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PRESS RELEASE

New insights in biodiversity and sustainability awareness around the world: UEBT launches 2012 edition of its Biodiversity Barometer

Paris/Montreal, 12 April 2012 –The Union for Ethical Bio Trade (UEBT) launched the latest Biodiversity Barometer in Paris today.

The 2012 biodiversity barometer finds that 76% of all respondents from around the globe were aware of sustainable development, 64% of biodiversity. Of the top 100 beauty companies in the world, 54 mentioned sustainability in their reporting and website, while 31 referred to biodiversity.

The barometer provides insights on evolving biodiversity awareness among consumers and how the beauty industry reports on biodiversity. It also illustrates the progress towards achieving the targets of the Strategic Plan of the United Nations Convention on Biological Diversity (CBD). This year, the survey was conducted among 8000 consumers in eight countries - Brazil, France, Germany, India, Peru, Switzerland, UK and USA.

Towards Rio+20

Twenty years after the United Nations Earth Summit significant levels of awareness have been reached. UEBT found that global awareness on sustainability is 76%. Yet, over the last years the growth curve has flattened. Rio+20, the UN Summit on Sustainable Development that will be held in Brazil later this year, is aiming to provide new impetus for sustainable development.

A significant number of people surveyed (75%) assign an important role to private sector in achieving sustainable development, in addition to their governments. This highlights the needs to consider the private sector in the outcomes of Rio+20 and the importance of business to take action towards the future we want.

Reaching the 2020 biodiversity targets

Awareness on biodiversity around the world is generally high, with particularly high awareness rates in countries like Brazil, France, Switzerland and South Korea. Significant differences of awareness exist between countries, even within the same region. The understanding of

biodiversity, measured through the number of people that provided correct definitions of biodiversity, is often very limited: Nowhere does it exceed 50%.

Governments worldwide are committed to increasing understanding of the values of biodiversity by the year 2020, as part of the biodiversity targets of the UN Convention on Biological Diversity. The UEBT Biodiversity Barometer shows that when reaching out to increase understanding, the most important channels are television, magazines, newspapers and schools.

Braulio Ferreira de Souza Dias, Executive Secretary of the CBD, said: “The first target of 2020 is raising awareness on the values of biodiversity. To reach these targets we need to regain the momentum created by 2010 International Year of Biodiversity. We trust that Rio+20 and the United Nations Decade of Biodiversity 2011-2020 will put biodiversity high on people’s agenda again.”

Rik Kutsch Lojenga, UEBT Executive Director, adds: “Only 19% of people have heard about biodiversity through business communications. So far, the potential contribution of the private sector towards biodiversity awareness remains largely untapped. To understand the vast potential, one only needs to look at Brazil where consumers say that advertising is the second most important source of information on biodiversity. Biodiversity awareness in Brazil is highest among the surveyed countries.”

Ethical sourcing of biodiversity: consumer expectations towards business

The UEBT biodiversity barometer finds that 85% of consumers surveyed look for natural ingredients in cosmetics products, and 69% pay attention to where ingredients come from. More than 80% would like to be better informed about companies' sourcing practices. Yet, only 31 of the top 100 beauty companies mention biodiversity in their websites or CSR reporting. Only 19 mention biodiversity sourcing practices in supply chains, and consistent and comprehensive reporting on these issues is almost absent.

This year particular attention was paid to emerging economies. “Emerging economies are not only the markets of the future, they are also increasingly influencing the sustainability agenda” said Rik Kutsch Lojenga. “Many consumers in emerging economies are interested in environmental and social issues. When asked about their purchasing behaviour, 41% of consumers in Brazil, India and Peru indicated they pay attention to a brand's social and environmental values. Levels that are higher than those in Western markets.”

“All businesses depend upon biodiversity in one way or another, and similarly all businesses have an impact upon biodiversity. Sustainable use of biodiversity is therefore good not only for the environment, but also important for the ongoing viability and profitability of most business models,” said Braulio Ferreira de Souza Dias, adding: “Sustainable use of biodiversity also needs to recognize and value the rights of the custodians of biodiversity and promote benefit-sharing. In this regard, the anticipated entry into force of the Nagoya Protocol on Access and Benefit-sharing will open another opportunity for businesses to move towards sustainability.”

Notes for Editors

UEBT Biodiversity Barometer

This edition of the Biodiversity Barometer surveyed 8000 consumers in eight countries, mostly using the Internet as means of communication, except for India and Peru, where interviews were

done face-to-face or by telephone respectively. Full information and many more interesting facts and figures can be found in the UEBT Biodiversity Barometer, which can be downloaded from the UEBT website: www.ethicalbiotrade.org

The CBD and the UEBT collaborate to raise business awareness on biodiversity and engage the private sector in ethical sourcing of biodiversity.

The Union for Ethical BioTrade

The Union for Ethical BioTrade is a non-profit association that promotes the ‘Sourcing with Respect’ of ingredients that come from biodiversity. Members commit to gradually ensuring that their sourcing practices promote the conservation of biodiversity, respect traditional knowledge, and assure the equitable sharing of benefits all along the supply chain. For more information, please visit: www.ethicalbiotrade.org.

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The Convention on Biological Diversity

Opened for signature at the Earth Summit in Rio de Janeiro in 1992, and entering into force in December 1993, the Convention on Biological Diversity is an international treaty for the conservation of biodiversity, the sustainable use of the components of biodiversity and the equitable sharing of the benefits derived from the use of genetic resources. With 193 Parties, the Convention has near universal participation among countries. The Convention seeks to address all threats to biodiversity and ecosystem services, including threats from climate change, through scientific assessments, the development of tools, incentives and processes, the transfer of technologies and good practices and the full and active involvement of relevant stakeholders including indigenous and local communities, youth, NGOs, women and the business community. The Cartagena Protocol on Biosafety is a subsidiary agreement to the Convention. It seeks to protect biological diversity from the potential risks posed by living modified organisms resulting from modern biotechnology. To date, 161 countries plus the European Union have ratified the Cartagena Protocol. The Secretariat of the Convention and its Cartagena Protocol is located in Montreal. For more information visit: www.cbd.int. For information on the United Nations Decade on Biodiversity visit www.cbd.int/2011-2020

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