The tipping point for biodiversity

Companies, consumers and the growing importance of ethical sourcing

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CBD Business and Biodiversity Forum

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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

<table>
<thead>
<tr>
<th>What are companies saying about biodiversity?</th>
<th>Beauty</th>
<th>Food and beverages</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Top 100</td>
<td>change since 2009</td>
</tr>
<tr>
<td>Companies reporting on sustainable development</td>
<td>65</td>
<td>+21</td>
</tr>
<tr>
<td>Companies reporting on biodiversity</td>
<td>38</td>
<td>+25</td>
</tr>
<tr>
<td>Companies reporting on biodiversity in the supply chain</td>
<td>33</td>
<td>+24</td>
</tr>
<tr>
<td>Companies reporting on Access and Benefit Sharing</td>
<td>12</td>
<td>+11</td>
</tr>
</tbody>
</table>

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

- 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

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Consumer awareness of biodiversity

54,000 consumers interviewed

16 countries

Rising awareness

Biodiversity is a global concept

Emerging markets

UEBT Biodiversity Barometer

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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!