

APPAREL AND ACCESSORIES

Burberry emphasizes restoration, regeneration in new biodiversity strategy

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The biodiversity strategy will expand the scope of Burberry's current initiatives. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry is building on its climate commitment with a new biodiversity strategy.

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Announced on Nov. 6, Burberry's biodiversity strategy is aiming to support global conservation efforts with the label taking action to protect, restore and regenerate nature, helping to slow further global warming in working towards the 1.5 degrees Celsius pathway listed in the Paris Agreement. Burberry will expand the scope of its current initiatives with three focus areas.

"Climate change is not just a future environmental risk; it's a socioeconomic crisis that is impacting millions around the world today," said Dr. Gerry Murphy, chair of **Burberry**, in a statement.

"Protecting, restoring and regenerating nature is key to safeguarding the planet for generations to come, and we must be ambitious in our intentions and action-oriented in our approach," he said.

Building the biodiversity strategy

The new strategy encompasses three focus areas.

First, protect and restore natural ecosystems within and beyond the brand's own value chain through projects supported via the Burberry Regeneration Fund. This fund was established last year to support the creation of low-carbon future solutions and investment in nature-based projects.

Secondly, expand support for farming communities, intensifying existing efforts around farm-level certifications and training where the label sources raw materials.

Finally, Burberry will be developing regenerative supply chains, applying regenerative and holistic land management practices to grazing or farming systems.

The strategy is aligned to the "ARRRT" framework, covering four impact areas that build upon Burberry's long-established programs.

The framework consists of avoiding negative impacts on biodiversity, conservation or the environment; reducing

Burberry's impact on biodiversity through responsible sourcing of raw materials; restoring and regenerating ecosystems within Burberry's value chain; and transforming solutions to drive change and protect vulnerable ecosystems.



Burberry is supporting Forest for Change, an installation educating consumers about climate goals. Image credit: Burberry

In June, Burberry announced its ambitious sustainability goal, pledging to become "climate positive" by 2040.

Burberry is the first luxury brand to commit to be climate positive, meaning that it will remove or save more carbon emissions than it is producing to create an environmental benefit. The brand has been accelerating its environmental efforts and is on track to become carbon neutral across its own footprint by 2022 ([see story](#)).

"Burberry's biodiversity strategy will not only address impacts in our own extended operations, but also help to create new systems to reduce biodiversity loss in the world's greatest areas of need, making a meaningful contribution to global conservation efforts," Dr. Murphy said.

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