



***NINETEEN LEADING COMPANIES JOIN FORCES TO STEP UP  
ALTERNATIVE FARMING PRACTICES AND PROTECT BIODIVERSITY,  
FOR THE BENEFIT OF PLANET AND PEOPLE***

***“One Planet Business for Biodiversity” (OP2B) - a business-led, agriculture-centric coalition -  
was launched today at UN Climate Action Summit in New York***

23 September 2019, New York, NY – Today, nineteen forward-thinking, agriculture-centric companies, together with the World Business Council for Sustainable Development (WBCSD), launched a new initiative to protect and restore biodiversity within their supply chains and product portfolios. This coalition – named “One Planet Business for Biodiversity” ([OP2B](#)) – was formally launched on stage at the United Nations Climate Action Summit by Emmanuel Faber, Chairman and CEO of the global food and beverage company Danone.

In addition to Danone, OP2B members include Balbo Group, Barry Callebaut, DSM, Firmenich, Google, Jacobs Douwe Egberts, Kellogg Company, Kering, Livelihood Funds, L’Oreal, Loblaw Companies Limited, Mars, Migros Ticaret, McCain Foods, Nestlé, Symrise, Unilever and Yara. The nineteen companies sell products in more than 120 countries and have combined total revenues of circa USD \$500 billion.

**The agricultural system today is at a crossroads**

After decades of investment by governments and industry, focused on efficiency and productivity to meet the needs of a growing world population, our globalized and highly specialized agricultural system is impacting loss of diversity on farms, loss of ingredient diversity in diets, and degradation of ecosystems. A [recent report by the FAO](#) (Food and Agriculture Organization of the United Nations) found that of the 6,000 plant species cultivated for food, just nine account for 66 percent of total crop production.

Agricultural biodiversity has been, and continues to be, shaped by human activities and practices over generations, with farmers playing a key role as custodians and managers of agricultural biodiversity. Business is progressively acknowledging how deeply reliant it is on the planet’s biodiversity to provide the resources used in the food, textile, and personal care sectors. And consumers now know that every purchase they make is a chance to vote for more sustainable ways of producing food and other goods: they are looking for a new social contract with nature, that puts biodiversity at the center of economic and social systems.

**Joining forces to promote biodiversity and catalyze systemic change**

In this context, businesses have an opportunity, working with farmers and other stakeholders, to drive systemic change for the benefit of the people and the planet. This is the ultimate objective of “One Planet Business for Biodiversity” (OP2B): a business coalition bringing together companies that share strategic interests in agriculture and recognize this urgent need to act. The nineteen OP2B member companies have committed to take tangible actions, on an individual and collective basis, to develop innovative solutions aimed at protecting and enhancing biodiversity in agricultural systems.



OP2B member companies intend to deploy these solutions to transform their strategic value chains and reach impact at scale, working collaboratively across business, public and civil society sectors, while fostering an inclusive approach which empowers producers and consumers. They will do so through three main areas of focus:

**1. Scaling up regenerative agriculture practices to protect soil health.**

*Scaling up alternative farming practices that will leverage the power of plants to keep carbon in the soil (carbon sequestration), increase the capacity of soils to hold water, enhance the resilience of their crops, support the livelihoods of their farmers, and regain the nutrient density of food while decreasing reliance on synthetic inputs. This is what OP2B calls “regenerative agriculture”.*

**2. Developing product portfolios to boost cultivated biodiversity and increase the resilience of the food and agriculture models.**

*Increasing the number of ingredients sourced so we are less reliant on just a handful of crops, further developing provenance-based and local sourcing, and expanding the genetic variety of crops grown to regain food diversity and localized biodiversity specificity in agriculture as a powerful lever to protect and nurture biodiversity.*

**3. Eliminating deforestation, enhancing the management, restoration and protection of high value natural ecosystems.**

*Defining specific actions within the value chains of OP2B members that can protect and restore the world’s most biodiversity-rich and fragile ecosystems, including grasslands, wetlands and forests.*

**Reporting transparently on progress and impact**

While the impact of work from the three pillars of the OP2B coalition will extend through to 2030, its members intend to demonstrate leadership progress by the 2020 Biodiversity COP15. These efforts will include:

- By June 2020: Develop a compendium of systemic, meaningful, measurable solutions that can be implemented by OP2B members in their value chains.
- By October 2020: Disclose ambitious, timebound and measurable commitments during CBD COP15, together with policy proposals that would help to deliver successful outcomes.

At the launch during the United Nations Climate Action Summit, Emmanuel Faber, Chairman and CEO of Danone, said: *“The global food and agricultural ecosystem is critically dependent on biodiversity: from soil regeneration through to water filtration, pest control and pollination, among many of the other building blocks of life on earth. According to many recent scientific studies, we have ten years to reset our course and bend the curve on climate change and wild and cultivated biodiversity loss. We need a collective effort now. It was an honor to launch One Planet Business for Biodiversity at the United Nations today on behalf of our coalition partners. Together, we will strive not only to conserve and restore biodiversity, but also to transform human interaction with, and dependency on, nature.”*

Peter Bakker, President and CEO, World Business Council for Sustainable Development (WBCSD), said: *“This coalition has specific and ambitious goals that will drive real change in preserving biodiversity. We know that the path forward will be challenging. However, I am confident that, over time, the OP2B platform will transform existing food and agricultural models and achieve a significant, positive impact for both healthy people and a healthy planet.”*



## About OP2B

One Planet Business for Biodiversity (OP2B) is a unique international cross-sectorial, action-oriented business coalition on biodiversity with a specific focus on agriculture, launched within French President Macron's One Planet Lab framework. The coalition is determined to drive transformational systemic change and catalyze action to protect and restore cultivated and natural biodiversity within the value chains, engage institutional and financial decision makers, and develop and promote policy recommendations in the CBD COP 15 framework to be held in 2020.

Actions are focused around three pillars: scaling up regenerative agricultural practices; boosting cultivated biodiversity and diets through product portfolios; and eliminating deforestation / enhancing the management, restoration and protection high value natural ecosystems.

Led by the [World Business Council for Sustainable Development \(WBCSD\)](#) and [Emmanuel Faber](#), Chairman and CEO of [Danone](#) and Co-Chair of the Consumer Goods Forum, the coalition currently consists of nineteen companies: *Balbo Group, Barry Callebaut, Danone, DSM, Firmenich, Google, JACOBS DOUWE EGBERTS, Kellogg Company, Kering, Livelihood Funds, L'Oréal, Loblaw Companies Limited, Mars, McCain Foods, Migros Ticaret, Nestlé, Symrise, Unilever and Yara.*

Please find the OP2B Ambition Statement as well as more information about the coalition on [www.op2b.org](http://www.op2b.org).

## About WBCSD

WBCSD is a global, CEO-led organization of over 200 leading businesses working together to accelerate the transition to a sustainable world. We help make our member companies more successful and sustainable by focusing on the maximum positive impact for shareholders, the environment and societies.

Our member companies come from all business sectors and all major economies, representing a combined revenue of more than USD \$8.5 trillion and 19 million employees. Our global network of almost 70 national business councils gives our members unparalleled reach across the globe. WBCSD is uniquely positioned to work with member companies along and across value chains to deliver impactful business solutions to the most challenging sustainability issues.

Together, we are the leading voice of business for sustainability: united by our vision of a world where more than 9 billion people are all living well and within the boundaries of our planet, by 2050.

[www.wbcsd.org](http://www.wbcsd.org)



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### **Editorial note – not for publication**

For questions about the coalition, CEO quotes of OP2B members or imagery, please contact:

- General – **Lara Luten**: [luten@wbcsd.org](mailto:luten@wbcsd.org) / [media@wbcsd.org](mailto:media@wbcsd.org) / +41 79 2890 996
- Europe / Asia time zone – **Laetitia Noël**: [laetitia.noel@danone.com](mailto:laetitia.noel@danone.com)
- US time zone / UNGA contact – **Michael Neuwirth**: [michael.neuwirth@danone.com](mailto:michael.neuwirth@danone.com)

### **APPENDIX**

#### **About the Current Food and Consumption Systems**

The current food and consumption system succeeded in dramatically expanding access to food and resources and reducing hunger but has reached its ecological and social limits. Today's food and agricultural system is responsible for around 30% of human generated carbon emissions, 70% of freshwater use and 60% of global biodiversity loss. Meanwhile, the global food and agricultural (eco)system is critically dependent on biodiversity and the ecological services it provides: from soil regeneration through to water filtration, pest control and pollination, among many of the other building blocks of life on earth.

Biodiversity loss has been fueled in part by population growth and changing consumption patterns in conjunction with an increasingly overspecialized food system. A recent report by the FAO found that of the 6,000 plant species cultivated for food, just nine account for 66% of total crop production. Similarly, the world's livestock production is based on around 40 species with only a handful providing the vast majority of meat, milk and eggs. And while our globally standardized agricultural system currently relies only on a few species for food production, most of "human-generated agrobiodiversity" remains underutilized.

The corresponding genetic erosion therefore reduces the capacity of the global foods system to adapt to global environmental change based on local or natural varieties, which could be more resistant to changing environmental conditions, such as droughts. Widely unknown and underestimated, those externalities are not taken into consideration in the price of the products we buy. For food, for instance, some estimates are that for every USD \$1 we spend the real price should be USD \$1.70, taking into consideration health, environment and economic externalities. More than this, the healing capacities of agriculture are not being leveraged for planetary and human health.

Faced with a projected global population of almost 10 billion by 2050, OP2B coalition members are aligned on the urgent need – and opportunity – to transform food production so that it regenerates natural systems and protects biodiversity. Regenerative agriculture can help achieve this, alleviating up to 20% of the negative externalities stemming from food production.