

THE NATURE OF FASHION

WEBINAR 2: MEASURING BIODIVERSITY FOR BUSINESS

JUNE 16, 2020

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CHATHAM HOUSE RULE & ANTITRUST POLICY

Participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed.

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POLLING QUESTION #1

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SUPPLY CHAIN BIODIVERSITY MONITORING

GEMMA CRANSTON

Director of the Business and Nature Team,
Cambridge Institute for Sustainability Leadership

HOW GLOBAL BIODIVERSITY DATA CAN HELP THE FASHION INDUSTRY RESTORE NATURE

- Lots of companies think it's too hard to measure their impacts on nature



THE CHALLENGE

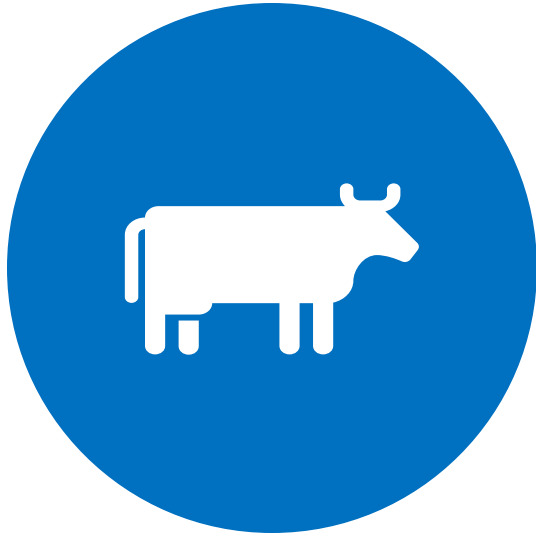


Biodiversity is **context**
dependent



Companies often don't
know **where** they operate

CAN WE GET AROUND THIS?



Don't need
traceability back
to farm-level



Trusted traders/
suppliers



Moratoria or
verified sourcing
area

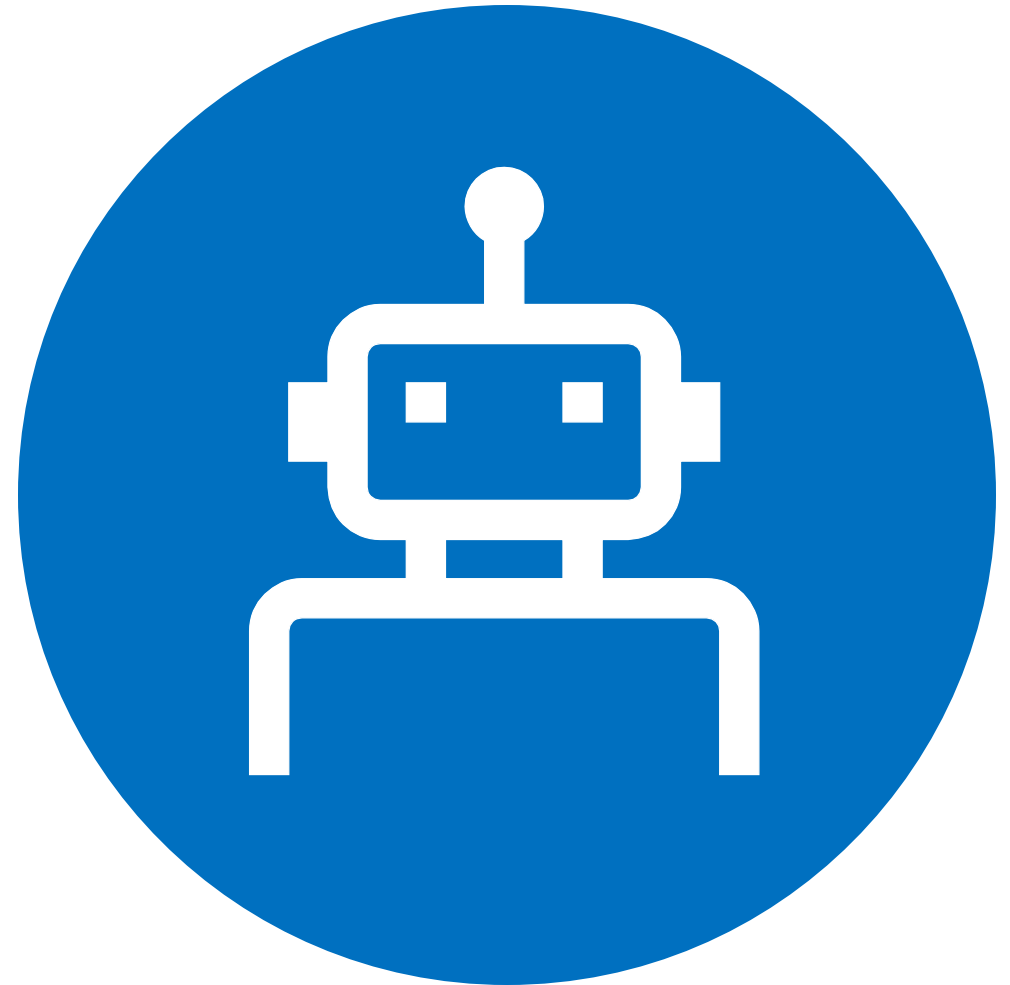


Certification

But – limitations of relying on these

TRACEABILITY IS HARD, BUT:

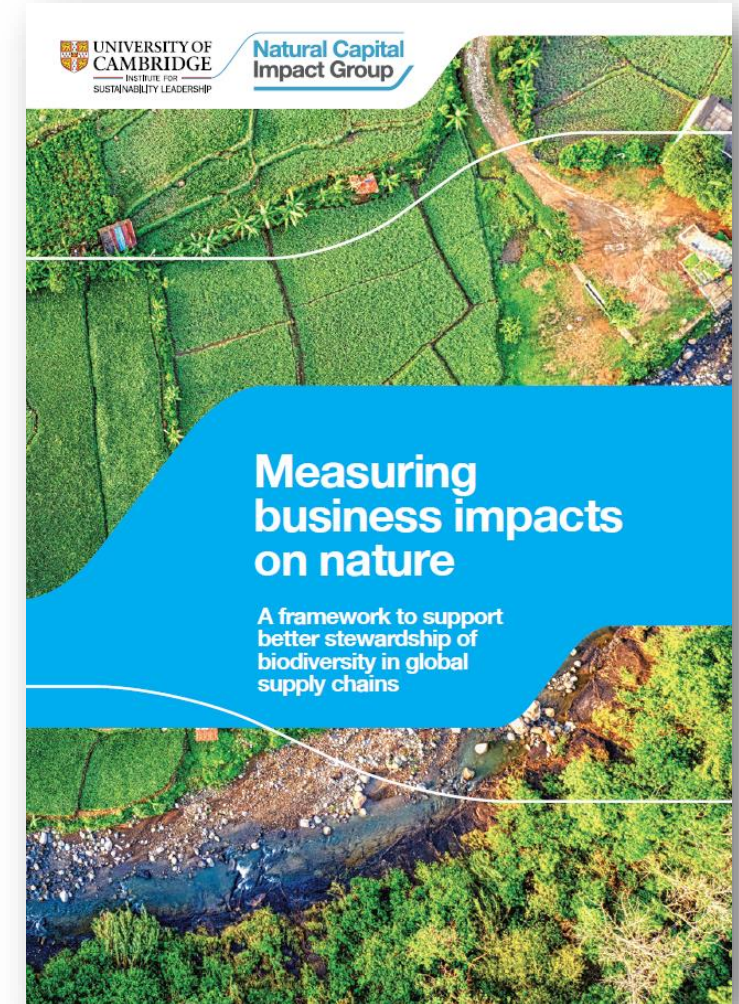
- It's coming regardless – through, for example:
 - Regulation
 - Innovative data approaches



HOW CAN COMPANIES MAKE A START IDENTIFYING IMPACTS IN THEIR OPERATIONS?

- *The Biodiversity Impact Metric*

1. **Measure** the impact on biodiversity from their sourcing of agriculture materials in global supply chains.
2. **Identify** high-risk locations where impact is most likely to threaten biodiversity.
3. **Inform** the development of strategies, underpinned by clear goals and targets.
4. **Align** with global goals for nature and biodiversity as they are developed, such as the Science Based Targets.



THE OPPORTUNITY



For companies that don't have full visibility of their supply chains.



A method that fills in the gaps using credible data and assumptions.

THE BIODIVERSITY IMPACT METRIC



AN EXAMPLE: The BigGreen fashion company



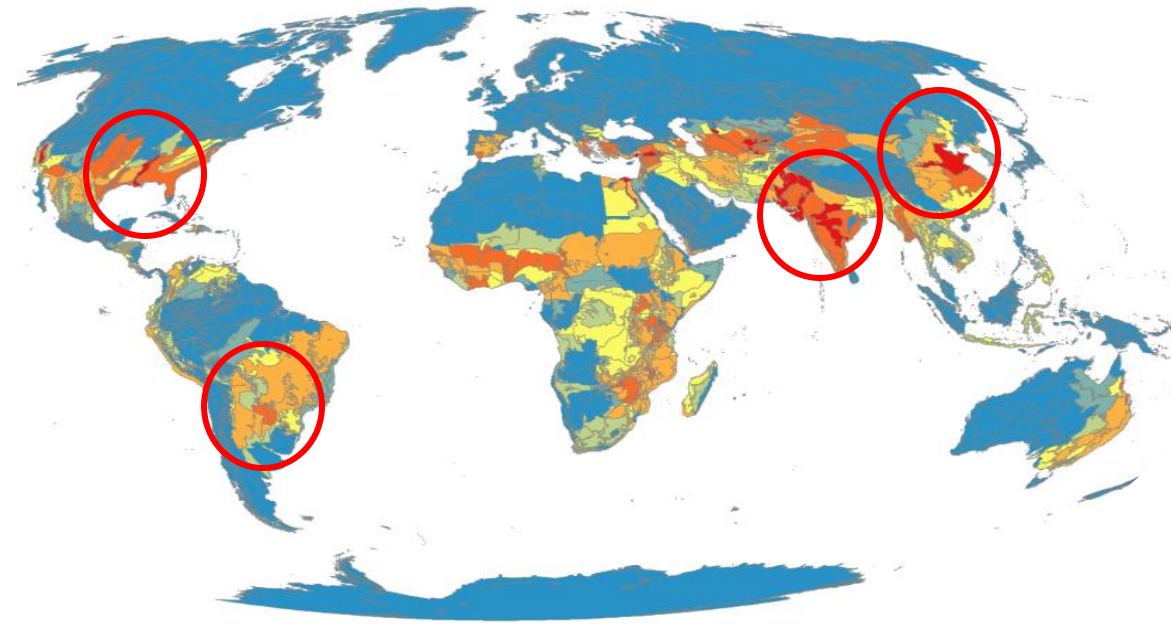
The **BigGreen** Fashion Company sources cotton from Brazil, China, India, Pakistan and the USA.



They don't know where in a country they source from.



They want to know whether they might be having an impact on biodiversity.





The **BigGreen** Fashion Company sources cotton from Brazil, China, India, Pakistan and the USA.



They buy 10,000 tonnes of cotton from each country.



They don't know the yields their farmers have.



Land area is calculated using tonnage/FAO yields.

Land area

Company data on land area used for commodity production

OR

Company data on amount of commodity and source location

AND

Yield data – actual yields, or country-level



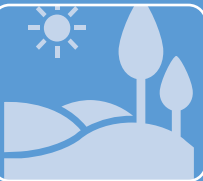
The **BigGreen** Fashion company buys organic cotton from India.



The rest of its cotton is conventional.



Land intensity is 'moderate' for India and 'intense' for everywhere else.

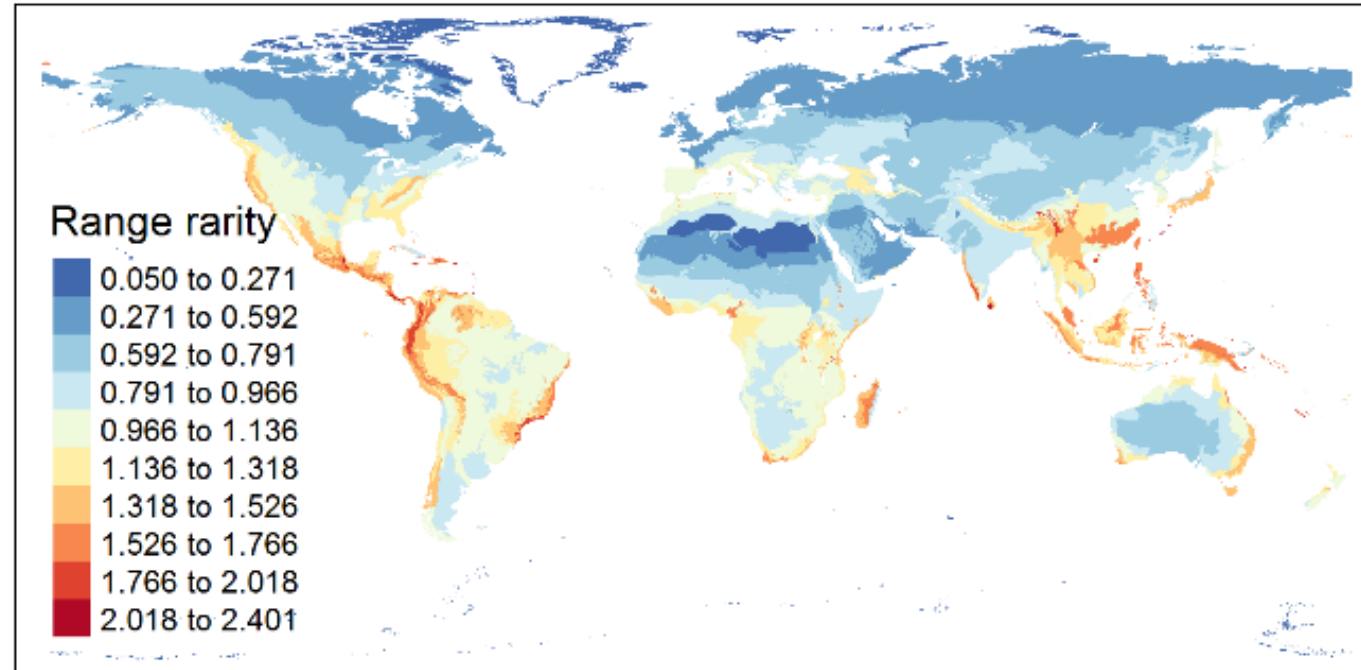


Moderate land use means 30% of the original biodiversity is left, intense 10%.

Quantity of biodiversity impacted

- Mean species abundance values for land-use types
- Questionnaire used to determine land use and intensity
- If information is not available 'intense' land use is assumed

BIODIVERSITY IMPORTANCE



Based on IUCN Red List of Threatened Species, i.e. amphibians, mammals, birds and conifers.



Eco-regions that **BigGreen** Fashion Company might purchase from are identified.



The range rarity values are identified at eco-region scale.



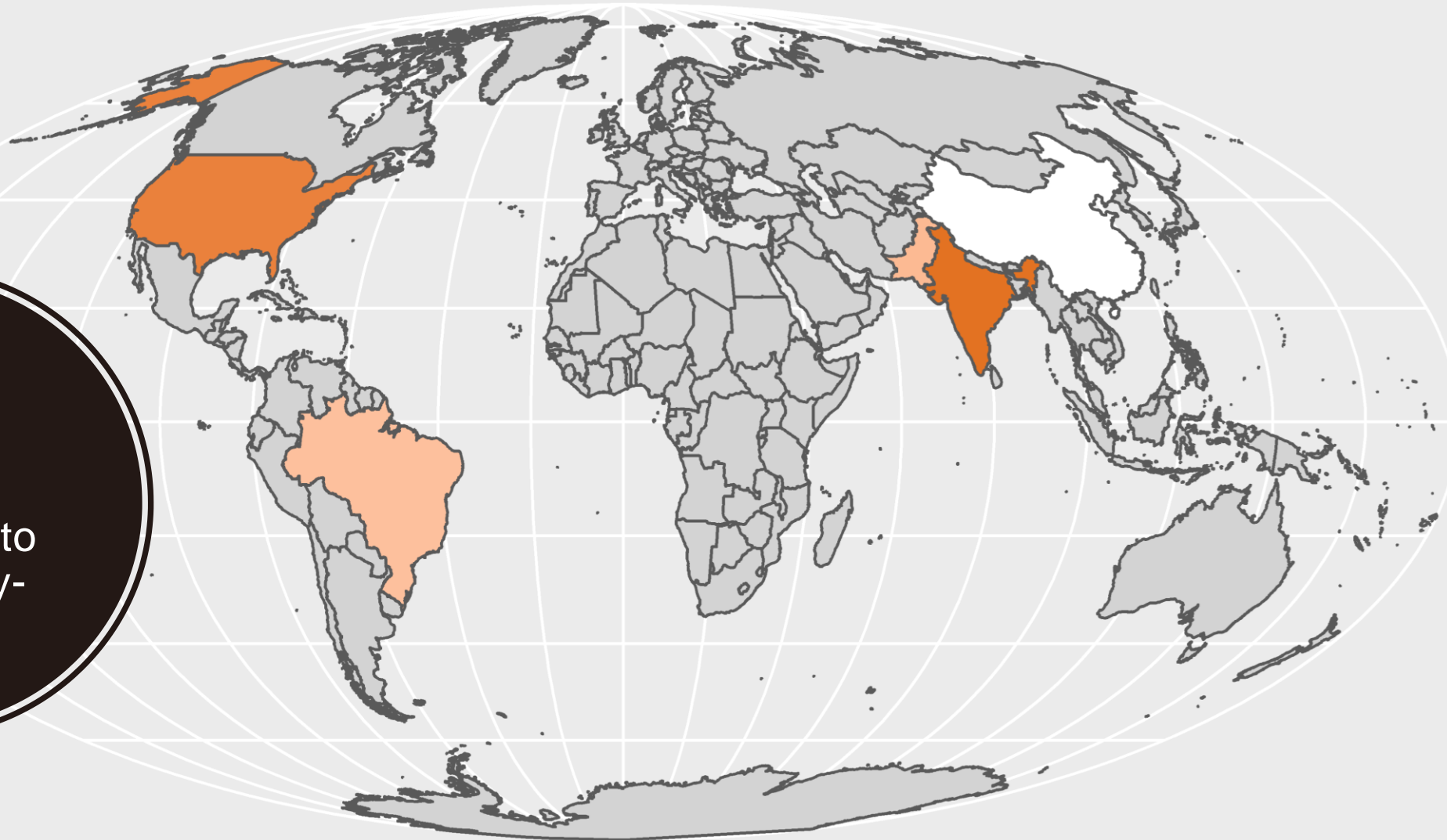
The range rarity value is weighted towards those eco-regions that produce more cotton.

Crop harvested by Country-ecoregion

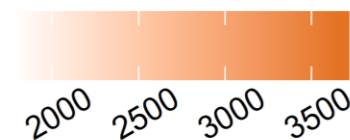
- Draws on FAO data to calculate the % area of each Country-Ecoregion given over to producing a particular commodity
- Used to allocate likelihood of production to ecoregion when company sourcing location is unknown

Results:

With
traceability to
the country-
level



Total impact (weighted hectares)



RESULTS



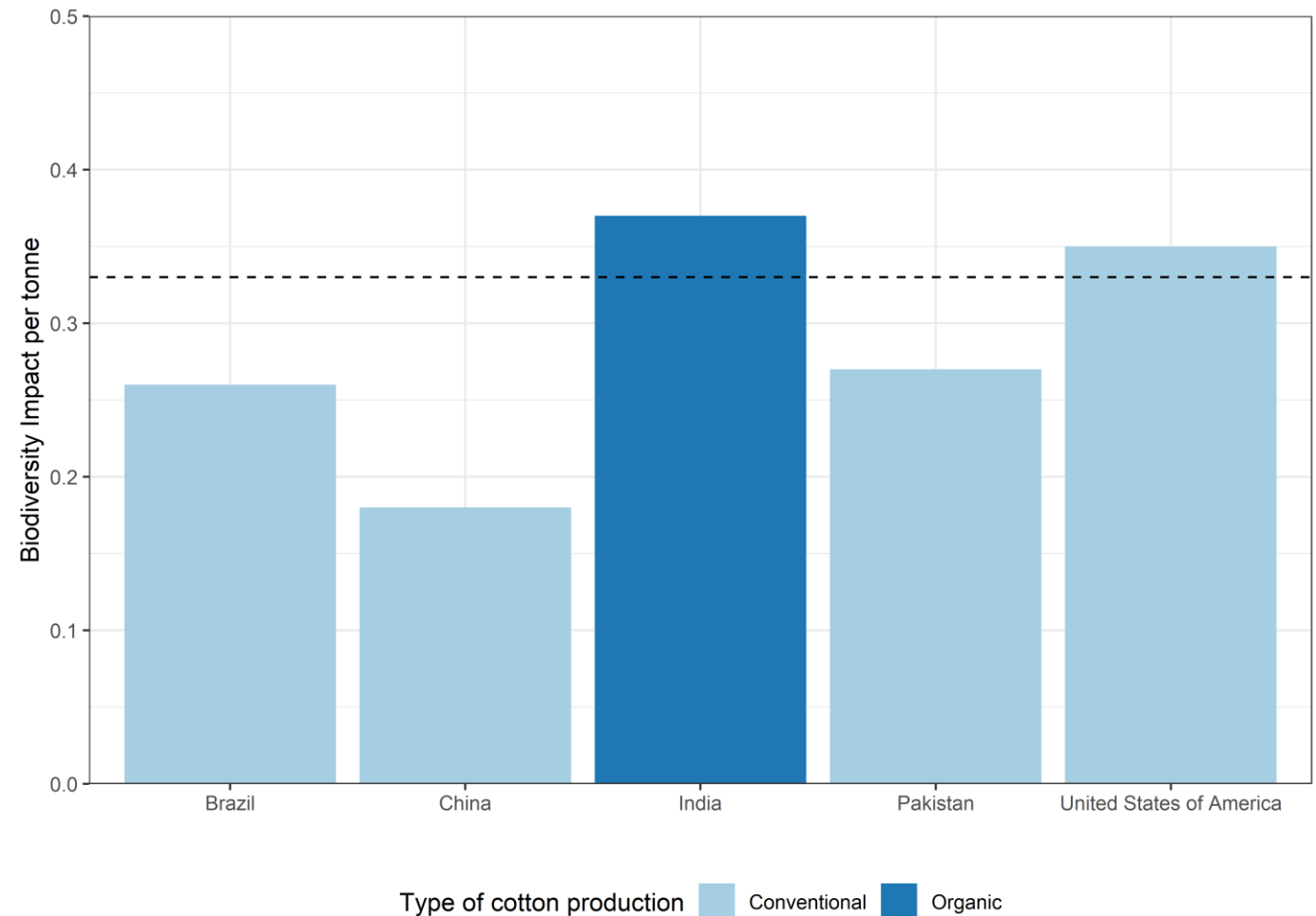
Per tonne and total impacts of the BigGreen fashion company are greatest in India and the USA.



Impact in the USA and India is also above the global average.



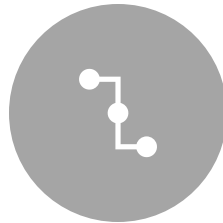
Need to investigate why these results are higher.



THE BIODIVERSITY IMPACT METRIC IS MOST USEFUL FOR RISK MAPPING



Is my company at greater risk of having an impact in some regions compared with others?



Are particular materials likely to have greater impact?



Where might I need to improve my traceability/visibility of suppliers?



Where should I prioritise interventions – e.g. certification, work with farmers?



Can I assess risk of potential suppliers?



Where might I need more granular biodiversity data?

BIODIVERSITY METRICS FOR COMPANIES



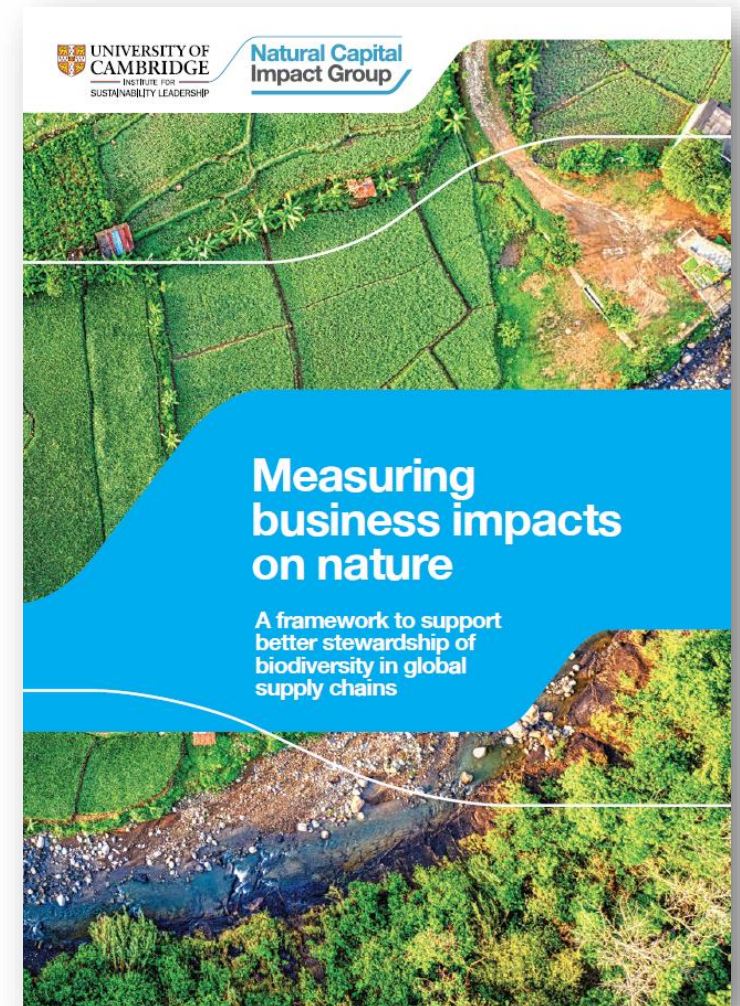
Natural Capital
Impact Group

Natural Capital Impact Group members involved in development



THANK YOU

- For more information on measuring biodiversity impacts of supply chains, please get in touch:
 - Business&Nature@cisl.cam.ac.uk
 - www.cisl.cam.ac.uk/business-action/business-nature
 - @cisl_nature



QUESTIONS

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Kering

POLLING QUESTION #2

HELEN CROWLEY

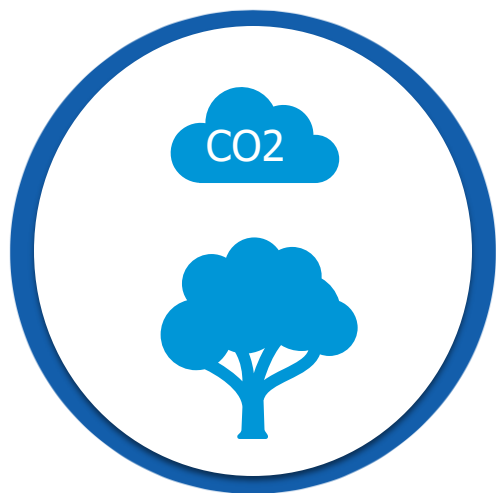
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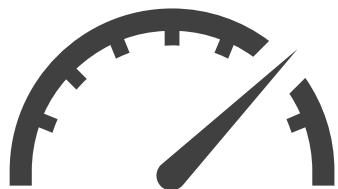
OVERVIEW OF SITE-BASED BIODIVERSITY MEASUREMENT

LEO VIANA

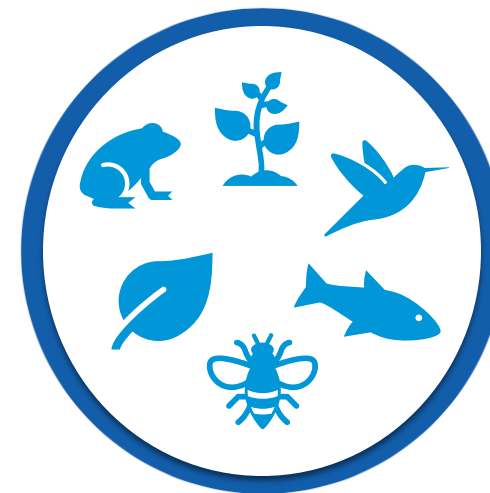
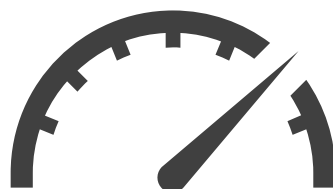
Director, Responsible Mining + Energy,
Conservation International



**Greenhouse Gas
Emissions**



**Water
Use**



Biodiversity



BUSINESS APPLICATIONS SUPPORTED	ORGANISATIONAL FOCUS					
	PRODUCT/ SERVICE	SITE/ PROJECT	SUPPLY CHAIN	CORPORATE	PORTFOLIO/ SECTOR	COUNTRY/ REGION
1.Current performance	ABD PBF	ABD LIFE BIE STAR BD BPT	ABD LIFE PBF BMS	ABD GBS BIE LIFE BIM BMS	BFFI LIFE GBS	ABD LIFE
2.Future performance	PBF	LIFE STAR BPT	LIFE PBF	GBS LIFE	BFFI LIFE GBS	LIFE
3.Tracking target progress	ABD PBF	ABD BIE BD STAR	ABD STAR BD LIFE	ABD BIE BD STAR GBS	ABD STAR BFFI GBS	ABD STAR
4.Comparing options	ABD PBF	ABD STAR BIE	ABD LIFE BIM EPL	ABD BIM BIE	ABD GBS BFFI LIFE	ABD LIFE
5.Third party assessments/ ratings		LIFE		GBS LIFE	GBS LIFE BFFI	LIFE
6.Third party certification		BD LIFE BMS	BD LIFE BMS	BD LIFE BMS	LIFE	LIFE
7.Risk & opportunity assessment	ABD	ABD BIE BPT	ABD EPL	ABD BIE EPL	ABD	ABD

Key

ABD	Agrobiodiversity index
BFFI	Biodiversity Footprint Financials
BIM	Biodiversity Impact Metric
BMS	Biodiversity Monitoring System for the Food Sector

BIE	Biodiversity Indicators for Extractives
BD	Biological Diversity Protocol
GBS	Global Biodiversity Score
EPL	Kering's Environment Profit & Loss

LIFE	LIFE Impact Index
PBF	Product Biodiversity Footprint
STAR	Species Threat Abatement & Recovery
BPT	Biodiversity Performance Tool



NO NET LOSS
BIODIVERSITY IMPACT

NET POSITIVE
BIODIVERSITY IMPACT

REHABILITATION 3

MITIGATION 2

AVOIDANCE 1

PLANNED DEVELOPMENT ACTIVITY

4 COMPENSATORY ACTIONS

REFERS TO UTILISATION OF
BIODIVERSITY OFFSETS
AND ADDITIONAL
CONSERVATION ACTIONS

BIODIVERSITY IMPACT -

+



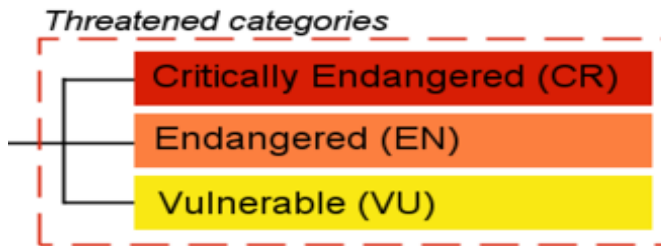
MITIGATION HIERARCHY VIDEO



WHAT YOU MEASURE

Species

Threatened categories
(CR, EN, VU)



Habitats

Critical and/or protected
habitats.

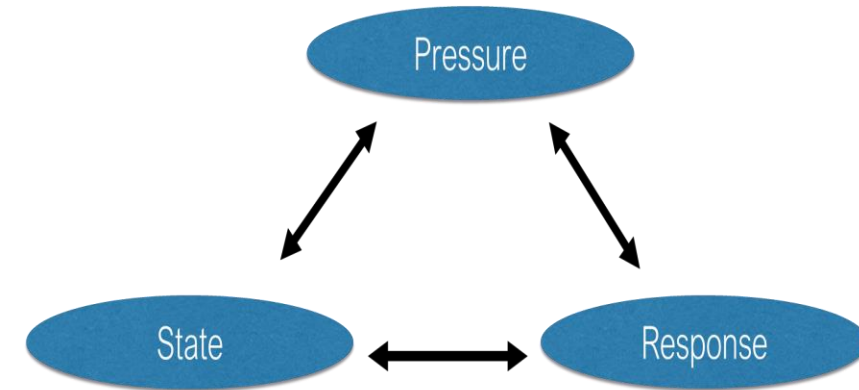
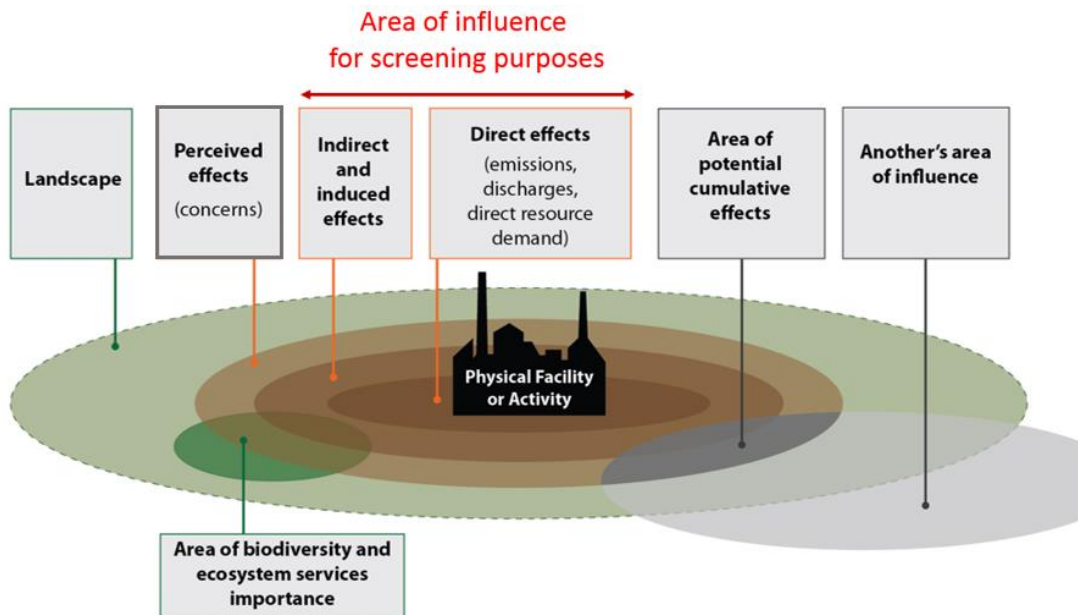


Ecosystem services

"The benefits people
derive from ecosystems"



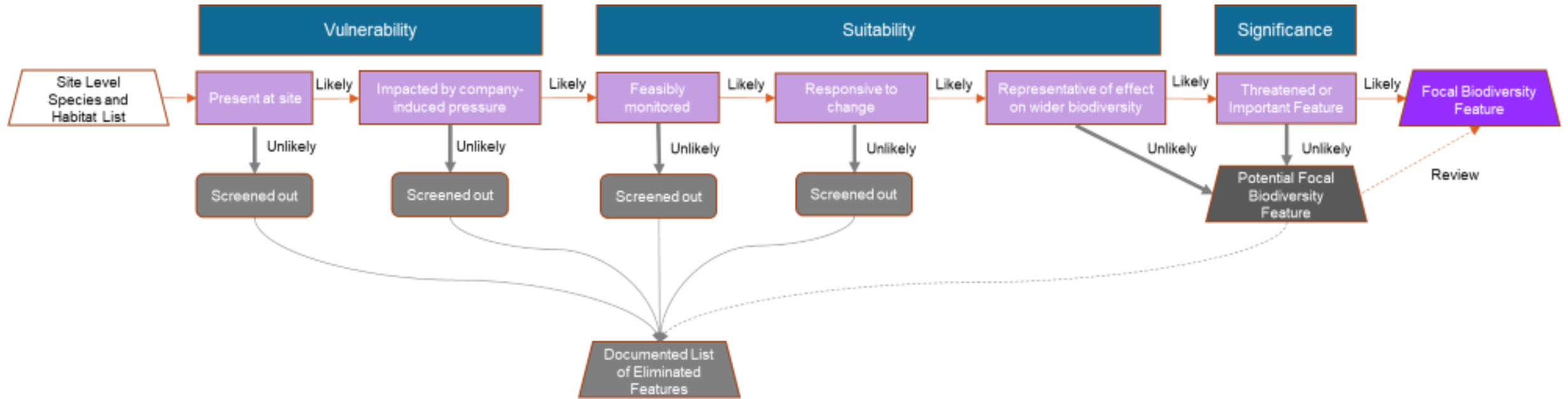
HOW YOU MEASURE



<p>State</p> <p>What is it measuring? Condition and extent of aspects of biodiversity</p> <p>How is it being measured? Assessed based on population sized for priority species, area and quality of key habitats.</p>	<p>Pressure</p> <p>What is it measuring? Extent and intensity of causes of biodiversity loss.</p> <p>How is it measured? Each feature assigned scores for pressures. Calculated from an assessment of the timing, scope and severity of pressure.</p>	<p>Response</p> <p>What is it measuring? Implementation of policies or actions to reduce biodiversity loss.</p> <p>How is it measured? Scores are calculated for the planning and implementation of appropriate actions to reduce pressure in line with the mitigation hierarchy.</p>
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HOW YOU MEASURE



ASPECTS TO KEEP IN MIND



Develop Commitment(s)

- Specific, measurable, and time-bound
- P/S/R
- Align with global goals
CBD, SDG, IFC PS 6



Consider Regulatory and Stakeholder

- Permitting
- BES (e.g. national red list)
- Impacts, dependencies & benefits



Technology

Can help you do more



KEY POINTS

- Understand your needs (regulatory?, voluntary? social license to operate?)
- Follow the Mitigation Hierarchy
- Where feasible, seek to understand biodiversity holistically (impacts and dependencies)
- There is “no one-size fits all”
- Engage stakeholders
- Technology can help
- Beyond risk to opportunities for co-benefits (i.e. co-planning biodiversity measuring to answer climate and water targets)



THANK YOU



For more information, please contact
lviana@conservation.org



QUESTIONS

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POLLING QUESTION #3

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MEASURING BIODIVERSITY

FRANK HAWKINS

**Director, North America Office,
International Union for the Conservation of Nature (IUCN)**

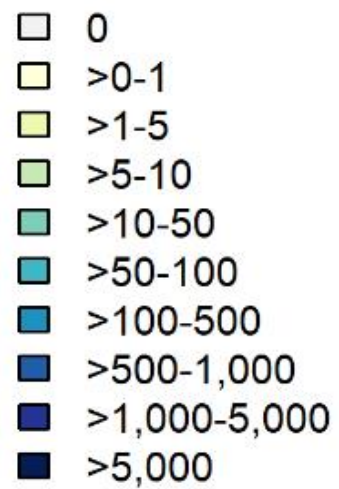


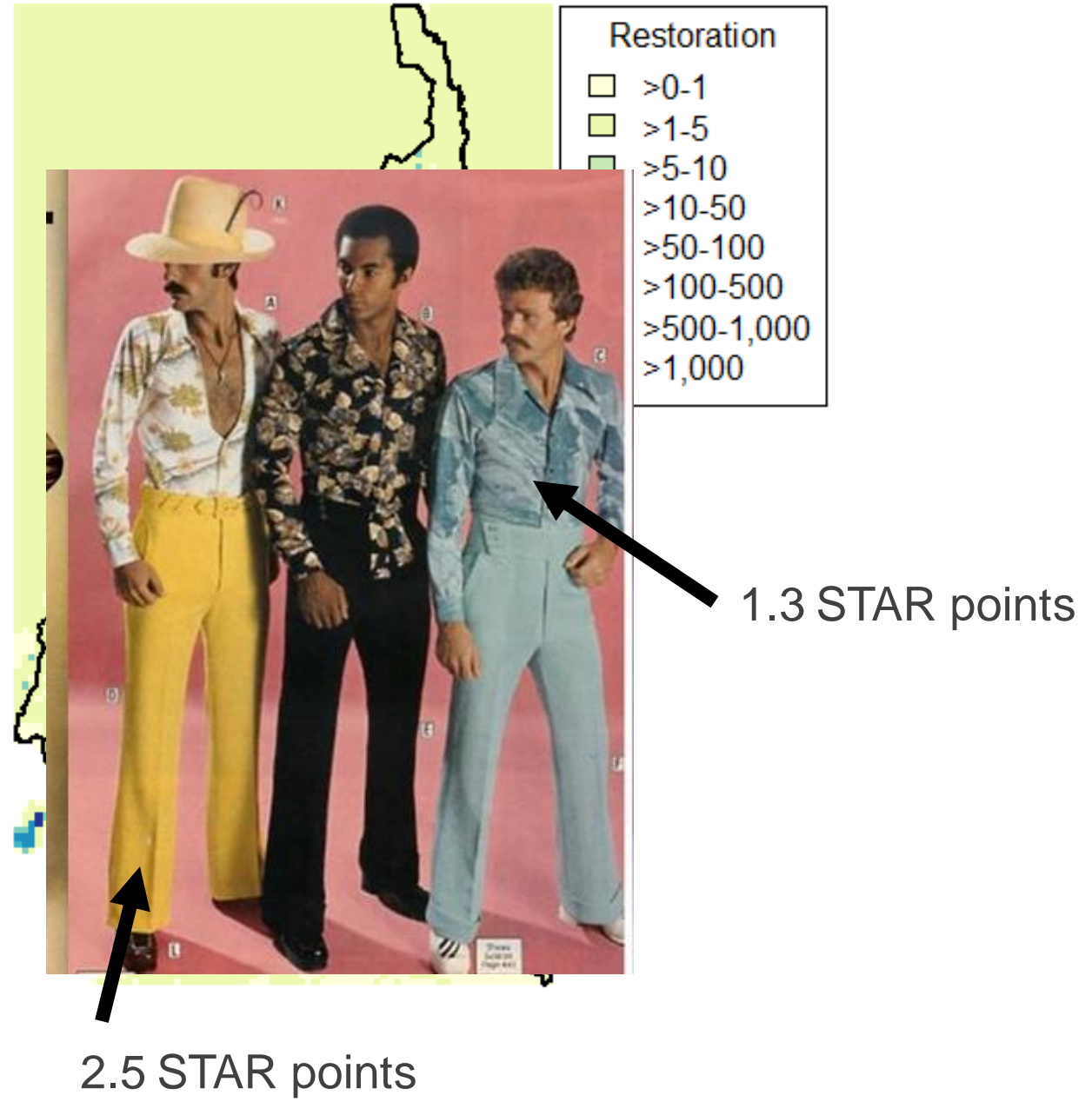
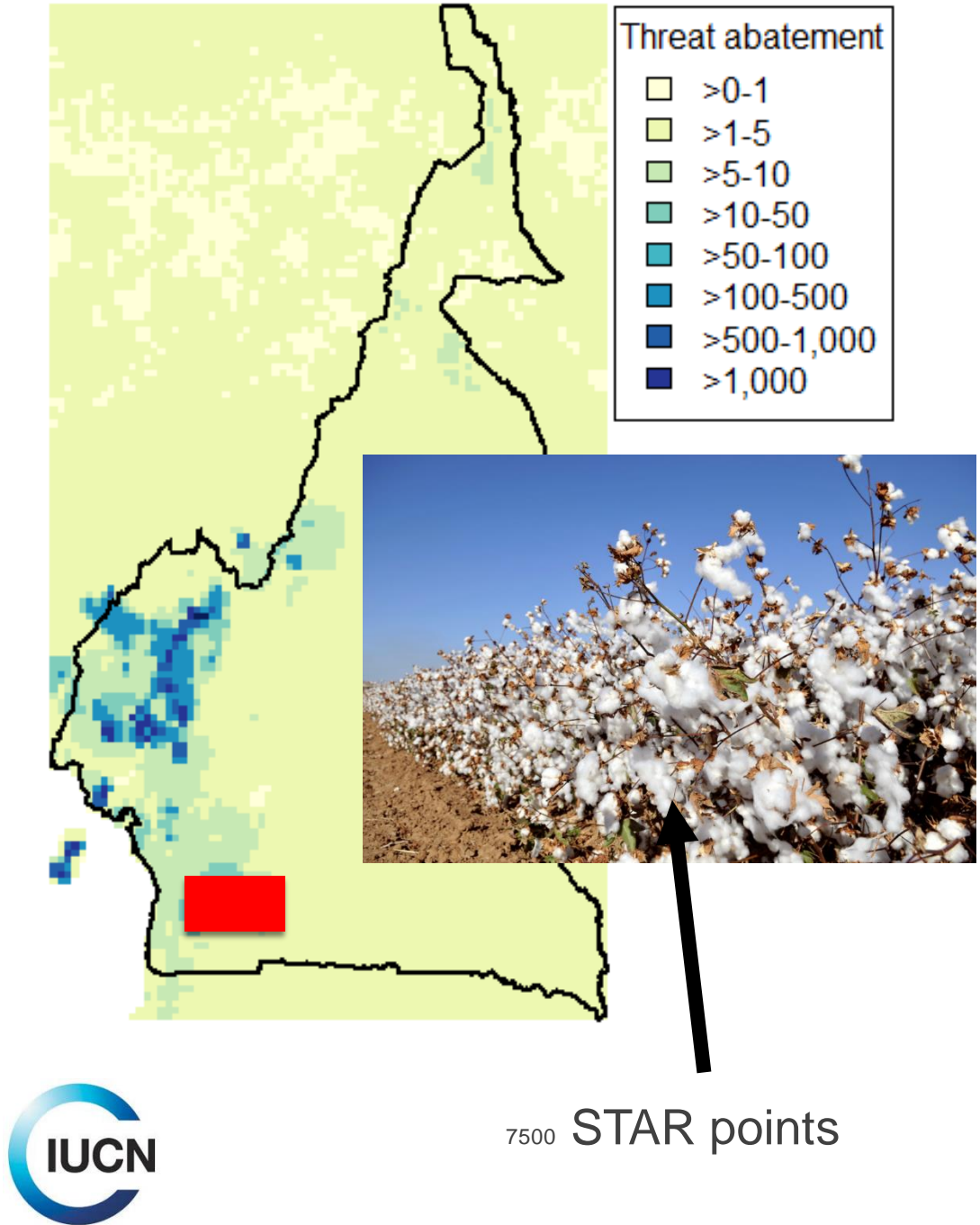




B

Restoration
score





THANK YOU



For more information, please contact
frank.Hawkins@iucn.org

QUESTIONS

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POLLING QUESTION #4

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MAPPING BIODIVERSITY IMPACTS & RISK

MARGOT WOOD

Global Sustainability Solutions Fellow, Moore Center for Science,
Conservation International

WHERE IN THE WORLD SHOULD WE CONSERVE FOR CLIMATE CHANGE?

Conservation International's Spatial Planning for Area Conservation in Response to Climate Change (SPARC) is the largest effort to estimate species movements due to climate change ever, undertaken with 20 institutions, funded by the Global Environment Facility

Focal study: What are the wine industry impacts on nature given climate change production shifts?



WHAT IMPACT DOES COTTON HAVE ON SPECIES?

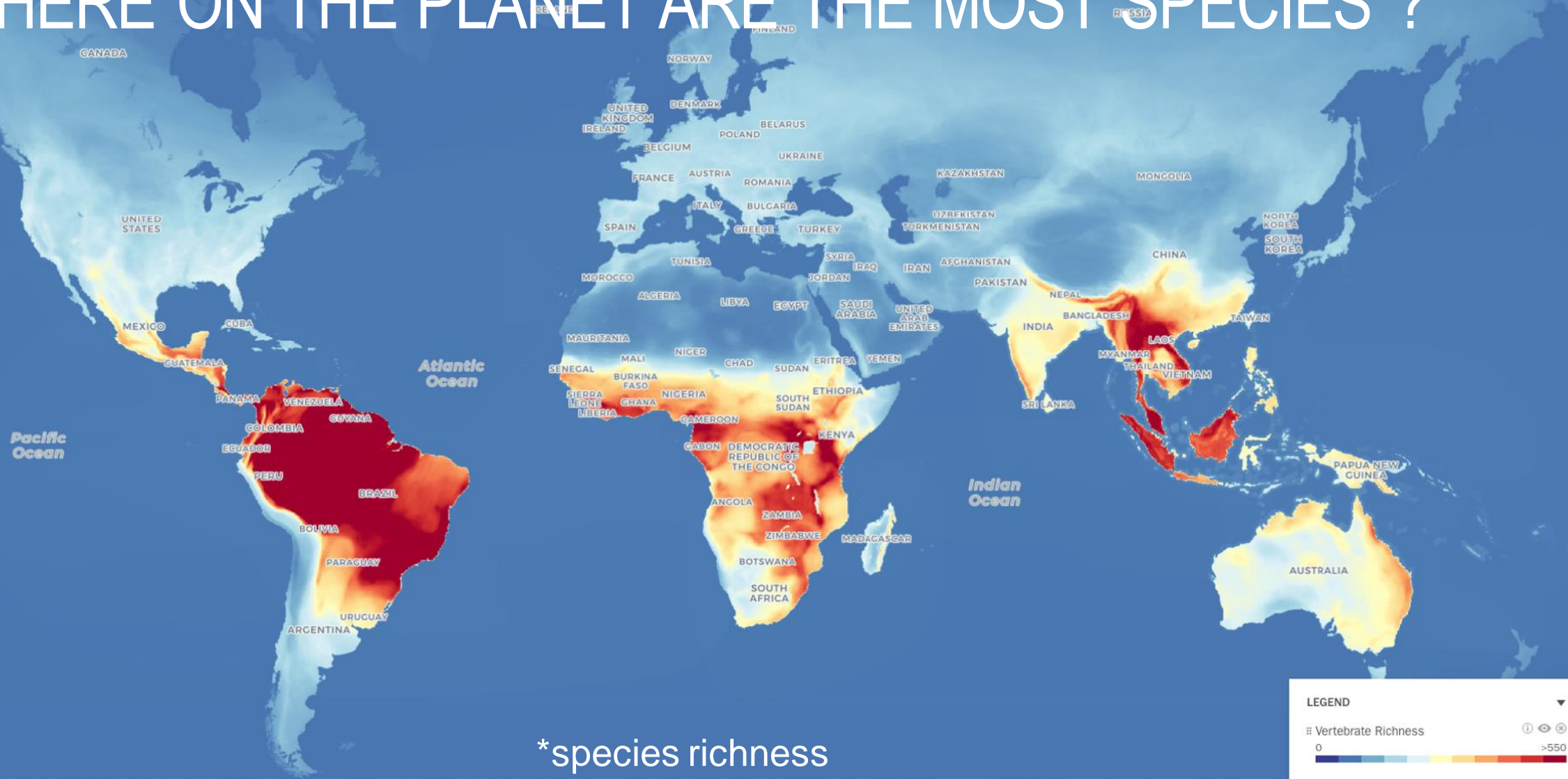
GLOBAL COTTON PRODUCTION



WHERE ON THE PLANET ARE THE MOST SPECIES*?



WHERE ON THE PLANET ARE THE MOST SPECIES*?



WHERE ON THE PLANET ARE THE MOST SPECIES* IN COTTON GROWING REGIONS?

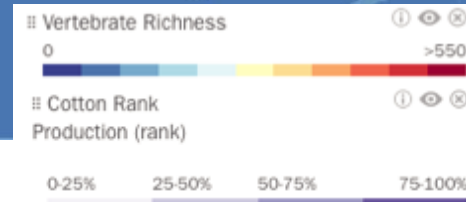


Pacific Ocean

Atlantic Ocean

Indian Ocean

*species richness



WHERE ARE ENDANGERED SPECIES?

WHERE ARE ENDANGERED SPECIES?

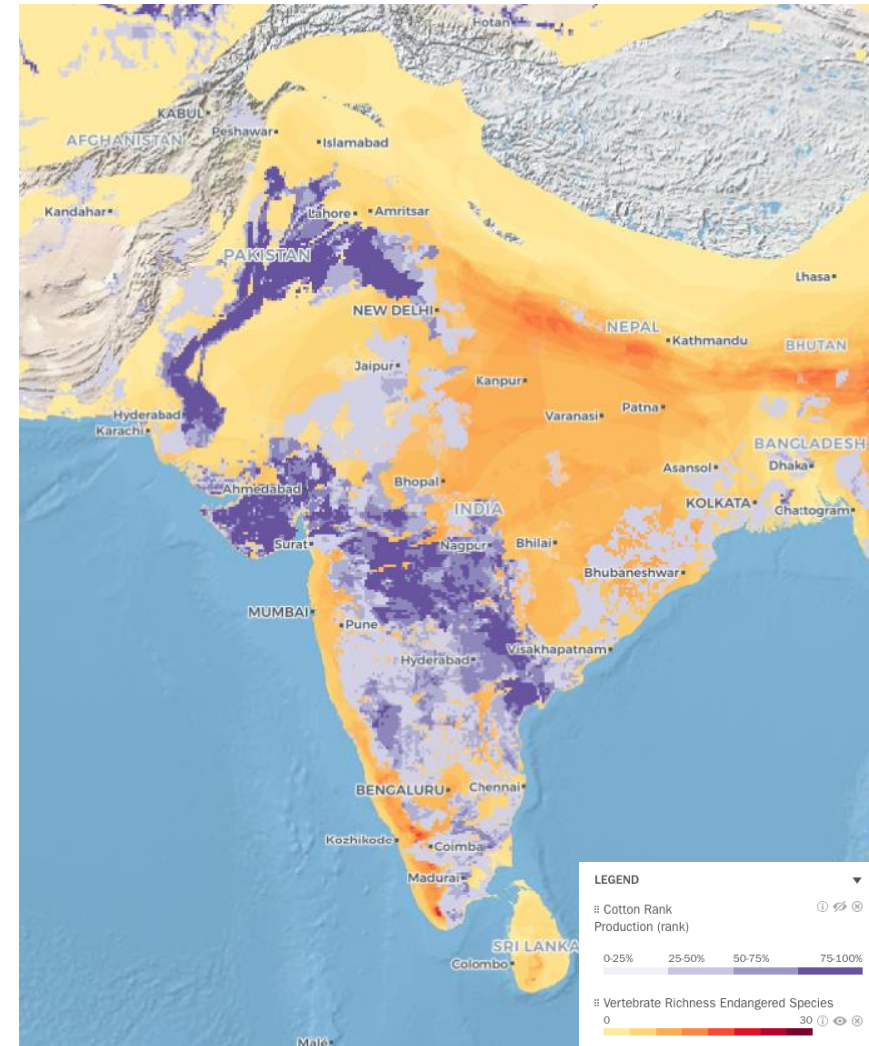
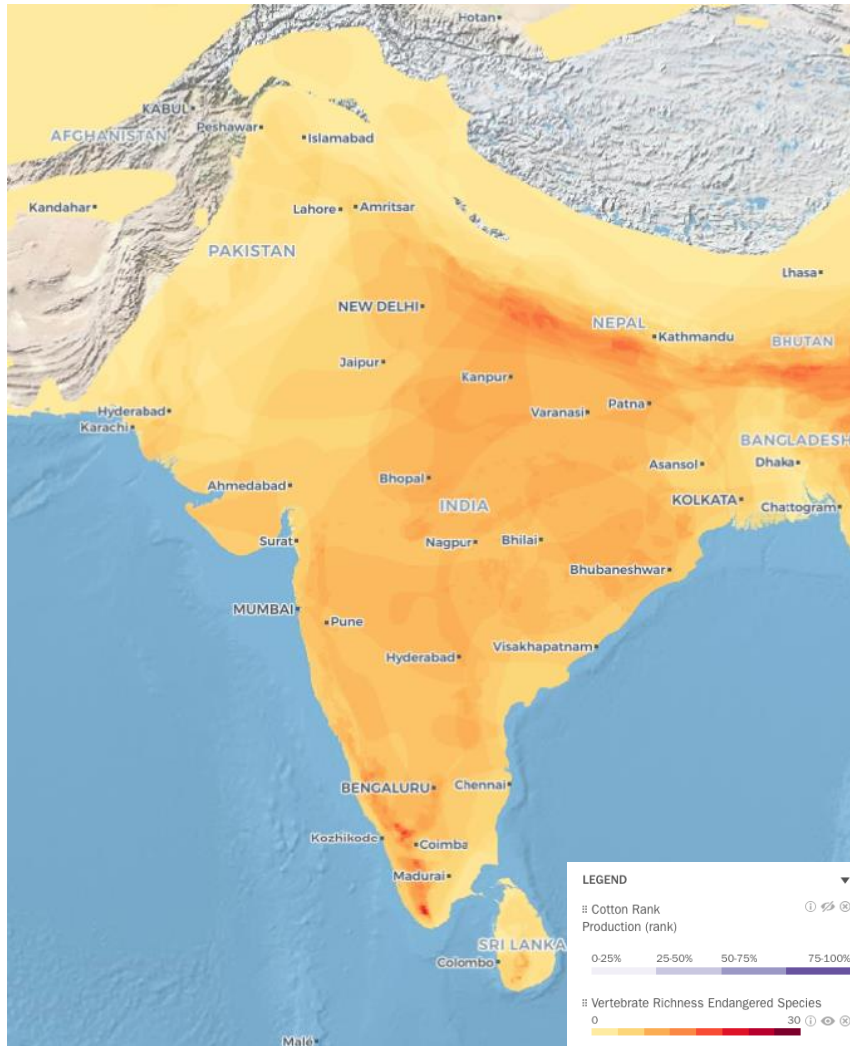


WHERE ARE ENDANGERED SPECIES IN COTTON GROWING REGIONS?



INDIA

ENDANGERED SPECIES & COTTON PRODUCTION



Nilgiri Tahr

Nilgiritragus hylocrius

NOT EVALUATED	DATA DEFICIENT	LEAST CONCERN	NEAR THREATENED	VULNERABLE	< ENDANGERED >	CRITICALLY ENDANGERED	EXTINCT IN THE WILD	EXTINCT
NE	DD	LC	NT	VU	EN	CR	EW	EX



© ALCHIMAE/FLICKR

THANK YOU



Waynad bush frog
(*Pseudophilautus wynaadensis*)
© gbsanctuary.org



Saker falcon
(*Falco cherrug*)
© Dr. Sundev
Gombobaatar



Asian elephant
(*Elephas maximus*)
© Ajay A. Desai

QUESTIONS

POLLING QUESTION #5

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Kering

THE NATURE OF FASHION WEBINARS

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

THANK YOU

Questions?

Email fashion@conservation.org