

A large, stylized owl logo in the background, composed of concentric heart shapes for the face and large, curved lines for the wings and body, all in a light beige color.

# **LEARNING FROM THE LUXURY SECTOR: A DEEP DIVE INTO BIODIVERSITY STRATEGY**

**EUROPEAN OUTDOOR SUMMIT**





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# WHY IS IT CRUCIAL FOR BUSINESS TO BECOME NATURE POSITIVE?

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## BIODIVERSITY

**1 million animal and plant species** are threatened with extinction due to human activities

Average **decline of 69%** in species populations since 1970

**75%** of the Earth's land surface and **66%** of the marine environment have been significantly altered by human actions



## CLIMATE

**22% of GHG emissions** are from agriculture, forestry and land use



## WATER SECURITY

Natural ecosystems play a critical role in **regulating water cycles** and maintaining water quality. When these ecosystems are destroyed, the **risk of floods, droughts, and water pollution** increases



## SOCIAL IMPACT

Natural ecosystems are crucial to supporting **human health, human rights and community livelihoods**



## BUSINESS RESILIENCE

An ongoing ability to source raw materials from healthy ecosystems. For the fashion industry the raw materials we use – leather, wool, cashmere, cotton, linen, viscose, gold or diamonds – comes from nature



# WHY IS IT CRUCIAL FOR FASHION TO BECOME NATURE POSITIVE?

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# FASHION'S ENVIRONMENTAL IMPACTS LIE AT RAW MATERIAL LEVEL

**TIER 4:**  
RAW MATERIAL PRODUCTION



**TIER 3:**  
RAW MATERIAL PROCESSING



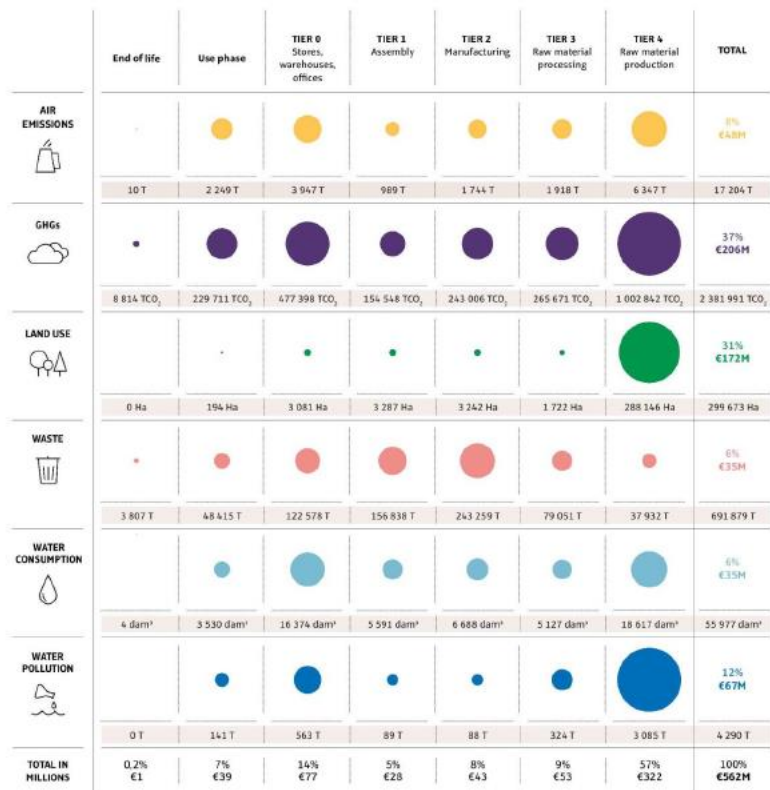
**TIER 2:**  
MANUFACTURING



**TIER 1:**  
ASSEMBLY



**TIER 0:**  
STORES, WAREHOUSES  
& OFFICES



# HOW IS KERING TRANSITIONING TO A NATURE POSITIVE APPROACH?

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# KERING'S BIODIVERSITY STRATEGY

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6x larger

What we will restore and protect

Our land use impact: c.300,000 ha  
throughout the entire value chain

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## OUR COMMITMENT

**Becoming a nature positive company by 2025 by regenerating and protecting an area about six times our total land footprint across our full supply chain**

- **Regenerating** 1 million hectares of farms and rangelands in our supply chain landscapes by 2025, through the launch of the “Regenerative Fund for Nature”
- **Protecting** 1 million hectares of critical, ‘irreplaceable’ habitat outside of our supply chain, through UN REDD+ and other programs

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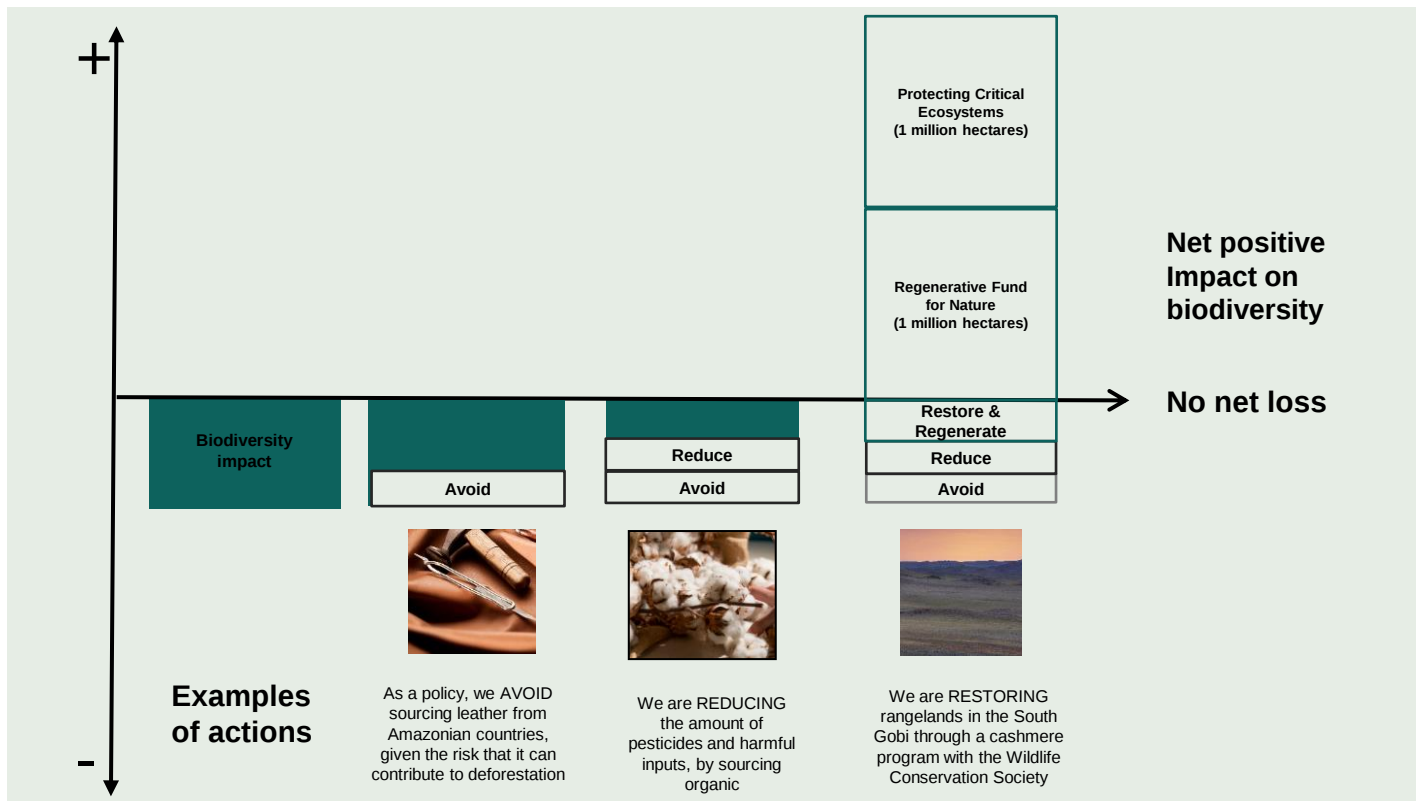
## OUR STRATEGY

### Alignment with the Science-based target framework

- Actions prioritized according to 4 stages: to prevent impacts (“avoid”), minimize impacts that are unavoidable (“reduce”), and push for corrective, nature-positive action when possible (“restore & regenerate”)
- Looking outside of our immediate supply chain (“transform”) to concretely take game-changing actions that proactively contribute to a world in which people and nature can thrive



# KERING'S APPROACH TO "NET POSITIVE IMPACT" IN LINE WITH SBTN



# THE REGENERATIVE FUND FOR NATURE

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## OBJECTIVE

Transition 1M hectares of existing farms/rangelands into regenerative agricultural practices.

## MATERIAL FOCUS

Leather, wool, cotton and cashmere

## TIMELINE

2021 – 2025



# THE REGENERATIVE FUND FOR NATURE

5 M € UNDER MANAGEMENT, GRANTED ACC. 5 KEY PRINCIPLES



*Increase soil  
carbon  
capture*



*Protect and restore  
native habitat &  
biodiversity*



*Eliminate unnecessary,  
synthetic, harmful  
chemicals*



*Improve farmer  
livelihoods*



*Enhance animal  
welfare*

CONSERVATION  
INTERNATIONAL  + local partners

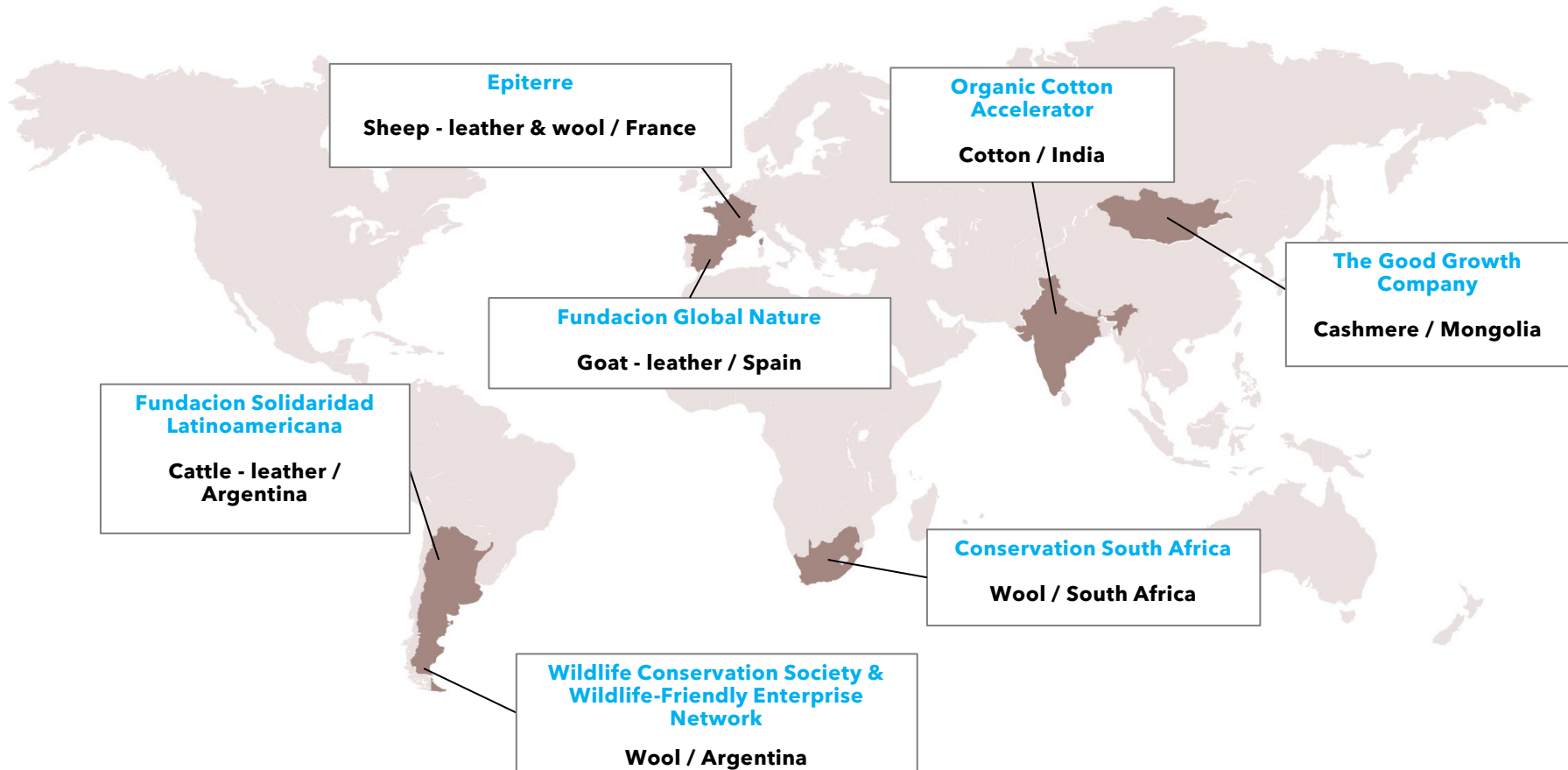


**Leather • Wool • Cotton • Cashmere**

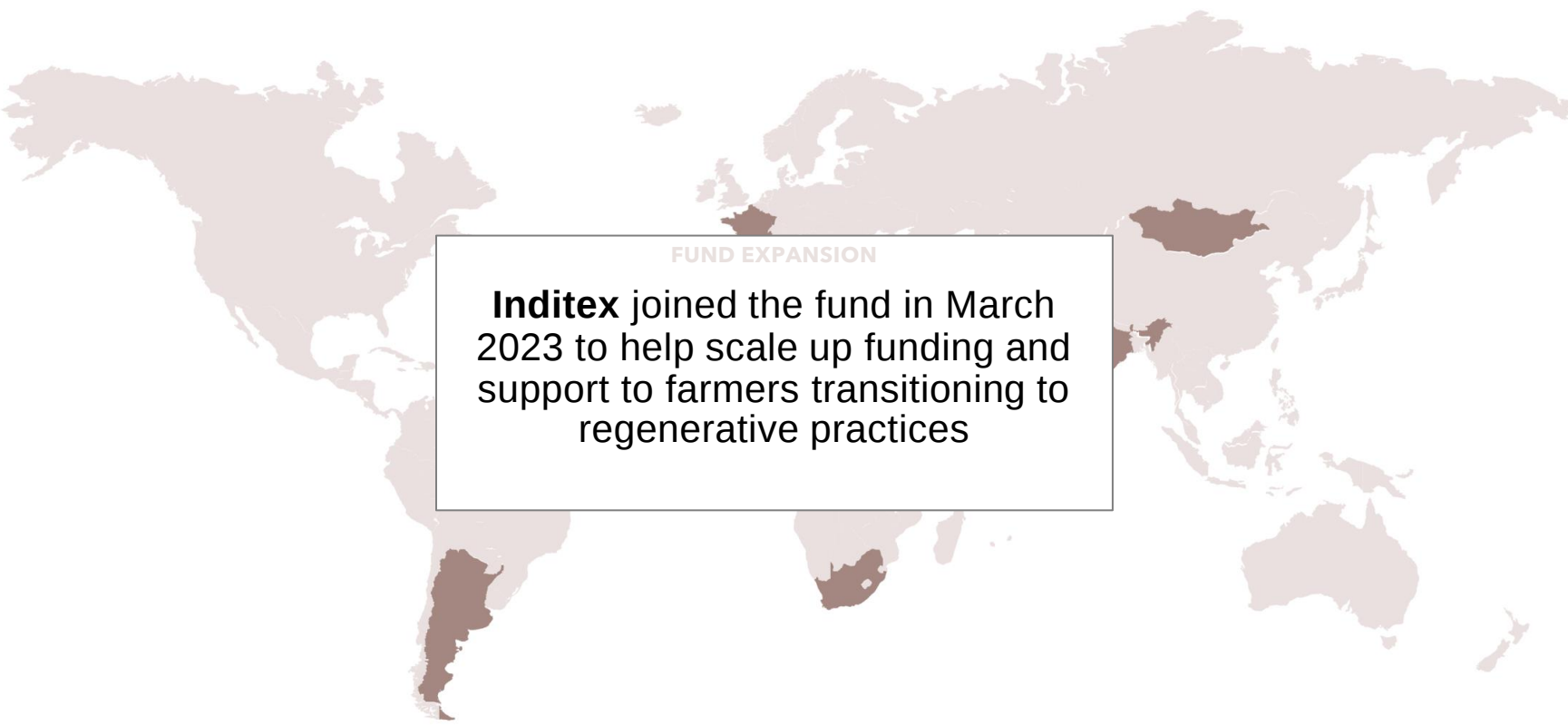
The **Regenerative Fund for Nature** is open to other  
**companies** across the fashion sectors.



# FUND PROJECTS



## EXPANDING THE FUND TO SUPPORT FURTHER FARMING COMMUNITIES



A world map with a light beige background. Several countries are highlighted in a dark brown color, indicating regions where the fund has expanded. These include Argentina, South Africa, India, China, and parts of Europe and Asia. A text box is overlaid on the map, centered over Europe and Asia.

### FUND EXPANSION

**Inditex** joined the fund in March 2023 to help scale up funding and support to farmers transitioning to regenerative practices

# OPPORTUNITIES AND CHALLENGES

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K E R I N G



Gucci • Saint Laurent • Bottega Veneta • Balenciaga • Alexander McQueen • Brioni

Boucheron • Pomellato • Dodo • Qeelin

Kering Eyewear

Empowering Imagination