://www.cbd.int/action-agenda/>.

For more information on the UEBT commitment, please visit [link], /or a press release at <https://www.cbd.int/doc/press/2021/pr-2021-06-09-business-en.pdf>.

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