

THE IMPORTANCE OF RESPECTING BIODIVERSITY

"We should preserve every scrap of biodiversity as priceless while we learn to use it and come to understand what it means to humanity."

E. O. Wilson, Biologist & Researcher

What people say

"The natural balance between several plant and animal species that are interdependent."



"Biodiversity encompasses all varieties of life forms that can be found on earth (plants, birds, mammals, insects)."



"A system with a diverse variety of living forms with interconnected relationships."



• RESPECTING BIODIVERSITY MEANS •

Respect flora and fauna



7,000
plant species consumed
by humans as food.

17%
of plant species are
used for medical purposes.



Respect people

70%
of the world's poor live in rural areas
and depend directly on biodiversity
for their survival and well-being.



• BIODIVERSITY IS DECLINING SHARPLY •

Threats to biodiversity



Pollution



Invasive alien
species



Habitat loss &
fragmentation



Human
populations



Climate change



Over
exploitation

Biodiversity loss



30%

Of living species
will be extinct by
2050.

75%

Of agricultural
crop variety
has been lost.



• CONSUMERS ARE MORE AWARE... •

BIODIVERSITY AWARENESS

56%

2009

64%

2015

28%

2009

45%

2013

ETHICAL SOURCING OF BIODIVERSITY AWARENESS

EQUITABLE SHARING OF BENEFITS AWARENESS

38%

2009

50%

2013

UEBT Barometer: 2009-2015 - France, US, UK, Germany - 1000 people per country - Base total

Consumers that buy cosmetic products with natural ingredients are more aware about biodiversity.

... AND CARE

70%

Consumers who often buy natural cosmetics say it is essential to contribute personally to conserving biodiversity.

UEBT Biodiversity Barometer 2015 - France, Germany, The Netherlands, UK, USA, India, Brazil, Mexico & Ecuador
Base total of people who often buy natural cosmetics

• WHY COMPANIES NEED TO ACT •

Every company depends on resources that are either directly or indirectly extracted from nature.

83% Of consumers expect companies to have sourcing policies in place that respect biodiversity.

And consumers pay close attention to where the natural ingredients come from:

Cosmetics
65%

Food
79%

Pharmaceuticals
61%

UEBT Biodiversity Barometer 2015 - France, Germany, The Netherlands, UK, USA, India, Brazil, Mexico & Ecuador
Respondents

Sources:
www.uebt.org - Union for Ethical BioTrade - Biodiversity Barometer 2015
www.iucn.org - International Union for Conservation of Nature
www.cbd.int - Convention on Biological Diversity
www.unep.org - United Nations Environment Program
www.nhm.ac.uk - Natural History Museum
globaltopia.org
www.fao.org - Food and Agriculture Organisation



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