

CBD Alliance text proposal

Target 16

Target 16 is one of the weakest of all the targets. It leaves citizens to address overconsumption of food and other materials without the support of any regulatory framework, while they are also constantly being targeted through corporate marketing aided by perverse incentives and addictive food.

Governments must regulate production, consumption and trade patterns everywhere with legally binding provisions so as to reduce them to levels that do not compromise biodiversity and ecosystems. They must also address the issue of global supply chains in order to ensure that only goods that do not negatively impact biodiversity can be sold. This would contribute to the realization of SDG 12.

For this, women and men need access to relevant information and alternatives. Proper fiscal and other incentives should be in place to encourage dietary and lifestyle changes that benefit both them and biodiversity. Information about the environmental impacts of products must be reliably and continuously verified, with penalties for the provision of false information. The term 'Cultural preferences' can be dangerous where it encourages high impact consumption, e.g. of meat from industrial agriculture.

Instead of focusing on consumption, the target mentions the reduction of waste by half without proposing any means to achieve this. Furthermore, waste could potentially be reduced to zero but overconsumption could still increase.

Finally governments must commit to take measurable steps towards realizing these aims by 2030, putting in place regulations and measures to ensure that production, consumption and trade are not taking place at the expense of biodiversity

Based on these reflections, we prepared **two alternative text proposals**, the latter being closer to the draft 1 language.

This is the first proposal:

By 2030 Governments must have taken measures to reduce consumption per capita in an equitable way, to levels that ensure that planetary boundaries are not exceeded, by regulating production, marketing, trade, supply chains and waste, and also ensuring the provision of relevant and verifiable information and alternatives so that only goods that do not negatively impact biodiversity or human rights can be sold.

And this is the alternative:

Ensure **through effective regulatory frameworks** that ~~people~~ **consumer choices are always within sustainable parameters** and ~~have~~ based on access to relevant **and verified** information and alternatives, taking into account cultural preferences **where these are consistent with biodiversity considerations**, to reduce by at least half the waste and, ~~where relevant~~ overconsumption, of food and other materials.