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UEBT STRATEGY

2020 to 2024





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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.



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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



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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**



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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



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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



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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



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SOW

Flavours



GROW

Spices and other
dried herbs



BLOSSOM

Beauty and
personal care

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



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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
- **10 brands** use the UEBT label
- **500 local suppliers** sourcing with respect for people and biodiversity (certified or verified against UEBT standard)





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OBJECTIVE 1 | ENCOURAGE POSITIVE IMPACT ON PEOPLE AND BIODIVERSITY

ACTIVITIES

FOR BIODIVERSITY

Regenerative practices

- 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

Science-based targets

- UEBT member targets aligned with science
- UEBT approaches recognized by business and biodiversity initiatives including 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
- Strengthen UEBT's internal and member capacity on human rights
- Guidance and support
- Network of experts for advisory





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OBJECTIVE 1 | VALIDATE POSITIVE IMPACT ON PEOPLE AND BIODIVERSITY

ACTIVITIES

CERTIFICATION

Ethical sourcing system certification

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

Natural raw materials certification

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

VERIFICATION

Natural raw materials 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

ISEAL code compliance

Assurance, standard setting, impact





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OBJECTIVE 2 | FACILITATE COST-EFFECTIVE DUE DILIGENCE ON ETHICAL SOURCING

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





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OBJECTIVE 2 | FACILITATE COST-EFFECTIVE DUE DILIGENCE ON ETHICAL SOURCING

ACTIVITIES

Due diligence modules in UEBT Grove

- Access and Benefit Sharing
- Supplier assessment
- Risk assessment

Guidance and service

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



The UEBT
Grove



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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



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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





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**OBJECTIVE 4 | COORDINATE
A VIBRANT ASSOCIATION
OF COMMITTED COMPANIES**

ASPIRATIONS 2024

250

UEBT member
companies



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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





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FOR A WORLD IN WHICH ALL PEOPLE AND BIODIVERSITY THRIVE



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