



UNION FOR
ETHICAL
BIOTRADE

SOURCING[®]
WITH RESPECT

DIGITAL DIALOGUES 2020

SUMMARY REPORT

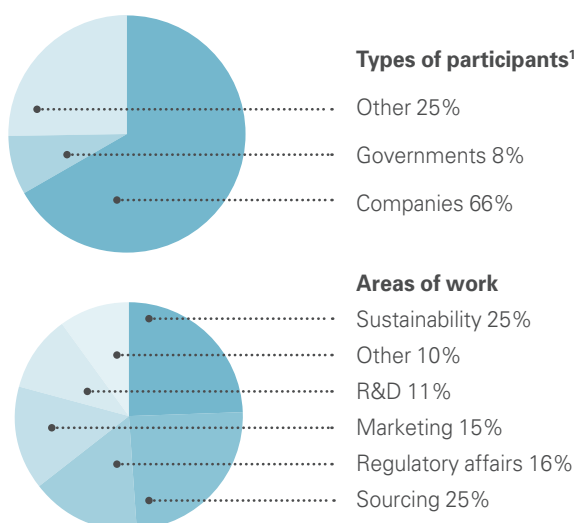
In October and November 2020, over 700 people took part in the “Sourcing with Respect” Digital Dialogues, a re-envisioning of the annual in-person conference hosted by Union for Ethical BioTrade (UEBT).

The series of virtual dialogues brought people together to discuss how ingredients from biodiversity can be grown and sourced in ways that respect people and nature. With one dialogue each week over a period of seven weeks, the series covered business actions to protect and regenerate biodiversity, consumer trends and awareness of biodiversity, ethical sourcing and due diligence programmes, trends and emerging issues in Access and Benefit Sharing (ABS), regenerative actions in supply chains, and communicating biodiversity, among other topics.

WHO ATTENDED?

The attendees varied from dialogue to dialogue, but overall were mostly comprised of companies, followed by civil society and government representatives (see figure 1 below¹).

Figure 1 Participants and areas of work



¹ Breakdown of participant types and areas of work is based on responses from 89 attendees to a post-event survey.

The beauty sector was the best represented, with attendees from **Coty, Estee Lauder, L'Oréal, LVMH Recherche & Co., Weleda** and many more. Companies from food, flavors, pharmaceuticals, personal care, and other sectors were also in attendance including **Bayer, Firmenich, Givaudan, Johnson & Johnson, Martin Bauer Group, Procter & Gamble** and more.

Most of the business representatives who attended work in sourcing departments and particularly in procurement of raw materials. Others work in companies' sustainability, regulatory affairs, communications or marketing teams.

In terms of government agencies, we hosted speakers from the **German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) and the Ministry of Environment in Madagascar**, among others. Attendees from national government agencies and ministries of **Panama, Denmark, Cameroon, Chile, UK, South Africa, Germany** and several more. We also hosted attendees from intergovernmental organisations such as the Secretariat of the Convention on Biological Diversity, the Intergovernmental Panel on Biodiversity and Ecosystem Services (IPBES), FAO, UNDP and the European Commission.

NGOs participating included **Conservation International, The Nature Conservancy, Helvetas, IUCN, Fauna & Flora International, WWF** and many more.

The highest numbers of live attendees were based in these countries:

Brazil, France, Germany, Switzerland, UK and US

Several other countries had a significant number of live attendees as well including:

Belgium, India, Myanmar and Peru, South Africa

Time zone restrictions may have made people from certain countries less able to attend live.

OVERALL FEEDBACK FROM ATTENDEES

2020 was certainly the year for virtual meetings and events. Many webinars were held to replace conferences, and the number of virtual events increased as the year went on. The Digital Dialogues were a pivot from our own planning for a Paris-based UEBT conference in mid-May 2020. The decision was made to focus on very high-level topics where we could also record and send to additional registrants in other time zones. We hoped to engage our regular conference attendees but also people who do not normally get to travel to external conferences.

99% of event attendees who responded to a survey post-event said they were satisfied with the events.

92% said they would **'definitely'** or **'very likely'** attend another UEBT event.

The main reasons people attended the events were to learn what others are doing, get updates on rules or trends, and/or to gain insights or learnings to help them with their own work.

“ I thought it was a great mix of speakers and they were all very competent in their own topics.

NGO/INGO attendee *ABS rules and practices*

“ Practice and useful.

Company attendee *Communicating Biodiversity*

“ Edifying, inspiring, encouraging and so deeply thoughtful.

Company attendee

Ethical sourcing and your due diligence programme

“ The German regulation update was excellent. The other corporate speakers were also great. Excellent; one of the best webinars I joined in a while!

NGO/INGO attendee

Ethical sourcing and your due diligence programme

“ It is extremely interesting and helped me discover UEBT which I actually did not know. Attending [a] Roundtable with this [sic] kind of high-profile companies is really great. It is 'short but to the point' and it helps understand both what UEBT is doing and also apprehend the complexity of sustainability.

Company attendee *Visions that shape a sector: CEO roundtable*

“ It strengthened my belief that there is a great deal of work to do and that it is a fascinating challenge. It was also very inspiring to listen to these CEO/Directors (since Weleda mentioned they do not have a CEO) that are involved in this journey to sustainability. I was particularly amazed by Weleda and also Nelixia regarding their genuine approach on all challenges they face.

Company attendee *Visions that shape a sector: CEO roundtable*

THE BIG SHIFT: BUSINESS FOR DIVERSITY



In the first dialogue **Business for biodiversity (15 October)** UEBT shared its flagship publication launched just a few weeks earlier and called *The Big Shift: Business for biodiversity: Lessons learned from 10 years of UEBT*.

The dialogue included commentary on the 10 lessons by **Keyvan Macedo, Sustainability Director at Natura & Co., Markus Wehr, Head of Strategic Purchasing at Martin Bauer Group and Nisrine Zaaraoui, Sustainable Sourcing Manager for Raw Materials at L'Oréal.**

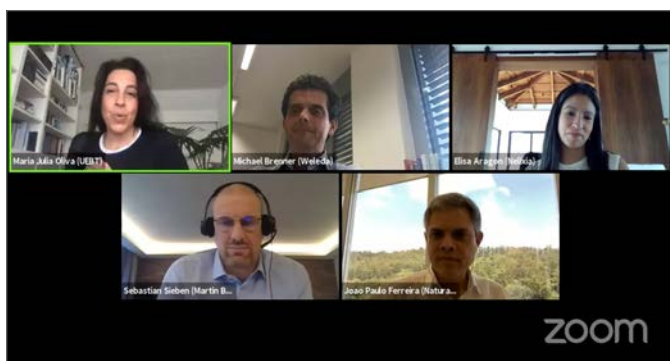
This dialogue also included a special welcome video address by **Elizabeth Maruma Mrema, the Executive Secretary of the Convention for Biological Diversity** (pictured above); and a presentation by **Ana María Hernández Salgar, Chair, Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES).**



Overall, it was the most well attended of the dialogues and received high levels of satisfaction from participants (as gathered by responses to a post-dialogue survey). We shared the powerful welcome video on social media in a shorter version and it was viewed on LinkedIn more than 400 times.

This event's welcome address by Elizabeth Maruma Mrema, the Executive Secretary of the Convention for Biological Diversity was **viewed an additional 400 times on LinkedIn** in the week after the event.

It spoke powerfully of UEBT's contributions to the global biodiversity framework via the report *The Big Shift* and also called businesses to take bolder action for biodiversity.



HIGHLIGHTS FROM EACH WEBINAR



Dialogue 1

Business for biodiversity: 10 lessons learned and how to respond now

This first session of the seven-week dialogues shared an overview of company actions for biodiversity, with panelists from **L'Oréal**, **Martin Bauer** and **Natura & Co.**

UEBT also shared the flagship publication *The Big Shift* and the opening presentation from the IPBES set the scene for the panel discussion.

“ We need to find ways to integrate the values of biodiversity into boardrooms...”

Elizabeth Maruma Mrema, the Executive Secretary of the Convention on Biological Diversity in her video welcome, making a call to the business leaders among the 200 live attendees.

“ We have heard the alarming data and we made commitments ten years ago on biodiversity since almost 60% of our raw materials comes from plant-based sources.

But we realized after 10 years of work that we need to go even further, to work even more closely with our suppliers to contribute to this process of transformation and also move beyond just our direct impact and contribute even more widely to addressing the challenge.

Nisrine Zaaraoui, Sustainable Sourcing Manager for Raw Materials, L'Oréal on how the company sees the concept of 'biodiversity is our business'.

*Top left: Four CEOs in conversation
(from 'Visions that shape a sector: CEO roundtable')*

BIODIVERSITY BAROMETER

In our **Communicating biodiversity (22 October)** dialogue we unveiled the final edition of the UEBT Biodiversity Barometer (www.biodiversitybarometer.org), the annual survey commissioned to gauge levels of awareness of biodiversity among consumers around the world. In 2020, the research also included insights into the latest Google search trends around biodiversity.

Some major results included:

- Every year people's understanding of biodiversity increases. The vast majority of people think brands need to protect it.
- Younger people are the most well informed. They investigate company behavior and expect companies to 'walk the walk.'
- People in France, Brazil and Switzerland have better awareness of biodiversity than people in Germany, the UK or the US have.
- While 82% of people consider that companies have a moral obligation to protect biodiversity, only 41% feel confident that companies are paying serious attention to it.
- Trust levels go up when a company's commitments are independently verified.
- When asked to name some brands taking good action for biodiversity, 42% of those surveyed could not name a single brand.

ATTENDANCE BREAKDOWN OF EACH WEBINAR

Digital Dialogue Topic	Registrants	Live attendees	Additional views of recording ¹	Total views
Dialogue 1 Business for biodiversity	402	238	189	427
Dialogue 2 ABS rules and practices	444	259	220	479
Dialogue 3 Communicating biodiversity	338	165	77	242
Dialogue 4 ABS beyond 2020	344	199	104	303
Dialogue 5 Taking action for biodiversity	307	143	111	254
Dialogue 6 Ethical sourcing and your due diligence programme	287	137	52	189
Dialogue 7 Visions that shape a sector	411	203	304	507
Total	2,530	1,344	1,057	2,401

¹As of 1 December 2020

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This high-level roundtable discussion featured CEOs from UEBT members and partners and explored the shape of companies' visions for a positive impact on biodiversity. The CEOs were from **Natura & Co. Latin America, Nelixia, Martin Bauer Europe** and **Weleda**.

UEBT's Deputy Director, Maria Julia Oliva, moderated the roundtable and asked each CEO to present one slide on their vision, followed by a wide range of questions from both moderator and audience on topics such as fundamental change, where their sectors might be in 2030, what the 'game changers' are in the future and even how company ownership structures help or hinder ethical sourcing.



Above: Elisa Aragon of Nelixia was one of four CEOs in the final webinar that also streamed live on YouTube.

“Everyone must act. But the private sector has a good chance of really change things on the ground. This is why we need to make sustainability and all the strategies we are talking about, mainstream. So that day by day we move the entire sector.

Elisa Aragon, CEO, Nelixia on whether we are putting 'bandaids' on these huge challenges or whether we need an entirely new system.

“This country and those communities could be leading the low carbon economy with so much wealth in terms of ingredients, the forest, nature, the knowledge, and yet all is being wasted because there is no coordination, science and technology are not properly deployed and there are some ideological disputes on how to best use this wealth.

So, I discovered I could do something to help this, through my work, and that is what I have been trying to do ever since, to push people in that direction so that they open their eyes and use their creativity and talent to use the richness of the bio-economy to transform the world.

Joao Paulo B. Ferreira, CEO, Natura & Co Latin America on Brazil's biological and culture wealth and how his early visits to Amazon communities shaped his later career and work with Natura employees.

“Transparency is the game changer, not blockchain. For many countries for decades the secret they guarded the most was their supply chains, because that is really the intellectual property of trading and production companies and now suddenly you take a different approach and you say I will put everything in that area on the table and companies that are willing to do that, that is the game changer.

The game changer is the willingness to be transparent about supply chains rather than keep it as a business secret. And then there are technologies of how to do that. But blockchain is not the gamechanger. The change in attitude is the game changer.

Sebastien Sieben, CEO, Martin Bauer Europe answering a question about blockchain from the audience, and question from Julia Oliva, the UEBT moderator about what in the future will 'change the game' in terms of sustainability.

“One of the most important things for our vision is that we have direct partnerships with our suppliers. That is the most critical thing. With them we are defining projects, we are promoting their stories with customers. And so on.

And we are in a very lucky position because we are a purpose-driven organisation and it helps that all partners are driving in the same direction. And finally, the luckiest thing is that we have owners that allow us to do this.

Michael Brenner, Member of the Executive Board, Weleda Group in response to an audience member who asked how Weleda promotes ethical sourcing with suppliers how it measures supplier success related to the company mission.



Dialogue 4

ABS beyond 2020: emerging issues for business

This practical briefing focused on several different emerging issues on ABS including how the topic fits into the Post-2020 Global Biodiversity Framework and what innovative approaches are being developed for ABS to turn it into a tool for positive impact.

Seven expert speakers were featured including the **Head of the Nagoya Protocol Unit at the Convention for Biological Diversity Secretariat**, two speakers from the **ABS Capacity Development Initiative** and the person who works directly on ABS for the major flavour and fragrance company **Symrise**, among others.

“ABS is about not only understanding the specific requirements in local laws but also understanding what your company activities mean in light of those local laws. From a company perspective, dialogue between regulators and companies will be increasingly important for the future of ABS.

Sascha Liese, Manager Corporate Sustainability, Symrise

providing the practitioner's perspective on what are the key issues in ABS for the future.



Dialogue 2

ABS rules and practices: trends, news and open questions

This two-hour briefing organized by UEBT's two in-house ABS/policy experts coincided with the 10-year anniversary of the Nagoya Protocol.

The session featured the latest ABS updates globally and then looked at how laws and practices in key countries are evolving (featuring the ABS national focal point in Madagascar, the head of the German Competent National Authority for the Nagoya Protocol and an expert ABS consultant from Morocco).

Questions were taken throughout the session from the large audience and one portion of the event featured company experiences from **Natura** and **LVMH Recherche**.

“There is a synergy between company sustainability commitments, the financial resources attributed to those commitments and the legal framework of Access and Benefit Sharing. And it is responsibility of all the players to see if they can do more and if they can do better.

Government agencies and local communities would set up conservation projects that fit the realities and needs of the country of origin and are tied to robust scientific indicators. Business would build consensus on those indicators and methods, speak the same language, invest and monitor its own sustainability. This is the way forward.

Armand Beaupère, Global Biodiversity Regulations Project Manager, LVMH Recherche Parfums & Cosmétiques on how to make ABS rules more practical and meaningful and specifically giving a call to young professionals of the way forward in the coming decades now that the ABS systems are set up...

Overall reach of the event series

- More than 1,300 live attendees representing **700 unique attendees**
- More than **1,000 additional views** of the event recordings



Dialogue 6

Ethical sourcing and your due diligence programme

This session focused on the momentum for voluntary and regulatory measures on due diligence and how UEBT approaches the issue. A speaker from the German government provided an update on the current state of discussion around regulations on responsible sourcing due diligence in Europe and two companies (Weleda and Firmenich) shared their experiences with due diligence.

“UEBT has done an amazing job through the conferences, through the barometer, and with the brands who are working with you to help consumers understand that an ethical product that respects human rights and biodiversity cannot be cheap.

There is a re-think of the value of raw materials, the value of work, the value of services that needs to be done to also have a product that is a fair price.

Bérangère Magarinos-Ruchat, Chief Sustainability Officer, Firmenich on the final steps of evaluation of your due diligence programme to assess your business model through to pricing and even the consumer's role.



Above: Participants get an update on the state of discussions on supply chain regulations in Germany.



Above: Animated infographic demonstrating CAPUA 1880's work in citrus



Dialogue 5

Taking action for biodiversity: the biodiversity action plan approach

This short workshop brought together three companies (**REFEM Millers, Jayanti Herbs and Spices** and **CAPUA 1880**) with UEBT's in-house biodiversity expert to share what they have been doing on creating 'biodiversity action plans' and talked about the types of actions that can be taken from reducing negative impacts to helping ecosystems thrive.

UEBT shared animated infographics of the practices being implemented to inspire and guide companies to take concrete actions in their own supply chains.

“We are working with farmers on a local level to improve soil fertility and soil conditions, encouraging farmers to reduce pesticides and herbicides.

And we are focusing on protecting biodiversity by creating awareness of the climate impacts we are generating by the stripping of biodiversity. And now, the results are beginning to show for us.

Noel Afamefuma, Certification Coordinator, REFEM Millers Limited explaining their 'Biodiversity Action Plan' created for their Hibiscus supply chain in Nigeria.

“We are making sure we are measuring everything that is happening. And expanding this to other regions that we have found the same problems.

Tara Mathew, Head of Direct Farmer Sourcing and Sustainable Value Chains (India, Turkey and Vietnam), Jayanti Herbs and Spices on what are the next steps for their company in terms of biodiversity actions.

¹ See more detailed survey feedback about the webinars' contributions to people's work in Ethical BioTrade in the Appendix on page 7.



Dialogue 3

Communicating biodiversity: consumers expectations and social media

This session provided the latest data from the 2020 UEBT Biodiversity Barometer and featured two digital experts from **Spate** and **Tribe Dynamics** on how the biodiversity conversation is being harnessed in social media and how it is trending up.

In a short interview following the data, **Weleda's** head of global communications shared the company's strategy for issues-based communications with a focus on biodiversity.

Daniel Lauchenauer, Programme Manager, Swiss State Secretariat for Economic Affairs (SECO) welcomed **165 people from 34 countries** to this first dialogue in the Ethical Sourcing Exchange on 22 October

“While each market, each country is different, and focused on different products, we know that biodiversity, ethical sourcing and sustainable lifestyles is key in every market.

Christoph Moeldner, Head of Global Communications, **Weleda** answering a question on how engaged Swiss stakeholders on biodiversity issues are.

“From the industry standpoint, we are not seeing brands stepping away from their sustainability initiatives. The short-term impact on consumer purchasing behavior has recovered super quickly and the movement that started before will continue in the future.

Olivier Zimmer, Co-Founder, **Spate**, Data Science specialist for consumer trends in the US including beauty, wellness and personal care (and ex-Google staffer) on whether COVID might see companies stepping away from ethical sourcing or biodiversity actions.

APPENDIX

Ethical BioTrade and the Digital Dialogues

As part of the Ethical Sourcing Exchange we asked participants how the UEBT webinars might help them with their Ethical BioTrade work. The responses we received are shared below and were generally positive and focused on access to new resources and updated knowledge, as well as a better understanding of what others are doing or where the challenges lie:

The question we posed was:

“How is the webinar going to contribute to your work in the Ethical BioTrade field?”

The answers were...

- A lot of thinking for next steps...
- We are very satisfied to learn about new concepts and trends.
- I have now better knowledge on how to communicate biodiversity.
- I will continue to encourage all my suppliers to enroll in UEBT and FairWild as the best choices for true sustainability certification.
- Able to better serve and support efforts with better update on where some companies are at (understand challenges/gaps they face) and pending regulation.
- I have knowledge and resources for better communication and to ask better questions.
- Understand the level of biodiversity awareness.
- To improve social media content including biodiversity concerns.
- Learned new tools to measure effectiveness.
- Follow what are the updated commitments of companies in sustainability and fair trade.
- It will not have an immediate direct impact but for personal knowledge on what can be done it is very interesting.
- Gives me leverage to maintain and elevate our standards and supply chain. Providing evidence and data from global companies like those represented greatly strengthens our case, especially with investors and legal. It was absolutely fabulous and the deep drilling down on the subject exemplary.
- Learning about due diligence and what to do in the regulatory field and how to include it in the public policies.

About UEBT

UEBT is a non-profit association that promotes sourcing with respect. Its mission is to regenerate nature and secure a better future for people through ethical sourcing of ingredients from biodiversity.



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