



PRESS RELEASE

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INTERNATIONAL YEAR OF BIODIVERSITY LAUNCHED

GENEVA – Today marks the official launching ceremony of the International Year of Biodiversity (IYB) 2010 in Berlin, Germany.

The United Nations General Assembly declared 2010 as the International Year of Biodiversity, the goal of which is to help raise awareness of the importance of biodiversity. All over the world, people are working to safeguard this irreplaceable natural wealth and reduce biodiversity loss.

Biodiversity is essential to life on earth, and humans, as part of nature's rich diversity, have the power to protect or destroy it. Biodiversity is currently under threat – species have been disappearing at up to 1000 times the natural rate, and this is predicted to rise dramatically. Now is the time to act.

The food and cosmetics sectors rely heavily on natural ingredients derived from biodiversity, and it is an important source of innovation particularly for beauty products. Industry thus has an important role to play in biodiversity conservation and should use the IYB 2010 to step up its action.

The Union for Ethical BioTrade works with industry to move towards the “Sourcing with Respect” of biodiversity. In the context of the IYB 2010, the UEBT is increasing its efforts to raise awareness, and is an official partner of the IYB 2010 campaign.

In 2010 look out for the following UEBT activities:

- Beauty of Sourcing with Respect Conference, to be held in Paris on 16 April;
- The 2010 edition of the Ethical BioTrade Barometer, which will now also include Brazil and Japan;
- Ethical BioTrade Awards for Biodiversity, to be announced at the Health Ingredients trade fair in Spain in November.

Contact the UEBT for more information on these events, and on the importance of biodiversity for the cosmetics and food sectors.

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The Union for Ethical BioTrade is a non-profit association that promotes the ‘Sourcing with Respect’ of ingredients that come from native biodiversity. Members commit to gradually ensuring that their sourcing practices promote the conservation of biodiversity, respect traditional knowledge, and assure the equitable sharing of benefits all along the supply chain.

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