

A large, stylized green graphic of a plant with various leaves and a central stem, positioned on the right side of the slide. The background is a gradient from dark green on the left to light green on the right.

Natural Value Initiative

FFI and UNEP FI

Unilever perspective

Jan Kees Vis
Director Sustainable Agriculture
Unilever

4 Sustainability programmes since 1995



Fish



Water



Agriculture



Unilever

Eco-efficiency



4 Sustainability programmes since 1995



Fish



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Eco-efficiency



Indicators



- Soil fertility and health



- Value chain



- Soil loss



- Energy



- Nutrients



- Water



- Pest management



- Social capital



- Biodiversity



- Local economy



- Animal welfare

Biodiversity component

- Crop genetic diversity:
 - Germ plasm programmes
- On farm biodiversity:
 - Biodiversity Action Plans
- Off farm biodiversity:
 - Local and regional conservation programmes

<http://www.growingforthefuture.com>



Ecosystems services

- Is more than biodiversity:
 - Soil
 - Water
 - Climate change/temperature/rainfall
 - Wind/storms/hurricanes
 - Flooding
 - Pollination
- Effect of agriculture on the above is included in indicators



Proliferation and fragmentation

- Sustainability: People, Planet, Profit
- Context, trade-offs, business strategy
- Proliferation of initiatives leads to scattering of resources in business
- There is no shortage of issues
- There is no shortage of biodiversity initiatives
- There is no shortage of NGOs
- But business has limited resources
- Keep it together!

