OP2B Coalition

Presentation for Globe EU

November 2022

What is the OP2B movement

Launched at the Sept 2019 UN Climate Action Summit

Part of French President Macron's One Planet Lab framework

A unique international, cross-sectorial, **action-oriented business initiative on biodiversity** focusing on agriculture and partnering with producers, governments, consumers, academia and civil society…

…to **transform of our agricultural models** and catalyze action along the value chain for the **protection & restoration of biodiversity…**

…through pre-competitive and at-scale collaboration on **three main areas of focus**:

Regenerative Agriculture

Product diversification

High-value Ecosystems

OP2B members is mobilizing 26 global companies

selling products in ≈**190 countries** with revenues of ≈**$790 B**

Farming

Farm cooperatives

invivo, FrieslandCampina

Inputs providers

YARA

Processing and packaging

Ingredient providers

Firmenich, DSM, symrise

Food manufacturers

Arla, Danone, Nestlé, PepsiCo, Unilever, Mars, McCain, Mondelēz International, JDE, Diageo

Distribution & Retail

Cosmetic industrials

Groupe L'Occitane, L'Oréal

Fashion industrials

Kering, LVMH

Retailers

Loblaw Companies Limited

Financial institutions and funds

Livelihoods Funds, mirova Responsible Investing, BNP Paribas

Data

Microsoft

Knowledge partner

BCG Boston Consulting Group

3 Levers to accelerate the Regenerative Agriculture transition

1 **HARMONIZE A COMMON DEFINITION OF REGENERATIVE AGRICULTURE**

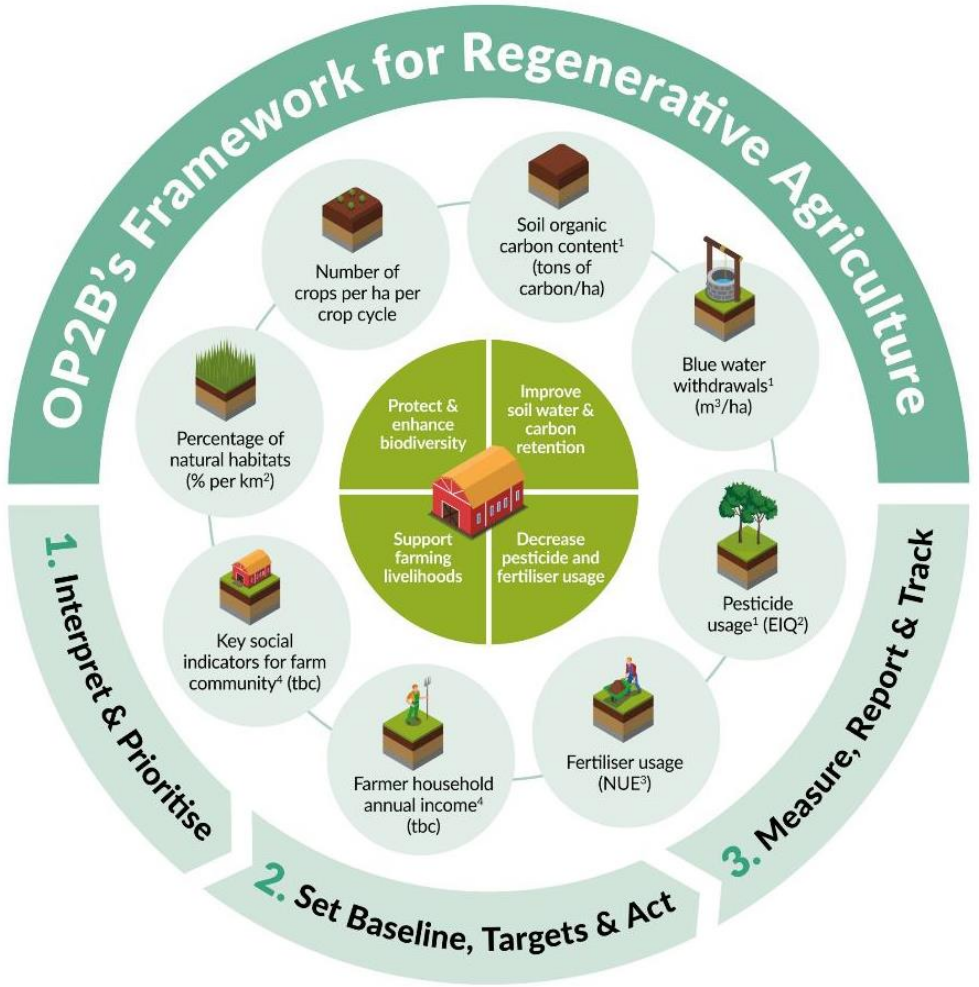
2 UNLOCKING POLICY AND FINANCIAL INCENTIVES FOR THE TRANSITION

3 HARVESTING LEARNINGS FROM THE PRIVATE SECTOR'S EXPERIENCE

OP2B's framework for Regenerative Agriculture

OP2B and partners aligned on four objectives and eight indicators as most relevant to assess when scaling up Reg Ag practices:

- Protecting and enhancing biodiversity at and around farms
- Improving or preserving carbon and water retention in the soil, leveraging the power of plants, livestock and agricultural practices
- Enhancing the resilience of crops and nature while decreasing pesticide and fertilizer usage
- Supporting the livelihoods of farm communities



1. As for some indicators it will take time until there is visible impact. OP2B has also identified shorter-term proxies for key indicators:
   - Implementation of key practices (e.g., low tillage, crop rotation, cover crops) as a proxy to Soil organic carbon content
   - Water management plan coverage as a proxy to Blue water withdrawals
   - Implementation of integrated pest management practices as a proxy to Environmental Impact Quotient (EIQ)
2. Environmental Impact Quotient
3. Nitrogen Use Efficiency
4. Indicators on farm communities to be further investigated as part of joint work between OP2B and partners

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Time to Transform.

wbcsd

Geneva, Beijing, Delhi, London, New York, Singapore