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
- **900+** Supply chains
- **81** Countries from which our members source
- **180+** Ingredients from biodiversity
- **385** UEBT committed companies
UEBT MEMBER COMMITMENTS

1. Corporate policies and supply chain practices

2. Time-bound targets for due diligence and positive impact

3. Due diligence on cultivation and wild collection practices in natural raw materials

4. Biodiversity Improving cultivation and wild collection practices in strategic natural raw materials

5. 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

- 250 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
- 10 member brands use UEBT label
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
- 10 brands use the UEBT label
- 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

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

FOR PEOPLE

- Member of Global Living Wage Coalition
- Living wage benchmarks for key countries/ingredients
- Strengthen UEBT’s internal and member capacity on human rights
- Guidance and support
- Network of experts for advisory

- UEBT member targets aligned with science
- UEBT approaches recognized by business and biodiversity initiatives including Science Based Targets Network
OBJECTIVE 1 | VALIDATE POSITIVE IMPACT ON PEOPLE AND BIODIVERSITY

ACTIVITIES

CERTIFICATION

- Beauty and personal care
- 10 brands use UEBT label
- Evolve requirements

VERIFICATION

- Herbs, spices, beauty and personal care
- 400 local suppliers with verified practices
- Pilot innovative assurance approaches
- Interpretation guides for key natural raw materials
- Network of certification bodies and trained auditors
- Verification module (Grove)
- Network of trained local auditors

UEBT CREDIBILITY

Assurance, standard setting, impact
ASPIRATIONS 2024

- **f·Ω jˊM (gs·E) aligned**
  - with evolving legal due diligence requirements

- **50 members** use UEBT due diligence tools

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  - use due diligence tools
OBJECTIVE 2 | ACCESS AND BENEFIT SHARING

ACTIVITIES

- Access and Benefit Sharing
- Supplier assessment
- Risk assessment

- Guidance on responsible sourcing due diligence considering evolving legal requirements
- ABS due diligence system training module
- ABS help desk and advisory
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)**
- 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)**
- 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

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

ACTIVITIES

- Stronger requirements on ingredient verification
- Criteria for biotechnology, marine ingredients
- Public dashboard on member commitments on UEBT site
- UEBT staff experts assigned to all members, more projects developed
- 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