



PRESS RELEASE



2015 UEBT Biodiversity Barometer shows additional efforts needed to reach UN targets on biodiversity awareness

Montreal, 25 June 2015 – An average of 69% of respondents in nine countries say they have heard of biodiversity, but additional outreach efforts are needed for the world to reach global targets on biodiversity awareness set under the Convention on Biological Diversity (CBD).

According to IPSOS research conducted for the Union for Ethical BioTrade (UEBT) in 2015 among 9,000 persons in Brazil, Ecuador, Germany, France, India, Mexico, Netherlands, UK and USA, biodiversity awareness is rising in general, with millennials showing a particularly high degree of awareness. However, the rate is not rising sufficiently quickly to make a difference to biodiversity conservation efforts.

“To reach the 2020 targets on biodiversity awareness, bolder awareness raising efforts are needed not only by governments, but also by businesses and others,” says Braulio Ferreira de Souza Dias, Executive Secretary of the CBD, in response to the survey results. “As we come to the second half of the United Nations Decade on Biodiversity, let us all work together to reach out and increase understanding on biodiversity.”

Other important findings of the 2015 Biodiversity Barometer include:

- Between 2009 and 2015, biodiversity awareness grew from 56% to 64% in Germany, France, UK and USA. In Brazil, biodiversity awareness has fallen slightly since 2010.
- 87% of respondents believe it is important to personally contribute to biodiversity conservation. Interest is especially high (over 95%) in Latin America and India, and is growing in other countries.
- Young consumers that learn about biodiversity at school show the most awareness. The majority of youth (88%) personally want to contribute to biodiversity conservation, with one out of two believing it essential.
- Biodiversity is the term given to the variety of life on earth and the natural patterns it forms, but it is often confused with other concepts like organic agriculture, environmental protection, diversity of human races, climate change or environmentally-friendly products and technologies.
- Television, radio programs, newspapers, magazines and schools are quoted as being the main sources of biodiversity awareness.
- 83% of respondents expect companies to respect biodiversity, and want to be better informed on how biodiversity is conserved in their supply chains. Only 42% are confident that companies pay serious attention to biodiversity in their supply chains.
- In 2015, 36% of the top 100 beauty companies and 60% of food companies mention biodiversity in



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their reports or on their websites.

“To respond to consumer expectations, companies need to step up and improve their biodiversity reporting. In addition, more direct consumer communication on biodiversity is required to increase the trust of consumers,” says Rik Kutsch Lojenga, UEBT Executive Director.

A summary of the 2015 UEBT Biodiversity Barometer can be downloaded from the UEBT website: www.uebt.org

Notes to Editors

Since 2009, independent market research companies have surveyed 47,000 consumers in 16 countries for the UEBT Biodiversity Barometer. In 2016 UEBT will conduct a new wave of country research. Countries are selected based on relevance and availability of funding. Countries interested in being included in the 2016 edition of the UEBT Biodiversity Barometer should contact the UEBT Secretariat.

Background materials available

- 2015 Biodiversity summary (www.uebt.org). For access to selected graphs contact pr@uebt.org
- Short [video](#) with interviews on biodiversity awareness around the world.

Biodiversity Barometer methodology

Independent market research companies annually conduct the research for the UEBT Biodiversity Barometer. National representative samples are used of 1000 persons per country. To correct sampling disparities, a post-stratification weighting of results is applied based on important socio-demographic variables. The 2015 fieldwork was conducted between March and April 2015 by IPSOS on behalf of UEBT. For more information on the methodology visit the UEBT website.

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 adopt sourcing practices that 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. More information at: www.uebt.org. For additional information or access to UEBT press page please contact pr@uebt.org

The Convention on Biological Diversity (CBD) opened for signature at the Earth Summit in Rio de Janeiro in 1992 and entered 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 196 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 peoples and local communities, youth, NGOs, women and the business community. The Cartagena Protocol on Biosafety and the Nagoya Protocol on Access and Benefit Sharing are supplementary agreements to the Convention. The Cartagena Protocol, which entered into force on 11 September 2003, seeks to protect biological diversity from the potential risks posed by living modified organisms resulting from modern biotechnology. To date, 170 Parties have ratified the Cartagena Protocol. The Nagoya Protocol aims at sharing the benefits arising from the utilization of genetic resources in a fair and equitable way, including by appropriate access to genetic resources and by appropriate transfer of relevant technologies. It entered into force on 12 October 2014 and to date has been ratified by 62 Parties. For more information visit: www.cbd.int. For additional information, please contact: David Ainsworth on +1 514 287 7025 or at david.ainsworth@cbd.int; or Johan Hedlund on +1 514 287 6670 or at johan.hedlund@cbd.int
