



SDG 15

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

Targets

15.1 By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements.

15.2 By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally.

15.3 By 2030, combat desertification, restore degraded land and soil, including land affected by desertification, drought and floods, and strive to achieve a land degradation-neutral world.

15.4 By 2030, ensure the conservation of mountain ecosystems, including their biodiversity, in order to enhance their capacity to provide benefits that are essential for sustainable development.

15.5 Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species.

15.6 Promote fair and equitable sharing of the benefits arising from the utilisation of genetic resources and promote appropriate access to such resources, as internationally agreed.

15.7 Take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products.

15.8 By 2020, introduce measures to prevent the introduction and significantly reduce the impact of invasive alien species on land and water ecosystems and control or eradicate the priority species.

15.a Mobilize and significantly increase financial resources from all sources to conserve and sustainably use biodiversity and ecosystems.

15.b Mobilize significant resources from all sources and at all levels to finance sustainable forest management and provide adequate incentives to developing countries to advance such management, including for conservation and reforestation.

15.c Enhance global support for efforts to combat poaching and trafficking of protected species, including by increasing the capacity of local communities to pursue sustainable livelihood opportunities.

Opportunities for business transformation with SDG 15

Each and every SDG provides business opportunities. Businesses have a chance to contribute to society and their own bottom line by pursuing the SDGs. The following are the strategies businesses can use to play their role for SDG 15:

- **Practice sustainable forestry** to reduce deforestation and protect biodiversity. This could involve using recycled materials, planting trees to offset paper usage and sourcing wood from sustainably managed forests.
- **Implement land restoration** by planting trees, restoring degraded land and supporting communities that are working to conserve their land.
- **Reduce Pollution** by implementing practices that conserve water, reduce waste and minimise their use of harmful chemicals.
- **Support sustainable agriculture** by sourcing their products that use sustainable methods such as organic farming, regenerative agriculture and precision agriculture.
- **Raise awareness** by educating their employees, customers and suppliers about the importance of sustainable land management.



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Case Study Global

Background



Patagonia is a leading outdoor apparel company renowned for its strong commitment to environmental sustainability and social responsibilities. The brand has evolved into a symbol of eco-consciousness. Patagonia prioritises sustainable materials and minimises its environmental impact, actively supports conservation efforts.

Challenges



Patagonia's industry is heavily reliant on natural resources, particularly cotton and polyester. The production of these materials often contributes to land degradation, deforestation, and water pollution. Additionally, the company operates in regions with fragile ecosystems, such as Patagonia, where preserving biodiversity is paramount.

Solutions



Patagonia prioritises sustainable practices throughout its operations. The company uses organic and recycled materials, invests in land restoration, and partners with environmental organisation. Patagonia also promotes supply chain transparency and educates consumers about sustainable choices. These efforts demonstrate the company's commitment to minimising its environmental impact.

Impact



Patagonia has made significant strides in contributing to SDG 15. The company has invested in land conservation, promoted sustainable material use, and educated consumers about environmental responsibility. Patagonia's influence has also driven industry-wide changes towards more sustainable practices.