



Biodiversity awareness high among South Korean consumers

Geneva – December 13, 2011 – Biodiversity awareness is particularly high among South Korean consumers, according to recent results from the Union for Ethical BioTrade’s (UEBT) consumer awareness survey, the Biodiversity Barometer.

UEBT’s Biodiversity Barometer is a consumer awareness study focusing on a number of important questions, such as how many people can correctly define biodiversity and how consumers view companies who are sourcing from it.

The survey has been performed in a total of 7 countries over the last few years (France, Germany, the UK, the US, Brazil, South Korea and Japan) and the latest results from South Korea highlight a country well informed about biodiversity and keen to know more about how companies are sourcing their natural ingredients.

According to the 2011 South Korean survey, performed in August with 1000 consumers, 73% of those who took part had heard of the term ‘biodiversity’ and 47% could correctly define it. In France and Brazil, where the survey was performed earlier this year, the amount of people who say they have heard of biodiversity is higher but fewer people can define it correctly.

“These results from South Korea, taken along with the surveys performed in other countries, reaffirm the idea that biodiversity is a global issue, important in many different cultural settings from Asia to Latin America,” UEBT Executive Director Rik Kutsch Lojenga, said.

UEBT’s Biodiversity Barometer also asks how people heard of biodiversity. In South Korea, as in many of the other countries surveyed, television programmes and documentaries is one of the biggest sources of awareness. However, the role of websites and blogs is also particularly important in the country, much more so than other countries involved in the survey.

Ethical consumerism is also big in South Korea according to the 2011 survey, with 89% of consumers saying they pay attention to environmental and ethical labels when buying cosmetics products. As with many of their counterparts in France, Germany, the UK, the US and Brazil, South Koreans would like companies to be more transparent with their sourcing practices. 85% would like to be better informed about how companies are sourcing natural ingredients and 83% would stop buying products if they knew the brand did not respect the environment or implement ethical trading practices.

The Biodiversity Barometer in South Korea was undertaken with the support of Amorepacific Corporation. *“The results from UEBT’s Biodiversity Barometer are important to a company like Amorepacific as they illustrate the importance of biodiversity for South Korean consumers,”* said Paul Kang, Team Manager, R&D Centre, at Amorepacific Corporation.



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UEBT's Biodiversity Barometer is performed by IPSOS and the results are based on 1000 online interviews.

For more information please [click here](#).

Union for Ethical BioTrade

The Union for Ethical BioTrade (UEBT) is a non-profit association that promotes the 'Sourcing with Respect' of ingredients that come from biodiversity. Members commit to gradually ensuring that their sourcing practices promote the conservation of biodiversity, respect traditional knowledge and assure the equitable sharing of benefits all along the supply chain.

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