

BIODIVERSITY BLUEPRINT

CONTEXT AND ALIGNED TARGET

The fashion sector is working to better understand and prioritize its relationship with biodiversity. While there have been great strides around “sustainability” by the sector, company and private-public coalitions developing targeted solutions to the biodiversity crisis remain nascent. This is due in part to the complexity of biodiversity itself. It requires companies to look at the world in terms of genes, species and ecosystems and monitor impacts at these multiple levels. Fortunately, advancements in technology and environmental science are making this more feasible and more accessible through expert coalitions like the Science-Based Targets Network (SBTN).

At the launch of the Fashion Pact at the G7 Summit in 2019, the signatories committed to develop a “biodiversity strategy” by the end 2020. Given the challenges of the year, we would like to offer a first step towards this goal. To engage the coalition in working collectively alongside technical experts and utilising the SBTN framework to agree on the key components of what should go into a biodiversity strategy for fashion companies. The Blueprint represents a commitment to this first step, with the goal to establish biodiversity strategies by the end of 2021. This document lays out a blueprint that fashion companies can follow to develop their strategies and gives an overview of the process that can be expected from Conservation International with funding support from the Global Environmental Facility.

In this context our Biodiversity Blueprint is the “plan” that The Fashion Pact will work over the next two years to design and develop company-specific biodiversity strategies. The work – with support from CI and other external experts and funded by The GEF – will provide all the elements needed to develop a corporate biodiversity strategy that is appropriate to signatories’ businesses and company culture. Some of the work will be done together – collaboratively and collectively. Other work will be achieved by each company individually so that the strategy is appropriate to their unique business model and culture.

Based on where you are in your sustainability journey the work with experts will inform and add to the sustainability strategies you currently have in place. This is not envisioned as an additional strategy on top of your current sustainability strategy. This ensures the strategy fits the abilities, needs and culture of your company. It also enables The Fashion Pact to find synergies and opportunities for collaboration across the industry to tackle this challenge at scale. You will not be alone! The work within the Biodiversity Pillar of the Fashion Pact will provide a roadmap for you with access to partnerships with key global experts from CI, GEF, Textile Exchange, Cambridge Institute for Sustainable Leadership and others. Each company will evidently have different trajectories to implement the actions outlined in their strategies. However, it is important that you commit to not only the development of a biodiversity strategy (or revising your existing sustainability strategy to include biodiversity), but also to the implementation of that strategy.

APPROACH

Tackling biodiversity as a sector requires new perspectives and alignment in how actors design their approach, targets and action. It is clear that companies need to articulate their commitments and actions for halting biodiversity loss and restoring and protecting nature. Together, these three questions form the basis for developing “corporate biodiversity strategy”:

- **What + where to prioritize** – which raw materials and which locations are of highest risk and highest opportunity for biodiversity conservation?
- **What to do** – what interventions should we take? Who should we partner with to do these?
- **What is our share of responsibility?** How can we determine our share within the broader sector and considering other factors at play?

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Biodiversity Strategy Definition (Textile Exchange): A plan of action designed to achieve biodiversity objectives and commitments. The strategy sets the objectives, scope, timeline, responsibilities, and resources to ensure that change is made

TIMELINE

Signatories on an individual company level, commit to engage with their best efforts on the following indicated timeline:

- Follow key steps aligned with the SBTN to develop a corporate biodiversity strategy (during 2021)
- Define targets and timeline (by end 2021)
- Implementation of the biodiversity strategy (2022 and beyond)
- Reporting on the implementation and outcomes of the biodiversity strategy (2022 & beyond)

PROCESS

- **Supply chain mapping:** initial assessment/risk analysis of biodiversity impacts (manufacturing and raw materials) across the supply chain – at least from ‘cradle to gate’ but can also extend beyond ‘gate’ to consumer use and ‘end of life’
- **Materiality assessment & prioritization:** assessing the relative importance of different types of impacts (e.g. which processes/materials have the biggest impact and are also of key importance to the business?)
- **Targets:** Develop targets aligning with Science Based Targets for Nature framework – including initial targets and commitments around ‘avoid & reduce’, ‘restore & regenerate’ and ‘transform’.
 - a. These targets can be reframed and added to after 2022, at which time the SBTN framework will be finalized by the scientific community.
 - b. The targets will include commitment to specific actions in specific geographies/supply chains
 - c. The Targets for ‘avoid’, ‘reduce’, ‘restore & regenerate’ will focus on company-specific actions while the actions for ‘transform’ will focus on collective action and collaboration in addition to company-specific actions.
 - d. The Targets will be measured and applied against a clear established baseline
- **Timeline & implementation plan:** indication of when actions will take place and when targets will be met based on CI and other expert guidance and priority assessments.
- **Reporting & transparency:** commitment to a reporting timeline and clarity on what will be reported on collectively as the Fashion Pact and also individually by companies.
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PRINCIPLES

- Work both collectively and individually to map biodiversity impact and risk across supply chains and implement a materiality assessment and prioritization process
- Share information where appropriate to inform collective analyses and to pilot test new approaches for methodologies
- Use the SBTN framework to guide targets and actions
- Support the development of the SBTN through the SBTN Corporate Engagement Platform and/or through the Fashion Pact Biodiversity Pillar
- Communicate transparently with The Fashion Pact on the status of the biodiversity strategy development either individually and/or collectively.