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."

What people say

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

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





"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.

of plant species are used for medical purposes.



Respect people

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



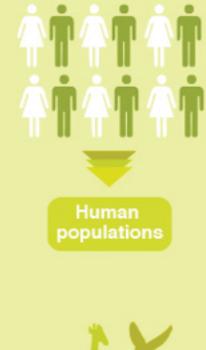
Threats to biodiversity

BIODIVERSITY IS DECLINING SHARPLY

















30%



BIODIVERSITY **AWARENESS**







EQUITABLE SHARING

2009



ETHICAL

SOURCING

AWARENESS

... AND CARE

Base total of people who often buy natural cosmetics

OF BENEFITS

AWARENESS





to conserving biodiversity.

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

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

Consumers who often buy natural

cosmetics say it is essential

to contribute personally

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:

• WHY COMPANIES NEED TO ACT •



79% UEBT Biodiversity Barometer 2015 - France, Germany, The Netherlands, UK, USA, India, Brazil, Mexico & Ecuador

Respondents

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

Crafted by Cosmetics Inspiration & Creation

65%