

UEBT STRATEGY UEBT 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 multistakeholder 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

Countries from which our members source 180+ Local

suppliers verified or certified Ingredients from biodiversity verified or certified against the UEBT standard

385



UEBT MEMBER COMMITMENTS

- Set targets for continuous improvement 2 Time-bound targets for due diligence and positive impact
 - practices in natural raw materials

3

- 4 materials
- 5

Assess sourcing policies and practices Corporate policies and supply chain practices

Manage risks for people and biodiversity Due diligence on cultivation and wild collection

Promote positive impact for people and

biodiversity Improving cultivation and wild collection practices in strategic natural raw

Monitoring, reporting and communication

Monitoring of implementation and impact, with options for verification and certification claims





OBJECTIVES

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

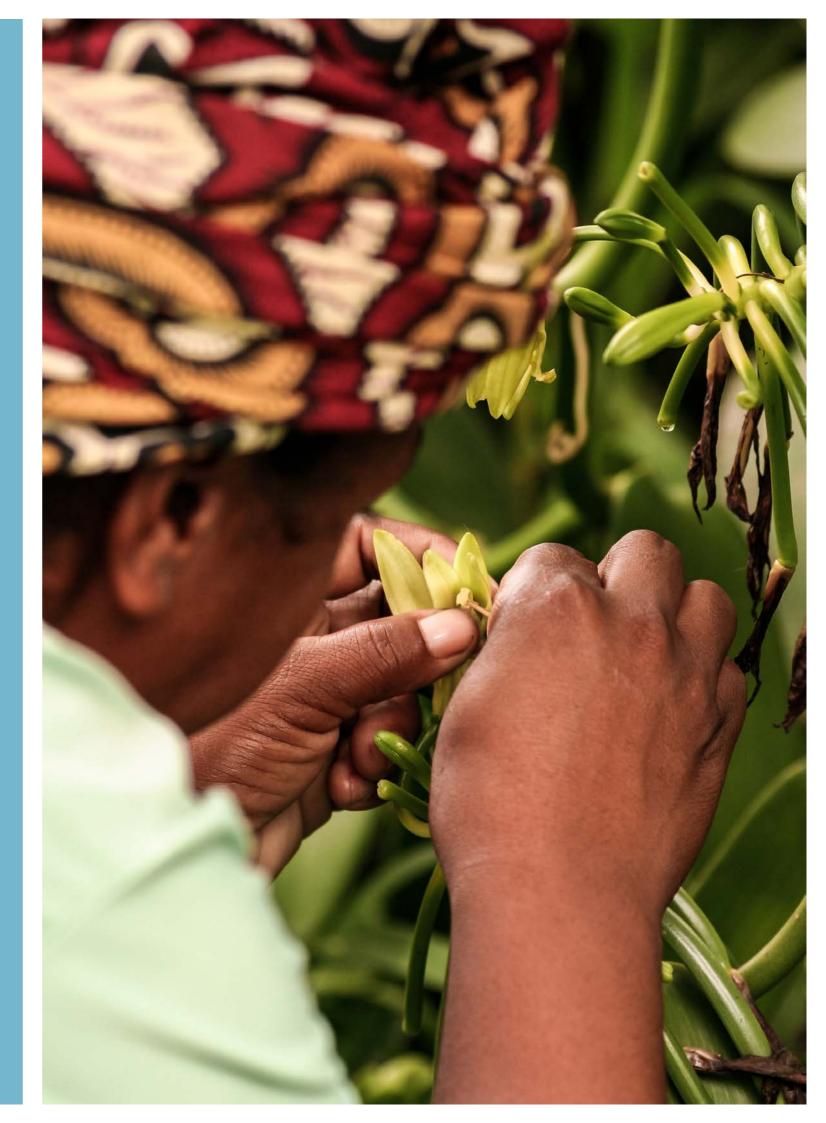




OBJECTIVE 1 | ENCOURAGE AND VALIDATE POSITIVE IMPACT ON PEOPLE AND BIODIVERSITY

ASPIRATIONS 2024

- IOO biodiversity action plans adopted in member supply chains
- IOO 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

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



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
- Network of certification bodies and trained auditors
- Verification module (Grove)
- Network of trained local auditors

UEBT CREDIBILITY

ISEAL code compliance Assurance, standard setting, impact

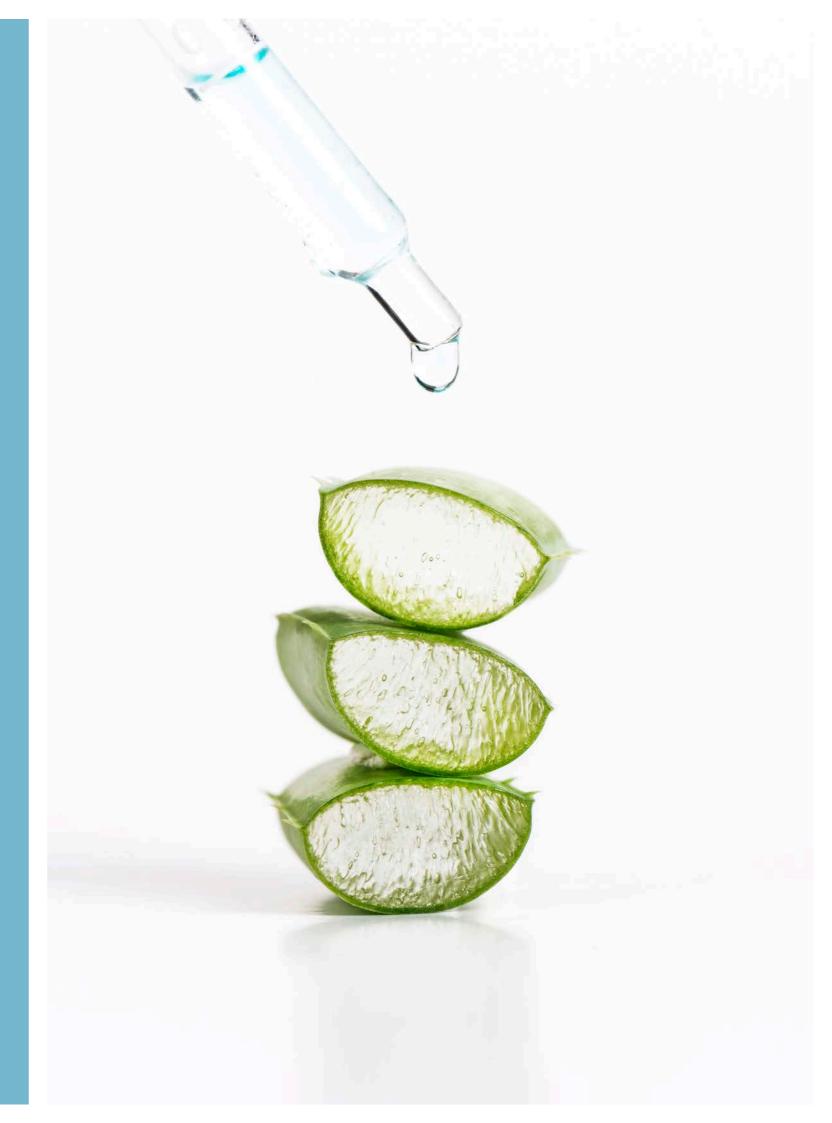
Interpretation guides for key natural raw materials



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

ASPIRATIONS 2024

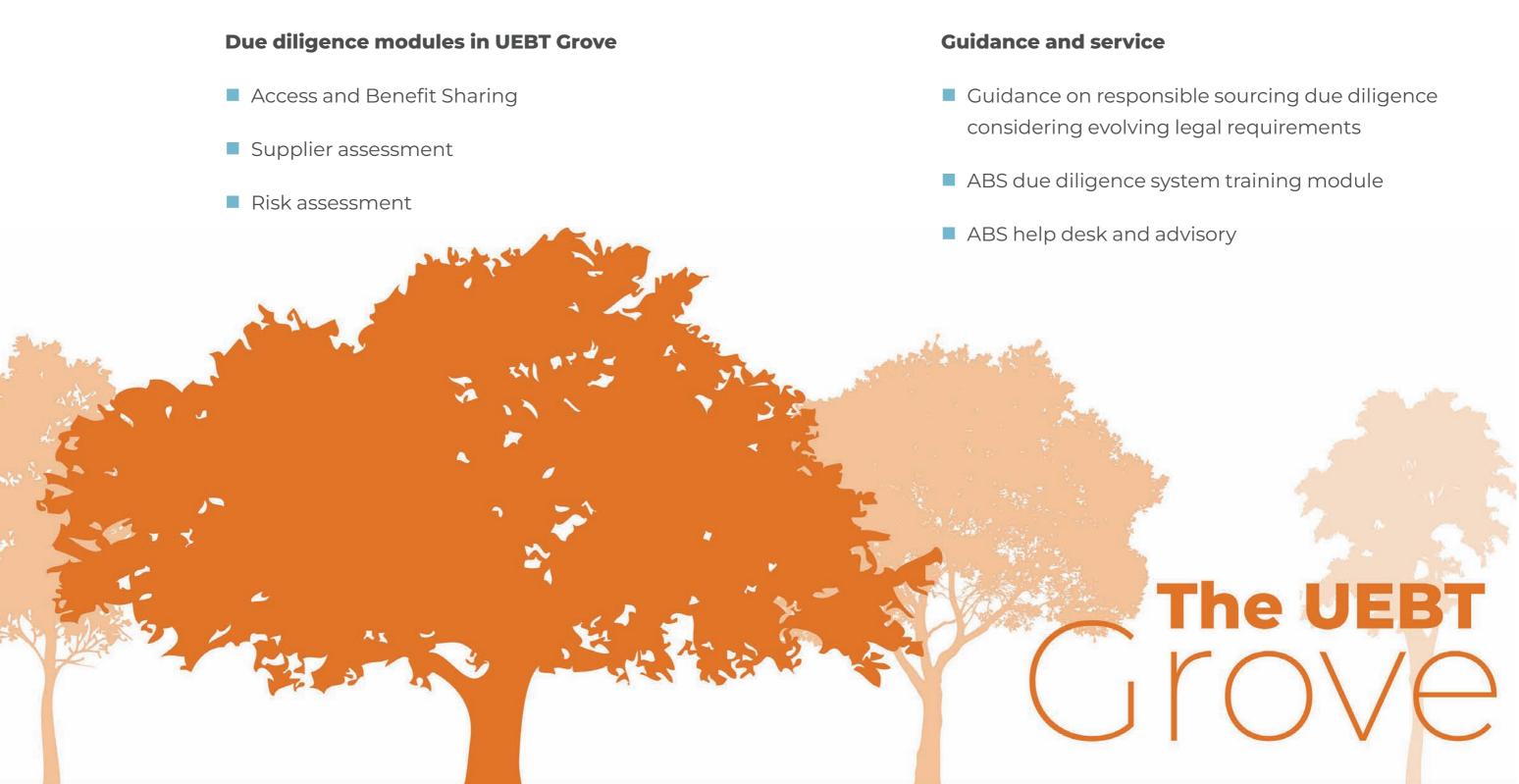
- UEBT due diligence tools aligned with evolving legal due diligence requirements
- 50 members use UEBT due diligence tools
- 25 other non-member companies use due diligence tools





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

ACTIVITIES







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
- and communications



Support/back-up members' marketing





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

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



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