

**PRESS RELEASE**

**UNION FOR ETHICAL BIOTRADE LAUNCHED**



The demand for ethical and environmentally sustainable cosmetics has come a step closer to being met with the establishment of a new membership-based organization called the Union for Ethical BioTrade. The Union, launched at the Beyond Beauty Paris show on 1<sup>st</sup> October, is the flagship association for the Ethical BioTrade movement, a movement promoting sustainable and ethical trade in biodiversity-derived products from around the globe.

Speaking at the launch, President of the Union and CEO of PhytoTrade Africa, **Gus Le Breton** said “Membership of Ethical BioTrade is open to businesses that can demonstrate a genuine commitment to the principles of the Convention on Biological Diversity (CBD). By creating a vehicle for CBD-compliant companies to differentiate themselves in the market, we hope to accelerate adoption of the CBD’s principles throughout the value chain for biodiversity products”.

“As we embark on our journey towards a fairer and more sustainable world, we are delighted that this launch ceremony marks the formal establishment of the Union and the opening of its doors to membership applications”, said **Leandro Machado**, Acting Vice-President, Union for Ethical BioTrade and Head of Government Relations at Natura Cosmetics.

Membership of the Union is drawn from businesses engaged in the production, supply, trade and use of materials derived from biodiversity. These range from small-scale raw material producers through to large end-users of natural products, and include companies in the cosmetics, food and pharmaceutical industries. The Union’s membership is also enriched by the inclusion of an array of non-commercial entities with a strong

interest in supporting the objectives of the CBD. These include conservation organizations (e.g. IUCN), financial support organizations (e.g. the IFC) and various national and regional trade promotion and trade support bodies.

“Ethical BioTrade is a business-led membership-based association, which brings together partners and organizations from around the globe that are working in the field of biodiversity”, explained **Maria Julia Oliva**, Legal and Policy Advisor of the United Nations Conference on Trade and Development (UNCTAD). The Union offers its members a broad range of services that promote, facilitate and recognize their contributions to biodiversity conservation and sustainable development. “Business practices are verified in line with BioTrade Principles and Criteria, which have been developed in the spirit of the CBD” she continued.

**Catherine Cassagne**, Lead, Biodiversity, Environmental and Social Development Department, International Finance Corporation (IFC) commented that “biodiversity protection and conservation stands a better chance of being sustainably achieved when it is incorporated into business models as a basis for on-going value creation, rather than relying solely on philanthropy or simple economic transfers”.

In his closing comments, Le Breton concluded that “the Union is intended to be a long-term and enduring response to the need for business to demonstrate compliance with the principles of the CBD, and we are convinced that we will achieve this”.

1st October 2007

