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THE NATURE OF FASHION

WEBINAR 1: BIODIVERSITY 101

JUNE 4 & 5, 2020

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THE FASHION PACT

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Fellow & Senior Advisor on Resilient Supply Chains, Conservation International

Head of Sustainable Sourcing Innovation, Kering

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POLLING QUESTION
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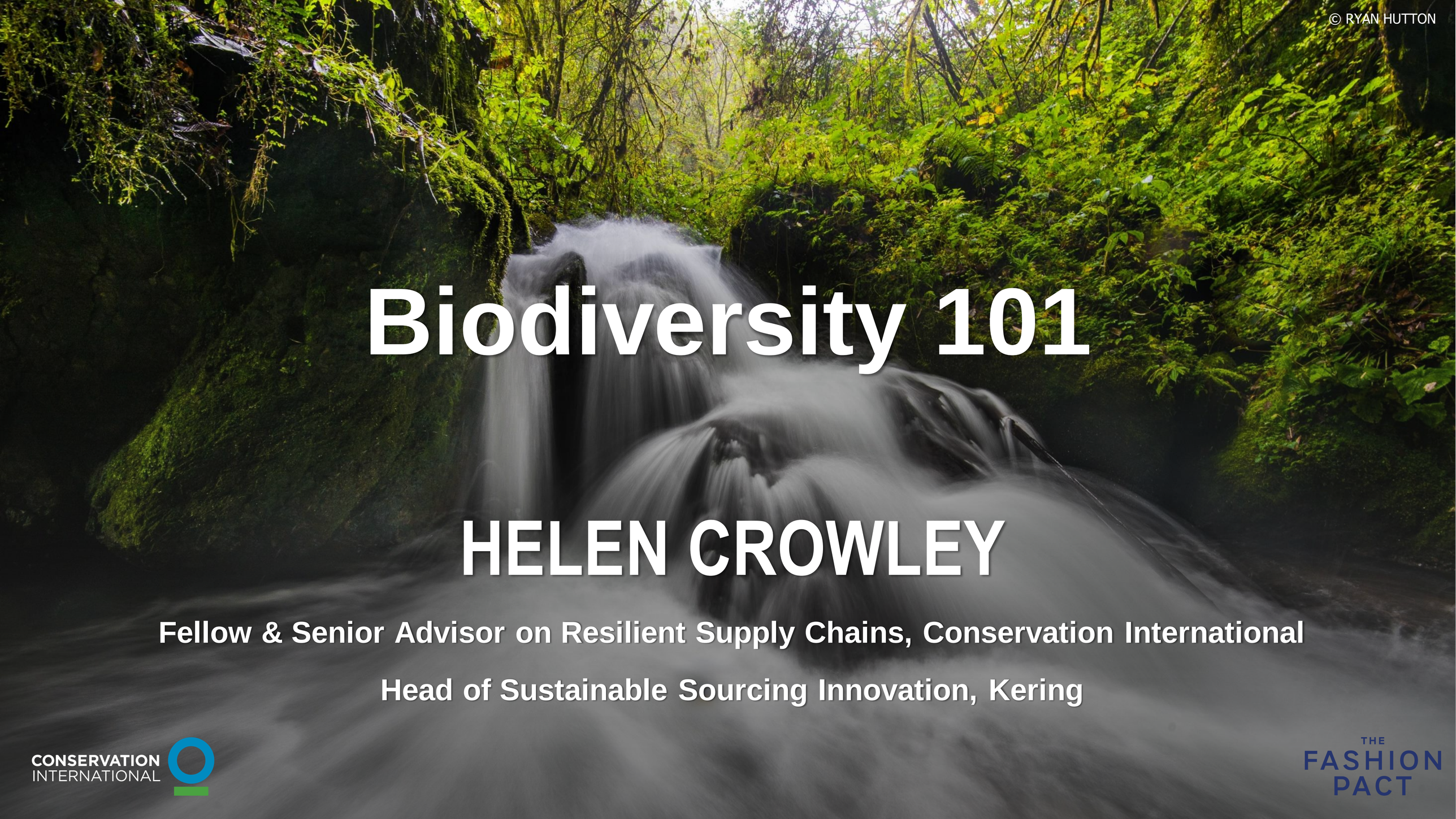

Biodiversity 101

HELEN CROWLEY

Fellow & Senior Advisor on Resilient Supply Chains, Conservation International

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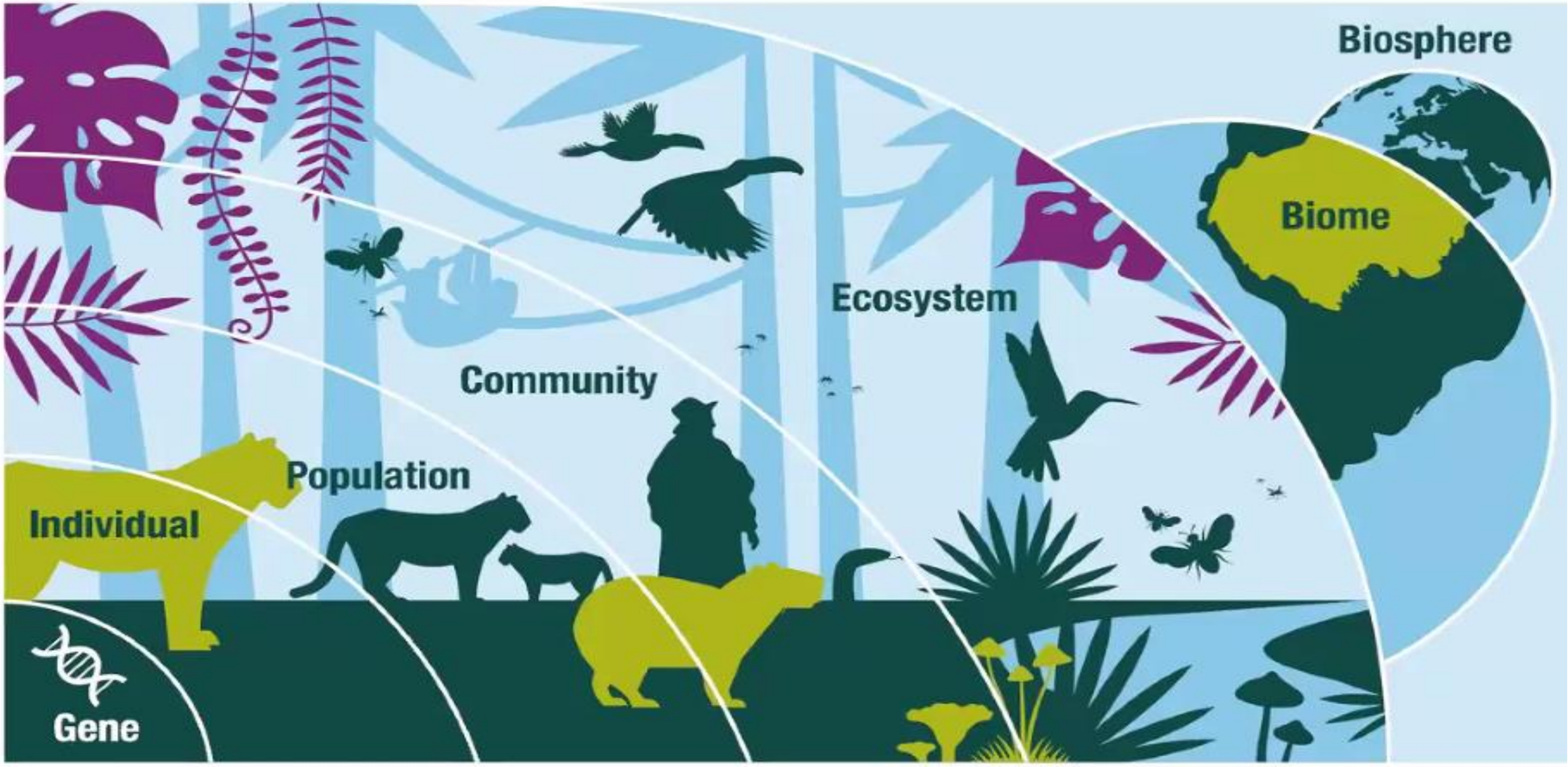
WHAT IS BIODIVERSITY?



1. Genes
2. Species
3. Ecosystems

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GENES

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SPECIES

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ECOSYSTEMS

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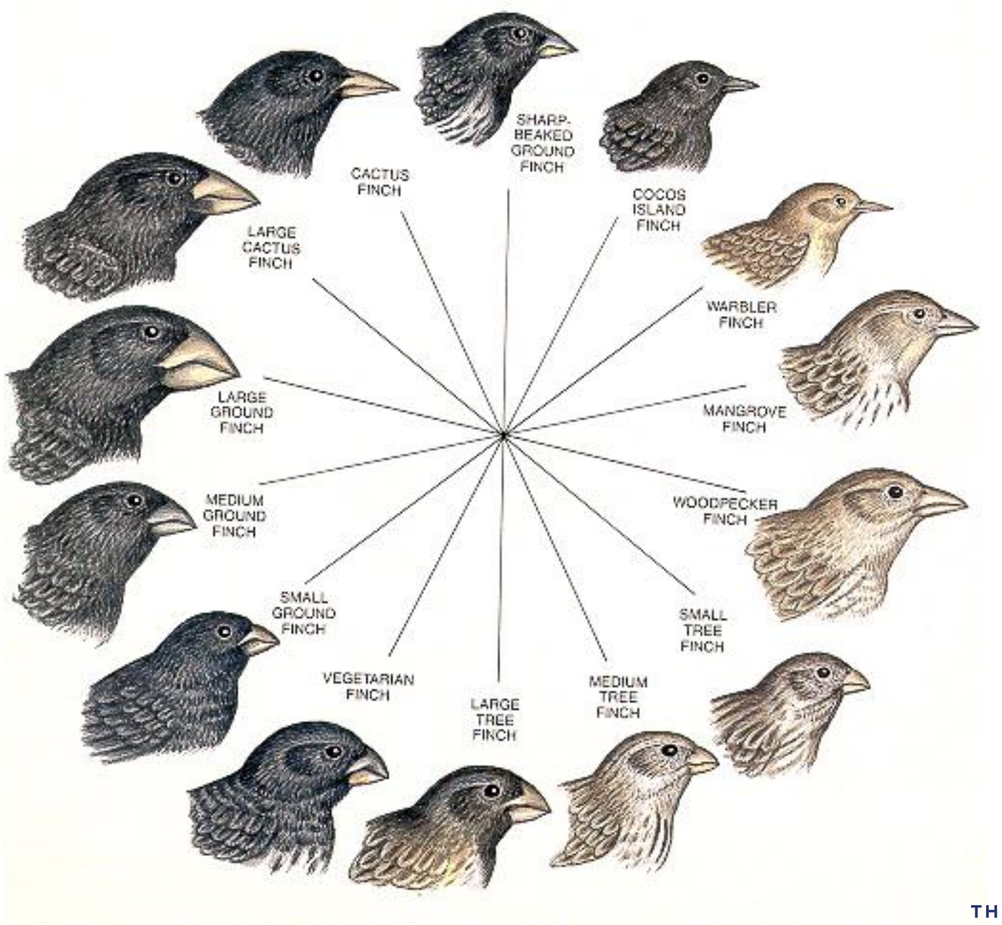
Diversity and Complexity:
More is better, but not more of the same



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INTER-RELATED, INTER-LINKED AND INTERTWINED

Adult chum salmon returning to spawn contains average of:

- 130 grams of nitrogen
- 20 grams of phosphorus
- More than 20,000 kilojoules of energy in the form of protein and fat;

“If you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid.”
- Albert Einstein

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resilience noun

re·sil·ience | \ ri-ˈzil-yən(t)s \

Definition of *resilience*

1 : the capability of a strained body to recover its size and shape after deformation caused especially by compressive stress

2 : an ability to recover from or adjust easily to misfortune or change

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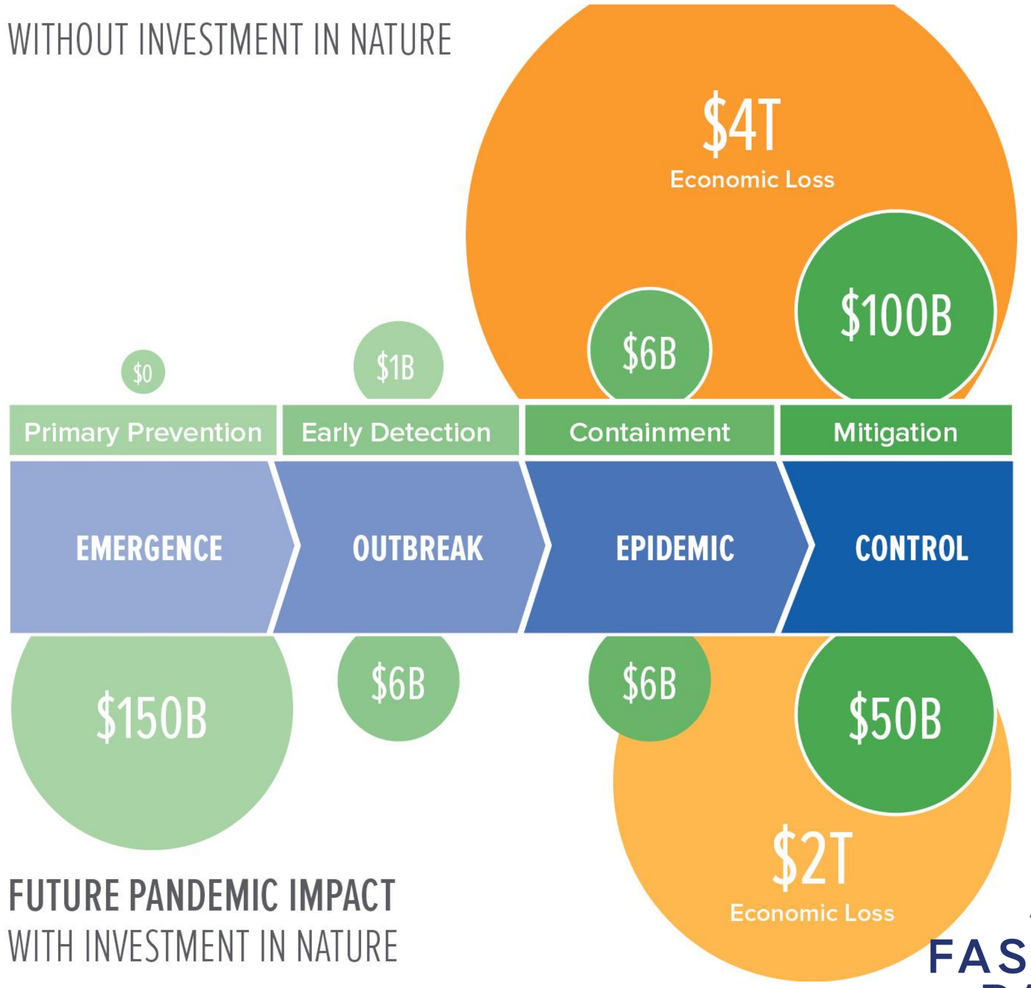
TO REDUCE THE LIKELIHOODS OF FUTURE PANDEMICS, WE NEED TO RETHINK OUR RELATIONSHIP WITH WILD ANIMALS AND WILD PLACES

We can create the conditions to minimize future risk

Wildlife Conservation Society

GLOBAL WILDLIFE CONSERVATION



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WHAT NATURE DOES FOR US

Nature's contribution to people (NCP) (=ecosystem services)

Nature's contributions to people are of critical importance to rich and poor in developed and developing countries alike. Nature underpins every person's wellbeing and ambitions – from health and happiness to prosperity and security. People need to better understand the full value of nature to ensure its protection and sustainable use.

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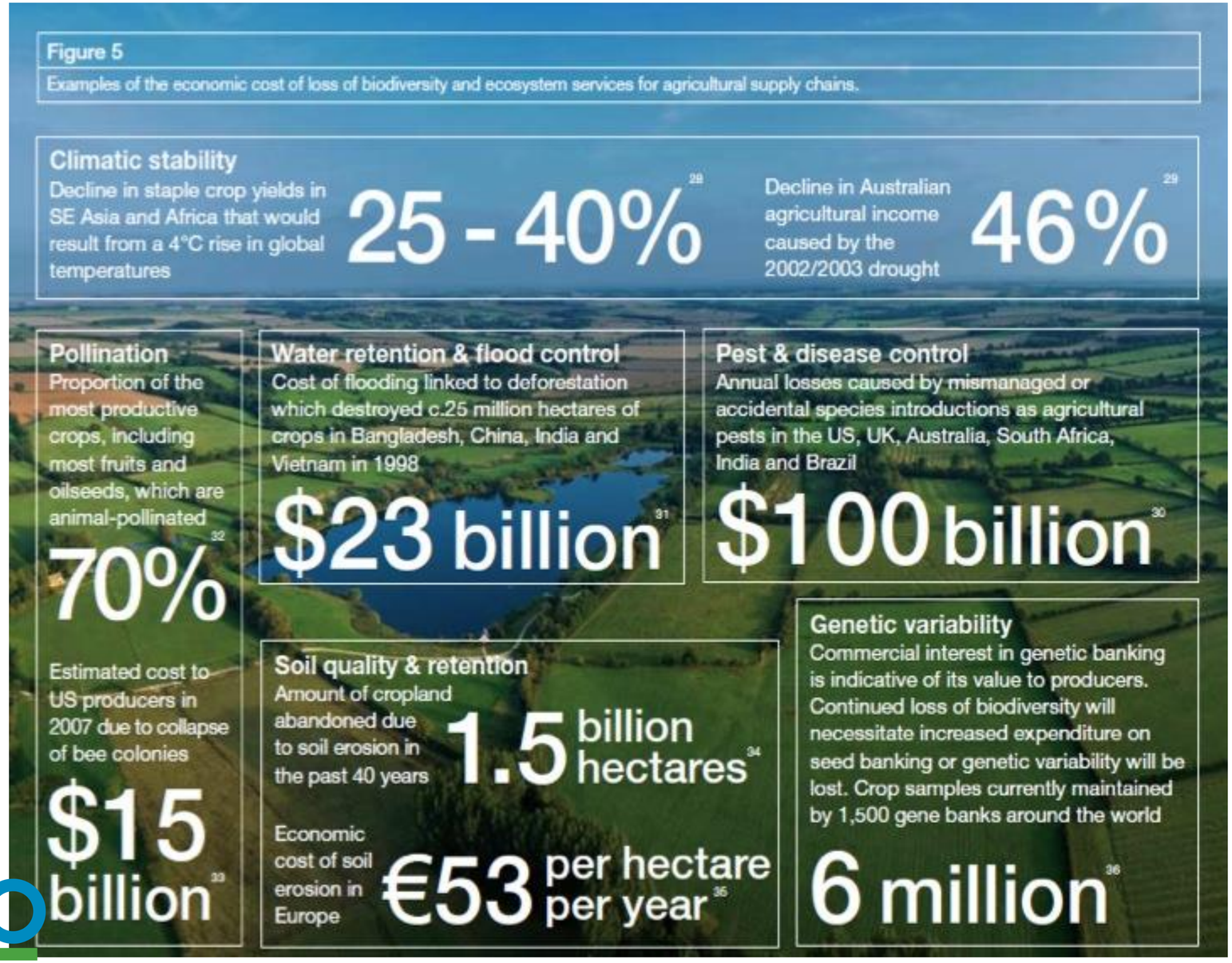
WHAT NATURE DOES FOR US



*"our research shows that over **$US 44 trillion** each year of economic value – over half the worlds total GDP - is moderately or highly dependent on nature and its services"*

- WEF 2020

*" the estimate for the total global ecosystem services in 2011 is $125 trillion/yr …..*the loss of eco-services from 1997 to 2011 due to land use change at $4.3–20.2 trillion/yr "

- Robert Costanza et al., 2014

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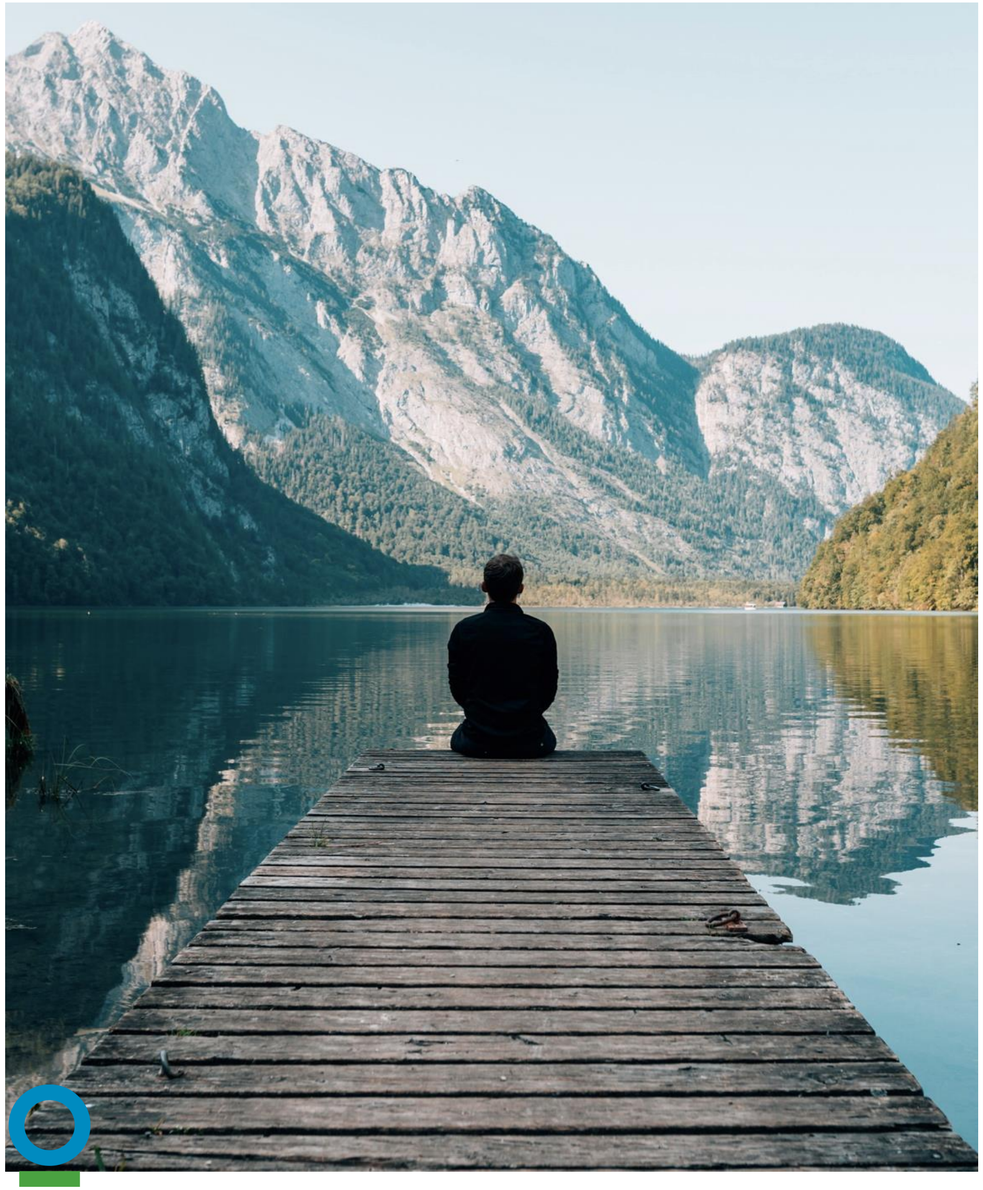
NATURE'S CONTRIBUTION TO US



For 99% of the time we've been on Earth, we were hunters and gatherers, our lives dependent on knowing the fine, small details of the world. Deep inside, we still have a longing to be reconnected with the nature that shaped our imagination, our language, our song and dance, our sense of the divine."

Janine Benyus, Biomimicry Institute

AND it inspires us ….

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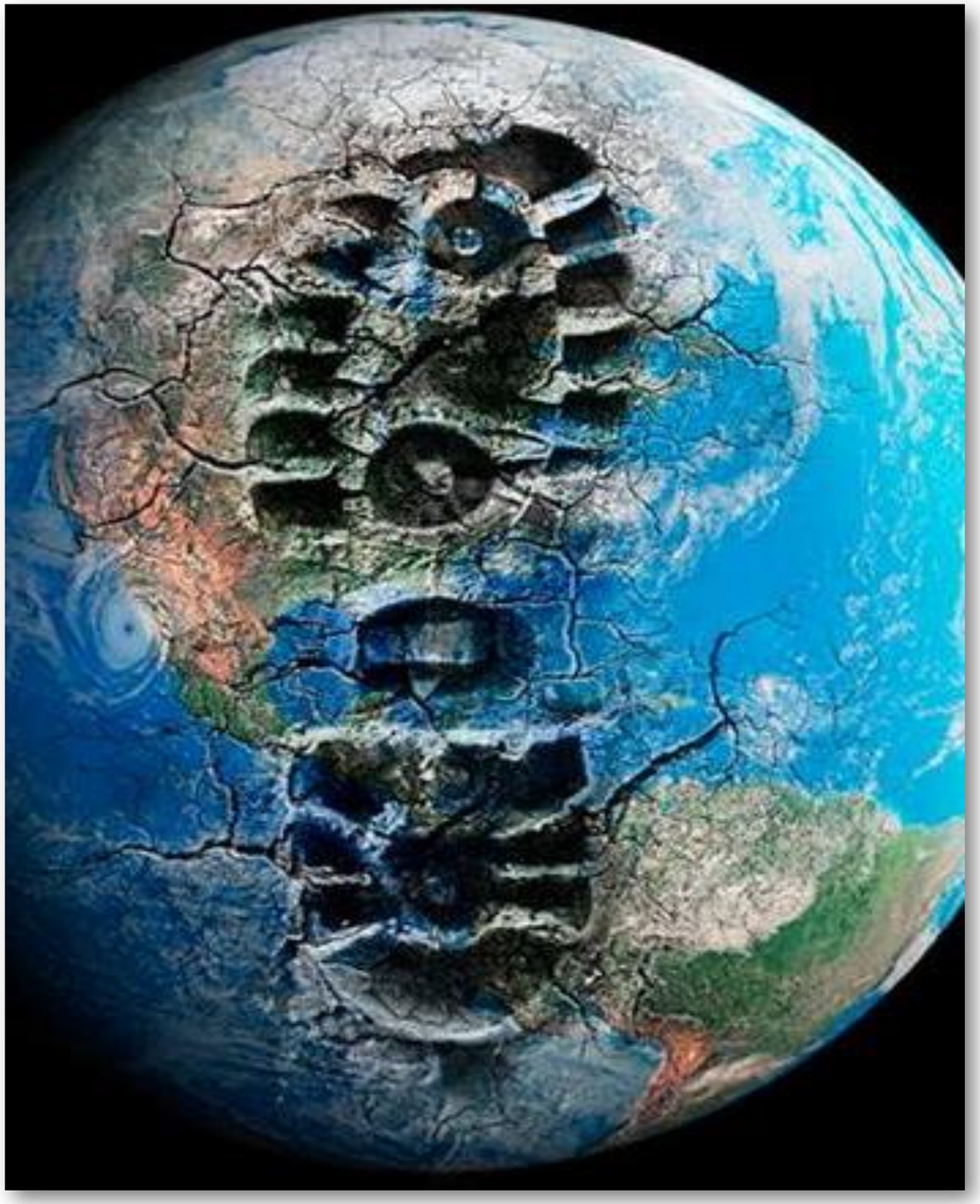
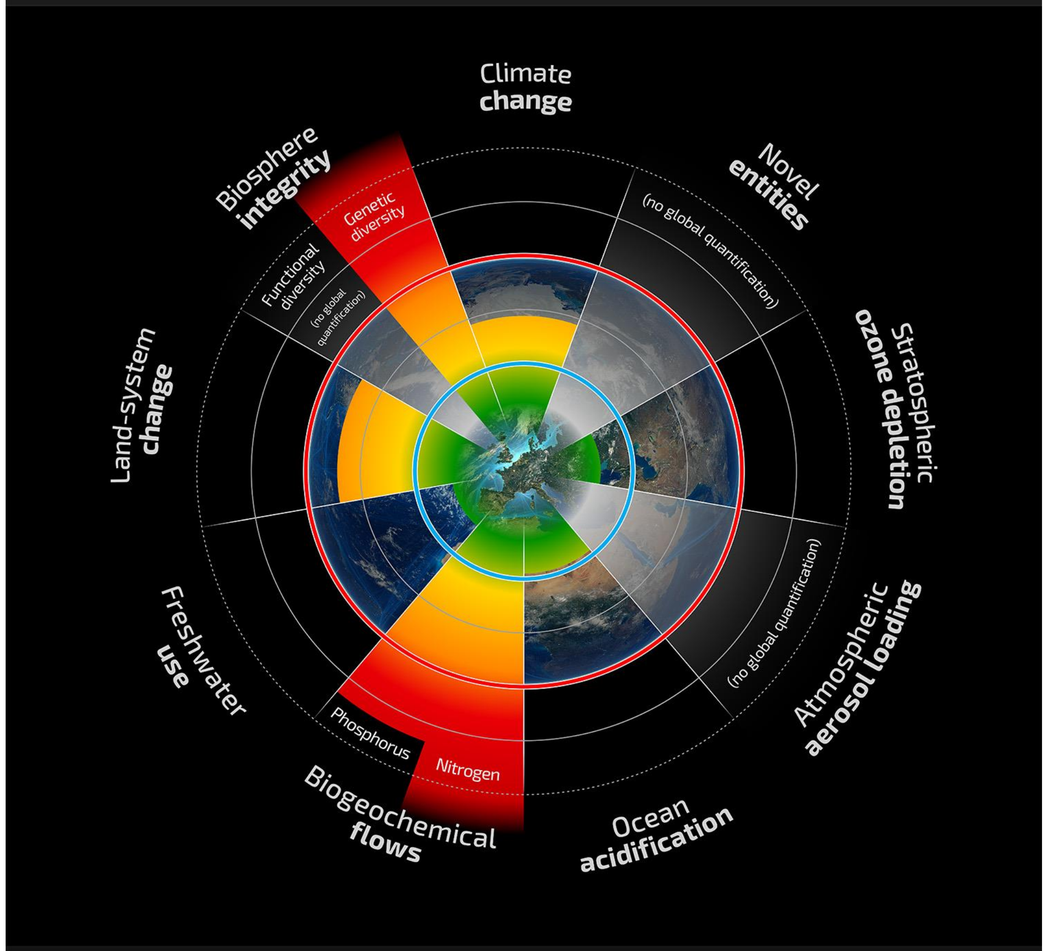


Planetary Boundaries

A safe operating space for humanity



Beyond zone of uncertainty (high risk)
In zone of uncertainty (increasing risk)
Below boundary (safe)
Boundary not yet quantified

Source: Steffen et al. Planetary Boundaries: Guiding human development on a changing planet, *Science*, 16 January 2015.
Design: Globaïa

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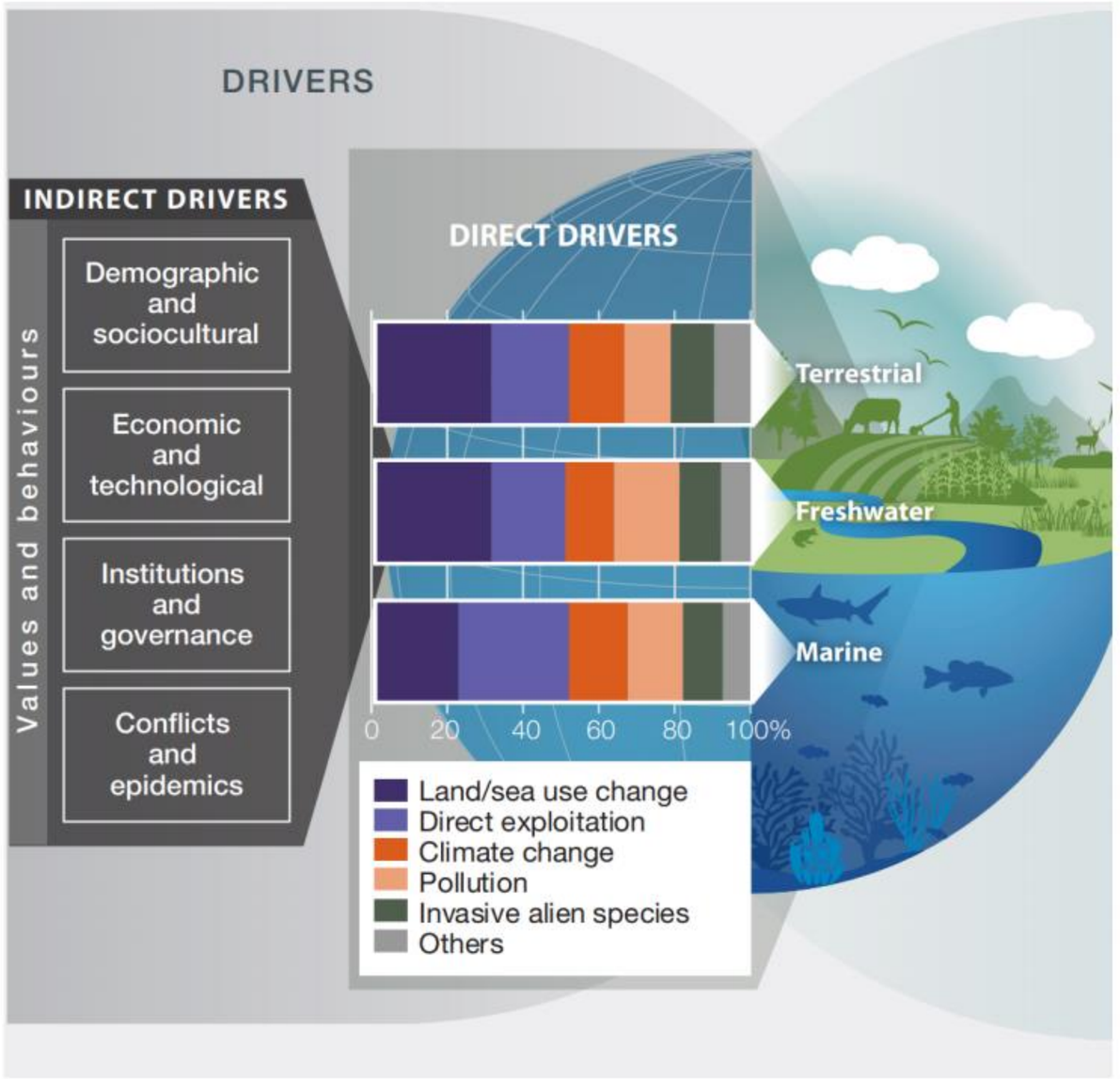
IPBES Global Assessment

- Nature and its vital contributions to people, which together embody biodiversity and ecosystem functions and services, are deteriorating worldwide.



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Two things are different now compared with any other time in history: human impacts are now ubiquitous and of greater intensity than at any time in the past, and in most cases we can no longer plead ignorance of the consequences.

Millennium Ecosystem Report, **2005**

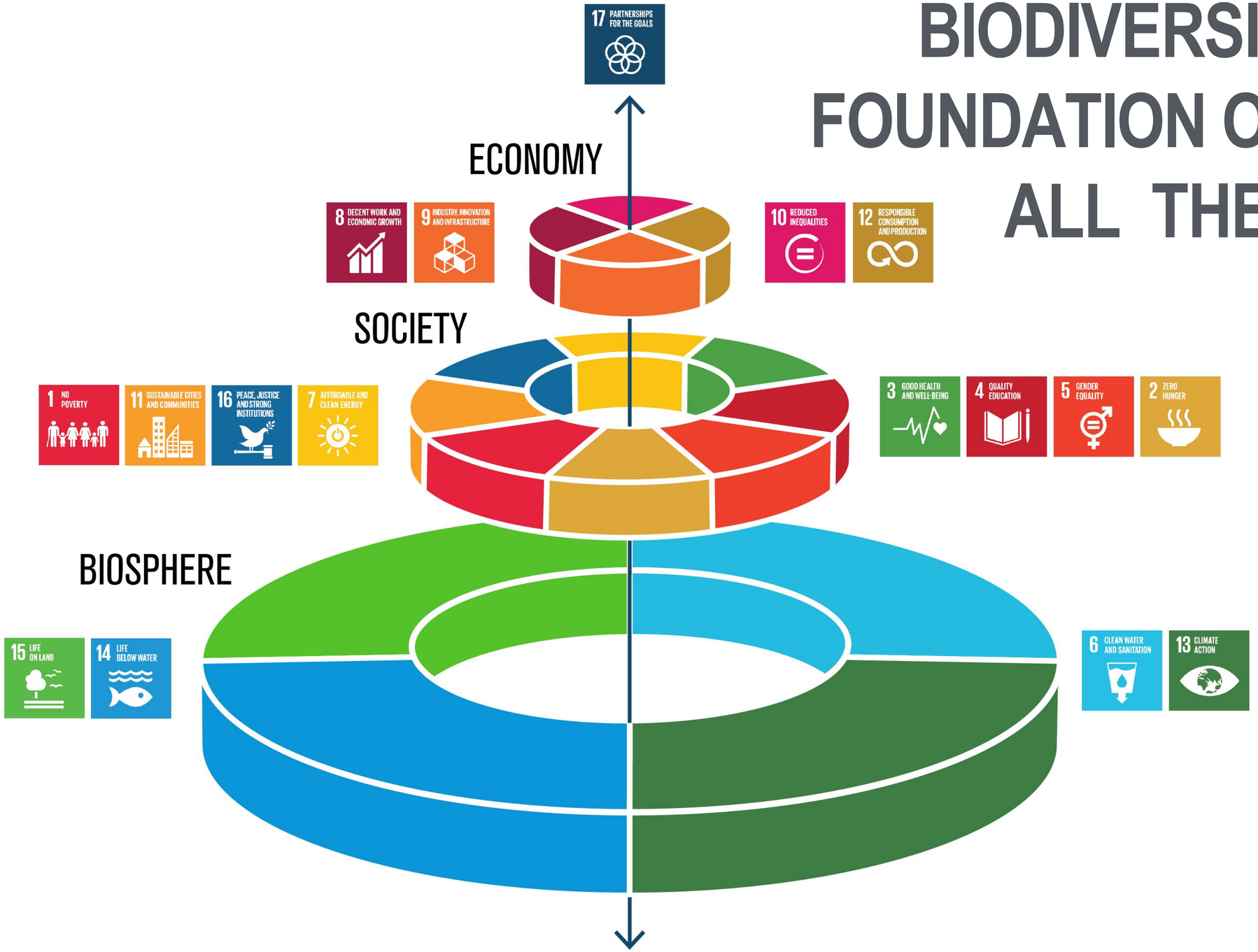
"The overwhelming evidence … presents an ominous picture.. the health of ecosystems on which we and all other species depend is deteriorating more rapidly than ever. We are eroding the very foundations of our economies, livelihoods, food security, health and quality of life worldwide..

..it is not too late to make a difference, but only if we start now at every level from local to global… through 'transformative change', nature can still be conserved, restored and used sustainably.

By transformative change, we mean a fundamental, system-wide reorganization across technological, economic and social factors, including paradigms, goals and values."

Sir Robert Watson, Chair of the Intergovernmental Panel on Biodiversity & Ecosystem Services (IPBES) May 2019

BIODIVERSITY IS THE FOUNDATION OF ACHIEVING ALL THE SDGS



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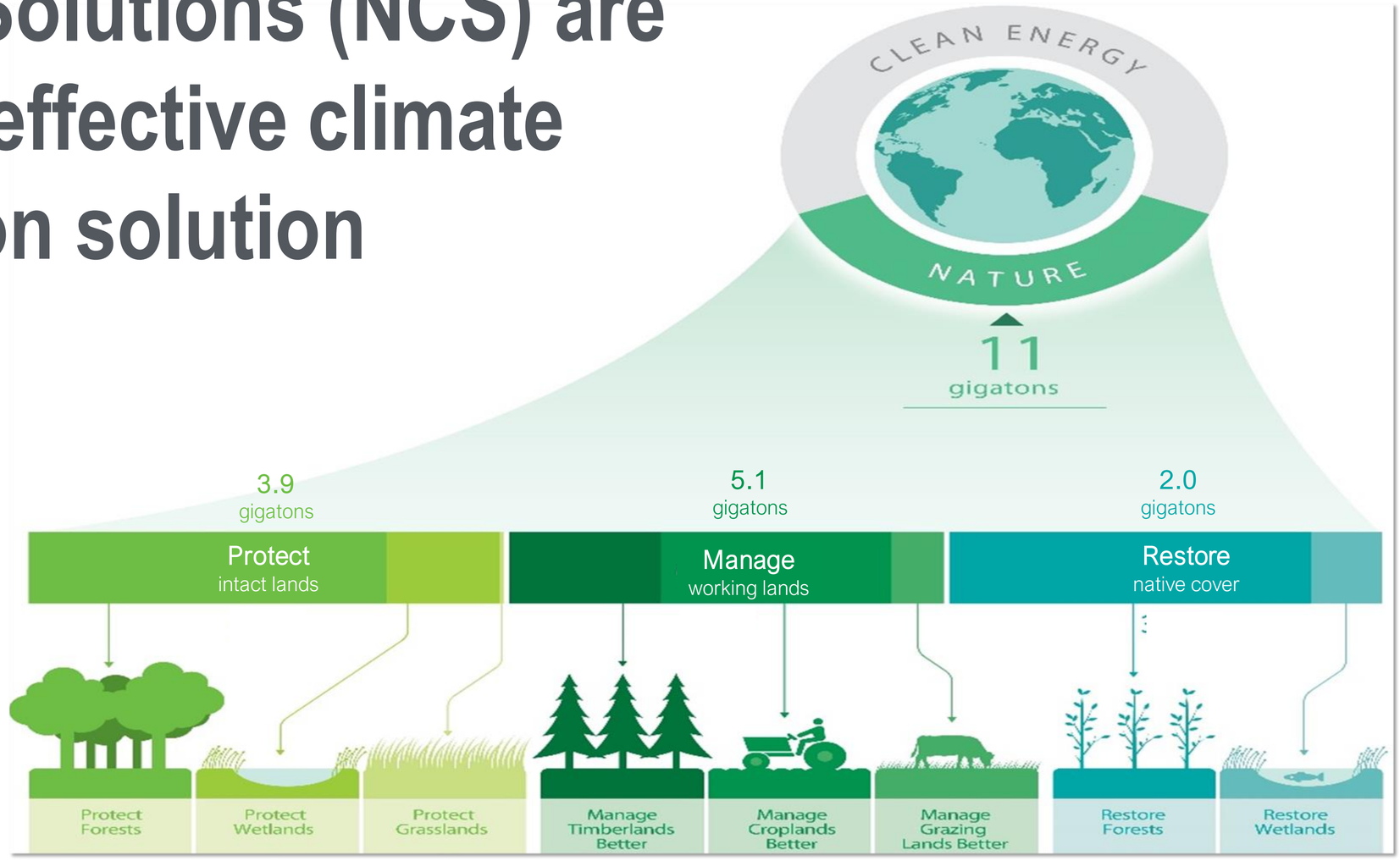
Natural Climate Solutions (NCS) are 30+% of cost-effective climate mitigation solution



Source: Griscom et al., PNAS (2017) and Griscom et al., 2020 Philosophical Transactions of the Royal Society B. Graphics from Nature Conservancy magazine and 5W Infographics

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“We cannot solve problems by using the same kind of thinking we used when we created them”

- Albert Einstein

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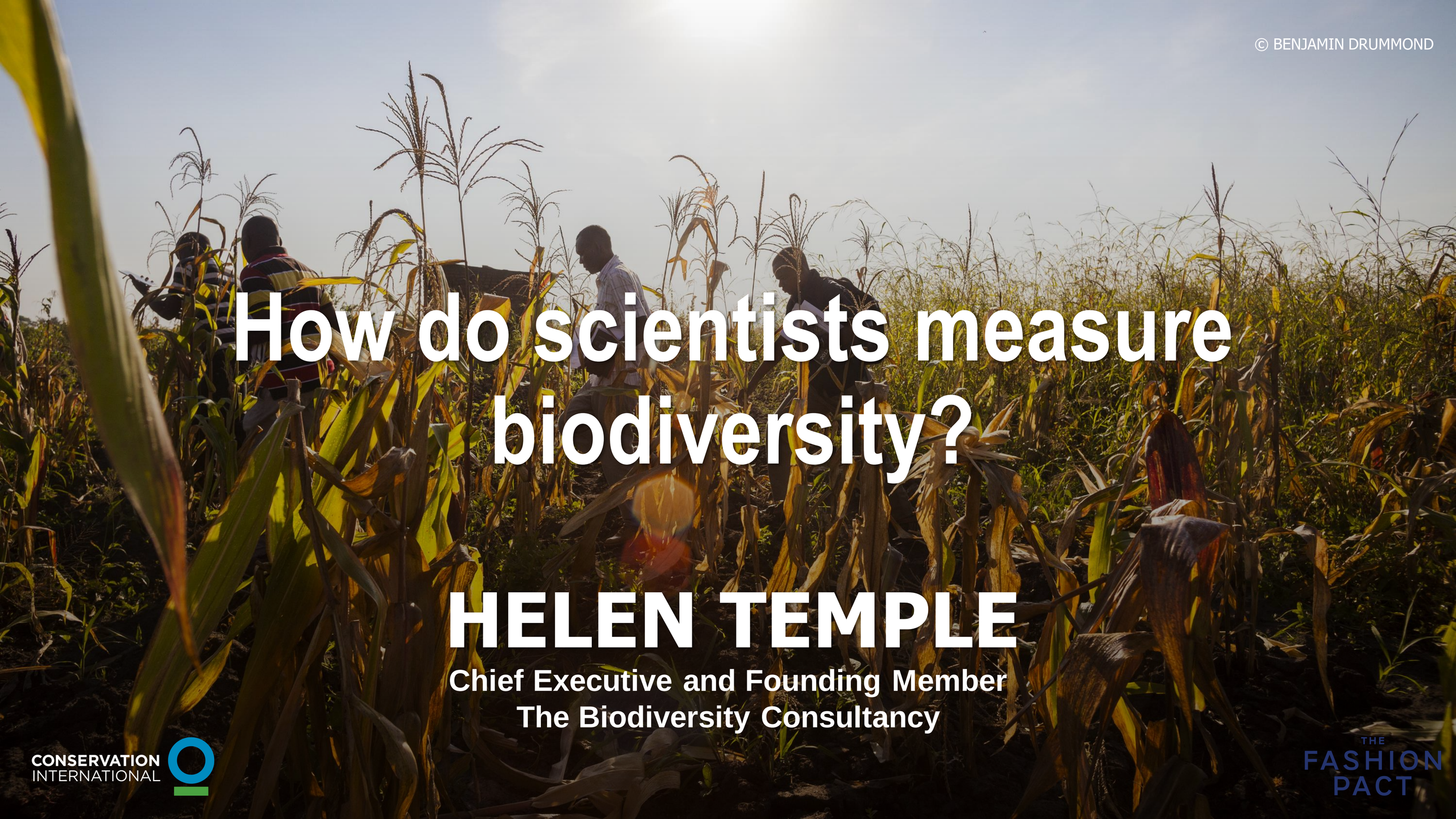

How do scientists measure biodiversity?

HELEN TEMPLE

Chief Executive and Founding Member
The Biodiversity Consultancy

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To take effective action for biodiversity, we need to be able to measure it!

Measure Impacts

Design Mitigation

Define Targets

Evaluate Outcomes

Communicate Progress

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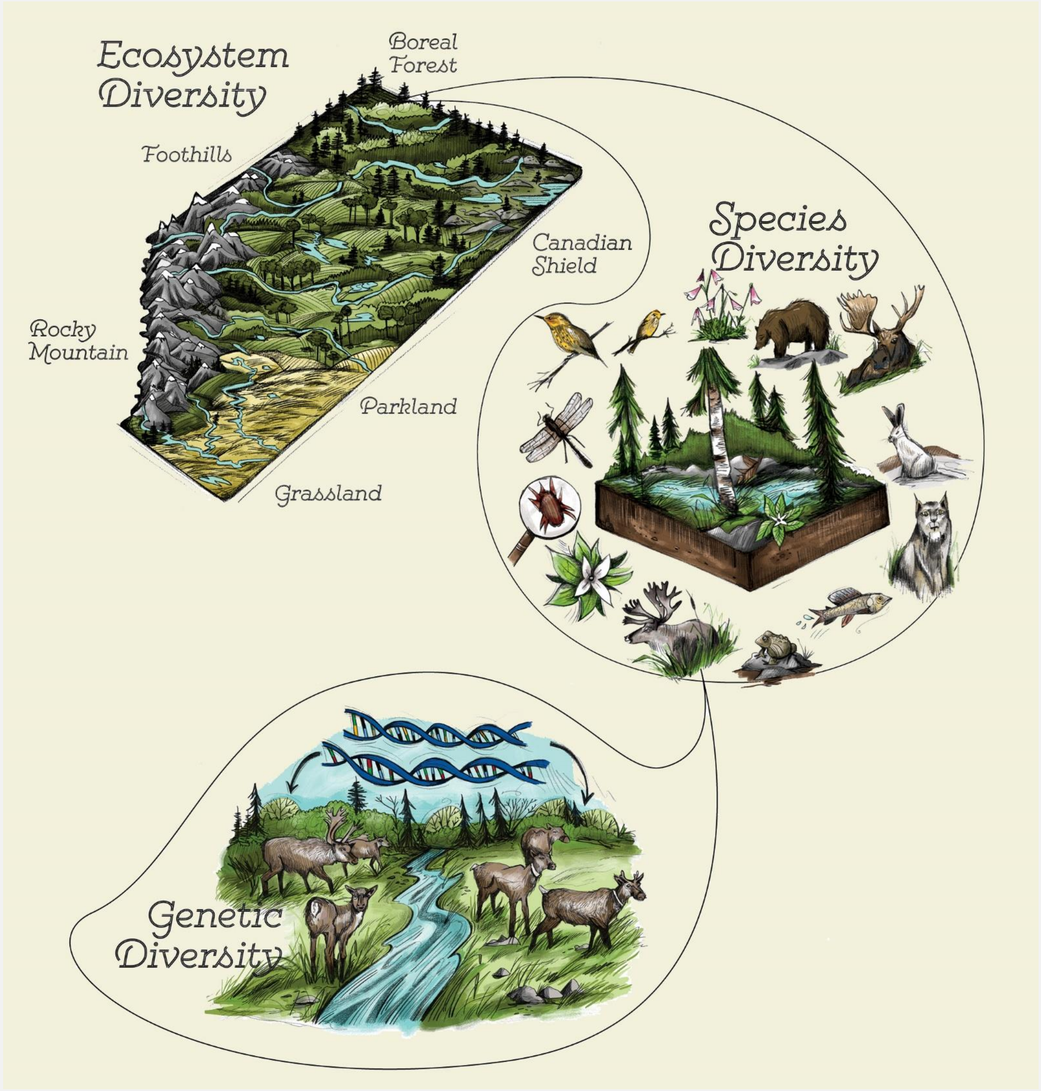
Biodiversity can be complex to measure – but solutions exist

- Biodiversity has many different dimensions – from ecosystems to species to genes – and emergent properties such as ecosystem function
- In science, many different metrics are used to measure different features of each dimension:
  - Richness – how many types?
  - Abundance – how much of each type?
  - Viability – how threatened?

- **In business, metrics need to be both representative and pragmatic!**



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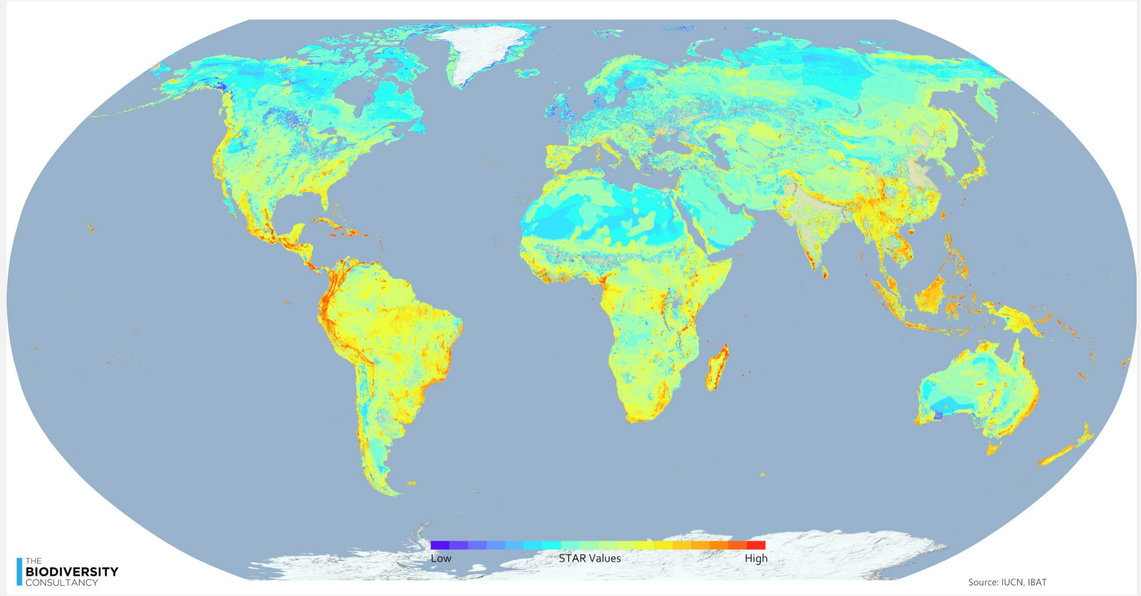
Science and society are coalescing around key dimensions of biodiversity

CBD ‘zero draft’ sets goals for:

- Area and integrity of ecosystems
- Species abundance + extinction risk
- Nature’s Contribution to People
- Genetic diversity

Scientists are working to map and measure these at a global scale

They will form the basis for Science Based Targets for biodiversity



Global map of STAR metric developed by IUCN and others based on the IUCN Red List

Species

Ecosystems

Genes

Nature’s contribution to people

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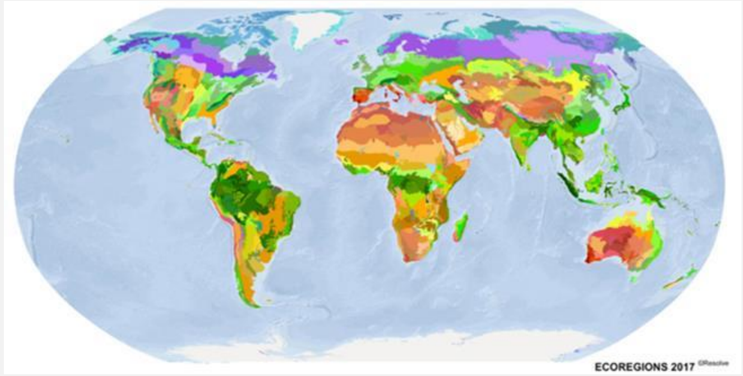
Measuring biodiversity – key considerations

1 What is the question?

What is the scope of your assessment? 2

What outcome do you want ? 3

What data do you have access to? 4



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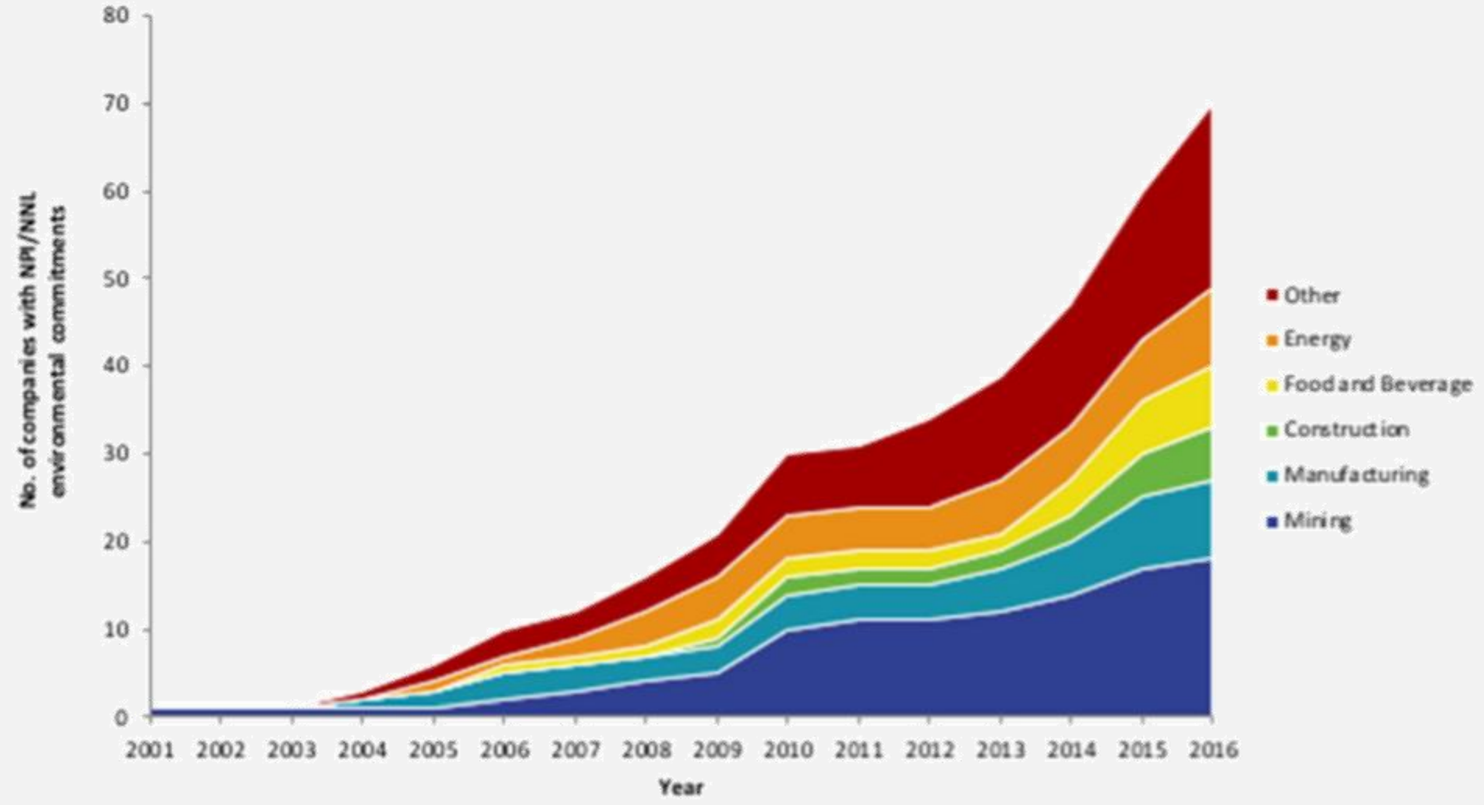
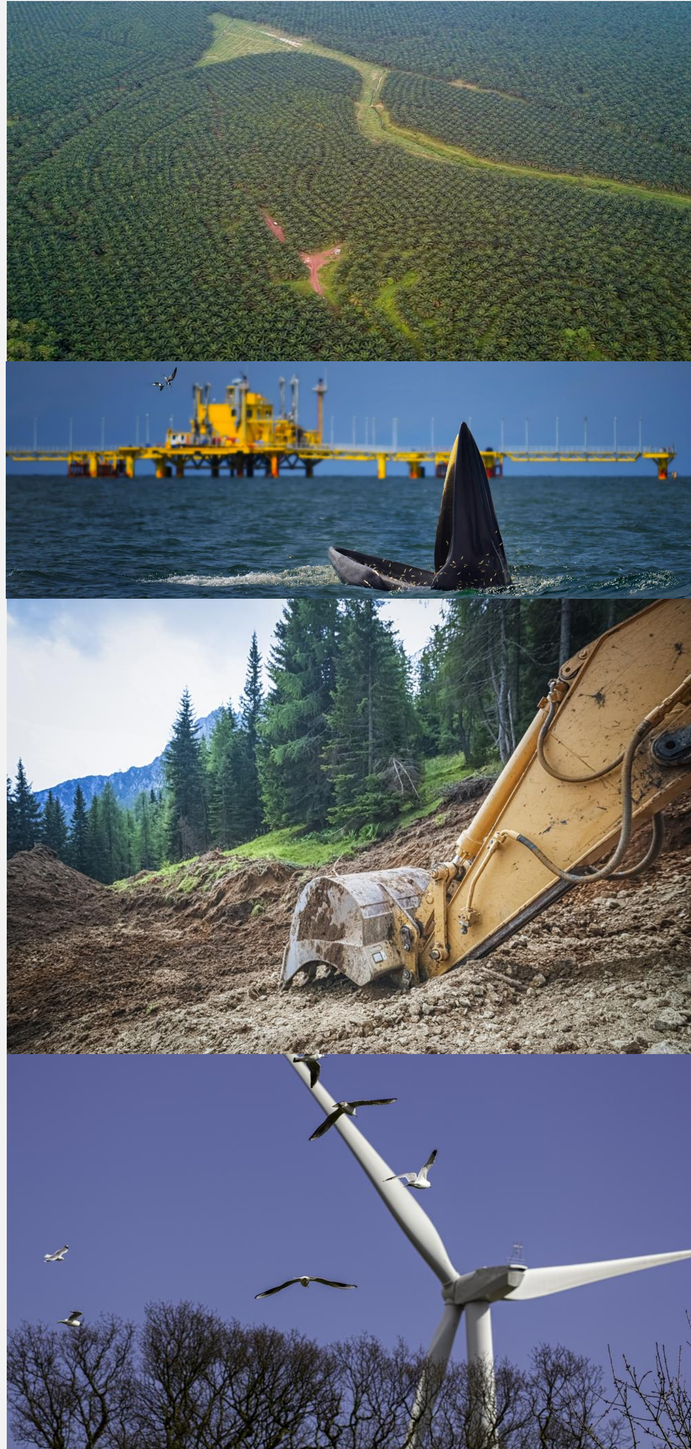
Measuring biodiversity means we can set ‘Nature Positive’ targets – now including Science-Based Targets



From “The evolution of corporate no net loss and net positive impact biodiversity commitments: Understanding appetite and addressing challenges”, (da Silva *et al.* 2019).



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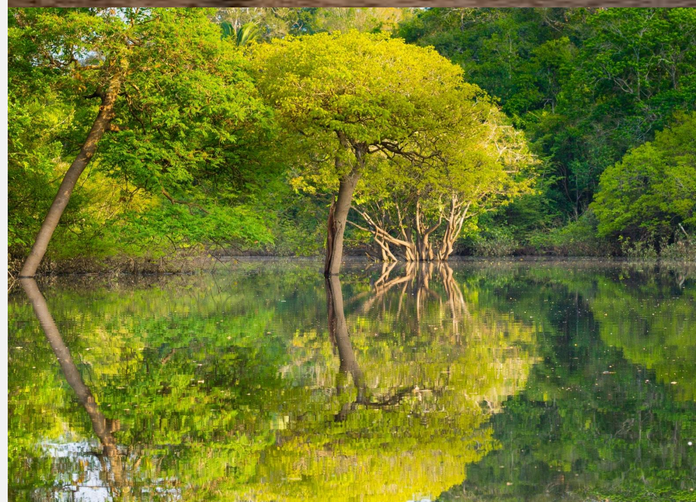
Measuring biodiversity – key takeaways

- Measuring biodiversity is at the heart of good management decisions and targets
- No ‘one-size fits all’ for biodiversity
- Science and society gravitating towards key dimensions of biodiversity
- Measuring the impacts of an entire value chain is now possible
- Raw materials sourcing causes most significant biodiversity impacts
- Site-based management will benefit from more precise and locally-relevant metrics

- Future Fashion Pact webinars will cover supply chain biodiversity metrics and measurement approaches in more detail!



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Biodiversity, Policy And People

CORLI PRETORIUS

Deputy Director

UN Environment World Conservation Monitoring Centre

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OVERVIEW

- Science-policy-practice process
- Recent global scientific assessments
- Global biodiversity policy
- Signals, early adopters and enablers
- International exchanges and cooperation

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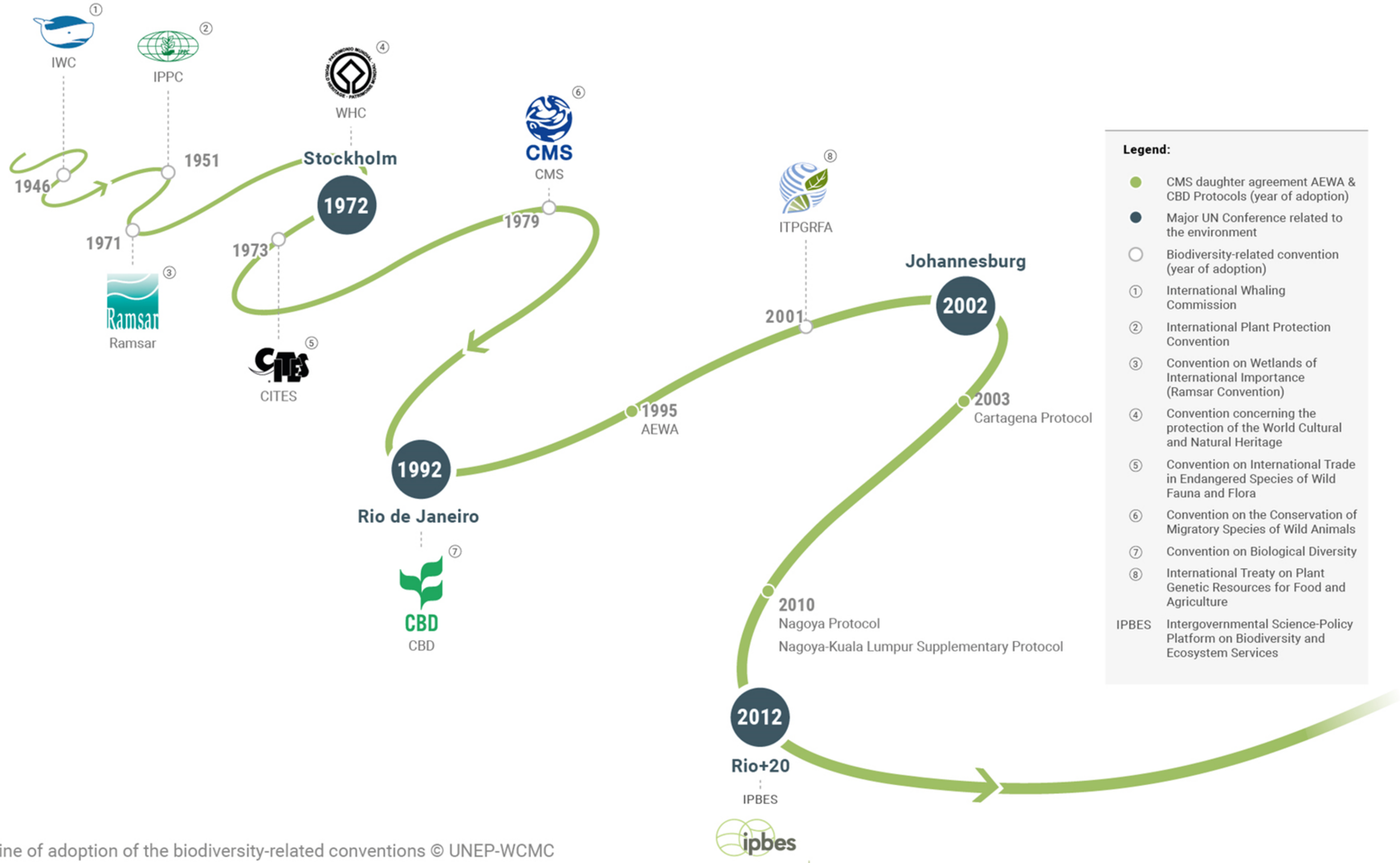
THE BIODIVERSITY RELATED CONVENTIONS



Timeline of adoption of the biodiversity-related conventions © UNEP-WCMC

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SCIENTIFIC ASSESSMENTS

- IPBES Global Assessment Report
- IPCC Assessment Reports
- Global Environment Outlook 6
- Global Resources Outlook
- Global Chemicals Outlook

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SCALE OF THE CHALLENGE

12.2 tons
Annual average material demand per capita

47%
Decline in natural ecosystems

$44 trillion
Economic value depends directly on nature

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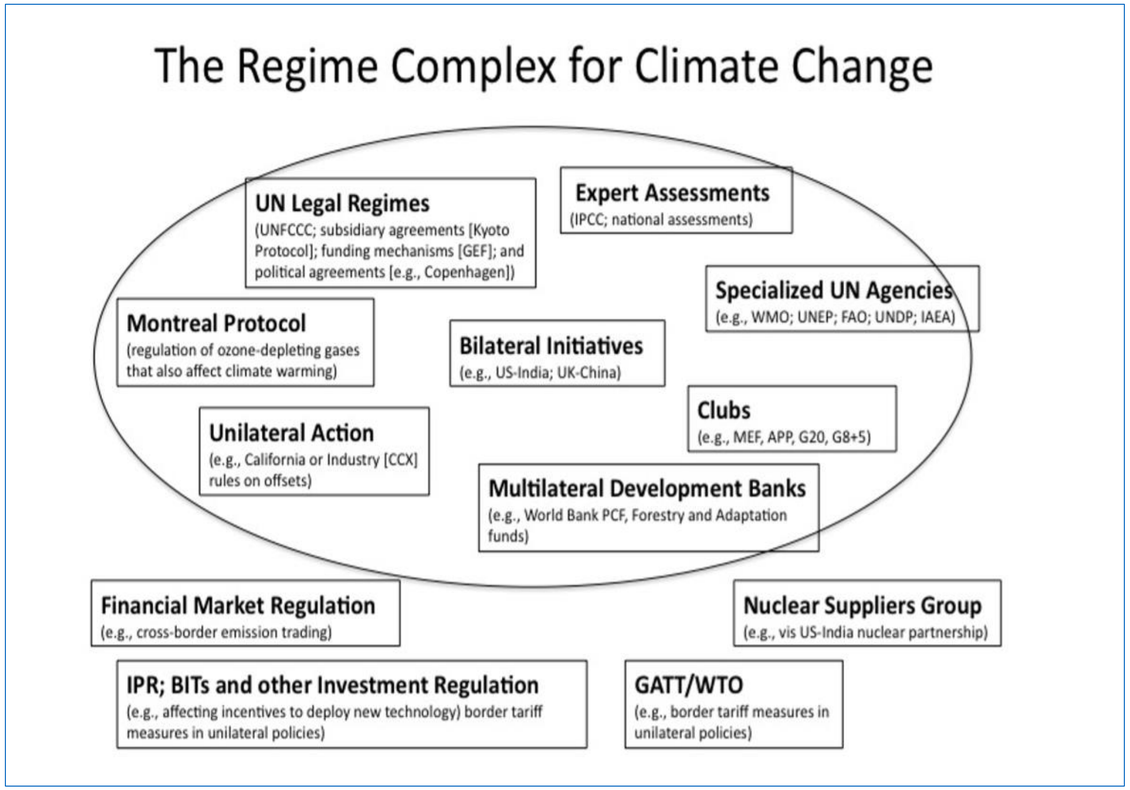
GLOBAL POLICY-MAKING IS COMPLEX



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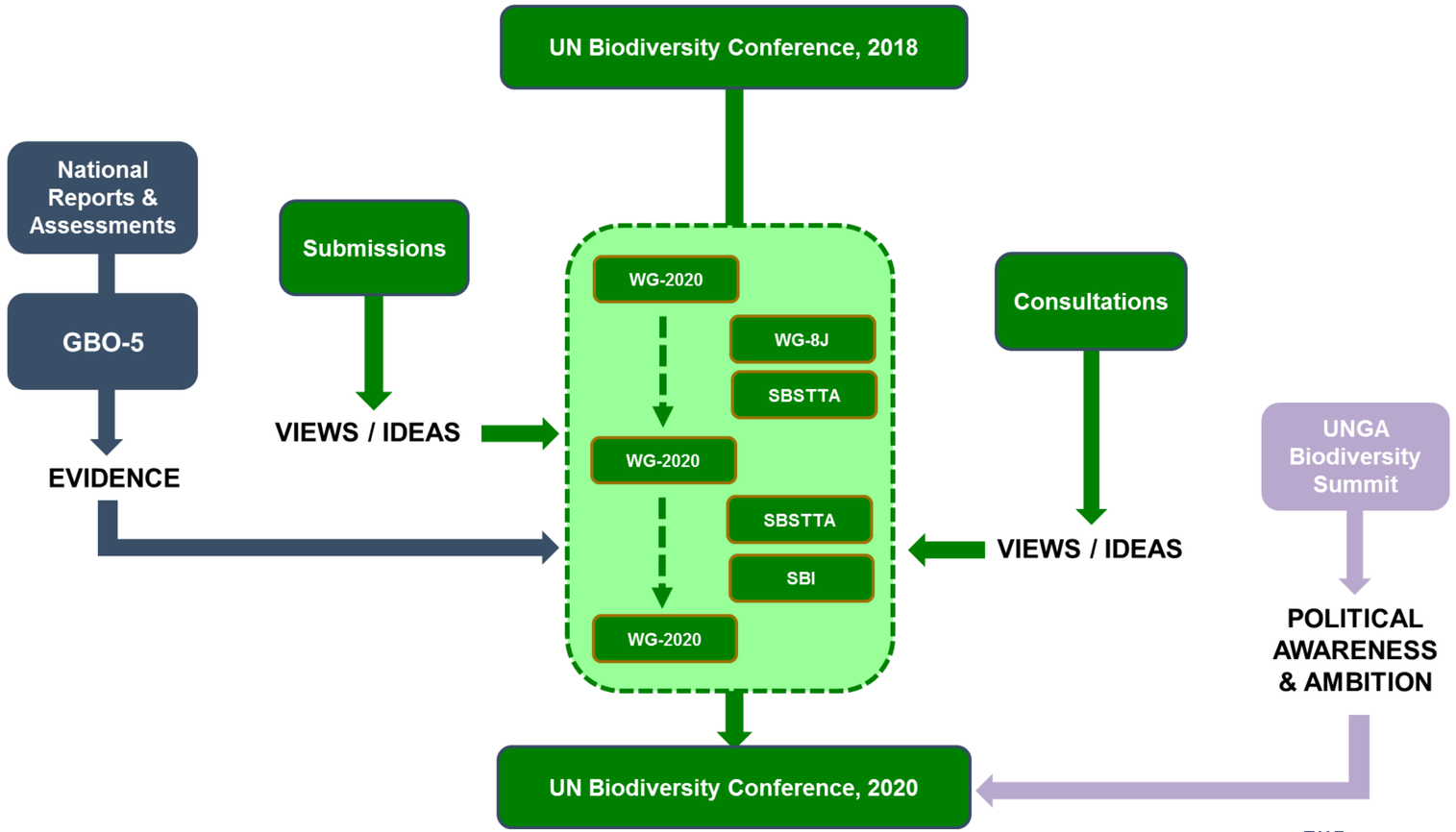
EN ROUTE TO A GLOBAL BIODIVERSITY FRAMEWORK

- Address land-use change, over-exploitation, pollution, climate change, invasive species
- Ambitious goals and targets
- Harmonize across instruments and sectors
- Accountability
- Measures and metrics
- Financing and capacity to implement



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GROWING MOMENTUM FOR CHANGE

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PRE-EMPTING CHANGE, CREATING IMPACT

Signals

Assessments / science

Global policy processes

Stakeholder activism

Early Adopters

Political leadership / coalitions

Business leadership

New economies / markets

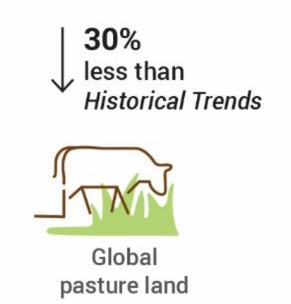
Enablers

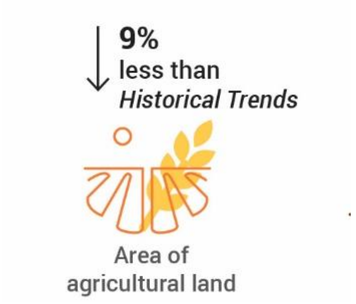
National frameworks

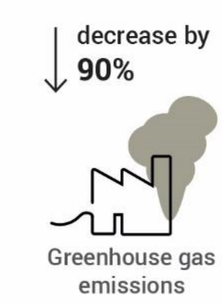
Financial flows

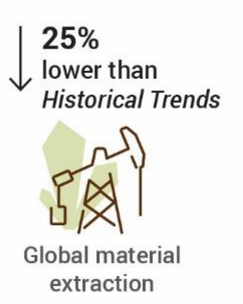
Standards / reporting

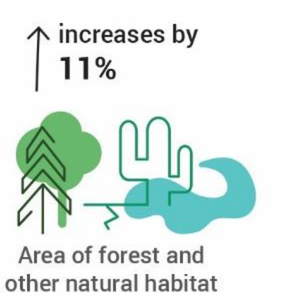
Innovation / redesign











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INTERNATIONAL EXCHANGES AND COOPERATION

Cooperation and information sharing with other global assessments for science based solutions

Exchange experiences and best practices through communities of practice and working groups

Synergistic approaches to international obligations

Global debate at high-level regional and global forums

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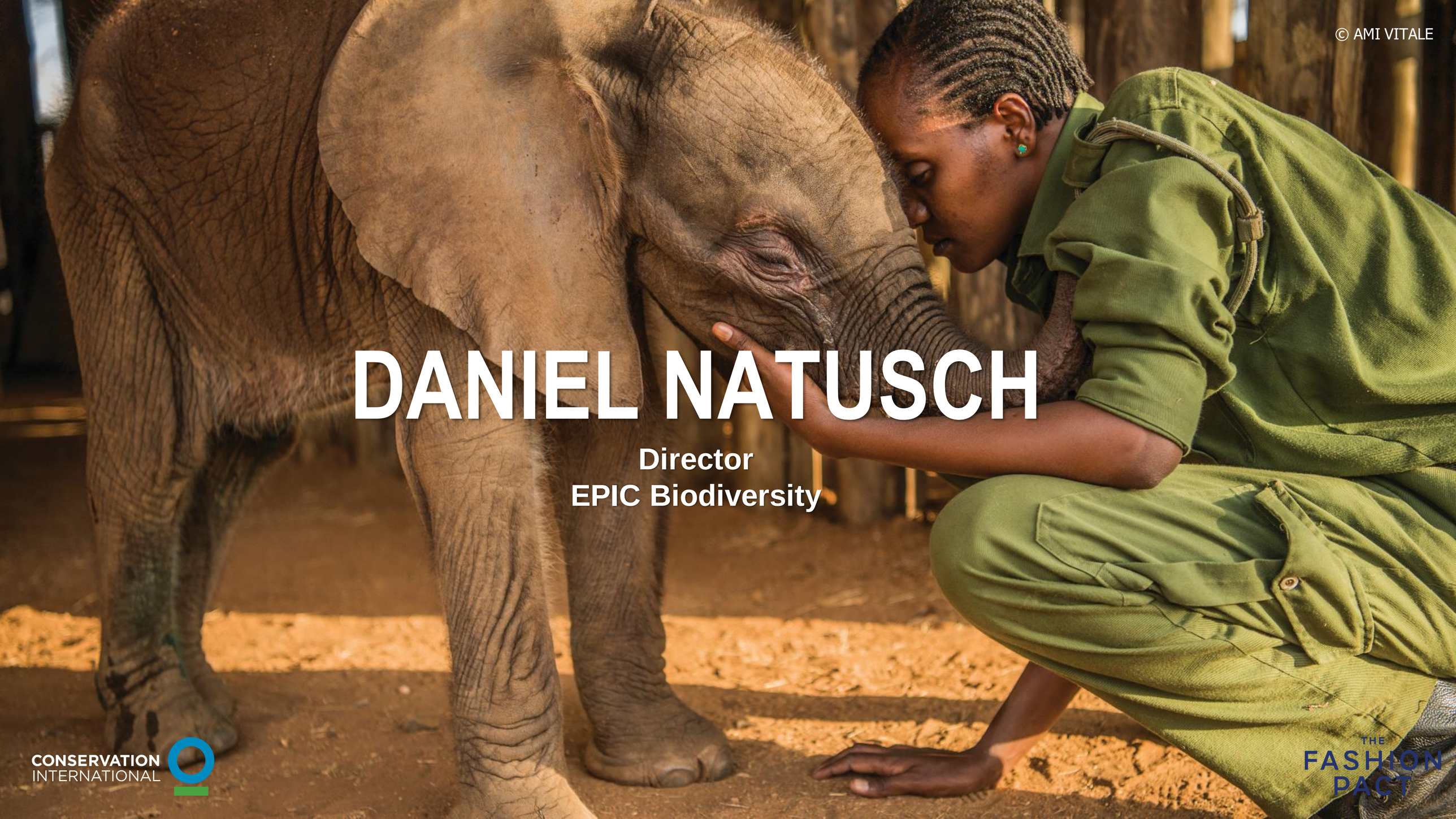

DANIEL NATUSCH

Director
EPIC Biodiversity

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Getting To Grips With The Fashion Pact – Biodiversity!

JONATHAN EKSTROM

Chair and Founder, The Biodiversity Consultancy

@ STEVE BOLTON, ESQ.

Biodiversity is the new black

History

- Energy and Mining sectors **have already** tackled Nature and Biodiversity.
- Many of the tools and approaches can be adapted for Fashion.
- Standard Tools: Business Case, Biodiversity Strategies, Biodiversity Action Planning, Metrics, Risk Assessments, etc.

What's New?

- Now possible to map impacts of Supply Chains on Biodiversity and Nature using a combination of LCA techniques and novel biodiversity metrics.
- This has been completed for companies as large as L'Oreal.
- Disaggregate your Handbag raw materials into "Weighted Hectare" biodiversity metrics
- Value Chain Biodiversity Hotpots
- Targeted Action based on priority and cost

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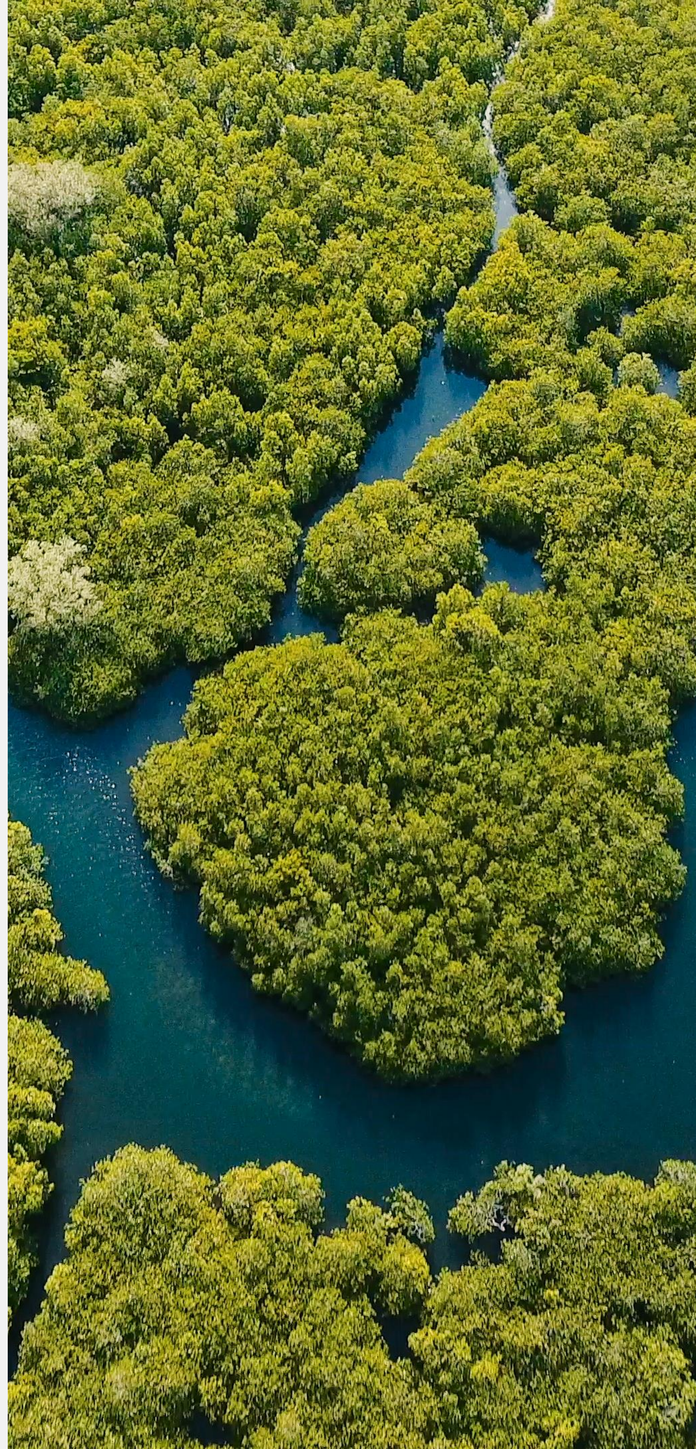
A way forward for Fashion in 2020

1. **Define and gather basic levels of data for emerging SBTs**
   - Map your value chain / supply chain
   - Where is your largest land-take? What causes this?
   - Overlay your operations with *existing* Global biodiversity value maps
   - Calculate your *"Biodiversity Land Occupancy"*

2. **Identify cost effective ways to reduce the value chain biodiversity impact**
   - By Geography
   - By product line

3. **Stress test your company against potential new SBTs**
   - Test out a "Nature Positive" business model
   - Engage engineers and innovators to meet the challenge
   - Set stretch targets

4. **Become a SBT Pilot**
   - Details for this opportunity will emerge soon.



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Making Sense of the Biodiversity Pillar for my Business

- An interpretation of these key components is now available for the industry:

- ***1. "Commit to support the Development of SBTs"***
- ***2. "Protection and Restoration of ecosystems and protection of key species"***
- ***3. "To meet forthcoming SBTs"***
- ***4. "Measure each company's impact on key ecosystems and species"***
- ***5. "Delineate concrete actions to prevent any future loss"***

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Fellow & Senior Advisor on Resilient Supply Chains, Conservation International

Head of Sustainable Sourcing Innovation, Kering

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THE NATURE OF FASHION WEBINARS

Webinar 2: Measuring biodiversity for business

- Tuesday June 16th 1500H CEST
- Wednesday June 17th 0900H CEST

Webinar 3: Science-based Targets

- Tuesday June 30th 1500H CEST
- Wednesday July 1st 0900H CEST

Webinar 4: Setting your plan for nature

- Thursday July 9th 1500H CEST
- Friday July 10th 0900H CEST

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THANK YOU

Questions?

Email fashion@conservation.org

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