
UEBT MONITORING AND EVALUATION REPORT 2020

Part 1

Background and methodology



March 2021



UNION FOR
ETHICAL
BIOTRADE

SOURCING[®]
WITH RESPECT

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I. About UEBT

The Union for Ethical BioTrade (UEBT) is a non-profit association that promotes sourcing with respect. UEBT works to regenerate nature and secure a better future for people through ethical sourcing of ingredients from biodiversity.

The UEBT standard (also called the UEBT Ethical BioTrade standard or Ethical BioTrade standard) is based on the United Nations Conference on Trade and Development (UNCTAD) BioTrade principles and criteria. It is an internationally recognised voluntary sustainability standard that was developed with a wide range of stakeholders including companies, communities and civil society. Its principles are:

- **Principle 1:** Conservation of biodiversity
- **Principle 2:** Sustainable use of biodiversity
- **Principle 3:** Fair and equitable benefit sharing derived from the use of biodiversity
- **Principle 4:** Socio-economic sustainability (productive, financial and market management)
- **Principle 5:** Compliance with national and international legislation
- **Principle 6:** Respect for rights of actors involved in BioTrade activities
- **Principle 7:** Clarity about land tenure, right of use and access to natural resources

The standard guides UEBT's work in its membership, certification and advisory programmes. These programmes include:

- Raising awareness of ethical sourcing of biodiversity
- Verifying ethical sourcing commitments and practices
- Certifying ethical sourcing systems
- Certifying ingredients from nature
- Collaborating with companies and other partners to address special issues through working groups
- Offering advisory services related to ethical sourcing or access and benefit sharing (ABS)



Conservation of biodiversity



Sustainable use of biodiversity



Fair and equitable sharing of benefits



Socio-economic sustainability



Compliance with legislation



Respect for rights of actors



Clarity about land tenure

II. Report Methodology

UEBT operates a monitoring and evaluation (M&E) system for its membership and certification programmes. The system is designed in accordance with the ISEAL Alliance's Code of Good Practice for Assessing the Impacts of Social and Environmental Standards Systems (ISEAL Impacts Code). It is set up to monitor and assess the extent to which the desired results identified in the UEBT Theory of Change (ToC) (Annex 1) are being achieved at three levels:

- **Level 1.** The reach and scale of the application of Ethical BioTrade principles and practices within member companies and their supply chains (Outputs),
- **Level 2.** The changes and medium-term results deriving from applying Ethical BioTrade principles and practices in member companies and their supply chains (Outcomes),
- **Level 3.** The long-term effects of Ethical BioTrade practices on workers in the production fields, communities and biodiversity (Impacts).

Table 1: Overview of the M&E system

M&E areas and levels	Description of the information collected	Method of collection	Frequency	Coverage
Level 1: Reach and scale - outputs	No. members, certificate holders, plant species, natural raw materials, supply chains, local suppliers and field operators, size of sourcing areas in UEBT programmes (internal use only)	Member self-assessment and audit reports	Annually	All members and certificate holders Coverage 2019: 51
Level 2: Change and medium-term effects - outcomes	Actions taken to implement Ethical BioTrade requirements	Member self-assessment and audit reports	Annually	All members and certificate holders Coverage 2019: 51
	Ethical BioTrade practices and medium-term effects	Case studies (Conducted or commissioned)	At least one study per year (alternatively to L3 studies)	Purposively selected members Coverage 2019: None
Level 3: Long-term effects - impact	Effects of Ethical BioTrade practices on people and biodiversity	Case studies (Conducted or commissioned)	At least one study per year (alternatively to L2 studies)	Purposively selected members Coverage 2019: One baseline study (summary published) Two baseline studies (not published) One endline study (not published)

III. Data source and coverage

LEVEL 1. THE REACH AND SCALE OF MEMBERSHIP AND CERTIFICATION PROGRAMMES

The UEBT M&E system is currently able to provide information on the reach and scale of overall UEBT members involved in the membership and certification programmes. Information is reported in the form of descriptive statistics on the number of members, certificate holders, natural raw materials, plant species and supply chains they work with. Moreover, the number of local suppliers (i.e. Organisation at Source – OaS), field operators including farmers, farm workers and collectors is reported. Finally, the extension of the sourcing areas (i.e. cultivation and collection fields) is included but used for internal learning only.

Information is collected yearly through two main sources of data:

1. Certification audit reports for certificate holders
2. Annual reports or membership audit report for members

The data is aggregated by country, region and production system. A description of the methodology used for gathering, storing and analysis – including aggregation - of information is provided below. Further information can be provided upon request of access to indicator protocols and guidelines for analysis.

The information presented in this report reflects figures for 2019 and is based on what has been recorded in the UEBT system through December 2020. In total, reach and scale information concerns 51 members.

LEVEL 2. THE OUTCOME: CHANGES AND MEDIUM-TERM RESULTS OF MEMBERSHIP AND CERTIFICATION PROCESSES

Information on changes and medium-term results of the application of Ethical BioTrade principles and practices are derived through annual and audit reports as well as through case studies.

Annual reports and membership audit reports - for members – and certification audit reports - for certificate holders - are analysed to obtain information on progress in the implementation of UEBT standard: what UEBT members do to fulfil Ethical BioTrade requirements. The information in the audit reports is based on auditors' observation, interviews and documents check, which take place every year for certificate holders and every three years for members. The information on the annual reports are based on yearly members' self-assessment. They are verified every three years by an auditor through membership audits.

This report provides a picture of progress that UEBT members made in fulfilling requirements in 2019, based on a total of 51 between companies' audit and annual reports submitted.

A selection of the audit checklist is included in the analysis, which covers the main outcomes expected from the membership and certification process at the level of the members and along the supply chains. The selection is done prescriptively and illustratively to show some of the critical verifiers such as:

1. The verification checks for the membership conditions and obligations such as setting Ethical BioTrade commitments, having an Ethical Sourcing System defined, having conducted a risk assessment of ingredients, and having implemented ABS due diligence.
2. The verification checks for the set-up of the certification systems at the certificate holder or supplier levels and the continuous improvement of the implementation of Ethical BioTrade practices in the sourcing of certified ingredients.
3. The verification checks for the implementation of Ethical BioTrade practices in the sourcing of certified ingredients. These checks concern collection and cultivation practices as well as working conditions.

There are verification checks assessed with a 'yes' or 'no' scoring system. Other verification checks are assessed against a scale from 0 to 3. Not all verification checks selected are assessed for all members and certificate holders. This depends on the membership or certification setting that applies to each member or certificate holder. In this report, the percentage of members or certificate holders per each level of progress made is reported and it is calculated over the total number of members or certificate holders actually assessed per each verification check.

Besides the analysis of progress against Ethical BioTrade requirements implementation, some case studies are conducted for the analysis of the changes deriving from applying Ethical BioTrade principles and practices in member companies and certified supply chains. The studies focus on what are the processes behind the changes implemented to conform to UEBT requirements and what are the results of these changes. The studies complement the analysis of audit and annual reports with information on what is needed to implement the changes, what instead hampers the implementation, what are the experiences, expected and unintended results - both positive and negative.

The methodology for the studies has been developed in collaboration with external experts.

The changes and effects are studied in a qualitative form, based on the perceptions of the staff at the member companies and suppliers that are informing the studies. Possible areas of changes and effects are defined and guide the questions asked to informants, the analysis of documents and of the results of interviews. The idea is to stimulate specifications of the areas of change to emerge from the study.

The methodology is defined on the basis of a collaboration with ISEAL and AidEnvironment. Moreover, it has been consulted with UEBT staff members and with M&E staff from another standard organisation for further methodological inputs.

Study results have been verified with the informants involved, UEBT staff and M&E staff from another standard organisation.

Areas of changes and effects are determined considering the UEBT theory of change (Annex 1) and include: Ethical BioTrade sourcing strategy, Ethical BioTrade management system, brand value, value creation for workers and communities, right of actors, biodiversity friendly sourcing practices, actions for protection, and regeneration and enhancement of biodiversity (Annex 2).

These studies seek to explore if and how the UEBT pathways unfold in the reality of the companies studied. In doing so, the studies highlight possible variations of the pathways compared to what expected, shedding light on actual interventions, actions, effects and factors stimulating or hampering them.

The studies are explorative and qualitative. They do not aim at measuring impacts and causality. However, they introduce some strategies to ensure validity and reliability while highlighting correlations among the different steps of the pathways.

Namely:

1. *Combining different data sources.*

Secondary data are used together with primary data. Secondary data coming from audits and self-reports of the studied company and associated supply chains are meant to ascertain the activities implemented in the frame of the UEBT membership process and of the broader commitment with sustainability. Possible influencing factors are investigated as well. Primary data, collected through semi-structured interviews with relevant staff at the company and supply chains level, complement the secondary information on actions, effects, and influencing factors. Other secondary data have been gathered for a background analysis of the context in which the studied supply chains operate. These data include relevant statistics, scientific and grey literature and contribute to the understanding of the changes and effects occurring at the level of the member company and its supply chains, within the broader context where they take place. The combination of several sources of data improves the completeness and the accuracy of the findings. Objectivity is also improved because of the combination of several point of views.

2. *Defining data collection and reporting criteria.*

Criteria to report information derived from secondary data, questions to gather primary data through semi-structured interviews and templates for analysis are defined and can be used to replicate the study. This increases reliability of the study since it sets the conditions for obtaining data that are comparable over time and case studies, should the same study be repeated in different periods and contexts. The criteria, questions and templates for analysis are defined on the basis of interventions, actions and effects that the UEBT programme seeks to promote. They have been validated through several rounds of revisions involving UEBT staff. The choice of semi-structured interviews allows to integrate a list of questions to include the results of the revisions as well as learning points from implemented interviews, when necessary. All this increases the validity of the study because it contributes to the relevance of the criteria, questions, and templates for the purposes of the study and for the studied cases.

3. *Defining units and sample of analysis.*

The UEBT membership and certification concern the companies' sourcing system for natural ingredients. It therefore impacts the supply chains practices of these ingredients with possible effects on the suppliers. To monitor and evaluate the full pathway of interventions, activities and effects, two units of analysis are therefore set for the study: the member or certificate holder and the suppliers of natural ingredients prioritised or certified. The resources available for the study determines the number of people to be interviewed at each unit of analysis. The samples are not statistically representative. However, qualitatively speaking, they are representative of the realities being studied. The categories of interviewees are defined thinking of those people at the level of the company and supply chain that might provide relevant information for the propose of the study. At the company level, relevant informants are those who are responsible for the implementation of the membership/certification processes and the sustainability strategy, as well as those that interact with suppliers. At the supply chain level, the relevant informants are representatives of suppliers that play a role in the interactions with the company, with the producers or collectors, and with the processors.

In 2019 no studies have been conducted on changes and effects. The focus has been on evaluation studies. The latest study on medium term changes and effects has been implemented in 2018. It concerned a long-term member of UEBT which is also certificate holder with herbal tea certification – Martin Bauer Group. Moreover, the company has its own sustainability standard and assurance system which is recognised by UEBT. The company is based in Europe and has supply chains all around the world. [The summary of the study](#) is published in the UEBT website. The study completes a series of studies where two other members with other membership and certification settings are studied ([Natura](#) and [Weleda](#)). The summaries of those studies are also published in the UEBT website.

LEVEL 3. THE IMPACT: LONG-TERM EFFECTS OF ETHICAL BIOTRADE PRACTICES ON WORKERS IN THE PRODUCTION FIELDS, ON COMMUNITIES AND ON BIODIVERSITY

For the long-term effects, evaluation studies are conducted on the areas of changes and effects concerning improved livelihood and local development and conservation and sustainable use of biodiversity (Annex 2).

Two approaches are followed for the implementation of the evaluation studies. When conditions allow a baseline study is conducted to assess the situation before the starting of the interventions. A follow up study is then implemented after some years from the beginning of the interventions to assess any impact determined by the interventions compared to the baseline situation. A second approach, the most feasible, is that one study is implemented after some years from the beginning of the interventions and impact assessed through comparison with control groups (when available), with the context and with the situation at the beginning of the interventions based on informant self-comparison.

Both approaches do not aim at measuring causality. However, they introduce some strategies to ensure validity and reliability while highlighting correlations among actions in place and the socio-economic and environmental impacts evaluated. Namely:

1. Reliability and validity

Aspects to be assessed are defined considering the UEBT ToC and the expected impacts on value creation for workers and communities, right of actors, biodiversity sustainable use and conservation (Annex 2). Specific indicators are defined at the beginning of each evaluation study based on a desk-based assessment and preparatory interviews with key informants. The indicators fall into the expected areas of impact as per the UEBT ToC, however they are also context specific. They are indicators that highlight aspects that are meaningful in the context of study to determine the conditions of biodiversity, workers and local communities.

Random samples are drawn using stratified sampling methods. This is done to ensure that the sample selected for the studies is representative of key typologies within the population studied while ensuring some degrees of randomisation. The method also ensures that no typology is overrepresented.

2. Isolate factors behind impact

In 2019 there were four evaluation studies carried out. Three of them being baseline studies and one of them being the endline study of a project started in 2016 and for which a baseline study was conducted by UEBT in 2017. Some of those studies are confidential and their results cannot be published. [The summary](#) of one of the baseline studies is publicly available in the UEBT website. The study focusses on the socio-economic situation of Carnauba field workers and the biodiversity status in and around the production areas in the two most important Carnauba production states, Piauí and Ceará.

IV. Data quality and limitation

DATA FROM AUDITS AND ANNUAL REPORTS

Since 2015, UEBT has a M&E data management approach, including procedures for data collection, storage and access, quality, analyses, reporting and sharing; and confidentiality.

UEBT has developed protocols for each reach, scale, outcome indicators collected. The data collection protocols are the basis for the guidance given on data collection. The guidance is made available to UEBT staff, auditors and UEBT members that are required to fill out the audit or annual report templates. This is to ensure that the information reported is coherent and reliable.

Guidance exists - and is available for the M&E staff – on how to clear, store, analyse and report the information gathered on reach and scale. Among the recommended actions for clearing is the cross-check of data gathered from different entry points and over time. In case of incoherence, the auditors or the members are contacted to verify the data even before entering the information into the database.

Other guidance is provided on how to analyse information – after they are stored in the database - for the purpose of dealing with:

- 1. Double counting:** A method is in place to ensure that size of production fields correspond to what is used for the production of the volumes sourced. Another analysis is done to ensure that each different supply chain, natural raw material and plant species is counted just once. Verifications are conducted when disproportionate values are noticed (see 'outliers' below).
- 2. Missing values:** Procedures are defined to cover missing values for one year with the values provided for the years before and to track this. When information from previous years are not available, the date is not filled out and track of the missing values is kept in the data analysis files.
- 3. Outliers:** Extreme values are treated in a qualitative way by identifying them, understanding the reasons behind them, considering them in the counting when they are plausible, and pointing out their presence and motivation in the reporting.

M&E data is used for different types of reporting. For example, data is regularly reported – both internally and externally - through the UEBT annual report and M&E system reports. Internal reporting is a tool to further verify information reported with the UEBT staff and address incoherence that might emerge based on the experience of the UEBT staff.

The relatively limited number of members and certificate holders has allowed UEBT staff to manage data gathering, quality check and analysis manually and reliably. Recently, the intensification and expansion of UEBT activities (e.g. new members as well as new certification programmes) have challenged the current system, showing some limitations including reduced accuracy of some figures, increasingly time-consuming processes of data collection and analysis, limited relevance of the information collected:

1. The list of indicators is perceived by the UEBT staff as dispersive and, therefore, of little use for learning. A reduced list of indicators focussing on key learning points is to be defined. The process to refine indicators has been combined with the process of standard revision and new indicators will be used once the new approved standard will enter into force.
2. There are different interpretations among the members of the information asked to be provided. This requires a huge effort of verification and several rounds of submission. The process of filling out information has to be more guided with automatic control points that alert in case of wrong information provided. This is in the phase of being implemented in parallel to the definition of online data management system for UEBT.
3. Some figures from the fields, especially those concerning wild collection, fluctuate from one year to the other because of context dynamics connected with change in the sourcing areas and field operators. The high fluctuation does not support the implementation of meaningful comparisons over the years.

DATA FROM STUDIES

Quality assurance mechanisms are built along the entire process of defining, implementing and finalising studies. These mechanisms are formalised into general guidelines and consolidated into UEBT internal procedures. The terms of references (ToR) and research proposals are defined and, when possible, reviewed by researchers and peers to assess the methodological robustness of the evaluation. Furthermore, there are internal discussions within UEBT staff and members involved in the study to assess the relevance and feasibility of the proposals. Finally, the methodology of some of the studies considers what methodologies have already been developed in collaboration with ISEAL, RJC and AidEnvironment.

When studies are commissioned, researchers are chosen among consultants and research institutes well recognised for their professionalism and without connection with the studied case. Moreover, local researchers with experience on studying impact of sustainability standards are preferred to ensure their understanding of the context and of the topic of investigation. When the evaluation is conducted internally, the independence of the researcher is ensured through reviewing intermediate and final results of the studies by staff members not involved in the study and also by people involved in the study. This procedure is used to reduce the risk of bias and it is recommended in the case of independent studies too.

Early impact evaluations have used a multiannual approach and started with a baseline study. The baseline was meant to provide the base upon which future measurements are conducted, generating a time series for the same research samples. However, this approach proved ineffective. For some of the baseline studies it was not possible to implement follow up studies because the relations between the UEBT member companies and their suppliers interested by the studies changed. Another reason for not implementing the follow up studies to the baselines was that the conditions in the contexts changed and reduced accessibility.

Baseline information was therefore not used in several cases. For this, the decision was taken to prefer the implementation of single evaluation studies and use context level statistics, control groups and sample self-comparison with years before the implementation of interventions to assess the impact of those interventions.

However, also the use of control groups proves to be difficult sometimes due to limited accessibility of people not involved in the interventions and community conflicts that can generate when trying to reach out to those not benefiting from interventions. Moreover, the samples selected according to statistic and qualitative representativeness starting from existing lists is not always found in the field and some interviewees need to be replaced. This may impact on the representativeness of the sample but cannot be avoided.

Despite the limitations that are met during the implementation of evaluation studies, some methods are used to ensure the reliability and validity of the findings. They include the triangulation of different data sources, identification of cases and samples that are representative of the reality and variety under investigation, comparisons with the context, and definition of clear data collection and reporting procedures (e.g. list of questions, templated to be filled out for data reporting).

In the approach followed by UEFT there is not a defined list of indicators. There are areas of impact, defined starting from the UEFT ToC. Indicators and the methods for data collection and analysis are defined case by case. This limits the opportunities for comparisons but improves the capacity of the indicators to represent the reality being studied and the reliability of the studies ¹.

Case studies are selected to be representative of UEFT programmes and contexts of operation. So far, studies have involved members with different certifications. The first studies conducted were of long-term members since this provide a sufficiently extended timeframe for analysis. Moreover, the involved companies work in different countries and with different ingredients – allowing us to view a variety of situations.

Prioritisation of case studies is required given the limited resources available for M&E. UEFT will gradually expand M&E activities to cover more countries and companies with respect to identification of changes, results and effects.

UEFT has procedures to ensure that evaluations are conducted ethically. These procedures are formalised into general guidelines and implemented through consolidated UEFT internal procedures. Consent forms and study presentations are used to ensure the right of study participants to be adequately informed about the study purposes and contents as well as on the use of the final results. Moreover, UEFT is aware of the need to not alter established relations and dynamics. The right of UEFT to share and publish information is fulfilled while protecting the confidentiality of people and companies. Finally, UEFT is aware that the people and companies involved in the study provide a good deal of their time and resources to participate.

UEFT also commits to publish the results of the studies, the methodology used and the reference to the experts conducting the studies. This is done to ensure transparency about the work of UEFT and its results. However, UEFT seeks to ensure the confidentiality of the organisations involved in the studies. In some cases, full reports and details cannot be published. Hence, summaries are published. In other cases, no information – even in the form of summaries - can be disclosed. In any cases full methodology and results are available at UEFT, discussed internally and made available when required if this does not conflict with confidentiality.

¹ Other opportunities and limit of the approach to evaluation studies are presented in the summaries of the case studies showed in this report.

V. Learnings

UEBT's mission is to regenerate biodiversity and secure a better future for people through the ethical sourcing of ingredients from nature. UEBT works in a context where new sustainability challenges, shifting market dynamics, and evolving stakeholder expectations all require regular adaptation and improvement of the programme's certification standard, assurance mechanisms, training, and other strategies.

The M&E activity at UEBT is carried out with two main goals. On the one hand, the M&E activities provide reliable evidence on the performance and impact of UEBT and its members to be communicated to interested stakeholders. On the other hand, the results of the M&E work shall be used as internal learnings to inform the adaptation of the UEBT and its members actions to changing contexts and conditions of operation. This process of continuous adaptation is meant to ensure the effectiveness of these actions in delivering expected impacts.

In order to fulfill these two goals, the M&E activity at UEBT is closely monitored and adjusted as well to be always able to provide the most relevant and reliable information. From the M&E results presented in this report – also discussed with UEBT staff and Board of Directors - the learnings for the adjustment of UEBT M&E approach can be summarized in three main points.

INTENSIFY REPORTING FROM THE FIELDS OF PRODUCTION

As UEBT started as a management system approach, reporting from the field of production started after the ingredient certification programme was initiated and it is now included in the requirements for ethical sourcing system certification as well. Data gathered from the fields gives the best insights on the results of UEBT related actions on socio-economic and biodiversity conditions for field operators and their communities. With increasing interest in certification - from existing and new members - there is an opportunity to expand the range of contexts, ingredients and supply chains from which information on biodiversity and socio-economic actions and impacts can be gathered.

In this process it is important to maintain and improve reliability of the data collected as well as to increase the effectiveness of the data analysis. UEBT is planning to invest in information and technology tools to automatize the way data are entered – by auditors and members - into the UEBT system and validated – by the UEBT staff.

A further improvement can come from using geolocation tools as part of the UEBT M&E system. This would allow identifying the exact area where monitored actions take place and what are the main risks and opportunities for people and biodiversity that are relevant in that area and that are impacted by the actions.

However, the same level of detail of reporting cannot be reached for prioritised supply chains in the frame of the membership programme. For these supply chains, field verifications are not carried out and field information is not gathered. Moreover, even the collection of information in the frame of the certification programme is complex for UEBT members that do not work directly with field producers and have one or more suppliers in between. In the future, in parallel with the revision of the UEBT standard, indicators may need to be further adjusted to consider the challenges in gathering information faced by the members downstream in the supply chain.

BRING EVALUATION STUDIES TO THE NEXT LEVEL: REPLICATION, COMPARISON AND DEFINITION OF INDICATORS

The studies, especially those on the changes and effects deriving from UEBT membership and certification process, provided insightful information on what works and what does not work in the process of complying with UEBT requirements. From this, the intention to continue working on a principle-based M&E approach which looks at the process behind the compliance or non-compliance results. More qualitative evidences on these processes will be provided by replicating the same methodology over different case studies.

As far as the impact studies are concerned, the current baseline studies shall be completed with follow up studies. Future impact studies shall build on them. Build up indicators to measure changes at the field level as part of the follow up studies. Ensure that new cases for future impact studies are selected to test and refine the indicators in different contexts and different production systems.

Scientific validity and reliability shall guide the evaluation studies' definition and implementation. However, simple communication material (e.g. videos and summaries) shall be derived from the studies to share the result with wide public.

DRIVE THE UEBT STANDARD TOWARDS PERFORMANCE AND PRACTICES

From the analysis of compliance, it emerges that several critical criteria in the certification checklists are on procedures. There are some criteria on actions taken to implement certain practices with respect to production, price setting and similar issues. In some cases, members score better with respect to these criteria than with respect to the criteria on procedures. In any case, implementing good practices is what actually creates changes and generates impact. The UEBT standard revision took place in 2019/2020 and considered this finding. The case studies together with qualitative analyses of the audit reports conducted so far provide examples of what good practices are put in place for compliance with the UEBT standard and what are the possible unintended effects.

These practices have been spelled out in the new standard and guidance material for members has been defined in an attempt to drive actions. Moreover, the unintended effects have been considered to identify possible adjustments to be introduced in the new UEBT standard.

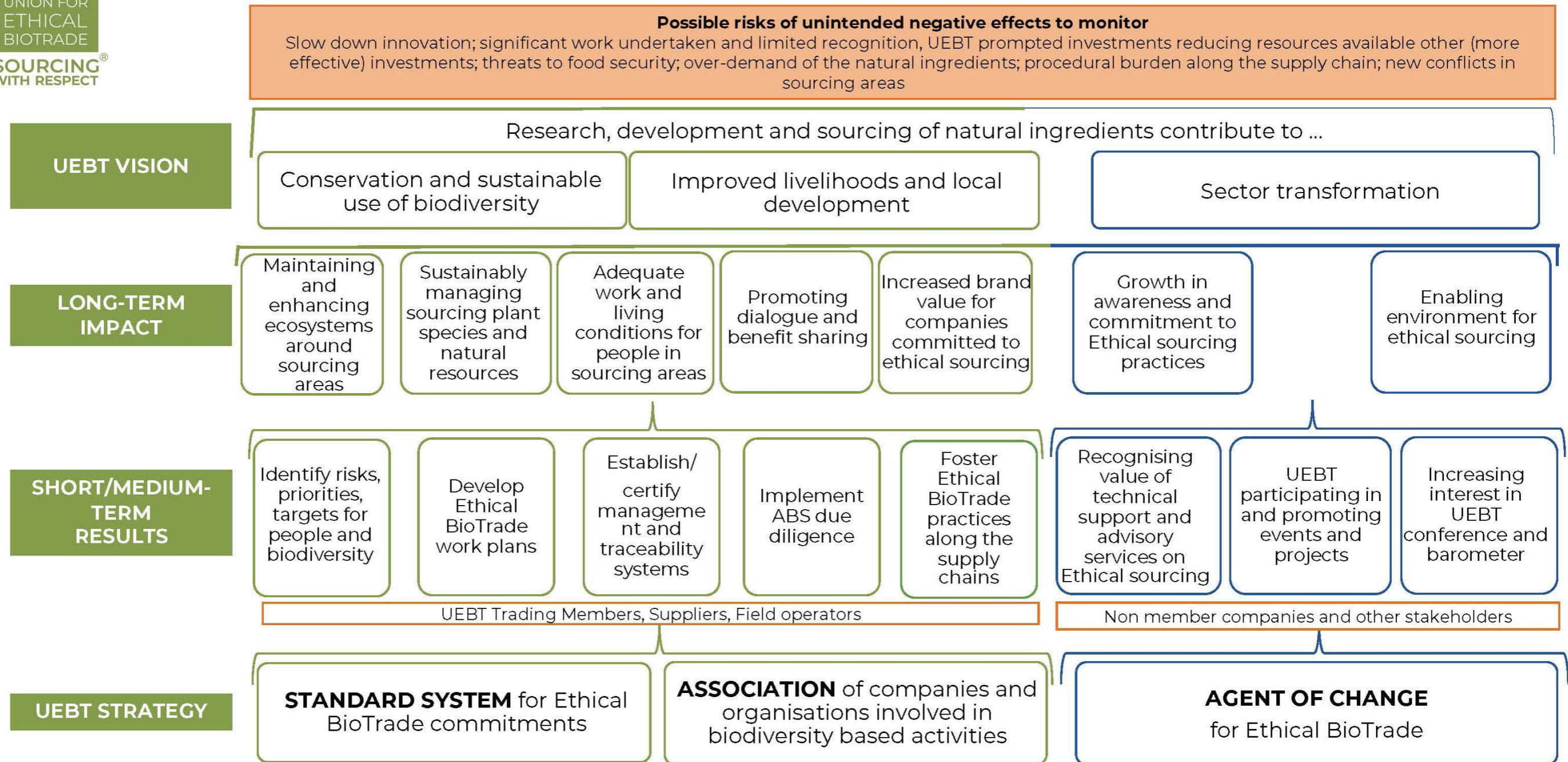
Furthermore, assessment of performance and impact for all practices implemented following the new standard is now required. These requirements are meant to raise awareness and performance among members in monitoring and evaluating their actions, how far they are implemented and to what extent they are generating the expected impact.

UEBT is working on tools that may facilitate certificate holders, suppliers and field operators in assessing their performance with respect to biodiversity and socio-economic contributions when implementing UEBT-required actions and over time. Those tools may be made available as part of the audit process and used to assess compliance. At the same time, they can be used in the UEBT M&E system to gather data on biodiversity and socio-economic effects of UEBT members' actions.



UEBT Theory of change (TOC)

Short version based on V2 – 23-08-16



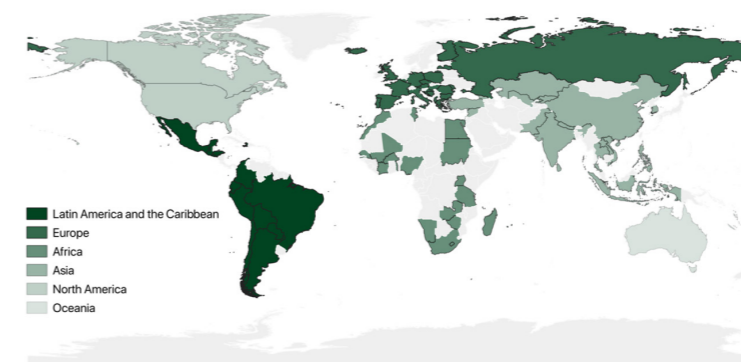
ANNEX 2. Monitoring and Evaluation indicators

VISION	AREAS OF SHORT/MEDIUM/LONG TERM EFFECTS	INDICATORS			
		L1 REACH & SCALE	L2 CHANGES	L3 IMPACT	UNINTENDED EFFECTS
Sector transformation	Ethical BioTrade sourcing strategy	Percentage of prioritized natural ingredients <i>Cultivation</i> <i>Wild collection</i>	Setting Ethical BioTrade Commitments % members compliant % members per level of compliance		*Slow process of alignment of the staff and suppliers with the strategy
		Percentage of certified UEBT natural ingredients <i>Cultivation</i> <i>Wild collection</i>	Making Commitments publicly available % members compliant % members per level of compliance		
		Percentage of certified UEBT-UTZ natural ingredients <i>Cultivation</i> <i>Wild collection</i>	Complying with UEBT entry indicators - internal only % members compliant % members per level of compliance		
	Ethical BioTrade management system	Number of trading member <i>Per position in the supply chain</i> <i>Per geographic areas</i> <i>Per country</i>	Having an Ethical Sourcing System defined which includes scope, policies, procedures, internal monitoring system, training programme % members compliant % members per level of compliance		*High demand for human or economic resources
		Number of trading members that adopted certification program <i>IMS certification</i> <i>ESS certification</i> <i>Herbal tea certification</i>	Having conducted risk assessments of the natural ingredient portfolio following Ethical BioTrade principles % members compliant % members per level of compliance		* Increase in complexity and workload * Reduced supply options and risk of loosing existing suppliers for increasing requirements
		Number of prioritised Organisation at Source/local suppliers <i>Per geographic areas</i> <i>Per country</i>	Having ABS permits - internal only % members compliant % members per level of compliance		
		Number of certified UEBT Organisation at Source <i>Per geographic areas</i> <i>Per country</i>	Policies, procedures, and guidelines - IMS - established and in line with the certification protocol to regulate the certification system % members compliant % members per level of compliance		
		Number of certified UEBT-UTZ Organisation at Source <i>Per geographic areas</i> <i>Per country</i>	Rules and procedures established for Local Monitoring System - LMS - to ensure that the IMS is sufficiently complemented and replaced % members compliant % members per level of compliance		
		Number of verified Organisation at Source OaS/local suppliers <i>Per geographic areas</i> <i>Per country</i>	Documented information available about all stages of production and processing process as well as control points for traceability per each supply chain included in the certification % members compliant % members per level of compliance		
			Procedures are established to assess compliance with traceability requirements at each of the control points % members compliant % members per level of compliance		
			Procedures are established to incentivise continuous improvement of suppliers and producers in the fields regarding Ethical BioTrade practices % members compliant % members per level of compliance		
			Procedures are implemented and non-conformities with Ethical BioTrade requirements are closed % members compliant % members per level of compliance		
			Procedures are in place to invest UTZ premium to the benefit of producers in the field and local communities - internal only % members compliant % members per level of compliance		
			*Increased effectiveness in sourcing system management (traceability, assurance, risk identification)		
	Brand value	% of turnover per sector <i>Cosmetic</i> <i>Food</i> <i>Pharmaceutical</i>	*Ability to stay ahead on sustainability issues *Enhanced corporate reputation *Enhanced credibility *Additional value to certified products		

VISION	AREAS OF SHORT/MEDIUM/LONG TERM EFFECTS	INDICATORS			
		L1 REACH & SCALE	L2 CHANGES	L3 IMPACT	UNINTENDED EFFECTS
Improved livelihoods and local development	Value creation for workers and communities	Volumes of prioritized raw materials <i>Per production system</i> <i>Per geographic areas</i> <i>Per country</i>	Promoting active participation of field producers in discussion and negotiation on prices % members compliant % members per level of compliance	*Increase opportunities for value creation along the supply chain	*Complexity in interpreting requirements in particular situation while assuring compliance
		Volumes of certified UEBT raw materials <i>Per production system</i> <i>Per geographic areas</i> <i>Per country</i>	Wages paid in line with minimum wage regulation, collective bargaining agreements or other official wage regulations % members compliant % members per level of compliance		
		Volumes of certified UEBT-UTZ raw materials <i>Per production system</i> <i>Per geographic areas</i> <i>Per country</i>	The UTZ premium is spent in a timely, convenient and transparent manner - internal only % members compliant % members per level of compliance		
		Volumes of verified raw materials <i>Per production system</i> <i>Per geographic areas</i> <i>Per country</i>	*Growth in professionalism *Increased negotiation power and institutional capacity *Improved income opportunities *Improved access to services and goods		
		Number of first stage actors involved in the prioritized supply chains, classified in: <i>Per production system</i> <i>Per geographic areas</i> <i>Per country</i>			
		Number of first stage actors involved in the certified UEBT supply chains, classified in: <i>Per production system</i> <i>Per geographic areas</i> <i>Per country</i>			
		Number of first stage actors involved in the certified UEBT-UTZ supply chains, classified in: <i>Per production system</i> <i>Per geographic areas</i> <i>Per country</i>			
		Number of first stage actors involved in the verified supply chains, classified in: <i>Per production system</i> <i>Per geographic areas</i> <i>Per country</i>			
Right of actors			Equal remuneration for men and women for work of equal value % members compliant % members per level of compliance	* Women involvement in relevant roles	*Complexity in interpreting requirements in particular situation while assuring compliance
			Promoting active participation of field producers in discussion and negotiation on sourcing activities % members compliant % members per level of compliance	* No children involvement in economic activities	
			Ensure equal participation in trainings and awareness raising sessions for men and women % members compliant % members per level of compliance		
		Respect of equal working hours of 48h per week % members compliant % members per level of compliance			
		No involvement of children below 15 years hold in sourcing activities % members compliant % members per level of compliance			
			*Improved salaries, safety, and working schedule		
Conservation and sustainable use of biodiversity	Biodiversity friendly sourcing practices	Size of production field for certified UEBT raw material - internal only <i>Per production system</i> <i>Per geographic areas</i> <i>Per country</i>	Establishing good collection/cultivation practices to ensure negative impact on biodiversity are avoided/mitigated % members compliant % members per level of compliance	*Ensured restoration of used natural resources over time	*Complexity in interpreting requirements in particular situation while assuring compliance
		Size of production field for certified UEBT - UTZ raw material - internal only <i>Per production system</i> <i>Per geographic areas</i> <i>Per country</i>	Implementing good collection/cultivation practices to avoid/mitigate negative impact on biodiversity % members compliant % members per level of compliance	*Ensured regeneration of used biological resources over time	
		Size of production field for certified verified raw material - internal only <i>Per production system</i> <i>Per geographic areas</i> <i>Per country</i>	*Increasing awareness on biodiversity		
		Number of prioritized raw materials <i>Per production system</i> <i>Per geographic areas</i> <i>Per country</i>			
		Number of certified UEBT raw materials <i>Per production system</i> <i>Per geographic areas</i> <i>Per country</i>			
		Number of certified UEBT-UTZ raw materials <i>Per production system</i> <i>Per geographic areas</i> <i>Per country</i>			
		Number of verified raw materials <i>Per production system</i> <i>Per geographic areas</i> <i>Per country</i>			
	Actions for protection, regeneration and enhancement of biodiversity		*Increasing awareness on biodiversity		*Complexity in interpreting requirements in particular situation while assuring compliance

NOTE: Indicators with * are derived from the studies implemented in 2017-2018. They are indicators for medium and long term and unintended effects. In the UEBT approach to assessing effects, the areas of effects are defined in line with ToC while the indicators are specified and assessed case by case

ANNEX 3. UEBT countries in 2019 and definition of geographic regions



Country	Members	Certificate holders	No of prioritised plant species	No of priotised supply chains	No of certified plant species	No of certified supply chains
Albania	0	0	2	3	17	28
Argentina	1	1	2	2	2	2
Australia	0	0	1	2	0	0
Austria	0	0	3	3	1	1
Belgium	0	0	1	1	0	0
Bolivia	0	0	1	1	0	0
Bosnia and Herzegovina	0	0	0	0	1	2
Brazil	6	3	22	53	27	88
Bulgaria	0	0	5	10	22	38
Burkina Faso	2	1	8	10	3	7
Canada	0	0	1	1	0	0
Chile	1	1	1	1	3	5
China	0	0	18	24	1	1
Colombia	1	0	4	6	0	0
Comoros	0	0	1	1	0	0
Côte d'Ivoire	0	0	4	5	0	0
Croatia	1	1	2	2	8	27
Czech Republic	1	1	1	1	0	0
Ecuador	0	0	1	1	0	0
Egypt	0	0	9	12	21	34
El Salvador	0	0	1	2	0	0
Finland	0	0	1	1	1	1
France	9	0	16	18	3	4
Georgia	0	0	0	0	9	11
Germany	6	5	5	5	28	56
Greece	0	0	2	2	0	0
Guatemala	0	0	2	3	0	0
Haiti	0	0	1	1	0	0
Honduras	0	0	1	1	0	0
Hungary	0	0	1	2	16	19
Iceland	0	0	1	1	0	0
India	1	0	14	18	2	2
Indonesia	0	0	2	3	1	1
Israel	0	0	0	0	1	1
Italy	2	1	7	14	5	6
Kazakhstan	0	0	0	0	8	8
Kosovo	0	0	5	5	18	21
Kyrgyzstan	0	0	0	0	1	1
Laos	0	0	1	1	0	0
Latvia	0	0	2	2	0	0
Lesotho	1	1	2	2	2	3

Country	Members	Certificate holders	No of prioritised plant species	No of priotised supply chains	No of certified plant species	No of certified supply chains
Madagascar	3	0	13	26	2	3
Mali	0	0	2	2	0	0
Mauritius	0	0	1	1	0	0
Mexico	1	0	4	8	4	4
Moldova	0	0	0	0	1	1
Morocco	1	0	8	10	2	2
Namibia	0	0	4	4	0	0
Nepal	0	0	1	1	0	0
New Caledonia	0	0	0	0	1	1
Nigeria	1	1	0	0	1	1
Pakistan	0	0	1	1	0	0
Paraguay	0	0	1	1	5	13
Peru	3	0	27	51	1	1
Philippines	0	0	1	1	0	0
Poland	0	0	7	7	7	34
Portugal	0	0	0	0	1	1
South Korea	0	0	1	1	0	0
La Réunion	0	0	1	1	0	0
Romania	0	0	3	3	0	0
Russia	0	0	2	2	0	0
Senegal	0	0	4	5	0	0
Serbia	0	0	0	0	11	14
South Africa	1	0	4	6	0	0
Spain	1	0	33	38	8	8
Sri Lanka	0	0	1	4	1	1
Sudan	1	1	0	0	1	1
Syria	0	0	1	1	0	0
Tanzania	1	1	0	0	1	1
Thailand	0	0	1	1	0	0
Togo	0	0	3	4	0	0
Tunisia	0	0	1	1	0	0
Turkey	1	1	4	5	17	18
Uganda	0	0	1	1	0	0
United Kingdom	1	0	4	7	1	1
United States	1	1	2	2	4	6
Uzbekistan	0	0	2	2	0	0
Vanuatu	0	0	1	1	0	0
Viet Nam	1	0	3	4	1	1
Zambia	0	0	1	1	0	0
Zimbabwe	2	0	8	13	24	26



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UEBT MONITORING AND EVALUATION REPORT 2020

Part 2

Reach and scale of UEBT programmes and
member actions
for the period 2019



March 2021



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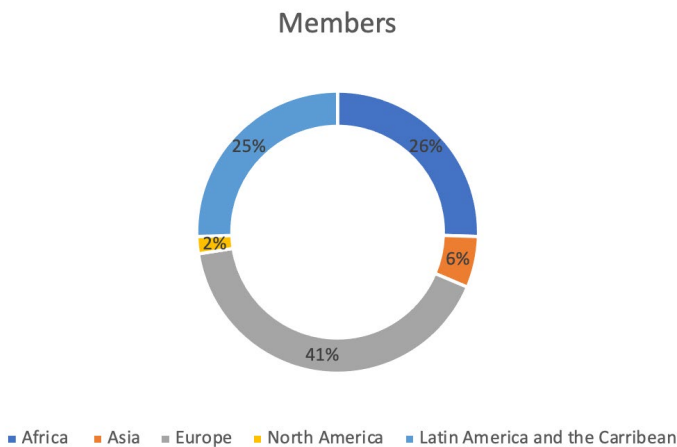
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I. Findings level one: reach and scale, outputs

In 2019 (cut-off date 31st December 2019), UEBT had 51 UEBT members. Thirteen of them adopted UEBT-UTZ certification, five others adopted UEBT Ingredient certification, and two members adopted the UEBT Ethical Sourcing System certification. These members are based in 26 countries, mostly in Europe, followed by Africa and Latin America. A smaller percentage of members are based in Asia and North America (Figure 1).

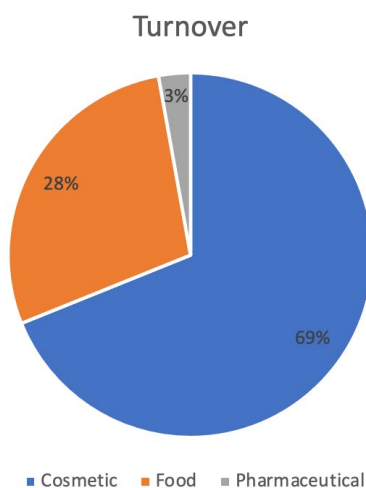
Figure 1 - Distribution of UEBT members per geographic region - 2019



The members include companies from the cosmetics, food and pharmaceuticals sectors. In terms of annual turnover, cosmetics is the most relevant sector, generating more than 60% of the annual turnover declared by all the UEBT members for 2019, followed by the food sector (Figure 2).

The number of UEBT members is steadily increasing year after year. With 51 members at the end of 2019, UEBT membership increased by 20% compared to [2018](#).

Figure 2 - Percentage of members' turnover per sector - 2019



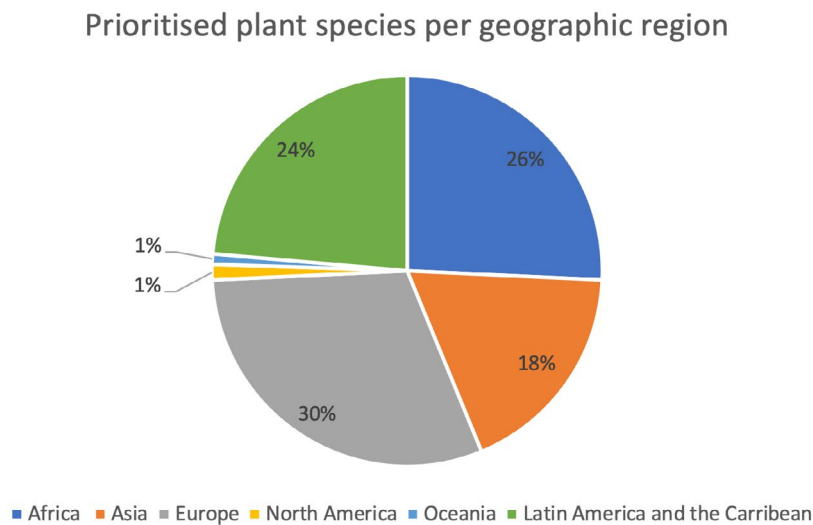
Among the UEBT members, there are 9 brands, 10 primary producers, 40 processing companies, 15 trading companies and 12 final product manufacturers. Most companies have more than one position in the supply chain.

Several UEBT members are intermediary processors that work directly with producers. Whether or not a company has direct contact with local producers or collectors is significant because it affects how the company implements its UEBT membership obligations. Companies that have direct contacts with producers directly support and exercise a level of control over the implementation of Ethical BioTrade practices at a local level. Companies that do not have such contacts with local producers promote the practices more indirectly, i.e. through the terms under which they buy their natural raw materials.

UEBT members differ in the number of natural raw materials and supply chains that they handle. There are small companies working with a single natural raw material and supply chain, while other companies might work with up to 3000 natural raw materials and supply chains.

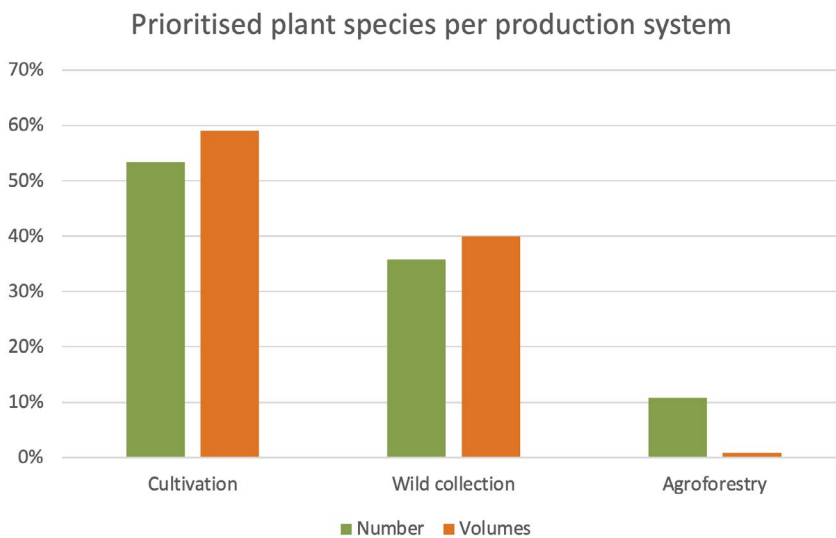
In 2019, UEBT members had prioritised 438 supply chains, involving 199 plant species and 334 natural raw materials derived from these species. The prioritised plant species are sourced from 71 different countries. 30% of the prioritised plant species come from Europe, followed by 26% of from Africa and another 24% from Latin America (Figure 3). 229 Organisations at Source are involved in the production of prioritised plant species.

Figure 3 - Sourcing of prioritised plant species per geographic region - 2019



Looking at production systems, most of the prioritised plant species (53%) derive from cultivation. 36% of the prioritised plant species are collected from the wild, and 11% are sourced from agroforestry production systems (Figure 4). In terms of volumes, almost 60% originate from cultivation systems.

Figure 4 - Percentage of prioritised plant species per production system – 2019



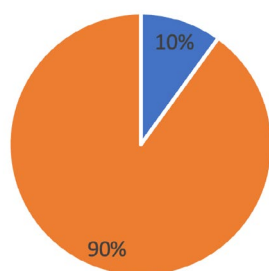
Both the number of prioritised supply chains and the number of countries from where the prioritised plant species originate increased by almost 40% compared to 2018. A new continent was included in the prioritised supply chains, increasing the variety of contexts in which UEBT members are promoting improvements of sourcing practices.

In 2019, UEBT members had certified 460 supply chains, involving 30 plant species and 38 natural raw materials under the UEBT Ingredient certification and 94 plant species and 180 natural raw materials under the UEBT-UTZ certification programme, which is a joint programme between UEBT and UTZ (now Rainforest Alliance). 42 Organisations at Source are involved in UEBT certified supply chains, and 106 in UEBT-UTZ certified supply chains.

The certified plant species are sourced from 34 different countries. The majority of plant species certified with the UEBT ingredient certification (90%) come from Latin America. Europe is the geographic region from which most plant species (47%) within the UEBT-UTZ certification are sourced (Figure 5).

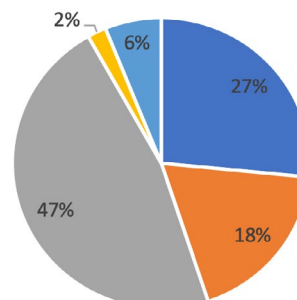
Figure 5 - Sourcing of certified plant species per geographic region - 2019

UEBT certified plant species per geographic region



■ Africa ■ Latin America and the Caribbean

UEBT-UTZ certified plant species per geographic region



■ Africa ■ Asia ■ Europe ■ North America ■ Latin America and the Caribbean

In terms of production systems, most of the plant species certified UEBT (56%) derive from wild collected species, making 82% of the volume of UEBT certified plant species. On the contrary, 79% of plant species certified under the UEBT-UTZ programme are sourced from cultivation systems, which add up to 61% of the total volumes of plant species UEBT-UTZ certified (Figure 6). In both certification programmes, about 40% of the field operators are involved with wild collection (Figure 7).

There was a strong increase in the uptake of the certification programme from [2018](#) to 2019: there were 30% more certified supply chains in 2019, and almost 50% more certified plant species in both certification programmes. Both programmes differ in their geographic coverage and in the production systems, but follow the same trends as in the previous report, with the UEBT programme dominated by plant species collected from the wild in Latin America, while the UEBT-UTZ certified supply chains are located in a wider variety of geographic origins and are mostly from cultivation systems.

The dynamics regarding the field operators have however changed in comparison with the [previous report](#): while the vast majority of field operators were working in wild collection last year, in this year's report, about 40% of field operators in both programmes were involved in wild collection, and the rest was involved in either cultivation or agroforestry. This might be explained by the fact that wild collection is in general a more flexible system, being often a secondary economic activity for local communities, and showing some fluctuations in the number of those employed.

Figure 6 - Sourcing of certified plant species and volumes per production system - 2019

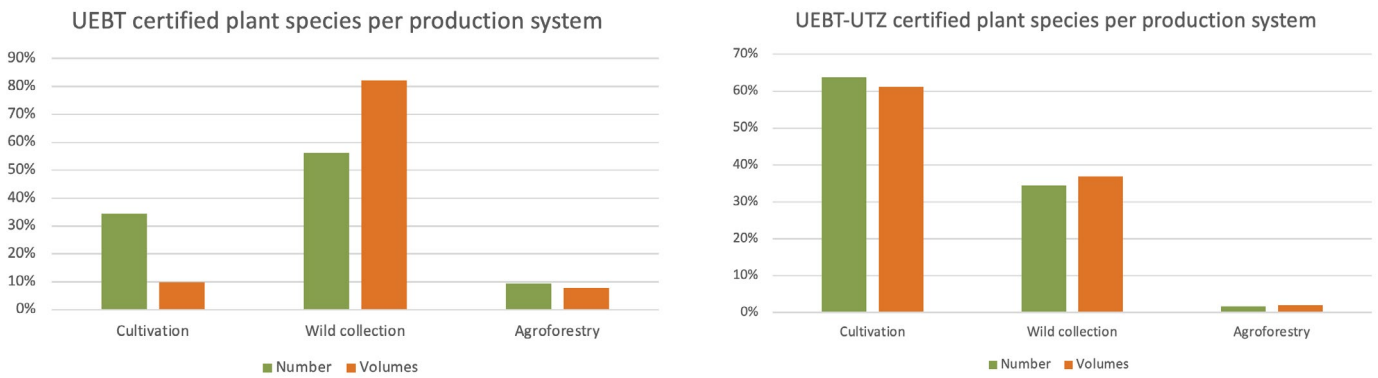
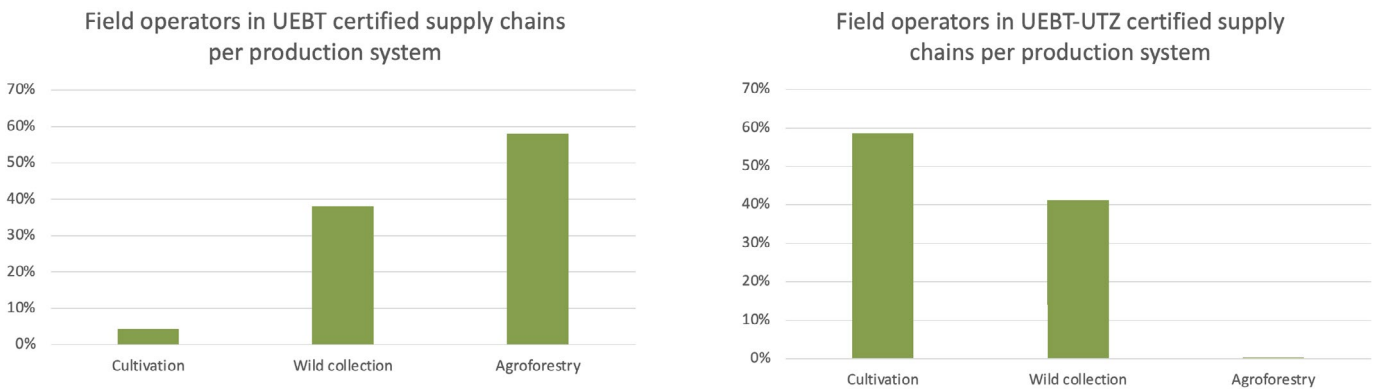


Figure 7 - Field operators involved in the certified supply chains per production system - 2019

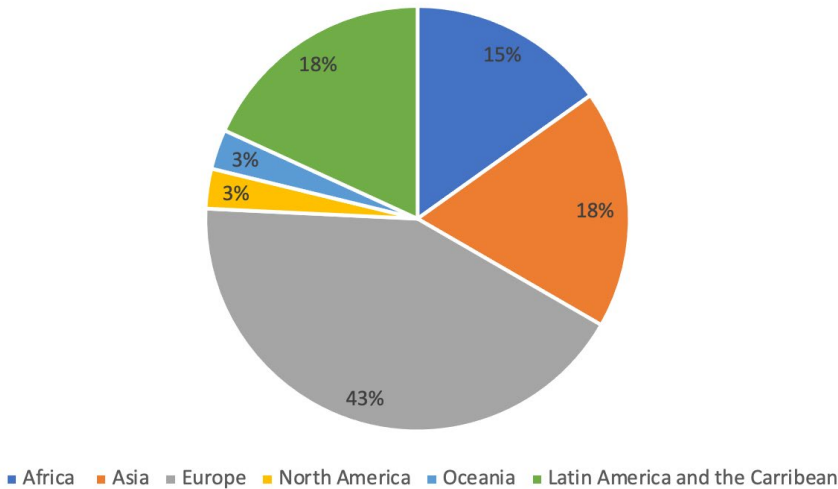


Verified supply chains

In 2019, UEBT members had 46 supply chains in the scope of the Ethical Sourcing System certifications, also called “verified” supply chains, involving 24 plant species and 34 natural raw materials. The verified plant species are sourced from 27 different countries. The most important source of verified plant species is Europe which accounts for 43% of the total, followed by Latin America and Asia with both 18% (Figure 8). 32 Organisations at Source are involved in the production of verified plant species.

Figure 8 - Sourcing of verified plant species per geographic region - 2019

Verified plant species per geographic region



In terms of production systems, most of the verified plant species (70%) derive from cultivation systems, forming almost 100% of the volumes of verified plant species (Figure 9). A vast majority of the field operators involved in the production of verified plant species work in cultivation systems as well (Figure 10).

In addition to their existing Ethical Sourcing System certification in 2019, some natural raw materials became certified under the UEBT Ingredient certification programme in 2019 and are now included in the count of certified supply chains. The change in figures for supply chains under the Ethical Sourcing System certification is a sign of the interlinkages between the different UEBT programmes and the trust that members put in UEBT programmes. Some companies start with a certain programme and then decide to deepen their commitment to ethical sourcing by having some supply chains involved in several programmes.

Figure 9 - Sourcing of verified plant species and volumes per production system - 2019

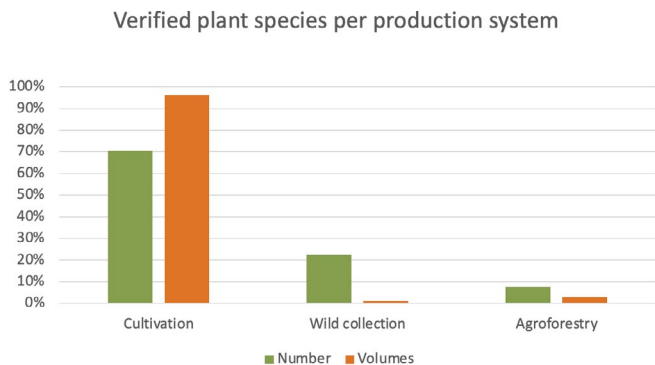


Figure 10 - Field operators involved in the verified supply chains per production system - 2019



II. Learning points from reach and scale analysis

With a raise in the number of members, and most importantly an increased commitment from them, indicated by the higher figures in the certification programmes, UEBT continues to expand its reach and impact all over the world. UEBT members' sourcing of natural raw materials concerns regions that are significant for biodiversity conservation and sustainable use of biodiversity, from the Amazon in Latin America, to biodiversity hotspots in Africa and Asia and protected areas in Europe. The use of practices contributing to biodiversity conservation and regeneration is of outmost importance in such areas. But also in areas with less remarkable biodiversity characteristics, the work of UEBT members contributes to bring back biodiversity and regenerate nature. UEBT members' sourcing countries include some affected by poverty and other socio-economic issues hindering development, which gives an opportunity to contribute to positive social impacts through their sourcing activities.

The improvement of sourcing practices implemented by UEBT members and their suppliers as part of the UEBT membership and certification programmes aims at improving biodiversity and socio-economic conditions in thousands of supply chains over several continents, for hundreds of plant species and natural raw materials, and affect tens of thousands of field operators.



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UEBT MONITORING AND EVALUATION REPORT 2020

Part 3

Changes and effects prompted by UEBT requirements
in the short, medium and long term
for the period covering 2019



March 2021



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I. Findings level two: medium-term effects

UEBT members integrate the Ethical BioTrade standard into their management systems. In this way, companies gradually implement the Ethical BioTrade standard at two levels: within their own sourcing, research, product development and other relevant operations and along their supply chains.

Implementing the Ethical BioTrade standard is a process through which companies and their suppliers conduct activities such as:

1. Setting a clear Ethical BioTrade vision and related targets
2. Integrating Ethical BioTrade principles and practices in the sourcing system
3. Conducting a risk assessment on ingredient portfolios
4. Developing a due diligence system on access and benefit sharing (ABS)
5. Defining a field-level certification system
6. Setting up a traceability system for certified supply chains
7. Promoting Ethical BioTrade practices for prioritised/certified ingredients
8. Contributing to improving conditions at the field level

The analysis below shows how UEBT Members undertake these activities and how the process evolves. Section 1.1 reports on the progress made by a group of UEBT members and their suppliers, between their initial and follow up audit and then for any UEBT member who are moving from the second audit to further audits. Such an analysis is based on information gathered through audits and annual reports submitted in 2019.

Progress with regards to UEBT membership and certification requirements is assessed and structured in four categories:

- Full compliance – requirements are fulfilled at the top level
- Progress made – levels of compliance have increased, but there is room for improvement
- Stable – levels of compliance remain stable, but there is still room for improvement
- In process of improvement – corrective actions were required or improvement areas recommended¹.

The information gathered through audit and annual reports is interpreted also considering the findings of three in-depth evaluation studies on how the process of aligning sourcing practices with Ethical BioTrade principle unfolds and, on its effects, as perceived by UEBT Members. The studies have been conducted between 2017 and 2018. They concerned three UEBT Members involved in three different programs: membership, UEBT ingredient certification, UEBT-RA Herbal Tea certification. The results of these studies have been presented in detail in previous M&E annual report and the summaries are available in the UEBT website ([Martin Bauer](#), [Natura](#) and [Weleda](#)).

¹ In the case of the Membership program, the Membership assessment recommends improvement areas. Members define their working plan and can decide if and when to implement the improvement recommended. In the case of the certification program, the certification audit results in corrective actions. The certificate holder has to implement those actions to ensure compliance with requirements and has a defined time frame for implementation.

It is important to note that the data in each graph throughout this report is shown for UEBT members who are in a particular time frame of their audit process during 2019. For example, while there were 51 UEBT members in total, some may have moved during 2019 from their first to their second audit (and so their data would be included in those graphs), while others might be moving from their second audit onwards (and their data on progress would be included in these 'second audit onward' graphs). Therefore, the data is not to be viewed across graphs by indicator as if the exact same group of companies is moving from first to second to additional audits.

In other words, each graph shown in this report should be viewed on its own as the data comes from a different group of companies, scoring differently in the two graphs.

Moreover, different requirements apply to different programs. Not all requirements included in the analysis below are assessed for all members and certificate holders. This depends on the membership or certification setting applying to each member or certificate holder. In this report, the percentage of members or certificate holders per each level of progress made is reported and it is calculated over the total number of members or certificate holders actually assessed per each requirement.

1.1 ANALYSIS OF PROGRESS IN ETHICAL BIOTRADE REQUIREMENTS IMPLEMENTATION

UEBT members

There are 5 membership requirements considered in this analysis, namely:

- i. Setting Ethical BioTrade commitments
- ii. Making the commitments publicly available
- iii. Defining an Ethical Sourcing System for natural ingredients within the membership scope
- iv. Implementing risk assessments of the same ingredients
- v. Defining an ABS due diligence system

Results for 2019 are summarised in Figure 1.

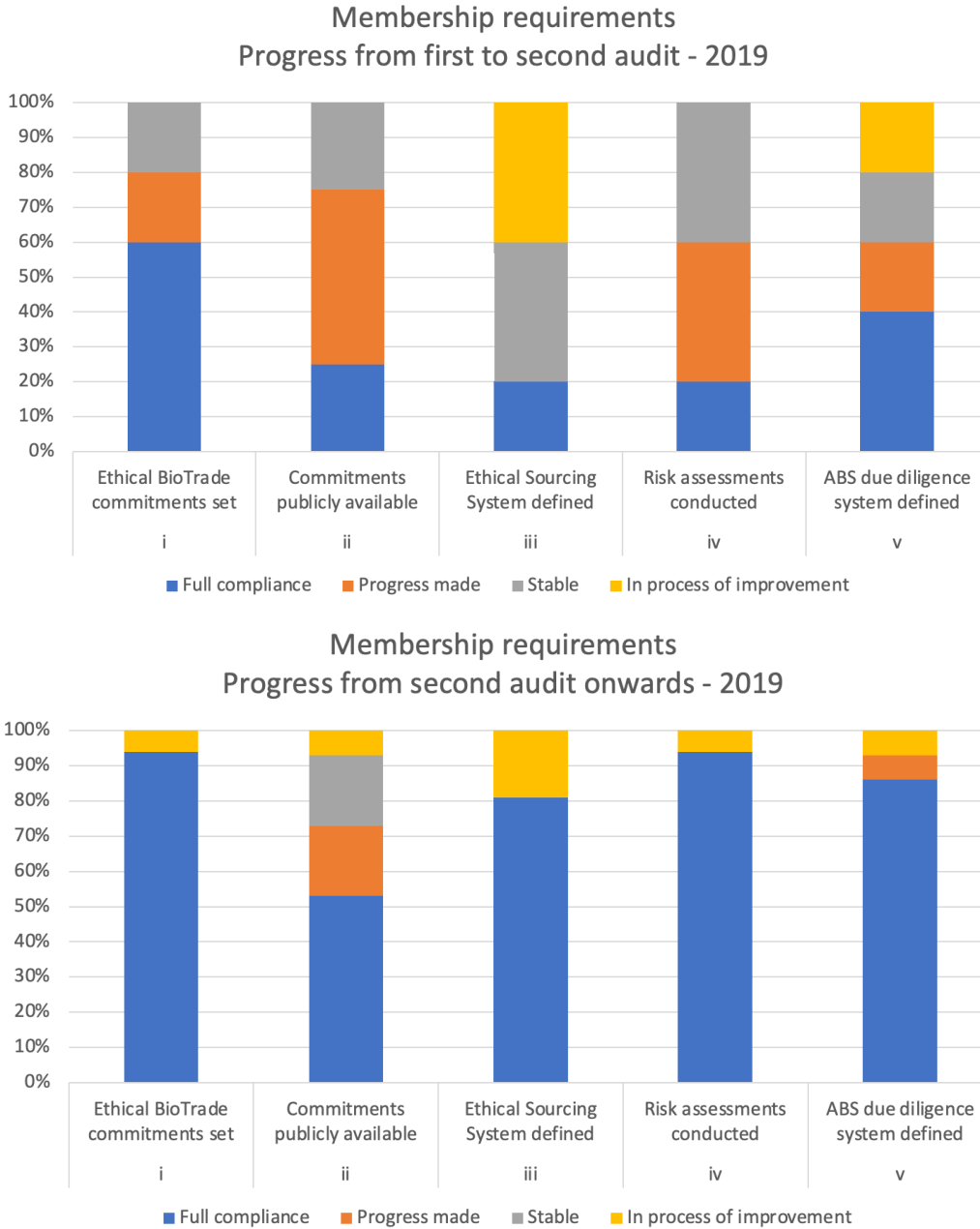
Between 60% and 80% of the UEBT Members going from the first audit to second fulfilled or have made progress in the level of fulfilment with respect to the requirements of (i) setting Ethical BioTrade commitments, (ii) having Ethical sourcing commitments publicly available, (iv) conducting risk assessments on their natural ingredients' portfolio and (v) having a due diligence system to comply with ABS.

There is more room for improvement in requirement (iii) having defined an Ethical Sourcing System. 40% of the members did not show changes in the degree of fulfilment despite having room for improvement, and another 40% received recommendations for improvement.

When analysing members from the second audit onward, fulfilment levels are higher, with between 80% and 94% of members who were at this stage in the audit process fulfilling four out of the five requirements considered.

The requirement (ii) making Ethical sourcing commitments publicly available was fulfilled by 53% of members, 20% of the members made progress in their level of fulfilment compared to the previous assessment (but still had room for improvement), another 20% did not show changes in the degree of fulfilment despite there was room for improvement and for 7% of members improvement areas have been called out.

Figure 1 - Percentage of UEBT members per level of membership requirements fulfilment - 2019



The results in Figure 1 show that from the first to the second audit, UEBT members focus on, and reach considerable levels of fulfilment in, setting up their sourcing practices to be aligned with Ethical BioTrade principles. This includes setting commitments, starting to implement risk assessments of their ingredient portfolio and defining due diligence to comply with ABS. The definition of an Ethical Sourcing System requires more improvements before being fulfilled.

From the second audit onward, a structure emerges that seems to allow UEBT members to implement sourcing activities in line with Ethical BioTrade practices. Some members continue to struggle with making commitments publicly available. In several cases, internal policies do not allow this or the company does not prioritise it in their communication strategies. Some members have commitments written inside internal policy documents or reports and then make those available when a customer requests them.

These results are in line with what emerged from the [last UEBT M&E annual report](#). Moreover, they are explained and boosted by the findings of the [studies](#) conducted by UEBT on how the process of aligning sourcing practices with Ethical BioTrade principle unfolds within companies. Members see the setting up of an Ethical Sourcing System, the definition of due diligence systems and the assessment of risks in supply chains as crucial. They allow a systemic management of their supply chains where different aspects are considered efficiently. These aspects include quality, social and biodiversity issues, and other technical and regulatory aspects.

At the same time, members see the alignment of their sourcing practices with Ethical BioTrade principles as a complex area of work. It requires the commitment of companies' management and the coordination of different departments within the same company as well as adequate monetary and human resources to fulfil the sustainable sourcing strategy. Buy in from staff and the existence of procedures and tools that can be integrated with new requirements eases the process than starting it from scratch.

UEBT members with UEBT ingredient certification

UEBT members that hold ingredient certification are required to adapt their sourcing practices even further to integrate Ethical BioTrade principles. They undergo this through the following activities, among others:

- i. Establishing policies, procedures, and guidelines to regulate the certification system (or Internal Monitoring System) at the level of the certificate holder.
- ii. Establishing rules and procedures for a certification system (or Local Monitoring System) to be operated at the level of the suppliers to the certificate holder and to complement or replace the certification system at the level of the certificate holder².
- iii. Establishing procedures to incentivise continuous improvement of suppliers and producers in the fields regarding Ethical BioTrade practices.
- iv. Implementing procedures to incentivise improvement and close any non-conformities.

The process of certification requires that the above listed practices, procedures, policies are already in place at the time of the certification audit. In few cases a timeframe of three months is allowed post-audit to set up or improve these activities.

Results in figure 2 are based on audit report findings for 2019 before any three-month-period improvement actions were implemented.

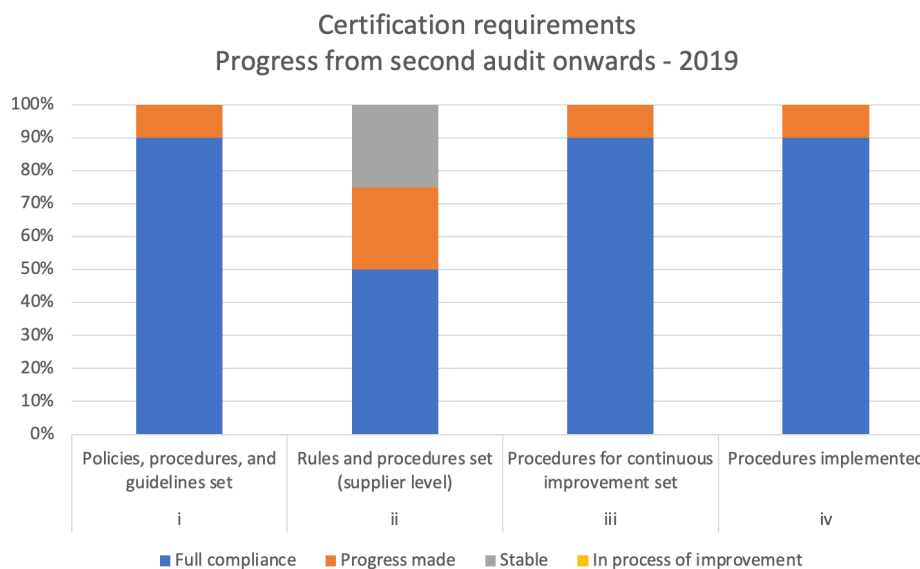
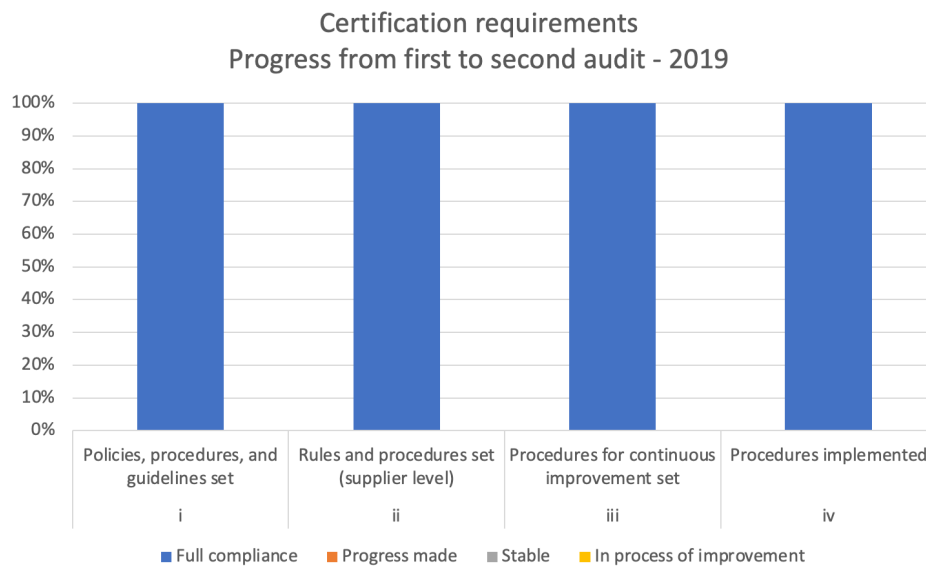
The analysis on progress made in relation to compliance with certification requirements from the first audit to the second shows that full compliance was reached for all requirements considered in the analysis.

More certificate holders are included in the analysis of progress in fulfilling certification requirements from the second audit onward. The picture is more scattered but still with high level of compliance. 90% of the certificate holders reach full compliance with three out of the four requirements considered, namely: (i) establishing an internal monitoring system (IMS), (iii) defining procedures to incentivise continuous improvement, (iv) implementing procedures to incentivise improvement and close nonconformities.

For requirement (ii) Establishing a local monitoring system (LMS), 50% of the certificate holders reaches full compliance. The rest is equally divided between those who made progress to increase their level of compliance and those who did not make progress but still have room for improvement.

² This requirement does not apply to all certificate holders. Certificate holders can decide to set up an LMS if they work with many field operators, or in other cases when the LMS facilitates the management.

Figure 2 - Percentage of certificate holders per level of progress in fulfilment of UEBT ingredient certification requirements – 2019



The results from the 2019 analysis show higher levels of compliance than the results of the [analysis 2018](#). Nevertheless, the overall conclusion is similar. The certification approach allows improvements to be identified and fosters the implementation of required changes. This approach is particularly useful for establishing a certification system that emphasises and ensures continuous improvements of requirements that take time to fully implement. The presence of non-conformities, their closure, and additional pieces of progress that moves a certificate holder into a higher degree of compliance, are what show that the system is creating positive change. Improvement may require more effort at the supplier level than at the level of the Certificate Holder. The requirement to establish a Local Monitoring System shows the highest share of improvement needed.

Changes required along the supply chains for certification take time for negotiating and learning and may face context-specific challenges that slow down the process. Moreover, the certification system is a dynamic one; it will have adjustments over time such as when a certificate holders add new supply chains in the certification. This is confirmed by UEBT’s [case study](#) on the UEBT-UTZ certification process. From the study, context related aspects and capacity of suppliers emerge as influencing the take-off of the certification process.

Certificate holders working directly with local producers

There are some additional requirements that certificate holders must put in place (if not in place already) because of certification. These requirements concern certificate holders that work directly with producers in the field (i.e. farmers and collectors and primary processors) and are responsible for both the implementation of some requirements by these producers and also the sourcing activities in the field level.

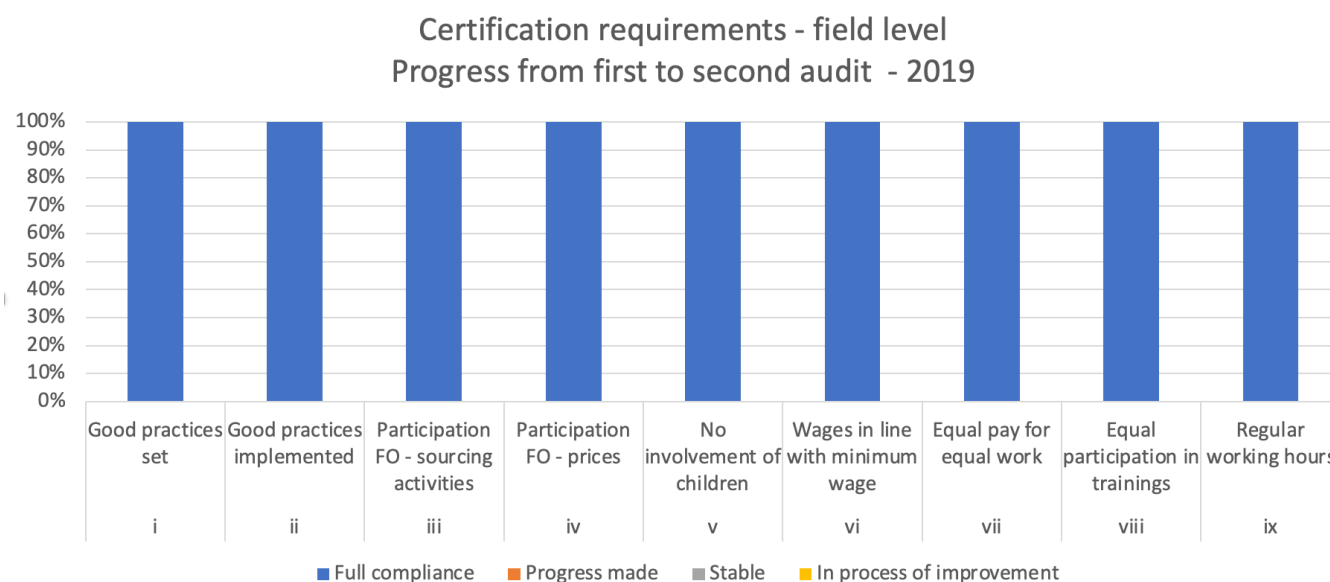
The main certification related practices include:

- i. Defining good collection/cultivation practices to ensure negative impacts on biodiversity will be avoided/mitigated.
- ii. Implementing those good collection/cultivation practices to avoid/mitigate negative impacts on biodiversity.
- iii. Promoting active participation of field operators in discussions and negotiations on sourcing activities.
- iv. Promoting active participation of field operators in discussions and negotiations on price.
- v. No involvement of children below 15 years of age in sourcing activities.
- vi. Paying wages in line with minimum wage regulations, collective bargaining agreements or other official wage regulations.
- vii. Equal remuneration for men and women for work of equal value.
- viii. Ensuring equal participation in trainings and awareness raising sessions for both men and women.
- ix. Respecting regular working hours of 48h per week.

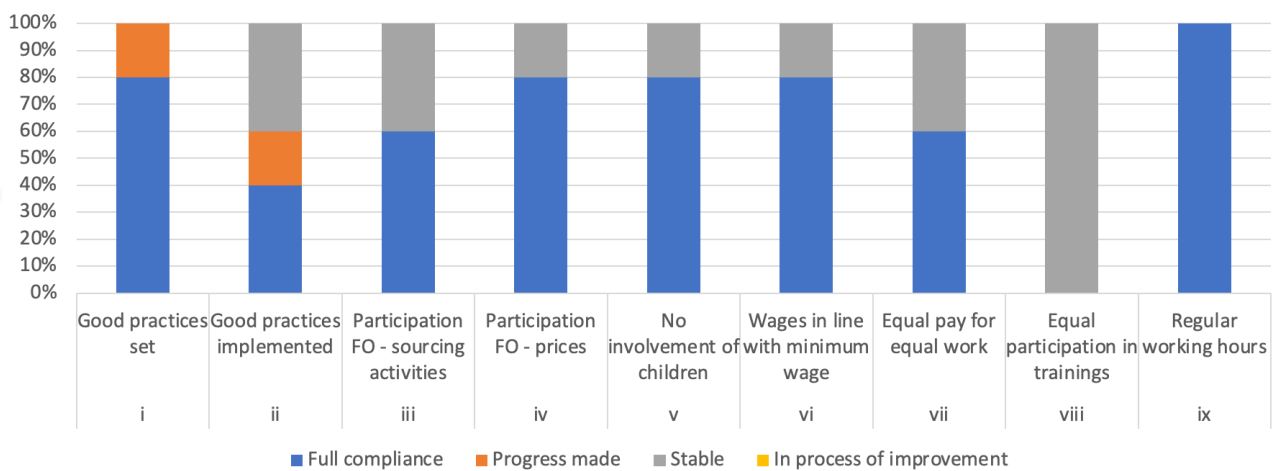
The process of certification requires that the above listed practices are already in place at the time of the certification audit. In a few cases a timeframe of three months from the audit is allowed for reaching these if they are not in place.

The results in figure 3 are based on audit report findings for 2019 before any three-months-improvement actions were implemented.

Figure 3 - Percentage of certificate holders per level of progress in fulfilment of UEBT ingredient certification requirements at the field level - 2019



Certification requirements - field level Progress from second audit onwards - 2019



The analysis on progress made in relation to compliance with certification requirements from the first audit to the second shows that full compliance was reached for all field certification requirements included in the analysis.

From the second audit onward more certificate holders are considered in the analysis. From 60% to 100% of them reached full compliance for seven out of nine field certification requirements. The two requirements with lower levels of compliance are: (ii) Implement collection/cultivation practices to avoid/mitigate negative impact on biodiversity, (viii) Ensuring equal participation in trainings and awareness raising sessions for both men and women. For the former requirement, 40% of the certificate holder reached full compliance, 20% made progress and 40% stayed stable despite opportunities for improvement. The level of compliance is lower for the requirement on equal participation in trainings and awareness raising with 100% of certificate holder staying stable even if there is room for improvement.

As for the certification requirements, the results from the analysis in 2019 show higher compliance than the results from the [analysis in 2018](#). In 2018, more certificate holders were asked for improvements with respect to some requirements or stayed stable despite there were opportunities for improvement.

However, the overall conclusions stay the same. Most of the certificate holders reach full compliance with the field certification requirements during the period of time from the first to the second audit and also from the second audit onward. For a minority of certificate holders some extra effort is required to increase the level of fulfilment and this is found particularly in the implementation of good collection and cultivation practices and equal opportunities for men and women to participate in trainings and awareness raising activities. Those are requirements that ask for a certain level of documentation to be fully assessed and often the improvements required are related more to documentation than practices per se.

1.1.1 Learning points from analysis of membership/certification requirements fulfilment

As part of the UEBT membership and certification processes, members introduce changes in the companies' strategy that will include Ethical BioTrade commitments. In addition, how sourcing is managed is adjusted at the company and supplier levels to consider risk assessments for the ingredient portfolio, traceability, verification and ABS due diligence.

Changes are introduced at the field level as well. Certain collection and farming practices are required for the sustainable use and conservation of biodiversity and for good working conditions (some of the Ethical BioTrade principles). In addition, companies and suppliers extend their actions beyond the supply chains to generate positive effects on the socio-economic conditions of the local communities.

These improvements are introduced and allow the company to reach higher degrees of compliance. The UEBT membership process allows UEBT members to set their own improvement plans while the certification process sets more rigorous deadlines for compliance. Moreover, there are changes that are easier to introduce, while other require more time to be fully implemented.

The case studies implemented in the past and qualitative interpretation of the data reported, ages, shed light on some of the processes behind the changes that members, certificate holders, and their suppliers make. There are challenges to implement those changes, especially those that require a complete re-thinking of the supply chains management and those that require the collaboration of suppliers and other operators in the field. Those changes require commitment from management, availability of resources, availability of pre-existing tools and processes that can be adjusted as well as long-term relationships with suppliers. The results of a successful implementation of those changes is considered as a positive contribution to a systemic and effective management of the supply chains where risks are handled better.

UEBT members satisfaction with UEBT

Every year UEBT members are asked to express their satisfaction with what the membership process and UEBT in general offers to them.

In 2020, the 93% of UEBT members that completed the survey stated they were either 'satisfied' or 'highly satisfied' with the overall functioning of UEBT. More specifically, the members appreciate the value of UEBT membership for their clients and the value of networking opportunities obtained from membership.

UEBT members appreciate the support provided by UEBT. More than 60% of UEBT members taking part in the survey consider guidance notes and tools and technical assistance provided by UEBT to be useful. The Ethical BioTrade Standard and the outcome of UEBT's membership audit are also considered as useful guidance to improve sourcing practices toward full compliance with Ethical BioTrade principles by most of the members.

Improvements are suggested: increasing the contribution of UEBT membership to boost companies' recognition through more effective communication and UEBT label recognition; increasing clarity and guidance for auditors and members in interpreting of UEBT requirements and give space to context/sector specific interpretations.

II. Findings level three: the long-term effects

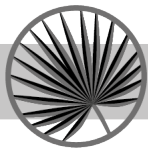
UEBT certification attests that natural ingredients are sourced with respect for people and biodiversity, in line with the Ethical BioTrade Standard. In this context, certified supply chains provide an opportunity to measure the long-term impact of interventions made by certificate holders and their suppliers.

In 2016, two baseline studies were conducted, and summary results were published in [previous years M&E annual reports](#).

In the context of the UEBT/RA herbal tea certification, RA and UEBT are implementing six evaluation studies over a period of three years: 2019-2021. Results from a baseline study conducted in 2019 are available but not published because of confidentiality issues. Other studies are in implementation or to be started, therefore results are not available.

UEBT promotes positive impact on people and biodiversity also through multi-stakeholders' projects and initiatives. Evaluations studies on the impact of those projects are conducted or commissioned.

In 2019 an evaluation study was commissioned to assess impact on socio-economic and environmental conditions of a project that UEBT is implementing with partner and member companies, and a baseline study was conducted to assess the same conditions at the starting of a project that UEBT and the same companies will implement over the coming three years in a new area. Results from those studies are also confidential and cannot be published.



INITIATIVE FOR RESPONSIBLE CARNAUBA

The Initiative for Responsible Carnauba (IRC) is one of the multi-stakeholders' actions that UEBT is promoting to contribute to improve conditions for people and biodiversity. In 2019, UEBT, with the support of the initiative, has commissioned a [baseline study](#) on the situation of Carnauba field workers and of the biodiversity status in and around the production areas in the two most important production states, Piauí and Ceará.

The research was conducted by an independent and interdisciplinary team of researchers from the University of Ceará.



About the Initiative for Responsible Carnauba

The Initiative for Responsible Carnauba (IRC) was launched in 2018 with the objective to promote responsible Carnauba supply chains for the benefit of people and biodiversity in Brazil. The initiative involves Brazilian and international actors of the Carnauba wax production industry, as well as government and civil society institutions.

It aims to support Carnauba processing companies in improving the living and working conditions of workers in Carnauba powder and wax extraction and promoting biodiversity in the Carnauba production areas.

Study objectives

- › Provide qualitative and quantitative information on the socioeconomic and environmental aspects of Carnauba wax production in the states of Ceará and Piauí;
- › Provide recommendations on socio-economic and environmental aspects that require improvement and need to be prioritized by the IRC;
- › Define indicators to monitor positive and negative changes in working and living conditions and biodiversity status in the Carnauba fields over time as a result of the actions promoted by the IRC.

Research questions

- › What are the conditions of biodiversity in Carnauba production areas?
- › What are the working and living conditions of Carnauba field workers?
- › Which activities were put in place to address issues related to working, living, and biodiversity conditions in Carnauba production areas?
- › What are the short or medium-term effects of the activities?
- › Which aspects of working, living, and biodiversity conditions are relevant to be monitored over time in the Carnauba production chain?

Methodology

The study triangulated several sources of information: bibliographic information and records on working, living and biodiversity conditions on the areas of Carnauba wax production in Northeastern Brazil were reviewed, and interviews with a sample of Carnauba supply chain actors were conducted. The sample was purposively selected to ensure that it includes representatives from different contexts where carnauba is produced, from different types of suppliers and supply chains actors as well as from workers' unions.

Three types of semi-structured questionnaires were prepared: one for field workers involved in the extraction of the leaves and production of Carnauba powder; another for Carnauba powder suppliers, and the third for representatives of workers' unions.

The questionnaires were defined around the same list of indicators in order to generate information between different informants that can be compared and aggregated. To ensure quality, reliability, and relevance, the indicators and the list of questions were defined considering relevant socioeconomic and environmental aspects that emerged from studies and existing technical reports in the Carnauba sector, as well as from interviews and informal conversations with companies, traders and trade unions in the Carnauba sector.

Limitation of the methodology and remedies

Not all those planned to be interviewed were available as originally planned. The rain season had started and some of the workers were not in the field. Other workers were not there because their presence in the fields is not constant and some categories were difficult to reach because of security reasons.

Yet, many of the categories originally considered to be included in the study could be interviewed. The differences made it possible to identify aspects that may influence socioeconomic and biodiversity conditions.

Comparisons of interview results with statistics about context and the conditions of rural workers and communities improved the interpretation of the study results further. Finally, research, data analysis, and report preparation were conducted by a third-party consultant, with relevant knowledge of the context and the sector. In addition, the results were assessed by the organizations that commissioned the study.

Study findings

From the study assessment of the situation before actions taken as part of the IRC the following findings emerge:

Working conditions

- ✓ Time spent by workers in Carnauba extraction varies from 3 to 6 months a year.
- ✓ Hours are long and sometimes excessive.
- ✓ According to workers' unions, young workers are sometimes involved in light work. The union representatives also confirmed that labour exploitation exists but that it is not limited to the Carnauba sector.
- ✓ No cases of forced or child labour were found during the interviews.
- ✓ Workers have witnessed improvements in recent years, including better wages, more respect of workers' rights and an increased formalisation of workers by the employers.
- ✓ However, there are still limitations: 15% of workers interviewed do not receive the monthly minimum wage from Carnauba extraction activities, are not formalised and do not have social security.
- ✓ Few field workers are union members.
- ✓ Health and safety have improved with distribution of Personal Protective Equipment and some training for machine operators. Training is limited for field workers and first aid equipment is sometimes lacking in the field; workers are often responsible for their own medical care.
- ✓ Carnauba field workers have to be provided with meals and water in the field, and some also are provided with accommodation. Most workers interviewed are satisfied with these services, but say improvements, particularly in accommodations, are still needed.

Livelihoods

- ✓ Access to school improved compared to previous generations: while more than half the workers interviewed did not complete elementary school, most of their children attend school.
- ✓ Most households feel satisfied with their housing and access to basic services, such as drinking water and food, education and health services. However, one-quarter of households do not have access to drinking water.
- ✓ Households identified there could be more improvements in all areas, for instance increasing the number of hospitals and health professionals, renovating schools and health centres, providing school transportation and school meals.
- ✓ The majority of household income is spent on energy, water and food and little is left for unexpected needs, or medium or long-term plans.
- ✓ In the dry season, only Carnauba-related work is available, and work opportunities in the rest of the year are limited to activities such as subsistence agriculture or construction work, which are generally not paying the minimum wage.
- ✓ Only 12% of the households interviewed were at or above the poverty line.

Biodiversity

- ✓ Workers have a high awareness of local biodiversity, including local species and practices that support or hinder the ecosystem.
- ✓ However, several workers practice hunting.
- ✓ Local species and habitat management is poor: the protected areas that exist are not clearly listed or managed and most workers are not aware of their status.
- ✓ There are no public management plans in place for Carnauba forests that could support and protect the forests from threats such as invasive species and fires, but local processing companies are taking action against invasive species.

Learning and recommendations

The baseline study has highlighted the key issues to be given attention to when planning actions for the carnauba sector to be promoted with businesses and through the IRC. Below a summary.

To respect workers...

- › Ensure minimum wage and social security for all workers.
- › Increase access to workers' unions to enhance workers' understanding of labour laws and their rights.
- › Ensure workers use Personal Protective Equipment, increasing access of all workers to safety trainings, provide first aid equipment and make medical care available in the field.
- › Improve accommodations, for instance by providing adequate thermal insulation.

To support livelihoods...

- › Contribute to infrastructure improvement and access to basic services such as schools and medical clinics.
- › Support income diversification through economic activities linked to Carnauba that last throughout the year such as silvicultural management of Carnauba forests (e.g., eliminating invasive plant species).
- › Support programmes to develop other sources of income for local communities (e.g. family agriculture, handicrafts from Carnauba materials).

To conserve biodiversity...

- › Train workers on biodiversity and inform them of nearby protected areas, the protection of native flora and fauna, good collection practices and the proper handling of the rubber vine.
- › Establish a management plan for Carnauba forests, including mechanical control of the rubber vine and the restoration of degraded areas, or discuss with the local government for the establishment of public management plans.

Moreover, the study showed the aspects to be monitored and assessed in future evaluation studies to ascertain the impact of the actions that will be put in place as part of the IRC to improve socio-economic and biodiversity conditions in the carnauba production areas.

2.1 LEARNINGS FROM BASELINES (LONG-TERM EFFECTS)

This study on the socio-economic and biodiversity conditions in the Carnauba production areas, confirmed the general findings of other baseline studies commissioned by UEBT in the past and whose summaries have been published in previous [M&E annual reports](#).

From the assessment of the situation before any actions is taken either in the frame of the UEBT certification or of other initiatives supported by UEBT, several socio-economic and biodiversity issues emerge. The following learning points can be shared:

Challenges are identified with respect to natural resource management, both in the production fields and around them. Changes in land-use, overexploitation, presence of invasive species, poor management of relevant biodiversity areas are behind these challenges. There is a general recognition that the environment is important and requires attention because, among others, this will ensure resilience of economic activities. However, this recognition is coupled with low awareness on what can be done or limited resources to put appropriate actions in place.

As far as socio-economic aspects are concerned, challenges are identified with respect to the opportunities for those involved in the production field to live above the poverty line and to have access to basic services for themselves and their families. Other issues emerge with respect to the opportunity to ensure adequate working conditions. It also emerges that there is awareness of those challenges and the willingness to contribute to overcome them through actions to ensure health and safety and appropriate contractual conditions for field workers. However, even more can be done to stimulate opportunities for additional value creation and income diversification, overcoming some structural and infrastructural limitations and ensure better access to basic services especially related to children education and health.

All those aspects are considered in the UEBT standard and approach. Certificate holders and other companies working with UEBT are asked or stimulated to work on overcoming those challenges. This explains the data presented above about the process of complying with certification requirements and the time it takes. Future evaluation studies shall give follow-up to the baseline studies and focus on ascertaining how far companies working with UEBT are able to overcome the challenges faced by people and biodiversity in production areas.



UEBT is a non-profit association that promotes sourcing with respect. We work to regenerate nature and secure a better future for people through ethical sourcing of ingredients from biodiversity. We aim to contribute to a world in which all people and biodiversity thrive.

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A woman wearing a straw hat and a blue and white striped shirt is reaching up to pick fruit from a tree. The background is filled with green leaves and red fruit. The text is overlaid on the top half of the image.

UEBT MONITORING AND EVALUATION REPORT 2020

Part 4

Conclusions and recommendations
for the period 2019



UNION FOR
ETHICAL
BIOTRADE

March 2021

SOURCING[®]
WITH RESPECT

Conclusions and recommendations

The M&E report allows for reflection on UEBT's work. Over the years, UEBT has expanded from a small membership organisation to a larger group of committed companies and a larger team running three certification programmes, one of them in collaboration with another global standards organisation (Rainforest Alliance).

The development of responsive and differentiated programmes, the interest from new and existing members (including some large manufacturers and brands who are leaders in their sectors) to engage in these programmes, and the interest from reputable standards organisations with globally recognised labels in creating partnerships with UEBT, are all signs of the ability of UEBT to deliver on its mission and vision.

In addition, several positive effects have been experienced by companies, suppliers and field operators that join UEBT programmes. This emerges from the studies conducted. There have been some perceptions of unintended negative effects of UEBT's work, and these relate to the complexity of implementing the UEBT requirements at different levels of the supply chains.

In the coming years, UEBT will need to balance the attention it places on working with committed companies on their improvements and progress – which is a strong focus of its work – with the attention it places on field operators (farmers, pickers/collectors) and their communities. The review process that brought the new UEBT standard – published in 2020 - has been informed by this desired balance, and resulted in a tool to achieve it. Further guidance will be developed to support the process of compliance with UEBT requirements at different levels of the supply chain.

Members and field operators will be provided with tools and examples on good practices and how to implement them. Furthermore, members shall be supported on how to communicate about UEBT – both internally and externally. It shall become easier to explain what UEBT is and how UEBT helps to foster sustainability. This communication will also make it easier to understand why it is worth undertaking the (sometimes complex) effort of complying with the UEBT standard. Guiding members in the monitoring and evaluation of the actions they take and of their impact is integral part of the UEBT standard 2020 and will also boost their abilities to communicate as well as to adjust actions.

For actions in the field, it will be important to enter, and take a position on, the debate around living income to understand what this means and how it can be interpreted in the types of companies UEBT works with. On regenerative practices, UEBT will need to share approaches and guidance that make the concept of promoting biodiversity understandable and workable in different contexts. This guidance will be developed without being prescriptive, allowing for 'bottom up' actions by local people, but also ensuring that it does 'guide' the actions so they are most likely to have a positive impact.





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