



## OUR ASK TO BUSINESS

Businesses are key players in halting and reversing deforestation and loss of nature. Due to the expected failure of most 2020 commitments, deforestation/conversion will, unfortunately, remain in business supply chains and our food. To address this, we now need legislation. Furthermore, businesses need to support this new approach. Policy-makers want to hear from business about why legislation should be the next step in the fight for our forests.

**WWF's priority ask to businesses is that they advocate for ambitious and robust legislation in the UK to remove deforestation and conversion from supply chains once and for all.**

## FIVE ASKS

We know that implementing new legislative frameworks can be slow. WWF, therefore, have five asks for businesses to effectively address and take action against deforestation and conversion in their global supply chains right now – all of which are aligned with the definitions and guidance set out in the Accountability Framework (AFi). Asks 1-3 include taking action in your own operations and supply chains, while asks 4-5 focus more on broader change beyond your own supply chain.

1. **COMMIT:** Make an ambitious, time-bound and robust group level (global) commitment to eliminate deforestation/conversion from high-risk commodities as quickly as possible (no later than 2025 for food commodities) and to help speed up a global industry-wide shift towards sourcing from verified deforestation and conversion-free landscapes<sup>2</sup>.
2. **IMPLEMENT:** Procure deforestation and conversion-free food commodities/products through credible certification systems. This includes:
  - Sourcing 100% of agricultural commodities from credible third-party certified suppliers
  - Setting supplier policies/standards that apply to your whole supply chain
  - Sharing responsibility to support uptake of credible third-party certification schemes
  - Achieving 100% traceability
  - Supporting all suppliers in committing to and taking action to achieve deforestation/conversion-free practices across their entire business operations
3. **REPORT:** Publicly report on progress towards being deforestation and conversion-free on a regular(annually) including publishing lists of at least first-tier suppliers, volumes of key forest-risk products used and transparency on key sourcing locations (countries and sub-national level).
4. **ADVOCATE:** Engage in broader cross-sector initiatives and platforms to foster greater action globally to achieve sector wide changes. This would include engagement across business, governments and consumer
5. **INVEST:** Support and contribute to actions and investment to on the ground projects to bolster the transition to deforestation/conversion-free landscapes including supporting; the increase in sustainable production, restoration of degraded land and protection of valuable natural ecosystems and reforestation projects with the explicit aim of restoring nature.