



Convention on
Biological Diversity



PRESS RELEASE

2014 UEBT Biodiversity Barometer report says consumers expect companies to respect biodiversity

Paris/Montreal, 8 April 2014 – While 87% of consumers surveyed worldwide want companies to adopt sourcing policies that respect biodiversity, only 27% of the top 100 beauty and personal care companies actually mention biodiversity on their websites or in their corporate sociability reports, according to the newly launched 2014 Union for Ethical BioTrade (UEBT) Biodiversity Barometer.

Further, the report suggests that more than 85% of surveyed consumers want companies to provide more information on the concrete actions they are taking to respect biodiversity in their sourcing policies.

Conducted in February 2014, some 7,000 consumers in Brazil, China, Colombia, Germany, France, UK, USA and Vietnam participated in the survey.

The 2014 Biodiversity Barometer also confirmed that biodiversity awareness is particularly high in emerging markets. More than 90% of respondents in Brazil, Colombia, Vietnam and China have heard about biodiversity, with 49% of respondents able to correctly define biodiversity, twice the number of that in developed countries.

“Consumers in emerging markets show a good understanding of biodiversity and a high interest in ethical sourcing. With market growth increasingly realized in these countries, these findings are of strategic importance for companies investing in emerging markets,” says UEBT Executive Director Rik Kutsch Lojenga.

“Consumers are also increasingly looking for transparency. In 2014, 87% of consumers surveyed for UEBT say they buy cosmetic products that use natural ingredients, while 77% pay attention to the origin of such ingredients,” adds Remy Oudghiri, Director of Trends and Insights at Ipsos.

Aichi Biodiversity Target 1 of the Strategic Plan for Biodiversity 2011-2020 aims to ensure that by 2020 people are aware of the values of biodiversity and the steps they can take to conserve it and use it sustainably. The 2014 UEBT Biodiversity Barometer finds that biodiversity awareness has increased since



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2009. However, since 2012, growth in understanding of biodiversity has slowed down. To reach the 2020 targets additional awareness raising efforts are required.

“84% of respondents say it is important to personally contribute to conserving biodiversity. This highlights the importance placed on biodiversity and provides us with a tremendous opportunity to work together to conserve and use biodiversity sustainably and in a fair and equitable way and address the biodiversity loss and its benefits to society,” says Braulio Ferreira de Souza Dias, CBD Executive Secretary.

A summary of the 2014 Biodiversity Barometer offering further insights into global biodiversity awareness is available at: www.uebt.org

About the UEBT Biodiversity Barometer

By 2020, the world’s citizens should be aware of biodiversity, according to the United Nations’ 2020 targets. The UEBT Biodiversity Barometer helps measure progress. This is important for the UN and for governments, which are rolling out policies to meet these targets. It is also valuable for companies needing to understand how growing biodiversity awareness affects purchasing decisions and reporting requirements. Assigned by UEBT, global research organisation Ipsos, surveyed 38,000 consumers in 13 countries between 2009 and 2014.

The Union for Ethical BioTrade

The Union for Ethical BioTrade (UEBT) is a member based non-profit association that promotes the ‘Sourcing with Respect’ of ingredients that come from biodiversity. Members commit to ensuring that their sourcing practices gradually advance sustainable business growth, local development and biodiversity conservation. UEBT was created in 2007 as a spin off from the United Nations to promote business engagement in BioTrade.

For more information, please visit: www.uebt.org

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The Convention on Biological Diversity (CBD)

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 up to now, 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, 166 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.

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