



**SOURCING  
WITH RESPECT®**

# Biodiversity Barometer 2010 Asia results

## Special edition for the CBD COP 10!

The 2010 International Year of Biodiversity is reaching its culmination point in the international Biodiversity Summit of the Convention on Biological Diversity (CBD) held in Nagoya, Japan in October 2010. With it, UEBT presents a special edition of the Biodiversity Barometer that adds two Asian countries, South Korea and Japan, to the original survey conducted in France, the UK, the US, Germany and Brazil. These new results shed light not only on a new continent, but also on the host of the UN Biodiversity Summit: Japan.

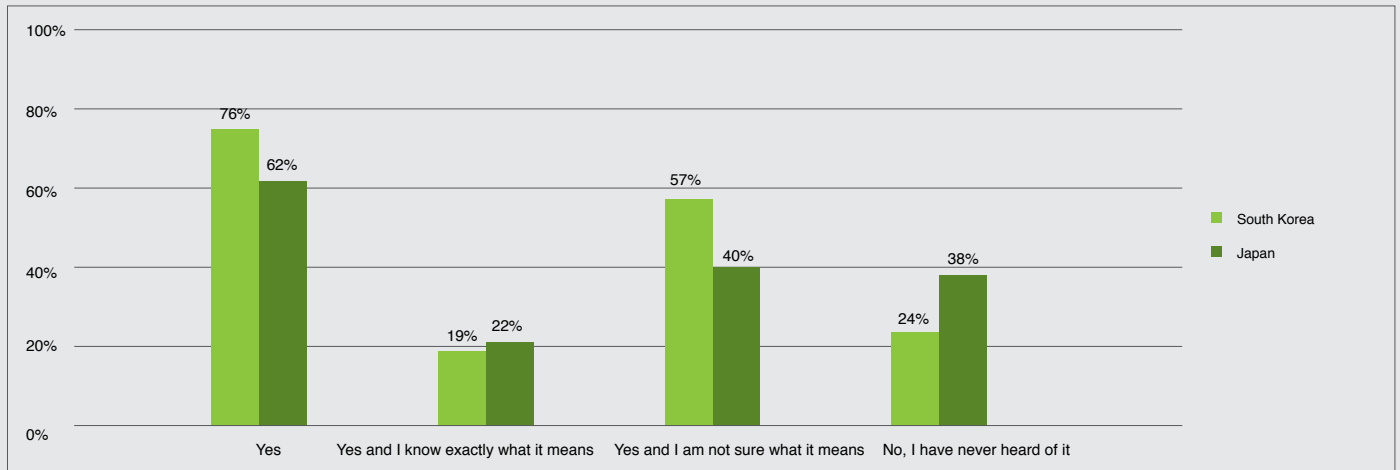
In April, the Biodiversity Barometer 2010 revealed that levels of awareness in Europe and the USA had increased from 56% to 60%, and showed Brazil as the biodiversity champion with as many as 94% of people having heard of biodiversity. This special edition in Asia allows for a global outlook on levels of awareness of biodiversity, reaching out across three continents.



### South Korea next biodiversity champion?

Results from the Asia Barometer show that levels of awareness are high in South Korea, placing it right after Brazil with a level of awareness of 76%. The Japanese on the other hand find themselves much at the same level as countries in Europe and the USA, with 62% of people having heard of biodiversity.

### “Have you ever heard of biodiversity?”



### How well can people define biodiversity?

When asked to define biodiversity, 42% of South Koreans and 29% of Japanese correctly defined biodiversity, showing once again high levels of awareness for South Korea. This puts it right behind Brazil, Brazilians having given 44% of correct definitions. South Koreans and Japanese gave, amongst others, the following definitions:

“it refers to the diversity we can find in an ecosystem and it encourages us to protect all forms of life” SK

“the presence of all kinds of living species in ecosystems” JP

“the presence of male and female diversity” JP

“creating various types of living species through genetic manipulations” SK

“an ecosystem in which live various kinds of living species” SK

“living species take all kinds of forms” JP

■ right answer  
■ wrong answer

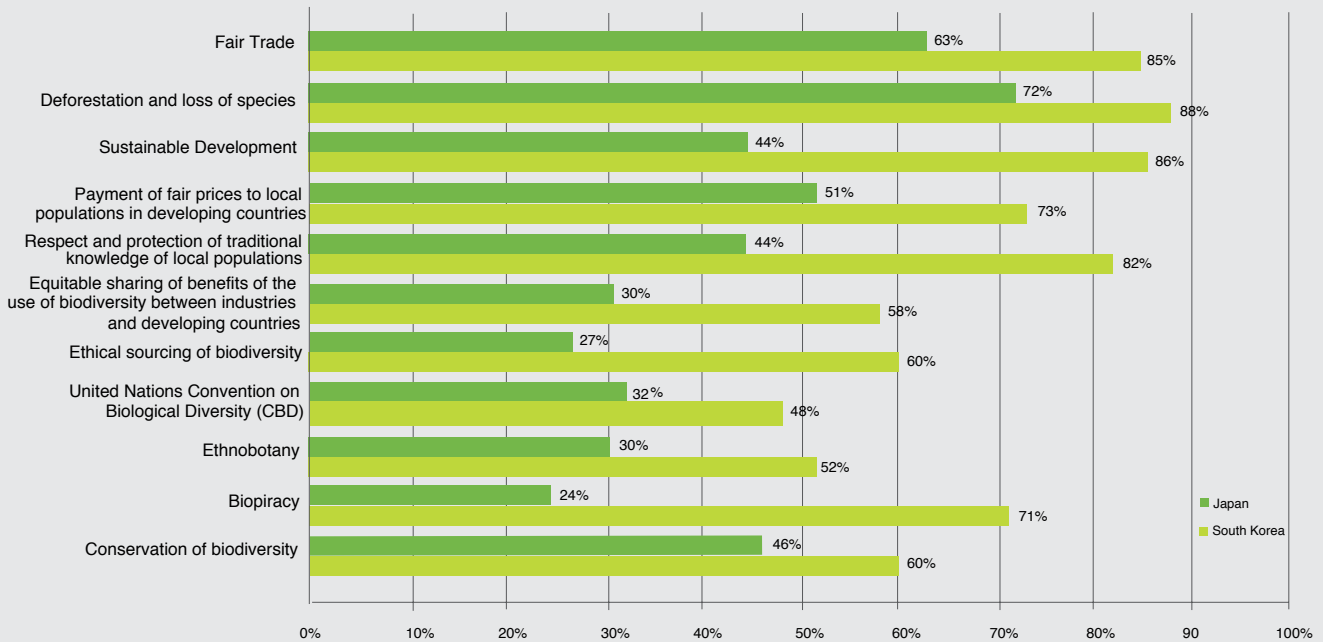
### South Koreans aware of benefit sharing

High awareness of biodiversity related notions such as fair trade and sustainable development, as well as deforestation and loss of species are top of the list in South Korea and Japan. This is the same for the other five countries surveyed in the UEBT Biodiversity Barometer. But South Korea stands out with its high levels of awareness for notions such as “respect and protection of traditional knowledge”, “payment of fair prices to local populations” and “biopiracy”, all three related to benefit sharing. This puts it up ahead with Brazil where 73% of people had already heard of biopiracy. It differentiates it from Europe, the USA and Japan where levels of awareness of these notions remain lower, particularly in the case of the term “biopiracy” (23% for Europe + USA and 24% for Japan).

## CBD needs to raise its profile

It is interesting to note that only 32% of Japanese and 48% of South Koreans had heard of the CBD. These figures are similar to those in Europe and the USA where 48% of people surveyed in 2010 had heard of the CBD.

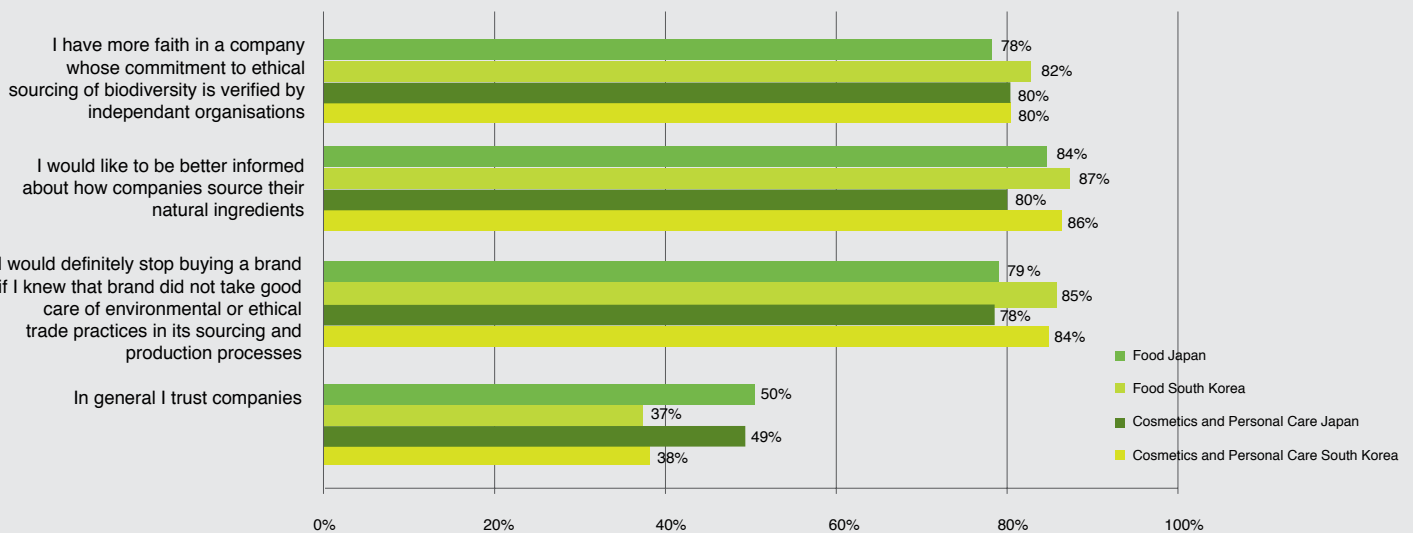
### “Have you ever heard of the following notions?”



## South Koreans and Japanese want to know what they are buying

As in Europe and Brazil, levels of trust of South Koreans and Japanese, in companies in the cosmetics and food sectors to practice ethical sourcing remain low.

Since trust is low, consumers would like to be better informed about companies' sourcing practices, so as to be able to make the right choices. This trend is also clear in Europe, the USA and Brazil. In all seven countries surveyed, consumers feel a lack of information on the matter, express a desire to know more about their favourite brands' behaviours and would have more faith if companies underwent external verification.



### Methodology

UEBT commissioned IPSOS to conduct a survey of 2000 consumers in South Korea and Japan. The survey took place over the month of September. This comes in addition to the original UEBT Biodiversity Barometer conducted in February 2010, a survey of 5000 consumers in France, Germany, UK, USA and Brazil.

### Acknowledgements

The South Korea extension of the survey was made possible thanks to sponsorship from the AMOREPACIFIC Corporation