



The tipping point for biodiversity

**Companies, consumers and
the growing importance of ethical sourcing**

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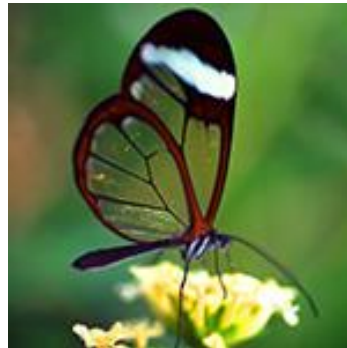
Union for Ethical BioTrade (UEBT)

- Business driven association committed to respect people and biodiversity.
- Created in 2007 with support UNCTAD to promote business engagement in Ethical BioTrade.
- Challenge: **How to engage companies?**



Trends: business and biodiversity

1. Recognition of biodiversity as key sustainability issue for business
2. Biodiversity as a source of business innovation
3. Growing biodiversity awareness among consumers



Biodiversity as key sustainability issue

What are companies saying about biodiversity?	Beauty		Food and beverages	
	Top 100		Top 100	
	2016	change since 2009	2016	change since 2012
Companies reporting on sustainable development	65	+21	87	-5
Companies reporting on biodiversity	38	+25	63	+10
Companies reporting on biodiversity in the supply chain	33	+24	36	+5
Companies reporting on Access and Benefit Sharing	12	+11	4	+2

Basis: Research conducted by UEBT in April 2016 based on the Beauty's Top 100 of Women's Wear Daily, and the 2015 Food and Beverage Top 100 of the Food Engineering Mag.

Biodiversity as source of innovation

Naturals trend

Clean labels

Innovation

in-cosmetics®



Innovation Zone
Best Ingredient
Award **2016**



- Rapidly evolving regulatory framework on biodiversity based innovation
 - Nagoya Protocol on ABS
 - ABS regulation in key markets (India, Brazil, South Africa, China)
 - Monitoring of ABS compliance in the EU



Consumer awareness of biodiversity

**54,000
consumers
interviewed**

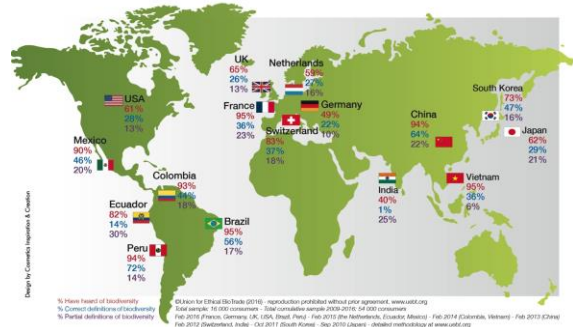
16 countries

Rising awareness

Biodiversity is a global concept

Emerging markets

UEBT Biodiversity Barometer



↑ 20



61%



90%



95%

What does the biodiversity aware consumer want?



1. **Personally contribute** to biodiversity conservation, but doesn't know how.
2. **Expects companies to respect biodiversity**, but has little confidence that they currently do.
3. **Transparency**: wants to know whether sourcing practices respect people and biodiversity. Would like more information, externally validated.
4. Is convinced by **brand reputation**, **authentic stories** and **images** in brands' communication convince consumers.
5. **Millennial**: has the **highest awareness** of biodiversity and can identify brands that respect biodiversity.



Would you like to be better informed by companies how they source their natural ingredients?



Are you confident that companies pay serious attention to biodiversity?





*Generating
Biodiversity!*

