



Convention on
Biological Diversity



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PRESS RELEASE

New report highlights growing biodiversity awareness worldwide UEBT launches 2013 Biodiversity Barometer

Paris/Montreal, 19 April 2013 – 75% of consumers surveyed worldwide are aware of biodiversity, while 48% can give a correct definition of the term biodiversity. These are some of the findings contained in the 2013 Biodiversity Barometer report launched today in Paris by the Union for Ethical BioTrade (UEBT). Consumers in Brazil, China and France, according to the study, show a particular awareness about biodiversity.

“The Biodiversity Barometer is an important source of information on global trends in biodiversity awareness. The results not only demonstrate a growing consciousness, they also show that respecting biodiversity provides tremendous opportunities for business around the world” said Braulio Ferreira de Souza Dias, Executive Secretary for the Convention on Biological Diversity.

Very high biodiversity awareness in China

This year’s special focus on China reveals interesting results: Apart from a very high biodiversity awareness (94%), Chinese consumers surveyed also show high knowledge of biodiversity: 64% could define correctly what biodiversity means. “*The survey results do not come as a surprise. In recent years, the government as well as civil society organizations in China has undertaken tremendous activities for communicating and raising awareness of biodiversity issues*” says Zhang Wenguo, Ministry of Environmental Protection of the People’s Republic of China.

Biodiversity offers branding opportunities

Responses to the question “What are the three brands you consider are making the most efforts to respect biodiversity?” were manifold and often country-specific: In Brazil, there is a clear leader with Natura (49%). In the USA, most mentioned food brands, including Kraft, Starbucks and Ben & Jerry’s. UK has two leading companies: Bodyshop and CO-OP (23% and 20%). In France Yves Rocher, Nestle and Danone top the list, while in China the perceived leaders are Yili, Mengliu and Amway. “*There are clear opportunities for brands to position themselves around the issue of biodiversity, and anticipate increasing consumer interest on this issue*” concludes Rémy Oudghiri, Director of Trends and Insights at IPSOS.

Biodiversity reporting is growing, but still weak

“Today 32 of the top 100 beauty companies in the world refer to biodiversity in their corporate communications such as sustainability reporting and websites. This is considerably higher than in 2009,



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Secretariat of the Convention on Biological Diversity
United Nations Environment Programme
413 Saint-Jacques Street, Suite 800, Montreal, QC, H2Y 1N9, Canada
Tel : +1 514 288 2220 Fax : +1 514 288 6588
secretariat@cbd.int www.cbd.int



but much lower than what we found in the top 100 food companies” says Rik Kutsch Lojenga, Executive Director of UEBT. In 2013, 87% of consumers say they want to be better informed about how companies source their natural ingredients, and a large majority of consumers say they would boycott brands that do not take good care of environmental or ethical trade practices in its sourcing and production processes.

Youth is the future of biodiversity

For brands interested in reaching consumers on biodiversity, the 2013 Biodiversity Barometer offers the following insights: Young people tend to have the highest awareness of biodiversity (80%), as well as more affluent and well-educated people. Traditional media remain by and large the key sources of awareness: 51% of all surveyed consumers learned about biodiversity through television, 33% through newspapers and magazines.

On the UEBT Biodiversity Barometer

The UEBT 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), and its results will be reflected in the next edition of the Global Biodiversity Outlook as a midway point analysis of the achievement of those targets. Since its first edition in 2009, the global research organisation IPSOS, on behalf of UEBT, has interviewed 31,000 consumers in 11 countries (Brazil, China, France, Germany, India, Japan, Peru, South Korea, Switzerland, UK and USA). In 2013, the biodiversity barometer survey was conducted among 6,000 consumers in six countries - Brazil, China, France, Germany, UK and USA.

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, which include many beauty companies, 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

Contact: Union for Ethical BioTrade

Tel: +31 20 223 4567, info@ethicalbiotrade.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, 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, 163 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 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.
