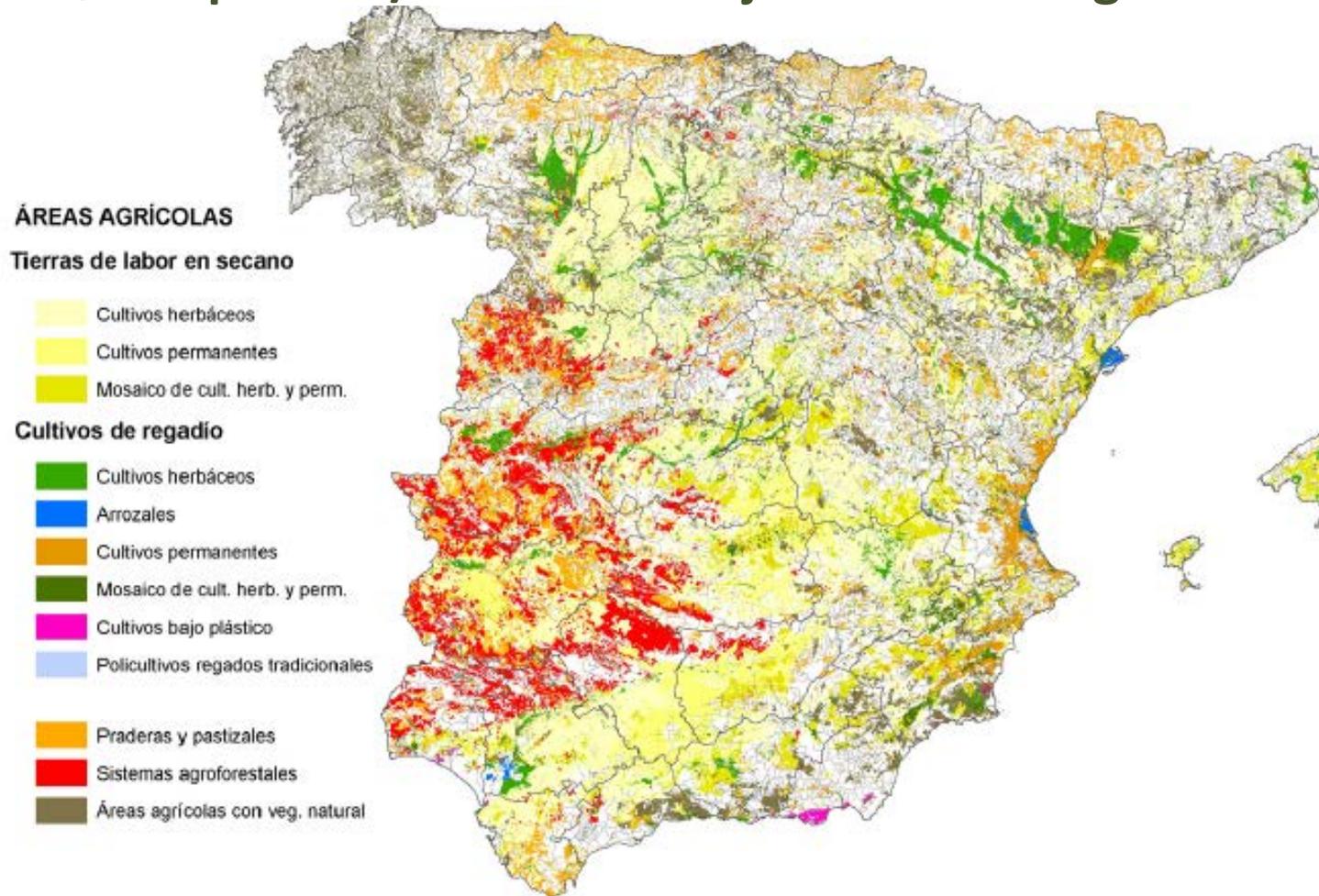


Avanzando en la producción de alimentos que conservan la biodiversidad

Mario Giménez Ripoll
SEO/BirdLife



¿Por qué SEO/BirdLife trabaja en medios agrarios?



ria
de la
superficie

✓ Índice
de vida y
✓ Índice
de la PA

Solapamiento entre distribución de especies y hábitats con la superficie agraria

El

estudio



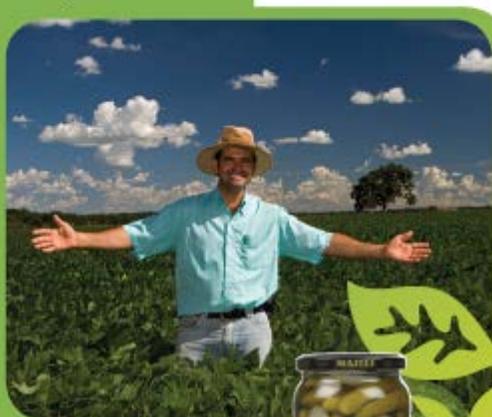
Sustainable agriculture

Sustainable sourcing is a strategic imperative from both a brand and a business perspective. Our long-term aim is to source all our key agricultural raw materials sustainably.

Our aim

Unilever's long-term aim is to buy all its key agricultural raw materials from sustainable sources, so that:

- Farmers and farm workers can obtain an income they can live on and improve their living conditions
- Soil fertility is maintained and improved
- Water availability and quality are protected and enhanced
- Nature and biodiversity are protected and enhanced.



In Brazil we have been working with soy farmers since 2007. In India we are working with the government to promote increased yields for the suppliers of green tea for our Maitte brand.

Food security and supply are under threat as agricultural productivity is affected by changing weather patterns, water scarcity and unsustainable farming practices.

Pressure is increasing from governments and campaigning organisations for greater transparency on where food comes from and how it has been grown. Businesses are expected to play a role in addressing supply-chain issues such as working conditions, fair incomes for growers and animal welfare.

Measured by volume, around half the raw materials we buy come from agriculture and forestry. Security of supply is a core business issue.

Sustainable sourcing not only helps us manage a key business risk, it also presents an opportunity for growth, allowing our brands to differentiate themselves to the growing number of consumers who choose products based on their sustainability credentials.



PROGRAMA DE AGRICULTURA SOSTENIBLE DE UNILEVER

¿ES ALGO MÁS QUE MARKETING? OBLIGACIONES PARA LOS PROVEEDORES

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→ Recuperar la vida silvestre

- ✓ **Inventarios iniciales de biodiversidad en fincas**
 - Evaluación de la presencia de aves
 - Estudio de la presencia de invertebrados y pequeños mamíferos
 - Identificación de murciélagos
 - Estudio del terreno y detección de áreas prioritarias de acción
- ✓ **Planes de fomento de la biodiversidad**
 - Instalación de cajas-nido para aves y refugios para otros vertebrados e invertebrados
 - Mantenimiento e instalación de puntos de agua para fauna
 - Recuperación de linderos
 - Asesoramiento a agricultores para la implantación de las medidas
- ✓ **Seguimiento**



→ Es vital desarrollar **medidas sencillas**, dirigidas a objetivos y consensuadas con los agricultores y gestores agrarios.

→ **Crear sinergias**: es necesaria una implicación activa tanto de los gestores como de los agricultores en la ejecución y seguimiento, potenciando así un cambio de actitud que beneficia al proyecto y a la biodiversidad del entorno de las fincas.

→ En proyectos ya finalizados se ha observado unos **resultados positivos en biodiversidad**: aumenta el nº de especies en varios grupos (anfibios, odonatos y aves), aumento en general de poblaciones de aves insectívoras y rapaces.

Gracias

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