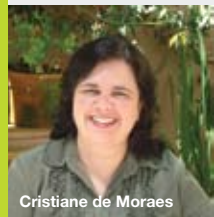


➔ Save the date! The Beauty of Sourcing with Respect conference: 2010 UN International Year of Biodiversity, Paris 16 April 2010.

Latest News



Hélène Menu



Cristiane de Moraes

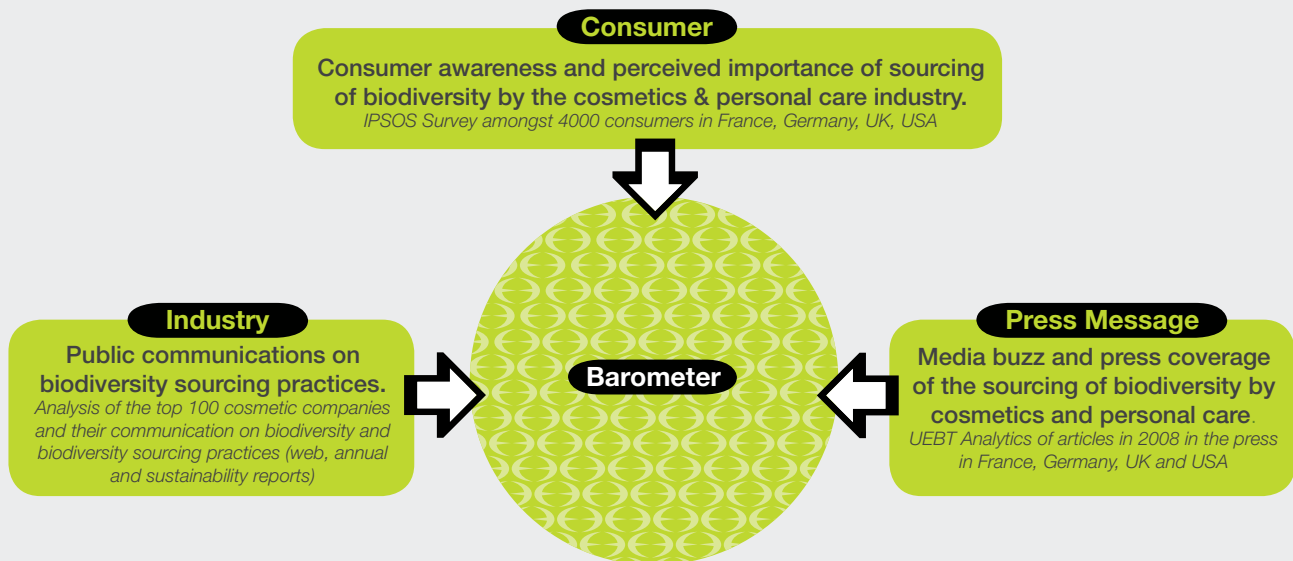
**The Union for Ethical BioTrade opens a new office in Brazil**

The Union for Ethical BioTrade has announced the launch of a representation in Brazil. The aim of this new office is to increase awareness of the Union and its initiatives within Brazilian companies, to grow a wider support base in Brazil, and make the Brazilian market one of the driving forces behind the Union's development.

Brazil is rich not only in biodiversity - holding 20 percent of the world's species as a mega biodiversity country - but also as a base for strong companies operating in the Union's priority sectors. This makes it a logical choice for the Union's first foreign representation.

In autumn 2009, the Union will initiate a programme to develop the capacity of verification bodies in Brazil with regard to Ethical BioTrade, and thus offer a wider network of service providers there. One of the founding members of the Union for Ethical BioTrade is the Brazilian company Natura Cosmetics, which holds the position of Vice-President to the Board of Directors for the Union.

**Ethical BioTrade barometer launched!**



**Ethical BioTrade's barometer reveals that 87% of consumers would favour ethically sourced products**

In the lead up to the 2010 International Year of Biodiversity, the Union for Ethical BioTrade launched the Ethical BioTrade barometer earlier this year. It revealed that 56 percent of the people surveyed had already heard of biodiversity, showing that a true understanding of biodiversity is emerging amongst consumers. However it also showed that consumers' levels of confidence in the cosmetics and personal care industries was low, with only 32 percent believing that cosmetics companies were engaged in ethical sourcing of biodiversity.

An astounding total of 79 percent is ready to boycott companies who disregard environmental and ethical concerns. On the other hand, 79 percent of the consumers would have more faith in a cosmetics and personal care company whose commitment to ethical sourcing of biodiversity is verified by an independent organization.

The barometer further revealed that few of the top 100 cosmetics firms provide information on biodiversity-related issues: only 44 companies reported on sustainability, while a mere 13 mentioned biodiversity. Of the press articles that dealt specifically with ethical sourcing of biodiversity in the sector, over half were critical of the role of cosmetics and personal care companies in producing goods derived from biodiversity.

### The Union for Ethical BioTrade present in Colombia

In August 2009 the Union for Ethical BioTrade participated in a series of high-level meetings in Colombia on the subject of BioTrade. During this time, the Union was presented to the Colombian Vice-Presidential Commission on Competitiveness and Biodiversity. It was also present during a special session of the Colombian Chamber of Representatives on the topic of BioTrade, in which presentations were made by organizations such as UNCTAD, the Colombian Ministry of the Environment, and the Colombian BioTrade Fund. Pierre Hauselmann, Technical Director at the Union for Ethical BioTrade, highlighted the growth of the BioTrade sector, whilst at the same time emphasizing that in order for BioTrade to be a successful tool for local development, it must be ethical, follow strict requirements, and be independently verified.

The Colombian BioTrade Fund is a member of the Union and one of the driving forces behind BioTrade in Colombia. It was a co-organizer of this series of meetings.



### Call for proposals: Ethical BioTrade Community Grants

The Union's Ethical BioTrade Community Grant Programme has been launched! It aims to assist local community suppliers to meet the principles and criteria of Ethical BioTrade, in collaboration with Union member companies who source from these communities. The overall objective is to increase the traded volume on the (international) market of ingredients that comply with Ethical BioTrade principles, thereby contributing to local sustainable development in beneficiary communities and the areas where they live.

Small and medium-sized Trading Members or applicants to the Union for Ethical BioTrade may apply for the grants. Applicants need to demonstrate community income generation through sales of native natural ingredients. The maximum amount per grant is 20,000 Euros. For a full description of the programme, please visit the Union's website.



### Events



#### ABS Business Dialogue, 7-9 October 2009, Pretoria

Jointly organized by the ABS Capacity Development Initiative for Africa, the International Chamber of Commerce (ICC), PhytoTrade Africa, and the Union for Ethical BioTrade, this workshop will provide a forum for open dialogue among participants from the governmental and private sectors, including negotiators from the African Group and different businesses involved with access and benefit sharing (ABS). The dialogue's objective is to shed light on mutual expectations and concerns on international negotiations on ABS, help both users and providers better understand each other's realities and constraints, and identify possible win-win scenarios for the way forward. For more information, please see <http://www.abs-africa.info/>



#### ABS, patents and natural ingredients, 22 October 2009, Geneva

This Union for Ethical BioTrade-organized seminar is aimed at companies developing and/or using natural ingredients in the food and cosmetic sectors, and considering, or already using, patents in relation to these ingredients. Its objective is to provide participants with an overview of the links between patents and biodiversity, and examine strategic and practical suggestions for developing Ethical BioTrade practices in the application for and management of patents related to natural ingredients.

For more information, please see our website



#### Third meeting on Business and the 2010 Biodiversity Challenge, 30 November-3 December 2009, Jakarta

Organized by the Convention on Biological Diversity (CBD) and the United Nations Environment Programme (UNEP), this meeting will combine the Division of Technology, Industry and Economics (DTIE's) "2009 Business & Industry Global Dialogue" and CBD's "Third Business and the 2010 Biodiversity Challenge meeting". It will offer a unique platform to engage business and the private sector in addressing biodiversity, as a means of working towards the 2010 target to achieve a significant reduction in the current rate of biodiversity loss. During this event, the Union for Ethical BioTrade is organizing a session on using standards and certification as management tools to link biodiversity with core business.

For more information, please see <http://www.cbd.int>

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WITH RESPECT™**

Members: 19  
Applicants: 34