



Key findings of the UEBT Biodiversity Barometer - South Korea 2011

UEBT's Biodiversity Barometer provides an annual overview of biodiversity awareness. It answers some important questions, such as how many people have heard of biodiversity, how many can define it and how consumers view the importance of ethical sourcing of biodiversity.

2011 is the second year that the survey has been performed in South Korea. 1000 consumers were interviewed on-line in August. The survey was also performed in other countries such as the UK, Brazil, the US, Germany and France in February 2011. To access the global Biodiversity Barometer please visit www.ethicalbiotrade.org.

Awareness is particularly high in South Korea compared to many other countries.

73% of people surveyed said they had heard of biodiversity. Although in Brazil and France over 90% said they had heard of the word, South Koreans were the best at describing correctly what it actually means.

47% of South Koreans can correctly define biodiversity, compared to 41% in Brazil and 35% in France. And, this is going up. In 2010 only 42% could define it correctly.

How do people hear about biodiversity?

Most South Koreans learn about biodiversity through TV and the internet, as well as magazines and newspapers. While television plays the most important role in informing people about biodiversity, the internet is much more important in South Korea than in other countries. 22% of people said they heard about biodiversity through websites and blogs compared to a global average of 15%.

SOURCES OF AWARENESS - %

How did you learn about biodiversity?	South Korea
TV programmes, documentaries	27
Websites, blogs	22
Articles in newspapers and magazines	17
Friends, family, colleagues	7
Statements by politicians	1
Brand communication	0

South Korea and the global results: In brief

- Awareness is particularly high in South Korea: 47% can define biodiversity correctly compared to the 33% global average
- The internet is a particularly important source of awareness
- Young South Koreans are particularly influenced by their friends, family and colleagues
- South Koreans pay more attention to environmental and ethical labels when buying cosmetics products: 89% compared to a global average of 73%
- A majority of Koreans, 90%, say they buy cosmetics and personal care products that contain natural ingredients





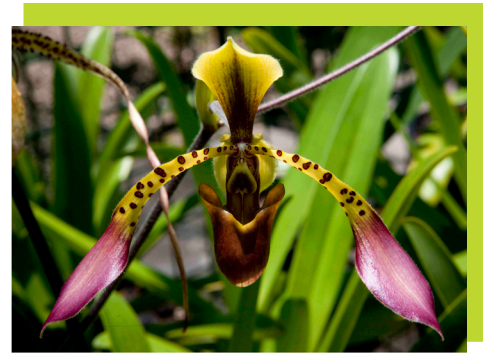
SOURCING WITH RESPECT®



South Korea - 2011

International Year of Biodiversity

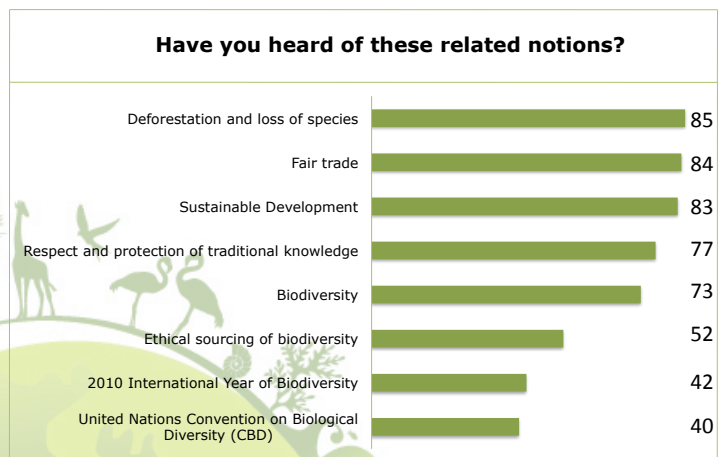
42% of South Koreans have heard about the International Year of Biodiversity, compared to a global average of 35%. The United Nations declared 2010 the International Year of Biodiversity to encourage the recognition of biodiversity's value and the consequences of its ongoing loss, as well as placing it firmly on the political agenda.



How does awareness of biodiversity compare to other notions?

UEBT's Biodiversity Barometer also asks what people know about other notions such as sustainable development in order to see how biodiversity compares.

Although biodiversity awareness is high in South Korea compared to other countries, it is still less well known than other notions for example deforestation and fair trade.



83% would stop buying products if they knew the brand did not respect the environment or ethical trading practices. This matches the global average.

South Koreans want more transparency from companies

In South Korea, as in other countries where the survey has been performed, the level of trust in cosmetics and food companies is very low. Only one in three South Koreans is confident that cosmetics and food companies pay serious attention to the ethical sourcing of biodiversity. A vast majority, 85%, would like to be better informed about how companies source their natural ingredients.

The Biodiversity Barometer in South Korea was undertaken with the support of:



Union for Ethical BioTrade

32 Rue de Berne Phone: +41 22 5661585
1201, Geneva Fax: +41 22 7310340
Switzerland E mail: info@ethicalbiotrade.org