



UNION FOR
ETHICAL
BIOTRADE

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WITH RESPECT

Three questions for Zoe Quiroz-Cullen, Director, Conservation Finance and Enterprise at Fauna & Flora International



Tell us a little bit about Fauna and Flora International that we may not know already?

Zoe Quiroz-Cullen: Fauna & Flora International (FFI) is the world's oldest international conservation charity, established in 1903. We played an instrumental role in setting up Kruger and Serengeti National Park and many well-known institutions such as IUCN – the World Conservation Union and the Worldwide Fund for Nature (WWF).

Currently, we work in 40 countries spread across the Asia Pacific, Africa, Eurasia and America and Caribbean regions. A major focus of our work is working with rural communities and other national partners to develop their capacity to protect and sustainably manage terrestrial and marine ecosystems.

We actively engage with corporates committed to biodiversity, recognising that the private sector has a vital role to play in the global conservation effort. Of particular relevance to UEBT is our growing global portfolio of sustainable sourcing projects, where we facilitate the establishment of supply chains that link community producers with responsible buyers in the food and cosmetics sectors and create tangible positive benefits for both people and wildlife. We have projects in Indonesia and Kyrgyzstan ready to supply various sustainable natural products to the herbal tea and cosmetics sectors.

We are also collaborating with a range of partners to catalyse private sector action to raise awareness of risk of wild pollinators' decline to supply chains. We have analysed existing company action on pollination, assessed the vulnerability of the top 15 pollinator dependent food crops, strengthened the business case to act and outlined a road map to enable sustainable pollinator management within supply chains.

FFI is also a leader on marine plastics issues and is advising companies on positive steps they can take to reduce plastics pollution. FFI has been at the forefront of efforts in the UK (and beyond) to halt the use of microplastic ingredients in cosmetics and toiletries such as face scrubs, toothpastes and shaving products. We created the Good Scrub Guide to help raise consumer awareness and give people a practical way to take positive action. Beyond microplastics, we recently launched the No Time to Waste report, in partnership with Tearfund, WasteAid, and the Institute for Development Studies, which describes the impact of single use mismanaged plastic waste on the environment, human health and livelihoods in low income countries, and provides recommendations to Governments and multinational consumer goods companies in tackling this crisis.

Question 2: What makes UEBT a good partner for your organisation?

Zoe Quiroz-Cullen: UEBT's commitment to biodiversity conservation and promoting sustainable use of natural ingredients among its members makes it a good partner for FFI. Its growing membership base provides a great platform to communicate the importance of biodiversity conservation as a material concern for business, and a responsibility as ethical corporates. It also creates opportunities to forge new and productive partnerships to drive positive biodiversity impacts. Additionally, UEBT expertise in national and international legislation, such as the Nagoya Protocol, is important in promoting fair and equitable benefit sharing practices that respect biodiversity and traditional knowledge.



Dried Rosehip by the communities in Astanbap forest, Kyrgyzstan – Increased income to collectors and increased incentives for conservation and forest cover.

Question 3: How will this partnership benefit biodiversity?

Zoe Quiroz-Cullen: FFI will use this partnership to support UEBT in its efforts to continually raise the profile of biodiversity conservation and its importance among its membership, as well as seeking opportunities to catalyse positive action on a range of key issues. In specific geographies we will particularly focus on development of joint sustainable sourcing projects that combine FFI, and our local partners' extensive field expertise with UEBT members' wide market reach. The goal of such projects is to create sustainable economic opportunities for rural communities and shift local incentives in favour of biodiversity conservation.



Kepayang Oil produced by the rural communities of Sumatra, Indonesia – Additional income from sale providing incentives for Sumatran tiger conservation.