UEBT STRATEGY
2020 to 2024
BACKDROP: BIODIVERSITY IN CRISIS

In late 2020 with momentum on biodiversity reaching a peak not seen before, UEBT wrote down its priorities and aspirations for the coming years. At the time political, business and civil society leaders were stepping up efforts to address the global biodiversity crisis and working hard towards the Post-2020 Global Biodiversity Framework.

Against this backdrop, UEBT adopted a new strategy to increase the number and breadth of committed companies it works with and encourage increasingly ambitious actions in business strategies, operations and supply chains. Never has it been so essential to work as a sector and in a multi-stakeholder way towards a world in which all people and biodiversity thrive.
UEBT VISION
A world in which all people and biodiversity thrive

UEBT MISSION
To regenerate nature and secure a better future for people through ethical sourcing of ingredients from biodiversity
OUR BASELINE IN 2020

- **68** UEBT committed companies
- **900+** Supply chains
- **81** Countries from which our members source
- **180+** Local suppliers verified or certified
- **385** Ingredients from biodiversity verified or certified against the UEBT standard
UEBT MEMBER COMMITMENTS

1. **Assess sourcing policies and practices**
   Corporate policies and supply chain practices

2. **Set targets for continuous improvement**
   Time-bound targets for due diligence and positive impact

3. **Manage risks for people and biodiversity**
   Due diligence on cultivation and wild collection practices in natural raw materials

4. **Promote positive impact for people and biodiversity**
   Improving cultivation and wild collection practices in strategic natural raw materials

5. **Monitoring, reporting and communication**
   Monitoring of implementation and impact, with options for verification and certification claims
LESSONS THAT INFORM OUR STRATEGY

Lessons are drawn from *The Big Shift: Business for Biodiversity – Lessons Learned from over 10 years of UEBT* published in September 2020

1. Biodiversity is our business
2. Biodiversity is a consumer expectation
3. Biodiversity means engaging on the ground
4. Standards are tools for biodiversity action
5. People and biodiversity are inherently linked
6. Recognising rights over biodiversity is essential
7. Biodiversity is part of company strategies, operations and supply chains
8. Biodiversity actions are effective when tailored to local contexts
9. Biodiversity regeneration is the next step
10. Biodiversity means working in partnership
OBJECTIVES

1. Encourage and validate positive impact on people and biodiversity
2. Facilitate cost-effective due diligence on ethical sourcing
3. Promote the work of UEBT and its members
4. Coordinate a vibrant association of committed companies
ASPIRATIONS FOR 2024

- **130 companies** committed to sourcing with respect for people and biodiversity
- **400 local suppliers** implement ethical sourcing practices
- **100 companies** use UEBT due diligence tools
- **100 biodiversity action plans** adopted by members promote regenerative practices
- **100 ingredient supply chains** in which member initiatives contribute to living incomes for farmers/pickers
- **25 ABS projects** of members promote positive impact
- **10 member brands** use UEBT label
OBJECTIVE 1 | ENCOURAGE AND VALIDATE POSITIVE IMPACT ON PEOPLE AND BIODIVERSITY

ASPIRATIONS 2024

- 100 biodiversity action plans adopted in member supply chains
- 100 ingredient supply chains in which member initiatives contribute to living incomes for farmers/pickers
- 25 ABS projects of UEBT members promote positive impact
- 10 brands with UEBT certified ethical sourcing system
- 500 local suppliers sourcing with respect for people and biodiversity (certified or verified against UEBT standard)
OBJECTIVE 1 | ENCOURAGE POSITIVE IMPACT ON PEOPLE AND BIODIVERSITY

ACTIVITIES

FOR BIODIVERSITY

- **Regenerative practices**
  - Support members in development of biodiversity action plans (BAPs)
  - BAP monitoring module in UEBT Grove
  - BAP e-training, case studies, advisory
  - Network of experts

- **Science-based targets**
  - UEBT member targets aligned with science
  - UEBT tools recognised by Science Based Targets Network

FOR PEOPLE

- **Fair prices, contribution to living income**
  - Member of Global Living Wage Coalition
  - Living wage benchmarks for key countries/ingredients
  - Guidance and support
  - Network of experts for advisory

- **Access and Benefit Sharing (ABS)**
  - Support ABS permitting processes
  - Explore ABS certification options
  - Thought leadership on emerging ABS issues
OBJECTIVE 1 | VALIDATE POSITIVE IMPACT ON PEOPLE AND BIODIVERSITY

ACTIVITIES

CERTIFICATION

Ethical sourcing system certification
- Beauty and personal care
- 10 brands use UEBT label
- Front of pack label use option

Natural raw materials certification
- Herbs, spices, beauty & personal care
- 275 local suppliers with certified practices
- Step up UEBT and roll-out UEBT/Rainforest Alliance Herbs and Spices programme
- Interpretation guides for key natural raw materials
- Network of certification bodies and trained auditors

VERIFICATION

Natural raw materials certification
- Herbs, spices, beauty and personal care
- 400 local suppliers with verified practices
- Step up UEBT and roll-out UEBT/Rainforest Alliance Herbs and Spices programme
- Interpretation guides for key natural raw materials
- Network of certification bodies and trained auditors
- Verification module (Grove)
- Network of trained local auditors

UEBT CREDIBILITY

ISEAL code compliance
Assurance, standard setting, impact
ASPIRATIONS 2024

- **UEBT due diligence tools** aligned with evolving legal due diligence requirements
- **50 members** use UEBT due diligence tools
- **25 other non-member companies** use due diligence tools
<table>
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<th>Due diligence modules in UEBT Grove</th>
<th>Guidance and service</th>
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<td>Access and Benefit Sharing</td>
<td>ABS due diligence system training module</td>
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OBJECTIVE 3 | PROMOTE THE WORK OF UEBT AND ITS MEMBERS

ASPIRATIONS 2024

- 10 member brands use the UEBT label
- 2 consumer-facing campaigns with members
OBJECTIVE 3 | PROMOTE THE WORK OF UEBT AND ITS MEMBERS

ACTIVITIES

Step-up Business-to-Business (B2B) communication in priority sectors/regions

- UEBT verification claims and claims guidance
- Consumer research on brands
- Member and ingredient stories, issue-based communication, case studies
- UEBT website, LinkedIn, newsletters, sector-based channels
- UEBT annual conferences, webinars

Targeted Business-to-Consumer (B2C) communication

- Consumer webpages
- Encourage joint issues-based consumer campaigns by members
- Improved claims and claims guidance
- Support/back-up members’ marketing and communications
OBJECTIVE 4 | COORDINATE A VIBRANT ASSOCIATION OF COMMITTED COMPANIES

ASPIRATIONS 2024

130
UEBT member companies
OBJECTIVE 4 | COORDINATE A VIBRANT ASSOCIATION OF COMMITTED COMPANIES

ACTIVITIES

Evolve membership requirements

- Stronger requirements on ingredient verification
- Criteria for biotechnology, marine ingredients

More transparency

- Public dashboard on member commitments on UEBT site

Increase member engagement

- UEBT staff experts assigned to all members, more projects developed

Easier entry for certified farmers, cooperatives, organisations at source

- UEBT certified farmers, cooperatives to join for free
- Certified organisations at source pay reduced membership fee
FOR A WORLD IN WHICH ALL PEOPLE AND BIODIVERSITY THRIVE