

**FINAL EVALUATION:  
IMPLEMENTATION OF THE BIOTRADE INITIATIVE IN THE  
AMAZONIAN REGION\***

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*Abstract*

The project "Implementation of the Bio Trade Initiative of UNCTAD in the Amazonian Region" aims to promote trade in and sustainable use of, biodiversity products, with the objective of contributing to poverty alleviation and sustainable development in the Amazonia. The project focussed on the establishment of Bio Trade country programmes in Colombia, Ecuador and Peru and the expansion of the programme Bolsa Amazonia in the Amazon region. It also planned to implement an Andean Amazonian Investor Forum and ensure coordination and exchange of experiences throughout beneficiary countries. This evaluation found that although there were delays in implementation, planned objectives were achieved and the programme exceeded its initial foreseen accomplishments.

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\* This report was commissioned by UNCTAD and UNFIP. The opinions expressed in this report are those of the author(s) and do not represent the views of the UNCTAD secretariat or of the organizations or institutions with which the author(s) may be connected or organizations or institutions that commissioned this evaluation. The designations and terminology employed and the presentation of the material in these publications do not imply the expressions of any opinion whatsoever on the part of the United Nations concerning the legal status of any country, territory, city or area, or the authorities or of its frontiers or boundaries. This document has not been formally edited.

**UNITED NATIONS**

**United Nations Conference on Trade and Development**

**Evaluation Report (Final Draft) on the**

**UNF/UNFIP-funded Project**

**« Implementation of the BioTrade Initiative of UNCTAD in the  
Amazonian Region »**

**(TAD-RLA-99-050 - TP-RLA/99/A46)**

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## **Executive summary**

The Project "Implementation of the BIOTRADE Initiative of UNCTAD in the Amazon Region" covered the period from January 2000 to July 2004. Its objective was to promote trade in, and sustainable use of, biodiversity products, with the aim of contributing to poverty alleviation and sustainable development in the Amazonia. The United Nations Foundation (UNF), through the United Nations Fund for International Partnerships (UNFIP) financially supported the implementation of this project within the amount of US\$ 1.7 million. The project included four main components, namely: 1) Establishment of Bio Trade country programmes in Colombia, Ecuador and Peru, 2) Expansion of the programme Bolsa Amazonia in the Amazon region, 3) Implementation of an Andean Amazonian Investor Forum and 4) Coordination and exchange of experiences.

Initially, the third component foresaw support in the creation of the Amazon Biodiversity Permanent Fund, but it was substituted in January 2002 by the Andean Amazonian Investor Forum. For this reason, a proposal for reallocation of funds was presented to UNF and approved, without any additional financial implications.

Yearly progress reports were prepared from 2000 up to 2003 describing major achievements of the project. Also, occasional face-to-face briefings were provided to both UNF-UNFIP and beneficiary countries, as well as to UNCTAD senior management

This report was prepared as a result of the independent evaluation conducted from September to November 2004 which included analysis of documents, interviews in Geneva and in the field (Belem, Bogota, Quito and Lima) with relevant actors and participants in the project (UNCTAD staff, government officials, regional liaison officer (CAN), national biotrade programme officers, beneficiaries, donor representatives).

The evaluator confirmed that, in general, project's planned objectives, outputs and activities have been accomplished in a positive manner, although some results are more satisfactory than others and some activities were carried out in a more timely manner than others.

On a few occasions, however, objectives were not fully accomplished as was the case of Bolsa Amazonia. Objective number two was only partially achieved since the evaluator found that only in the case of Ecuador and Northern Brazil the activities undertaken in cooperation with Bolsa Amazonia are taking place. Additionally, financing has not yet been made available by participant investors to any of the selected companies in the New Ventures Investor Forum, although negotiations are still underway.

The delays and other deviations were due, according to the feed-back received, to unexpected circumstances such as frequent changes in the political and institutional context (Ministers of Environment, for example) and the complexities, extension and isolation of the covered regions (Colombian Amazonia is an area of great conflict where government faces problems of drug traffickers, guerrilla and paramilitary groups).

Experiences among beneficiary countries are being exchanged through yearly meetings and jointly designed activities; considerable amount of very useful documentation is being generated and placed on well designed and freely accessible Internet sites; joint work is also taking place with relevant regional and international organisations (CAN, CAF, OTCA, etc.) in order to reinforce national efforts; biotrade has been recognized at the highest level including in presidential and ministerial meetings, WSSD, CITES, RAMSAR, CBD, etc.

In most cases it was observed that the basic project activities have generated new initiatives in the form of additional, complementary projects and activities for which extra budgetary funding has been found or is in process of being sought from different donors at national, regional or international levels as was mentioned before.

In summary, the project has gone well beyond the initially foreseen objectives and results, as can be seen from the following achievements:

\*\*\* In addition to the Bio Trade national programmes in Colombia, Ecuador and Peru, a fourth national programme is already fully operational and funded in Bolivia and new programmes are being developed in Brazil, Venezuela, Paraguay, Uganda and Costa Rica, in response to the expression of interest from those countries. Many other countries are also expressing interest, among which Morocco, Iran, Panama, Tanzania, El Salvador and Vietnam

\*\*\* A regional programme, the Andean Bio Trade Programme, has started as a result of a joint programme between the Andean Development Corporation (CAF), the Andean Community (CAN) and BIOTRADE/UNCTAD.

\*\*\* An Andean Biodiversity Strategy has been adopted by CAN having UNCTAD/BIOTRADE and its partners contributed to its elaboration.

\*\*\* CBD, CITES and RAMSAR have recognized UNCTAD/BIOTRADE as an strategic partner to promote trade and sustainable use of biodiversity.

\*\*\* Biotrade is recognized in the WSSD as a means to contribute to sustainable development and sustainable use of biodiversity. Three Bio Trade partnerships have been included in the outcomes of the WSSD.

\*\*\* UNCTAD/BIOTRADE and the International Trade Centre UNCTAD/WTO (ITC) have formulated, in response to expressed needs by countries and regional programmes, a trade facilitation programme (BTFP) for products and services derived from biodiversity. This programme is already operational and funding has been secured for a period of 3.5 years.

\*\*\* Bio Trade has started to work in Africa (Uganda and Southern Africa) upon the basis of expertise and experience obtained in the Andean region with this UNF project.

\*\*\* Three new Bio Trade partnerships were launched at a high level workshop held in Sao Paulo on the occasion of UNCTAD XI aiming at 1) establishing a Bio Trade Programme in the Amazon region, 2) promoting Bio Trade in Brazil (in cooperation with APEX, FUNBIO and SEBRAE) and 3) implementing a National Bio Trade Programme in Uganda.

\*\*\* The many lessons learned are being taken into account for expanding and improving operations of Bio Trade, as summarised in the recently issued document entitled UNCTAD Bio Trade Initiative Implementation Strategy.

\*\*\* Chapters 4 and 5 include conclusions and recommendations, some of which are highlighted here:

\*There is an urgent, priority need, to consider ways and means to strengthen UNCTAD Bio Trade team in order to respond efficiently to the rapidly growing demands. One way to resolve this issue would be through use of overheads (See comment in this regard on Section 3.7).

\*In order to respond effectively to the growing expectations and demand worldwide, additional financial support is needed from the relevant participating partners, particularly from UNF and the donor community in general.

\*In order to take advantage of economies of scale and the political momentum after UNCTAD XI, priority consideration should be given to providing support to National and Regional Bio Trade Programmes already established, or in the process of being created, as is the case in Colombia, Ecuador, Peru and Bolivia (the pioneer programmes), Brazil, Venezuela, Costa Rica and Uganda, and the most recent requests from other countries such as Morocco, Iran, Panama, Tanzania, El Salvador, Vietnam and to countries from other regions, particularly LDCs from Africa and Asia. Priority consideration should also be given to further develop and consolidate regional efforts in the Andean and the Amazonian regions such as the Andean Bio Trade Programme and the new partnership with OTCA.

\*Efforts should be made to further develop and integrate Bio Trade Web sites so that they become more useful tools for exchange of experiences, improved communication and e-commerce structure for biodiversity products and services.

\*National biotrade programmes should give careful consideration to suggestions provided by beneficiaries of their projects (See Section 3.2 ). This has implications regarding the selection of relevant partners and the orientation and definition of projects. Special consideration should be given to the issue of certification schemes, such as the certification of geographical origin (Product of Amazonia) to add more value and help promote products from that region.

\*Relationships and effective cooperation with relevant international organizations, particularly MEAs (CBD, CITES and RAMSAR), should be strengthened.

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## **List of Acronyms Used**

ACTO:	The Amazonian Cooperation Treaty Organization
APEX:	Brazil's Export Promotion Organization
ABC:	Brazilian Cooperation Agency
BBVA:	Bank of Bilbao and Viscaya
CAF:	Andean development Bank (Corporación Andina de Fomento)
CAN:	Andean Community of Nations
CBD:	Convention on Biological Diversity
CBI:	Centre for Import Promotion (the Netherlands)
CIAT:	International Centre for Tropical Agriculture
CITES:	Convention on International Trade in Endangered Species of Wilde Fauna and Flora
COICA:	Coordinating Body of Indigenous Organisations of the Amazon Basin
CONAM:	National Environment Council (Peru)
CORPEI:	Export and Investment Promotion Corporation (Ecuador)
ECOCIENCIA:	Ecuadorian Foundation for Ecological Studies
FAO:	Food and Agriculture Organisation
FAS:	Environment and Society Foundation (Ecuador)
FUNBIO:	Brazilian Biodiversity Fund
GEF:	Global Environmental Facility
GTZ:	German Cooperation Programme
HUMBOLDT:	Institute Alexander von Humboldt (Bogota)
IADB:	Inter-American Development Bank
IFC:	International Finance Corporation
IIAP:	Research Institute of the Peruvian Amazonia
ITC:	International Trade Centre (UNCTAD-WTO)
IUCN:	World Conservation Union
JICA:	Japanese Cooperation Agency
NGO:	Non-Governmental Organisation
OPIAC:	Organisation of Indigenous Communities of the Colombian Amazon and Orinoco
POEMA:	Poverty and Environment in Amazonia (Brazil)
PROEXPORT:	Export Promotion Organization (Colombia)
PROMPEX:	Commission for the Promotion of Exports (Peru)
RAMSAR:	Convention on Wetlands
SIPPO:	Swiss Import Promotion Programme
SEBRAE:	Brazilian Technical Cooperation Service for SMEs
SMEs:	Small and Medium Enterprises
SANProTA:	Southern African Natural Product Trade Association
TRAFFIC:	Wildlife Trade Monitoring Programme of WWF and IUCN
UNCTAD:	United Nations Conference on Trade and Development
UNF:	United Nations Foundation
UNFIP:	United Nations Fund for International Partnerships
WRI:	World Resources Institute

## **1 Description of the evaluation methodology**

The two-month (half time) evaluation mission was conducted within the period 20 September – 20 November 2004. It started by a briefing with the UNCTAD's BioTrade team in Geneva, followed by a two-week preliminary review of documents (See Annex 1) and a field mission to Brazil, Colombia, Ecuador and Peru from 2 to 15 October 2004. The field visits were supported by questionnaires prepared beforehand, addressed to each of the main counterparts such as 1) Policy Focal Points, 2) Technical Focal Points, 3) Project beneficiaries and institutions and 4) Regional - Bolsa Amazonia. These included ministries of environment and technical institutions such as Bolsa Amazonia - POEMA, the Alexander von Humboldt Institute, PROEXPORT, CORPEI, PROMPEX, etc. The questionnaires utilized are shown in Annex 3. In Lima, contact was also made with the key regional partner, the Secretariat of the Andean Community of Nations (CAN). Further contacts were made in Geneva with representatives of donor and beneficiary countries. The detailed list of persons and institutions contacted is presented in Annex 2. The information obtained through the field mission and the interviews in Geneva were analyzed, together with additional documents collected. By early November an initial draft report was prepared and comments were received from UNCTAD. This draft will then be submitted to UNFIP for comments. The final evaluation report, incorporating comments received, will then be presented to UNCTAD and UNFIP, and to representatives of donor and beneficiary countries in Geneva, as reflected in this document.

## **2 Introduction and brief description of project**

The evaluation referred to in this report relates to the achievement of the objectives, outputs and activities described in the Project Document entitled "Implementation of the BIOTRADE Initiative of UNCTAD in the Amazon Region" prepared by the BIOTRADE Initiative, UNCTAD, dated 18 January 2000, whose project number is TAD-RLA-99-050 (UNFIP nomenclature) and TP-RLA/99/A46 (UNCTAD). The period initially proposed for project implementation was January 2000 - July 2002 and the funding provided by UNFIP was US\$ 1,700,000 of which the sum of US\$ 49,850 was paid for the Planning Grant (Planning period was July - December 1999). The national counterparts envisaged were the following: Brazil: POEMAR, Bioamazonia and Banco AXIAL; Colombia: Humboldt Institute; Peru: CONAM and Ecuador: to be selected.

The objective of this project was to promote trade in, and sustainable use of, biodiversity products, with the aim of contributing to poverty alleviation and sustainable development in Amazonia. The project consisted of four components with the following distinct but interrelated objectives:

1. To promote, through comprehensive BIOTRADE country programmes, the trade in, and sustainable use of, biodiversity products in Colombia, Ecuador and Peru, with the aim of contributing to poverty alleviation and sustainable development.
2. To promote, through Programme Bolsa Amazonia, the sustainable use of Amazonia's natural resources through training, education, and the establishment of a network of economic relationships between organised smallholders of Amazonia and local, national and international companies.
3. To support Bioamazonia in the development of the Amazon Biodiversity Permanent Fund to finance scientific and technological research and development in biotechnology and sustainable use of biodiversity.
4. To exchange experiences, knowledge and visions of the different countries and different sectors involved in this project, promote consensus, and increase co-ordination of their activities, with a view to develop a medium-term strategy (4-5 years) for the further development of BIOTRADE in Amazonia.

Objective No. 3, however, had to be dropped at the beginning of 2002, since the basic pre-conditions required for the creation of the Amazonian Biodiversity Permanent Fund (ABPF) were no longer available. These factors included: Approval by the Brazilian Congress of a Law on access to genetic resources; long term agreement between the Ministry of Environment and Bioamazonia and financing of ABPF by the Inter American Development Bank. UNCTAD BioTrade discussed this situation with its partners A2R and Bioamazonia

and all parties agreed that work on the creation of the ABFP could not be envisaged in the near future and that it would be unrealistic for UNCTAD to continue to pursue the creation of the ABFP within the duration of this project.

Consequently, UNCTAD requested permission/approval of UNF/UNFIP to reallocate funds and put them to more efficient use in pursuit of the objectives of BioTrade through a document entitled "Proposal for Reallocation of Funds under UNF Project TAD-RLA-99-050: Implementation of the BioTrade Initiative of UNCTAD in the Amazonian Region". Proposed Activities: Generating new investment for biodiversity businesses: Amazonian-Andean Bio-Business Contest (World Resources Institute, Andean Development Bank, UNCTAD BioTrade and national Partners) and Strengthening BioTrade Country Programmes in Colombia, Ecuador and Peru (Andean Development Bank, Andean Community of Nations, UNCTAD BioTrade and National Partners" This proposal, dated 31 January 2002, was approved by UNF who authorized the reallocation of US\$ 500,000 from the previously approved project TAD-RLA-99-050. The implementation period envisaged for this new proposal was 15 March 2002 - 31 July 2003. The partners envisaged were: Brazil: POEMAR and Bolsa Amazonia; Colombia: Humboldt Institute, Ecuador: CORPEI and Ecociencia; Peru: PROMPEX and CONAM; Regional: CAF, CAN and WRI. Additional funds of US\$ 735,000 were expected to be leveraged jointly by CAF, WRI and UNCTAD.

Objective 3 is then replaced by a new development objective, to stimulate investment and trade in biological resources, with two main objectives: a) To create institutional capacity to promote biodiversity based businesses in the Andean/Amazonian region and b) To promote concrete bio-businesses to set examples of successful sustainable use initiatives and attract additional investments for sustainable development. These objectives are to be pursued through two complementary and mutually reinforcing activities: 1) An Andean-Amazonian biodiversity business contest (Investor Forum for biodiversity based businesses), and 2) Strengthening the capacity of BioTrade country programmes in Colombia, Ecuador and Peru.

Concerning the above-mentioned objectives, the main expected outputs and envisaged activities, as described in the relevant project documents, were the following:

### **Component 1: Biotrade Country Programmes**

**Output 1.1:** BIOTRADE country programmes for Colombia, Ecuador and Peru, containing action plans for the sustainable development and use of biodiversity, the creation of conservation incentives, and the promotion of equitable sharing of benefits.

*Activity 1.1.1:* Conduct a pre-assessment of the needs of Colombia, Ecuador and Peru in the area of sustainable biodiversity development.

*Activity 1.1.2:* Formulation of a BIOTRADE country programme in Colombia, Ecuador, and Peru.

**Output 1.2:** Pilot activities initiated in the Amazonian regions of Colombia, Ecuador and Peru.

*Activity 1.2.1:* Initiate pilot activities for the Amazonian regions of Colombia, Ecuador and Peru, in the priority areas identified in the country programme.

**Output 1.3:** Additional support sought for (further) development and implementation of country programmes in Amazonia.

*Activity 1.3.1:* Fund-raise with other donors to execute or further develop parts of the country programme.

*Activity 1.3.2:* Undertake exploratory missions to the other Amazonian countries (Bolivia, Brazil, Guyana, Surinam and Venezuela) to initiate activities that will support the development of country programmes under separate funding.

## **Component 2: Programme Bolsa Amazonia**

**Output 2.1:** An institutional base for Programme Bolsa Amazonia.

*Activity 2.1.1:* Programme Bolsa Amazonia is a new programme that needs a basic infrastructure to carry out its activities effectively.

**Output 2.2:** The development of Programme Bolsa Amazonia into a co-operative programme of the countries of the region has been supported.

*Activity 2.2.1:* Organise two regional workshops to further enhance the understanding of Programme Bolsa Amazonia of the counterparts and other organisations interested in participating in the Programme.

*Activity 2.2.2:* Organise a workshop on market information systems for natural products of Amazonia with representatives selected by counterparts in Colombia, Ecuador, Peru.

**Output 2.3:** Trained technical staff involved in programmes and policies for sustainable development in the Amazonian sub-region.

*Activity 2.3.1:* Programme Bolsa Amazonia to develop a practical course on ‘Sustainable business management and promotion’.

The duration of the course will be 9 weeks. This project will support two courses, one in year one and one in year two. Per course, 20 students can participate. Participants will come from the following Amazonian countries: Bolivia, Brazil, Colombia, Ecuador, Guyana, Peru, Surinam and Venezuela. Grants will be provided to up to two participants per country. The courses will be held in the fourth and eighth quarter of the project.

**Output 2.4:** Marketing and business promotion efforts of producers in the Amazon region that participate in Programme Bolsa Amazonia are supported.

*Activity 2.4.1:* National business facilitators will be trained and made available to producers in the Amazonian region that participate in Bolsa Amazonia.

*Activity 2.4.2:* Provide financial and technical assistance to local producers in the Amazonian countries to participate in the business promotion activities of Programme Bolsa Amazonia. Bolsa Amazonia will organise a series of events to market the products and services of the Amazonian region such as trade fairs for Amazon products, and trade missions. Assistance may include the development of specific packaging or marketing strategies to take better advantage of trade promotion activities.

*Activity 2.4.3:* During the first workshop in Belém (see Activity 2.1.1.), the national counterparts of Colombia, Ecuador and Peru together with Programme Bolsa Amazonia, will develop a plan for the period of the project with respect to Activity 2.4.1 and 2.4.2.

### **Component 3a: Reallocation of Funds UNF Project - Andean-Amazonian Bio-Business Contest**

**Output 1:** Biodiversity based businesses in the Amazonian and Andean Region with quality business plans

**Output 2:** A New Ventures Forum in May 2003 with increased attention for biodiversity based businesses

**Output 3:** Additional finance raised for promising biodiversity based businesses

### **Component 3b: Reallocation of Funds UNF Project - Strengthening Biotrade Country Programmes in the Andean Region**

**Output 1:** Effective network of partner organisations strengthened. Number of organisations participating in the country programme increased, and agreements with partner organisations signed

**Output 2:** Identified bio-businesses supported. In each country, six pilot projects and ideas supported in business plan development, sustainability criteria, and liaising with financial institutes

**Output 3:** Increased financial and technical resources from national and international sources. Additional funding, between US\$ 500,000 and US\$ 800,000 per country, leveraged

### **Component 4: Coordination of activities and exchange of experiences**

**Output 4.1:** Meetings and working group discussions with exchange of experiences, knowledge and visions and co-ordinated activities.

*Activity 4.1.1:* Establish a consultative forum, consisting of representatives of the national counterparts, the Programme Bolsa Amazonia, the Amazon Biodiversity Permanent Fund, UNCTAD, donors, as well as selected BIOTRADE experts. This forum will exchange experiences, discuss the progress of the project, provide advice on co-ordination of

project activities and technical issues, and discuss strategies for the development of BIOTRADE and sustainable development in the Amazonia. It will aim at meeting twice during the duration of the project, other exchanges will be organised through electronic meetings.

*Activity 4.1.2:* Organise, as necessary, specific working groups with representatives of the main actors in the project, in order to co-ordinate activities, have technical discussions of specific biotrade issues and, if deemed necessary, to jointly develop specific strategies to address these issues.

*Activity 4.1.3:* Bring together, where possible, the different actors from the different countries of Amazonia in the planned project activities.

**Output 4.2:** Project up-dates and progress reports published on relevant web-sites.

*Activity 4.2.1:* Provide the broader public, through the UNCTAD BIOTRADE web-site, and were relevant through the CBD clearing-house mechanism, with up-dates on the project.

**Output 4.3:** A medium term strategy for the development of BIOTRADE in Amazonia.

*Activity 4.3.1:* Formulate a medium-term (4/5 years) strategy for the development of BIOTRADE in Amazonia, based on experience gained in this project and further to consultation with Amazonian country governments and other relevant institutions.

### **3 Assessment of project performance:**

#### **3.1 Continuing relevance of development objectives**

The development objective of the project is to stimulate investment and trade in biological resources as a means of furthering sustainable development in line with the three objectives of the CBD, i.e. to promote: (1) conservation of biodiversity; (2) the sustainable use of its components; and (3) a fair and equitable sharing of benefits arising out of the utilisation of biological resources.

Additionally, the project objectives support sustainable development through trade and investment in biodiversity resources, in line with the three objectives of the Convention on Biological Diversity (CBD), i.e., the conservation of biological diversity; sustainable use of its components; and fair and equitable sharing of the benefits arising from the utilization of genetic resources. Furthermore, they are in line with the United Nations Millennium Development Goals (MDG) and the World Summit on Sustainable Development (WSSD) which stress the need to reconcile the goals of environmental sustainability, including biodiversity loss, with developmental needs and the necessities of millions of poor people for natural resources. UNCTAD/BIOTRADE is also recognized by other MEAs such as CITES and RAMSAR.

#### **3.2 Immediate objectives, outputs and activities**

Project activities under the present evaluation were implemented in Brazil (through Bolsa Amazonia - POEMAR), Colombia, Ecuador and Peru, during the period 2001-2004. Most of them, however, were completed by mid 2003.

The evaluator followed the framework established with the project documents (objectives, outputs, activities, actual results) and obtained relevant information through the interviews and questionnaires applied in the field visits, the revision of existing documents and consultations with UNCTAD Biotrade unit staff. The result of this is presented in the following pages for each Component.

### **3.2.1 COMPONENT 1: BIOTRADE COUNTRY PROGRAMMES (COLOMBIA, ECUADOR AND PERU, AS PER THE INITIAL PROJECT DOCUMENT)**

#### *3.2.1.1 Objectives, Outputs, Indicators, actual results*

<b>Objectives / Outputs</b>	<b>Indicator of Success</b>	<b>Actual results</b>	<b>Evaluator Comments</b>
<b>Objective 1:</b> To promote trade in, and sustainable use of, biodiversity products in Colombia, Ecuador and Peru, with the aim of contributing to the sustainable development.	<ul style="list-style-type: none"> <li>By the end of the project, Colombia, Ecuador and Peru will have a specific country programme to promote trade in, and sustainable use of, biodiversity. The programme will be supported by other donors, and pilot projects will provide concrete examples and generate lessons to improve the country programme.</li> </ul>	<ul style="list-style-type: none"> <li>Country programmes operational in Colombia, Ecuador, Peru, providing support to biotrade ventures</li> </ul>	There was an early start in Colombia due to the previous experience of Humboldt Institute. In the case of Peru, there were initial delays. At the moment of the visit, the three programmes are fully operational
<b>Output 1.1:</b> BIOTRADE country programmes for Colombia, Ecuador and Peru, containing action plans for the sustainable development and use of biodiversity, the creation of conservation incentives, and the promotion of equitable sharing of benefits.	<ul style="list-style-type: none"> <li>Pre-assessments of the needs and resources of Colombia, Ecuador, and Peru will have been concluded and reports are available.</li> <li>Country Programmes for these countries will have been formulated, reports are available, and the programmes are being implemented.</li> </ul>	<ul style="list-style-type: none"> <li>Pre-assessments available for Ecuador and Peru</li> <li>Country programmes formulated</li> </ul>	Pre-assessment was not done in Colombia where the national programme was formulated on the bases of previous studies conducted by the Humboldt Institute in cooperation with UNCTAD  Done
<b>Output 1.2:</b> Pilot activities initiated in the Amazonian regions of Colombia, Ecuador and Peru.	<ul style="list-style-type: none"> <li>At least one pilot project per country (Colombia, Ecuador, Peru) is being implemented in support of trade in biodiversity projects. Project documents and progress reports will be available. Progress reports will provide lessons to further improve the country programme.</li> </ul>	<ul style="list-style-type: none"> <li>Various companies have received technical support and are trading biotrade products (either through pilot projects, general assistance):</li> </ul>	Done  Nine pilot projects are operational in Peru, 3 in Ecuador, and 4 in Colombia (one funded by UNF). Experiences have been documented and lessons learned are being applied.

#### *3.2.1.2 Strengthening of BT country programmes in Ecuador, Colombia and Peru (Log-Frame Reallocation of funds under 1st UNF Project)*

As mentioned before, under the reallocation of funds, further activities aimed at strengthening of BT country programmes in Ecuador, Colombia and Peru were included, as detailed ahead: (see next page)



### *3.2.1.3 Summary of Main Results*

The main results of project component No. 1 can be summarized as follows:

National Biotrade Programmes are operational in Colombia, Ecuador and Peru. In the case of Ecuador and Peru pre-assessments of the needs and resources were conducted and respective country programmes formulated accordingly. In the case of Colombia, however, the pre-assessment was not formally conducted and the programme was informally established on the basis of the long experience of Humboldt Institute in this area. Consequently, there is a need to formally establish the national biotrade programme in Colombia. In this regard, UNCTAD is actively seeking for a solution with the interested parties and a new technical focal point is in process of identification.. Technical support is being provided to hundreds of biotrade initiatives in priority fields, through more than a dozen projects funded by many donors, including UNF. A more detailed description of what is taking place in each country programme is presented ahead.

#### **i. The Colombian Biotrade Programme**

BIOTRADE Colombia is hosted by the Humboldt Institute which acts as Technical Focal Point while the Ministry of Environment is the Policy Focal Point. However, a formal agreement to establish the programme is still missing, including definition of specific roles and responsibilities of each of the main participating partners, in order to strengthen the programme and its results.

The most relevant achievements reported are:

- a. The Biotrade initiative has been positioned and consolidated in Colombia. At the moment, eight professionals of the Humboldt Institute are devoted full time to various projects and activities related to Biotrade.
- b. Strategic alliances have been developed with relevant parties at national, regional and international levels and work is going on in a joint, cooperative or coordinated manner, with such institutions as Regional Corporations (mainly in the Colombian Amazonian region), local communities, businessmen, chambers of commerce, ministries (Environment, Agriculture), NGOs, World Bank, CAN, CAF, FAO, UNDP, GTZ, Governments of The Netherlands and Italy, PROEXPORT, CIAT, universities, BBVA, WWF, the BioTrade programmes in Ecuador, Bolivia, Peru and Bolsa Amazonia (which is not operational anymore), etc.
- c. Methodological documents and tools for biotrade development have been prepared and disseminated, including principles and criteria for Biotrade. Recent publications of these valuable tools include, among others:
  - Guia para la elaboración de un plan de negocios para empresas de biocomercio
  - Plan de aprovechamiento y uso de recursos naturales: Guia para empresarios de biocomercio

- Procedimientos de apoyo de biocomercio sostenible
  - Caracterización del mercado colombiano de plantas medicinales y aromáticas. Informe Técnico
  - Lineamientos para el manejo sostenible de sistemas de aprovechamiento de recursos naturales in situ
- d. Strategic research studies have been conducted including international market study for Amazon fruits (PROEXPORT), distribution channels for biodiversity products, Diagnostic of the Amazon fruits sector, Viability analyses and Promotion strategy for Amazon products
- e. Strengthening of the productive chain of Amazon fruits is one of the important projects being finalized at this moment, under UNF funding. It covers 39 biotrade related initiatives in the Amazonian Departments of Colombia: Putumayo (14), Guaviare (8), Caqueta (11) and Amazonas (6). Participants are being provided with technical assistance and training including 14 Workshops on good agricultural and manufacturing practices, quality improvement and costing. Around 20 partner institutions provide support to the various activities.
- f. Around 100 ventures located in the Andean region have received support through the local biotrade offices assumed by local environmental authorities and a GEF funded project; 30 other initiatives have received support through a contest focused on community based companies (through a GEF funded project) and around 15 SMEs in the natural ingredient field have been supported through the Biotrade Facilitation Programme and partners. In total, about 400 initiatives have expressed interest in receiving support from the programme.
- g. An electronic data base and a Web site have been created and are operational in support of biotrade initiatives development. Documents and other data placed at the Web site are freely accessible and downloadable
- h. New projects are about to start, covering both Andean and Amazon regions, funded by CAF-GEF and GTZ

The following sectors were defined as priorities: natural ingredients, flowers and foliage, Amazon fruits, ornamental fish, organic agriculture and handicrafts (seeds and fibres).

The above-mentioned activities and results have been possible through financial contributions not only of the UNF project but also from other sources such as the GEF and the Humboldt Institute itself.

In summary, the operation of the National Biotrade Programme in Colombia is satisfactory in terms of the number and importance of activities that are taking place for the benefit of the emerging biotrade sector. However, in terms of interinstitutional coordination, there are problems of coordination and definition of roles played by the main actors, i.e., the policy and the technical focal points. As mentioned before, this could be a consequence of not having conducted the country pre-assessment at an early stage and using it as base for structuring the national programme. Persons interviewed by the evaluator in Bogota were of the opinion that there is a need to

improve cooperation between the Ministry of Environment and the Humboldt Institute, mainly by redefining roles and by providing official recognition to Humboldt Institute as the National Technical Focal Point for Biotrade.

The National Development Plan included the support to the Ministry's Green Market approach and also to sustainable biodiversity. Joint programmes should be developed, consistent with the national policy. Delegation of responsibilities to specialized, competent institutions is essential. UNCTAD should play a key role in facilitating the necessary improvement of the existing situation by increasing its interaction with the Ministry of Environment as part of the Advisory Committee activities. In fact, UNCTAD is already actively seeking a satisfactory definition of the national programme in Colombia. Additionally, it should continue to take the necessary steps to facilitate the obtention of appropriate funding for the continuation and strengthening of the programme in Colombia.

## **ii. The Peruvian Biotrade Programme**

BIOTRADE Peru is being implemented through CONAM as Policy Focal Point and PROMPEX as Technical Focal Point. After a relatively lengthy "warm up" period the Biotrade programme is picking up pace and a new structure has been established. It is being considered, however, that the designation of a different technical focal point, outside the governmental sphere (PROMPEX is a fully governmental organization) could be of benefit for the programme due to the bigger flexibility and agility of a private organization. In any case, the newly designated technical focal point should work closely with PROMPEX as a very strategic and prominent partner whose positive and relevant experience in this field should be fully utilized.

The most significant achievements reported were as follows:

- a. A diagnostic study on Biotrade in Peru has been carried out, based on which the National Biotrade Programme has been established and is being implemented. PROMPEX has established an executing unit as part of "Gerencia de Regionales Institucionales" with four professionals devoting full time to its implementation (within the payroll of PROMPEX), with five areas of work defined: assistance on business planning and access to finance, assistance to apply sustainable management tools, information system, value chains and demonstration projects;
- b. A national network of relevant institutions working in coordination with this unit and a National Commission for the Promotion of Biotrade (composed by representatives of 10 public and private sector institutions) operational.
- c. Twenty five selected enterprises in different parts of the country are receiving technical assistance, nine of them as pilot projects. Assistance received has included training (in such areas as quality management, product development, good manufacturing practices (GMP), business plans), commercial promotion, participation in trade fairs. Two of these companies have been successfully audited by SGS-Peru and will receive shortly the corresponding certificate of

conformity to Good Manufacturing Practices (GMP). A third one is about to complete requirements for certification.

- d. Business improvement tools developed (preparation of business plans, good manufacturing practices, information system and analyses of value chains).
- e. An Agreement has been signed with CAF (through CONAM) for project formulation (PDF-B-GEF) on "Facilitation of financing for biotrade businesses" with a budget of USD 66,000.
- f. A Web page developed which includes freely accessible statistical and market information related to 35 different products as well as other biotrade-related documents.

Finally, a cooperation agreement with GTZ has just been signed covering a wide area of activities including projects in relation to several biotrade products.

The consultant is of the opinion that the national project is going ahead well, and time lost at early stages is being recuperated now.

At the onset there were delays, adjustments, progress and backward steps. Afterwards the diagnostic was completed and a national plan developed. The designation of the technical focal point is a key issue which needs to be solved on a permanent basis, given the fact that PROMPEX role is limited to export promotion which is only one element of biotrade. It is embedded in the public sector, subject to negative impacts of political crises. A private organization could be on a better position to assume this role. Additionally, there is not a ministry responsible for the environment, but a Commission in charge of it (CONAM). However, given its importance, nobody objects its role as policy focal point. Political backing is essential and it was missing during the early stages.

The consultant agrees with the opinion of the First Secretary of the Permanent Mission of Peru before the UN Organizations in Geneva in the sense that the Ministry of Foreign Affairs is playing an essential role as main contact with international and foreign organizations such as UNCTAD, Swiss Government, SECO, etc. It should form part of the Advisory Committee of the National Biotrade Programme.

### **iii. The Biotrade Programme of Ecuador**

A National Biotrade Programme is operational in Ecuador since November 2001 with CORPEI as technical focal point and the NGO Ecociencia as strategic partner. The policy focal point is in the Ministry of Environment whose active participation is considered essential for the success of the programme (the present capacity of the Ministry to provide this support was considered, however, to be insufficient due to among other reasons, too frequent changes of Ministers –3 in the last 2 years- and low response capacity).

The most significant achievements reported during the visit of the evaluator were:

- a. An action plan for biotrade is being implemented since April 2002 including the following main activities: 1) Development of criteria for sustainable biotrade projects covering economic, social and environmental aspects, 2) Identification of product and services with commercial potentiality in local, regional or international trade, 3) Establishing of integrated networks among national, regional and international organizations related to sustainable biotrade, 4) Implementation of information systems, training and technology transfer as needed to develop sustainable biotrade, 5) Establishment of a facilitation and support system for the development of biotrade initiatives, 6) Development of appropriate financial mechanisms and tools and 7) Support of pilot projects as demonstrative and motivation mechanisms to promote new investment in biotrade area.
- b. Pilot projects supported include: 1) Project on Scallops with Foundation CENAIM-ESPOL; 2) Production of essential oils from Amazonian species with Foundation Chankuap and 3) Alpacas project at National Park Sangay with Foundation Natura.
- c. The implementation of these projects has permitted to recognize the important role of the Network of External Consultants of CORPEI (RECEX) as a support mechanism and the importance of strategic alliances with selected partners.
- d. With regard to biodiversity in Ecuadorean wetlands, a project was implemented with the support of RAMSAR and the Government of The Netherlands (DGIS) with the purpose of improving the quality of life of communities living in wetlands. Three Foundations were involved in the implementation of these projects (Fundes, Fundecol and Rescate Jambelli) which benefited more than 700 families. The total cost was over USD 65,000.
- e. Good cooperation exist with national and international organizations including the ministries of foreign affairs, environment (even though there is a low capacity of response, as mentioned above, the relationship is friendly and non-obtrusive), tourism, ECOCIENCIA Foundation (Strategic partner of CORPEI), Fundacion Ambiente y Sociedad (Focal Point of Bolsa Amazonia) and many other foundations, FONRENA (GTZ), ECORAE, banks, universities, CBI, SIPPO, GTZ, WRI, RAMSAR, CAN, CAF (a new project funded by CAF is now starting), OTCA, OEA, UNDP, FAO, IFC, TRAFFIC and also a close cooperation with the national biotrade focal points in other countries, particularly the Colombian Biotrade Programme, among others.
- f. More recent activities refer to Amazonian fruits, ecotourism and natural foods, including the development of a Regional Committee for Amazonian Fruits, bird watching in wetlands and development of productive process chains of cacao and specific Amazonian fruits (araza, borojo, naranjilla and pitahaya) with support activities in the areas of good production practices, organic certification and market access.
- g. A representative of the Netherlands Embassy in Ecuador informed the consultant of the high consideration that his Government attaches to UNCTAD's

programmes of assistance to developing countries on biotrade matters, as well as its readiness to consider continued support on a multilateral basis, given the fact that bilateral cooperation with Ecuador is being terminated by the end of 2005.

In the opinion of the consultant, the UNF supported project in Ecuador has been well planned and implemented, has obtained promising results and is being backed successfully by a dynamic and results oriented organization in the private sector, CORPEI. Increased efforts are needed to secure adequate funding of the programme activities at medium and long term.

#### *3.2.1.4 Feedback from the beneficiaries of the national country programmes (Colombia, Ecuador, Peru)*

The consultant had the opportunity to interview about a dozen beneficiaries/participants of various activities or projects implemented by the national biotrade programmes in the visited countries, including both UNF and non UNF-funded projects. They were asked about their satisfaction derived from the services received and also their opinions on how to improve the effectiveness of those programmes.

In general, the opinions were very favourable and positive since they considered that real benefits are being obtained by their enterprises from that assistance. They also provided suggestions of how to improve the operation of national biotrade programmes, among them the following:

- To provide assistance in areas relating to competitiveness improvement, such as GMP, GAP, quality assurance, phyto-sanitary rules, certification, etc.
- Market related information and studies
- Commercial support to search for market niches
- Commercial promotion of Amazon products
- Financial support for machinery acquisition
- Identification of new products with good market potential
- Assistance for the creation of financial mechanisms such as specialised funds for credits and investments with soft conditions, creation of a national guarantees fond, mentoring of enterprises to help them to access financial sources
- Information and assistance in the field of patents
- To organize visits to successful enterprises, to prepare case studies with success stories
- Assume the role of incubators and provide coaching to enterprises
- To replicate in other enterprises the lessons learned through the pilot projects

- To foster the creation of associations and help consolidate solid producers groups, capable of satisfying market demands in terms of quantity, quality, price and delivery.

### 3.2.2 COMPONENT 2: BOLSA AMAZONIA PROGRAMME

#### 3.2.2.1 Objectives, Outputs, Indicators, actual results

The main objectives and outputs of this project component are summarized below:

Objectives / Outputs	Indicator of Success	Actual results	Evaluator Comments
<b>Objective 2:</b> To promote the sustainable use of Amazonia's natural resources, through the establishment of a network of economic relationships between organised smallholders of Amazonia and local, national and international companies.	<ul style="list-style-type: none"> <li>• The sustainable use of, and trade in, natural products derived from Amazonian biodiversity will have been successfully promoted and partnerships between rural producers and national and international companies will have been forged.</li> </ul>	Results were mainly visible in Brazil and Ecuador. Web site was designed and is operational but its content is mainly related to above countries	Objective was only partially achieved since Peru was not covered and Colombia has withdrawn from agreement.
<b>Output 2.1:</b> An institutional base for Programme Bolsa Amazonia has been supported.	<ul style="list-style-type: none"> <li>• Training and library space will have been expanded.</li> </ul>	Training centre and library built	These facilities are only partially utilized in biotrade related events
<b>Output 2.2:</b> The development of Programme Bolsa Amazonia into a co-operative programme of the countries of the region supported.	<ul style="list-style-type: none"> <li>• Work-plans will have been elaborated at two regional workshops by Bolsa Amazonia and the national counterparts in the Amazonian countries. MoUs will have been signed between these organisations.</li> <li>• Discussions between focal points in the region on market information systems will have been initiated and a co-ordinated sub-regional effort is established and operating.</li> </ul>	Workshops held; Bolsa Amazonia Colombia and Ecuador created (Bolsa Colombia is no longer operational). Activities undertaken in Bolivia. Workshop on market information system held	System is operational (but main focus only on Brazil and Ecuador)
<b>Output 2.3:</b> Trained technical staff involved in programmes and policies for sustainable development in the Amazonian sub-region.	<ul style="list-style-type: none"> <li>• Two training courses will have been developed and successfully executed, the course material will have been published.</li> <li>• At least forty students will have been trained, a business plan developed by each of them. Business plans will have been presented to relevant organisations for execution.</li> </ul>	Training courses held and over forty students trained	There is no follow-up of the trainees. Some of them have quitted their original jobs. Only a few of them are involved in biotrade related activities

<p><b>Output 2.4:</b> Marketing and business promotion efforts of producers in the Amazon region that participate in Programme Bolsa Amazonia are supported.</p>	<ul style="list-style-type: none"> <li>• Plans will have been developed and executed between Bolsa and the counterparts in Colombia, Ecuador and Peru to integrate local producers in marketing and business promotion activities.</li> <li>• Business facilitators will successfully have given assistance to rural smallholders and companies. Reports of their activities and the results of these activities will be available.</li> <li>• Local producers will have been able to participate in business promotion activities.</li> </ul>	<p>Plan developed with Bolsa Ecuador</p> <p>Business facilitators provided assistance</p> <p>Local producers from Brazil and Ecuador have received assistance</p>	<p>Output was only partially achieved since not all the region has been covered</p>
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### 3.2.2.2 Detailed review of the Regional Programme Bolsa Amazonia

The overall objective of Bolsa Amazonia is to promote the sustainable use of Amazonia's natural resources through the establishment of an efficient network of economic relationships between organised, agro-extractive small holders of Amazonia and local, national and international companies. Most of the activities foreseen under the UNF project were completed in 2002.

Main achievements reported by Bolsa Amazonia to the evaluator, are the following:

- a) 40 persons from participating countries were intensively trained as "business facilitators" and are assisting in the development of biotrade related businesses in participating countries,
- b) Bolsa Amazonia is in the process of being established and institutionalised as a regional programme (focal points are operational in Ecuador and Bolivia),
- c) A business information system (SIMBA) has been designed and implemented through the Internet,
- d) Priority product groups have been identified, namely: tropical fruits and pulps, fibers and ecotourism and,
- e) Improvement of sales as a consequence of better visibility of companies through Bolsa Amazonia.

In this regard, the cooperative Coop Frut of Igarape-Miri, situated in Amazonia, Para, at 150 km from Belem, with 274 members belonging to 16 associations, had sales of 80 tons of processed açai in 2001. As a consequence of improvements in the value chain, particularly in the processing plant and marketing contacts, expected sales in 2004 are 1000 tons for clients in Sao Paulo, Miami and Australia. These improvements were possible thanks to a loan from Banco Amazonia and the assistance received from POEMA. (The consultant had the opportunity to visit this plant in Igarape-Miri and to observe the new storage, processing and refrigeration facilities as well as the refrigerated truck being loaded with a dispatch to Sao Paulo). The consultant was also invited to a short visit to the project "Amazon Paper" which produces hand-made paper and other handicrafts using various natural fibers collected in the Amazonian region, with know-how provided by Japanese cooperation. The plant in Belem is fully operational and sales are going on well at domestic and foreign levels. This project was

awarded recently a world prize by the World Bank and also won a prize by the Bank of Brazil.

Although these two projects (Coop Frut and Amazon Paper) are not directly related to the UNF project, they are success stories of a methodology of assistance and development of biodiversity products in Amazonia which encompasses elements of Bolsa Amazonia methodology and has the potential of being applied, with the necessary adaptations, throughout the Amazonian region.

As a consequence of the training programme organized under the UNF sponsored project, Bolsa Amazonia is developing a new educational programme at the Master's professional level, on Resources Management and Commercialisation for Rural Communities, as well as short courses (one month) to be presented in third countries (in Latin America and Portuguese speaking African countries). The Brazilian Cooperation Agency (ABC) and the Japanese Cooperation Agency (JICA) are providing assistance for this purpose. One of the beneficiary countries is Ecuador, as will be described ahead.

Opinions expressed by persons interviewed by the consultant in Colombia, Ecuador and Peru regarding the contribution of Bolsa Amazonia to the development of project objective No. 2 in each of these countries were contradictory: While in Ecuador opinions were very positive, the other two countries expressed dissatisfaction. In Ecuador, the Focal Point of Bolsa Amazonia is Fundacion Ambiente y Sociedad (FAS) which interacts very positively with the national biotrade programme focal point CORPEI and its strategic partner ECOCIENCIA with regard to Bolsa Amazonia activities. In the area of Amazon fruits the participating initiatives have received training, technical and financial assistance, there has been exchange of visitors for training and technology transfer purposes (this has resulted in a fiber paper factory operational in Ecuador) and bilateral assistance has been established through ABC (Brazilian Cooperation Agency). In the case of Peru, no focal point for Bolsa Amazonia is operational so far although some related training activities have taken place through IIAP (on business plans and sustainable management). In the case of Colombia, the agreement between Humboldt Institute and Bolsa Amazonia was discontinued in March 2004 for not corresponding to expectations and not adapting to realities of the Colombian Amazonian region, as expressed by the person interviewed by the mission. Hence, no on-going, joint activities are taking place at this moment.

The consultant is of the opinion that the objectives of Component 2 of the project have not been successfully achieved since joint work is only effectively taking place with Ecuador and not with Colombia and Peru, as envisaged in the project. The persons interviewed recommended that, in the case of Peru, an appropriate focal point for Bolsa Amazonia should be designated jointly with the National Biotrade Programme and, in the case of Colombia, that a definition of roles of each one of the actors should be conducted in such a manner that a joint programme should reflect the specific needs and reality of the participating regions.

Efforts should then be made, with the coordination of UNCTAD, in such a manner that, what has been built so far can be improved and a real and effective cooperation is established at the Amazonian region level with each of the actors performing their responsibilities which best fit into their respective capacities and experiences. Furthermore, UNCTAD should evaluate the need and usefulness of continued cooperation with Bolsa Amazonia in its present form, taking into consideration the roles and responsibilities of the national biotrade programmes,

the new cooperation agreed with OTCA and the recent experiences and lessons learned in the participating countries.

### 3.2.3 COMPONENT 3: NEW VENTURES FORUM

#### 3.2.3.1 Objectives, Outputs, Indicators, actual results

**Objective 3** in the original project was “ To create a long term funding mechanism to finance the activities of Bioamazonia in support of scientific and technological research and development in biotechnology and the sustainable use of natural resources”. The expected result was that the Amazon Biodiversity Permanent Fund should have been established formally and funds for its capitalisation should have been committed up to US\$ 150 million. However, for the reasons explained above, this objective was changed in the proposal for reallocation of funds, with the New ventures Biodiversity Investor Forum for the Andean-Amazonian Region & strengthening of biotrade programmes (see corresponding separate log-frames) as described below:

### NEW COMPONENT 3

#### COMPONENT 3B: NEW VENTURES INVESTOR FORUM

The main objectives and output of this Component are summarized as follows:

#### LOG-FRAME REALLOCATION UNDER 1<sup>ST</sup> UNF PROJECT + ACTUAL RESULTS

Description of Objective	Indicator	Achievement	Evaluator Comments
<b>Development Objective</b> Encourage trade and investment in biological resources in support of sustainable development.	Volume of trade and investment in biodiversity based businesses		Trade and investment statistics applied to biodiversity based businesses are not easily available to measure impact of this project element
<b>General Project Objectives:</b> Promote concrete bio-businesses to set examples and attract additional investments for sustainable development.	No of biodiversity based businesses working	221 initiatives have received some kind of support from the BioTrade National Programmes	Promotional objectives have been achieved taking into consideration the large number of enterprises which demonstrated interest in the event.

<b><u>Specific objectives &amp; activities:</u></b>			
<p><b>I. Andean-Amazonian Bio-business Contest</b></p> <p>1. To provide technical assistance to biodiversity-based businesses in order to increase their chances to qualify for the New Ventures Programme.</p> <ul style="list-style-type: none"> <li>- Promotion of Contest</li> <li>- Receipt of summaries</li> <li>- In country workshops</li> <li>- Selection semi-finalists</li> <li>- Technical assistance to semi-finalists</li> </ul> <p>2. Jointly organise the New Ventures Forum in May 2003, introducing special measures to cater for some of the financial needs of biodiversity based businesses.</p> <ul style="list-style-type: none"> <li>- Selection Finalists</li> <li>- Mentoring Finalists</li> <li>- WRI New Ventures Forum</li> <li>- Technical assistance winners</li> </ul> <p>3. Facilitate access to credit from national financial institutions for promising business proposals semi-finalists</p> <ul style="list-style-type: none"> <li>- Participation of semi-finalists</li> <li>- Monitoring biodiversity impact</li> <li>- Coaching of non selected semi-finalists</li> </ul>	<p>No of proposals submitted to participate in the Contest Workshops held in participating countries No of businesses that received technical assistance</p> <p>No of businesses received intensive mentoring No of businesses participated in New Ventures Forum</p> <p>No. of business received financing Amount of finance obtained</p>	<p>160 proposal received</p> <p>6 workshops held (1 per country) for a total of 60 companies</p> <p>10 companies benefited from intensive monitoring from top-consultants</p> <p>10 companies benefited from mentoring by biotrade country programmes</p> <p>200 participants in the investor forum at least 3 companies are know that are negotiating finance because of the investor forum</p> <p>Network of Environmental Funds in Latin America expressed interest in financing 2<sup>nd</sup> Investor Forum</p>	<p>Specific objectives and activities were satisfactorily accomplished</p> <p>None of the selected companies had obtained credit or investment from the participating investment firms at the moment of the evaluator's visit. But negotiations are still underway.</p> <p>The possibility of organizing a second Forum should be carefully analyzed (See recommendations below)</p>

### *3.2.3.2 Detailed review of the New Ventures Biodiversity Investor Forum*

The most significant achievements reported were the following:

- a) During the preparatory stage (Stage 1), over 160 proposals or biotrade initiatives were received from the participating countries (Bolivia, Brazil, Colombia, Ecuador, Peru and Venezuela).
- b) Two-day workshops were organized in each country, through which participants (the ten best proposals from each country) were able to improve their proposals (business plans)
- c) After a new call for proposals, over 60 business plans were received, out of which the 10 best proposals were selected to participate in the New Ventures Forum (Stage 2) and to receive further mentoring to further improve their business plans and strategies.
- d) A second group of 10 companies were also selected to participate in the Forum as invitees and to receive further assistance to improve business plans.
- e) The Forum took place in Lima, Peru, on 3-4 June 2004, hosted by Profonampe, with about 200 participants including entrepreneurs, policy makers, export promotion agencies, international organizations, and about 10 Investors (local, regional and international).
- f) Three companies were selected as Winners (Agroalegre, Ecuador; Fideos Coronilla, Bolivia and Ornamental Amazon Fish, Peru). Seven other companies were declared as Finalists.
- g) The above-mentioned companies had the opportunity to make 30 minute presentations of their businesses and to exhibit their products or services in stands outside the conference room.

Although it could be considered that the overall objective and output of this project component were satisfactorily accomplished, some of the participants interviewed by the consultant expressed their frustration for not having yet received any financial assistance and for not having had enough opportunity to interact with the investors. Others expressed full satisfaction and mentioned that progress is going on in negotiations regarding an investment in their companies. Some of them informed of difficulties in taking care of their exhibition stands and at the same time participating in the interesting presentations. Most of them agreed on the benefits received from this activity and on the need to repeat such exercise from time to time.

Additionally they suggested that similar Forums could be organized at national level with the participation of local investors, financial organizations, incubators and even trade partners such as supermarkets and other distribution channels. National circles of

investors and specialized national investment funds should be created. Other opinions expressed referred to the need to define the criteria for participation well beforehand, the need to attract more investors (some considered that investors are still not fully convinced about the possibilities of biotrade based businesses), the usefulness of catering to other needs such as commercial intelligence and technological support and of offering other type of incentives such as conducting market studies, facilitating trade exploration tours, the need that national biotrade programmes learn from this process and take initiatives consequently, etc. Bolsa Amazonia reported that it had not been invited to the FORUM and that, in its opinion, credit and development banks in the Amazonian region should have been invited since they have schemes for biotrade initiatives. On the other hand, UNCTAD is of the opinion that Bolsa Amazonia did not manage to identify and propose an adequate number of candidate companies for the Forum and for this reason additional support was sought from the Brazilian ONG FUNBIO in order to solve this problem.

The UNCTAD BioTrade Initiative as well as the Bio Trade country programmes conducted separate evaluations of the New Ventures Biodiversity Investor Forum. In this document, the strengths and weaknesses of each stage of the event are identified and general comments on the results achieved are made, together with some considerations to take into account for future replicates of the Forum. This document definitively needs to be consulted when considering new events like this in future.

The consultant is of the opinion that this type of Forum should be replicated in due time, taking into account the experience of the Lima Forum and suggestions made by the participants, particularly with regard to the need to attract investors who match the characteristics and specific needs of biotrade initiatives, to define the parameters of participants according to the prevailing characteristics of these initiatives, to invite also other type of financial or marketing organizations who may be interested in assisting biotrade related initiatives, establishing other types of incentives to the participants such as market studies, etc. The organization of local Forums with national financial organizations and other local partners is also useful and should be considered by national biotrade programmes with the support of UNCTAD.

### **3.2.4 COMPONENT 4: EXCHANGE OF EXPERIENCES AND COORDINATION**

#### *3.2.4.1 Objectives, Outputs, Indicators, actual results*

The objectives, expected outputs and achievements of this project component are shown in the table below, together with brief evaluator comments.

<b>Description of Objective</b>	<b>Indicator</b>	<b>Achievement</b>	<b>Evaluator Comments</b>
<b>Objective 4:</b> To exchange experiences, knowledge and visions of different countries and different sectors involved in this project, promote mutual consensus, and increase co-ordination of their	<ul style="list-style-type: none"> <li>Co-ordination and integration of project will have been enhanced and a medium term strategy developed.</li> </ul>	<ul style="list-style-type: none"> <li>Coordination of activities in the Andean region, resulting in Andean BioTrade Programme</li> <li>Medium term strategy of</li> </ul>	The objective has been achieved, even beyond expectations.

activities, with a view to develop a medium-term strategy (5 years) for the further development of BIOTRADE in the Amazonia.		UNCTAD activities in the Amazon region: Amazon BioTrade Programme with ACTO	
<b>Output 4.1:</b> Meetings and working group discussions with exchange of experiences, knowledge and visions and co-ordinated activities.	<ul style="list-style-type: none"> <li>• A consultative forum will have been established, two meetings held, and active exchanges will have taken place through internet.</li> <li>• Specific working groups will have been organised as necessary.</li> <li>• Collaboration between different actors of the project will have been encouraged and takes place.</li> </ul>	<ul style="list-style-type: none"> <li>• Several regional meetings organised in Andean region</li> <li>• Technical assistance missions organised by BioTrade country programmes</li> </ul>	Exchange of experiences took place and was useful. Each national programme was able to learn from the others. Collaboration was then facilitated.
<b>Output 4.2:</b> Project updates and progress reports published on relevant web-sites.	<ul style="list-style-type: none"> <li>• A special project site will have been created within the BIOTRADE web-site</li> <li>• Semi annual and annual progress reports will have been published.</li> <li>• Experiences and project results will have been published through BIOTRADE web-site and CBD clearing-house mechanism.</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Activities developed under the UNF project have been reported in the web-site of the BioTrade Initiative</li> <li>• Four annual progress reports were submitted</li> <li>• Experiences have been integrated in all activities of UNCTAD BioTrade</li> </ul>	This output was satisfactorily achieved: reports were produced and disseminated; Web sites were developed and hold useful information, documents and links. They are freely accessible and content is downloadable.
<b>Output 4.3:</b> A medium term strategy for the development of BIOTRADE in Amazonia.	<ul style="list-style-type: none"> <li>• A medium term strategy (5 years) for the further development of BIOTRADE in Amazonia will have been formulated.</li> </ul>	<ul style="list-style-type: none"> <li>• For Andean region: Andean BioTrade Programme with CAN and CAF</li> <li>• For Amazon region: Amazon BioTrade Programme with ACTO</li> </ul>	Output was achieved. Fruitful cooperation with CAN, CAF and ACTO has been established, leading to new and improved biotrade programmes.

#### **3.2.4.2 Further repercussions of the UNF project:**

In addition to the initially foreseen countries and activities, the UNF project has been instrumental to wider impacts at national, regional and international levels, which are taking shape under the guidance and umbrella of UNCTAD/BIOTRADE and its partners, as evidenced by the following facts:

##### **i. At national level:**

A National BioTrade programme has been developed and is operational in Bolivia and new ones are under way in Brazil, Venezuela, Costa Rica, Paraguay and Uganda. Interest has been expressed by other countries such as Panama, Tanzania and El Salvador;

##### **ii. At regional level:**

- At the Andean region level (Bolivia, Colombia, Ecuador, Peru and Venezuela), an Andean BioTrade Programme has started in collaboration with CAN and CAF; similarly, an Andean Biodiversity Strategy has been adopted. (In this regard, the representative of CAN expressed to the consultant her opinion that continued cooperation between UNCTAD and CAN is essential to make operational the Strategy in each of the Andean countries, the importance of improving coordination at regional level and the need to leverage additional resources in a coordinated manner, the signature of the Agreement with OTCA and the positioning of the Andean Biotrade Programme before the European Union).
- The Amazon Biotrade Programme (Beneficiaries: the Andean countries plus Brazil, Guyana and Surinam) is being formulated as a consequence of an agreement of UNCTAD with ACTO signed in June 2004 and the request of the Ministers of Foreign Affairs of the eight Amazon countries (Manaus Declaration, September 2004). Fund raising is taking place at this moment for this purpose.
- Bolsa Amazonia (intended beneficiaries are all the Amazonian countries) has received support from UNCTAD/UNF and is operational in parts of the Brazilian Amazon as well as in Ecuador and Bolivia. Some activities were also developed in Colombia. It is a partner in the UNCTAD's Biotrade Facilitation Programme (BTFFP), a role which is now under evaluation by UNCTAD.
- PhytoTrade Africa is a key partner of UNCTAD in promoting biotrade in Southern Africa (Botswana, Malawi, Namibia, South Africa, Zambia and Zimbabwe) as part of the BTFFP programme.

##### **iii. At international level:**

- CBD, CITES and RAMSAR have recognized UNCTAD/BIOTRADE as strategic partner to promote trade and sustainable use of biodiversity;

- Biotrade is recognized in the WSSD as a means to contribute to sustainable development and sustainable use of biodiversity. Three BioTrade partnerships have been included in the outcomes of the WSSD;
- A trade facilitation programme for products and services derived from biodiversity (BTFP) has been formulated and is fully funded and operational, in response to needs expressed by countries and regional programmes that benefit from the UNFproject. A key partnership was established for this purpose with the International Trade Centre UNCTAD/WTO (ITC). Other key partners are IUCN, ICTSD, SIPPO, CBI and GTZ. The target budget is around US\$ 10 million and main donors are Switzerland (US\$ 2.5 million) and Netherlands (US\$ 2.5 million plus the cost of an Associate Expert). Potential beneficiaries include the Andean countries and Brazil, Uganda and Southern African countries as well as Indonesia, Philippines and Vietnam;
- African countries have started to benefit from BioTrade and work has started in Uganda and Southern Africa with expertise and experience obtained in the Andean region under this UNF project;

UNCTAD/BIOTRADE team and its partners are extracting lessons from this experience and applying them for constant improvement of methodologies, planning and operations of BioTrade programmes worldwide. The main instrument for achieving this is the recently issued document entitled UNCTAD Bio Trade Initiative Implementation Strategy

### **3.3 Project achievements and relevance with national development priorities**

The consultant confirmed the continued relevance and validity of the project's development objective which is in line with and reinforces current, high priority, national objectives of poverty alleviation, environmental protection and export promotion. Products and services related to the sustainable use of biodiversity are usually located in poor and disease-plagued regions far away from capitals. They have a great potential for commercial development, including exports at a subsequent stage, and their rational and sustainable exploitation may bring improved quality of life to local, impoverished populations such as ethnic indigenous communities and Afro-American families, peasants, colons and other displaced people.

As an example, in Ecuador, the national biotrade initiative was recognized as a tool for the implementation of the National Biodiversity Strategy and as a national priority by the President of the Republic during the II Session of the National Council for Sustainable Development held in April 2002.

### **3.4 UNCTAD's capacity and effectiveness**

The Bio Trade Initiative of UNCTAD is part of UNCTAD's Section on Biodiversity and Climate Change under the Trade, Environment and Development Branch/Division on Trade in Goods and Services and Commodities. Launched in 1996, its mission is to promote trade and investment in biological resources in support of sustainable development, in line with the three objectives of the UN Convention on Biological Diversity: The conservation of biological diversity; sustainable use of its components; and fair and equitable sharing of the benefits arising from the utilization of genetic resources.

According to the UNCTAD Bio Trade Initiative Implementation Strategy, the main activities under the responsibility of the Bio Trade team consist of participating in relevant conferences and intergovernmental processes (MEAs), conducting research and analyses -together with partners- to develop tools for trade and investment for products and services derived from biodiversity and to provide technical assistance, including training workshops, targeted to Governments and national service providers in the biotrade field. The specific objectives to be accomplished are: 1) To assist developing countries in the formulation and implementation of National Bio Trade Programmes, 2) To assist Inter-Governmental organizations in the formulation and implementation of Regional BioTrade Programmes, 3) To provide inputs to international policy making processes related to trade and biodiversity and 4) To carry out technical assistance on issues related to trade and investment related to biotrade. This is done in response to the four strategic areas of work identified which cover assistance to the formulation and implementation of Bio Trade Programmes at national and regional levels, supporting international processes of policy formulation related to trade and biodiversity and other cross-cutting issues.

Project activities started in 1999 with the preparation of the project "Implementation of the BioTrade Initiative of UNCTAD in the Amazonian Region", funded by UNF and described and evaluated in this report. Most of the activities under this project were completed by mid

year 2004 and were implemented mainly in Colombia, Ecuador and Peru as well as in the Amazonian region (Bolsa Amazonia).

The capability and effectiveness of UNCTAD and its BioTrade Team was highly recognized by most persons contacted by the evaluation consultant, including beneficiaries, donors and main partners. It was even mentioned in some countries that without the support of UNCTAD the national biotrade programme could have not been established. At the same time, however, there were expressions of fear that the capability of UNCTAD may be reaching a limit due to the increasing gap between the growing need of assistance from UNCTAD and its reduced staff availability.

In fact, the UNCTAD Bio Trade team has remained substantially the same during the last four years (one full time professional, one full time project staff, one assistant, partial support from two other short term professionals). At the same time, the demand for assistance has grown significantly not only in Latin America but in Africa and Asia as well. Furthermore, the activities in the initial countries is also growing and the national programmes have now substantially increased responsibilities, as seen before. All of this means an overloaded staff – working very often until late in the night and during week ends in order to be able to respond to very urgent matters- unfortunately not being able to continuously respond smoothly to not so urgent matters as a result of this workload problem.

In the opinion of the evaluator, UNCTAD should give serious consideration to the possibility of increasing the staff availability of the Bio Trade Initiative team in accordance to the new requirements and demands, if it is to keep its excellent reputation in this field. Increased capability is needed particularly with regard to technical assistance and follow-up of projects, analyses of project performance, supervision and coordination of activities of main counterparts, facilitation of exchange of experiences, preparation of case studies and position papers, dissemination of results and experience, fund raising and follow-up with donors, closer contact with relevant international and regional organizations, summarizing lessons learned and identification of improvement opportunities.

### **3.5 Project design and strategy in relation to problems intended to be addressed**

In the opinion of the consultant, project design and strategy was commensurate to the nature of the problems to be addressed in terms of the objectives, outputs and activities envisaged; time frame, regional distribution, financial considerations, etc., despite the fact that the nature of the products and services involved and their type of organization, production, distribution or delivery modalities as well as support institutions that could be involved as partners for project planning and implementation was rather precarious or insufficient.

This might have been the reason why, out of four main objectives or components in the initial project design, one had to be cancelled during project implementation and transformed into a new, feasible objective or component. Additionally, the risks were correctly identified and they proved to be true for this component.

It is also possible that at the assessment, preparatory stage, the key potential partners and surrounding environment were not completely recognized or only in a superficial manner.

Any how, the results achieved by the project proved that the initial and subsequent difficulties were overcome and that corrective actions were introduced on time in order to counteract those difficulties.

Furthermore, experience has been useful in order to extract lessons which are being applied in every new phase for continuous improvement. As a result of this, as mentioned before, the UNCTAD BioTrade Initiative Implementation Strategy has been developed and constitute, in the opinion of the consultant, a most important tool to ensure that biotrade programmes at national and regional levels, either existing or under development, are up to high standards and criteria for successful planning, implementation and continuous improvement.

### **3.6 Effectiveness of institutional partners at national, regional and international levels**

Main partners have been, at national level: Ministries of environment, tourism, industry and trade, agriculture, foreign affairs; trade promotion organizations; research organizations; universities; banks and other financial organizations; chambers of commerce, trade associations, community associations, NGOs.

Main partners at regional level have been: CAN, CAF, Bolsa Amazonia, OTCA, ABC (Brazil)

Main partners at international level have been: UNCTAD (Biotrade Unit), UNDP, ITC, FAO, WWF, IUCN, ICTSD, Commission on Sustainable Development (CSD); Secretariats of the International Conventions on Biological Diversity (CBD), Trade in Endangered Species (CITES) and on Wetlands (RAMSAR); technical cooperation agencies (SIPPO; CBI, GTZ, TRAFFIC); donors (UNF/UNFIP, World Bank/GEF, BID; governments of Switzerland, The Netherlands, Germany, Norway and Brazil.

The effectiveness of the establishment and operation of national or regional biotrade programmes depends to a large extent to the effectiveness of the cooperation rendered to those programmes by relevant partners at international, regional and/or national levels. This has to do with both financial and non-financial aspects. Financial aspects refer to the adequateness and the timely availability of expected funds. Non-financial aspects refer to the adequate coordination and support among partners which is needed for smooth operation of the programme including legal and institutional support.

In general, the consultant received positive comments regarding effectiveness of inter-institutional cooperation. Particularly, there was consensus on the excellent degree of cooperation received from UNCTAD which was a decisive factor for the establishment and consolidation of national programmes. It was mentioned, however, that increased capability of UNCTAD to provide more frequent and on-site cooperation would be desirable.

The representative of CAN expressed the view that regional coordination should be strengthened, if possible through a coordinator based on the region, in order to improve effectiveness of implementation of biotrade programmes in the region.

In this regard, it is important to note that in order to obtain clearer benefits of inter-institutional cooperation it is essential to clearly define the roles to be played by each institution as well as the funding aspects involved.

On a few cases, complaints were heard regarding timeliness of transfer of funds.

In the case of Colombia, improved communication, cooperation and capability of working together between the policy and the technical focal points was mentioned as badly needed for improved operation of the national programme. In this case, a clear definition of roles and official recognition of the technical focal point is also needed. The Ministry of Environment (MEVD) has created a Green Markets area with eight professionals and its area of work include products from biodiversity. This is in line with the Colombian Government National Strategic Plan for Green Markets issued in 2002. Representatives of MEVD and Humboldt Institute contacted by the consultant expressed positive views with regard to reaching the necessary articulation between the policy and the technical focal points. Contacts in this direction are taking place and it is expected that a satisfactory solution to both parties could be reached soon.

The cooperation from Bolsa Amazonia (Belem) was perceived as insufficient or irrelevant in Colombia and Peru. On the contrary, it was perceived as very useful in Ecuador.

### **3.7 Effectiveness of administrative arrangements**

Administrative arrangements for project implementation were generally considered as being effective. Nevertheless, on quite a few occasions complaints were heard concerning timeliness of funds allocations and project reporting.

In the opinion of the consultant, UNCTAD should consider ways and means to improve its infrastructure for technical assistance as well as its project related financial and administrative arrangements in order to respond more effectively to expectations from executing agencies, beneficiaries and donors.

The consultant received comments from some donors in the sense that the system of overhead costs (13%), split into 50% for general administration and the other 50% for the specific Division, is not helping to ensure successful project implementation and that a bigger portion should be given to the specific unit responsible for implementation of the project.

There is a large gap between the needs in the biotrade field and the means that are at the disposal of the beneficiary countries. the charges for overhead expenses should be substantially applied to support and facilitate project implementation in UNCTAD instead of being used for other purposes. This is a key issue when donors decide on providing their financial assistance through multilateral or bilateral means.

### **3.8 Impact on the UN system**

The implementation of the Bio Trade Initiative project, funded by UNF, has had a positive impact on UNCTAD and other agencies of the UN system which have introduced Bio Trade as part of their Agenda 21 engagements in the area of environmental protection and, more specifically, protection of biodiversity. This has been the case in some agencies such as FAO, UNESCO, ITC and the World Bank, among others.

In the case of UNCTAD, a specific Section on Biodiversity and Climate Change was established in order to implement the Bio Trade Initiative of UNCTAD, under its Trade, Environment and Development Branch/Division on International Trade in Goods and Services and Commodities.

### **3.9 Collaboration from partners (UN, NGO's, private sector, etc)**

Collaboration for Bio Trade Initiative implementation programmes has been very positive and fluid from relevant UN, government bodies, NGOs and private sector partners, at international, national, regional and sub-regional levels, as evidenced by the long list of partners, a sample of which are listed here: UNF/UNFIP, UNDP, World Bank/GEF, FAO, ITC, UNEP, IFC, Secretariats of selected MEAs: CBD, CITES, RAMSAR; WWF, TRAFFIC, IUCN, IADB, CAN, CAF, OTCA, SIPPO, CBI, GTZ, POEMA, COICA, OPIAC, donor governments (Switzerland, Netherlands, Spain), PROEXPO, Ecociencia, IIAP, Universities, Research institutes, etc.

At country level, the direct main partners involved have been the policy and technical focal points such as the Ministries of Environment, CONAM, PROMPEX, CORPEI, Humboldt Institute, with whom concrete activities and programmes of work have been developed and have been instrumental to good cooperation.

Without the support received from these institutions, implementation of Bio Trade Initiative programmes would have been impossible.

## **4 Conclusions, lessons learned and replicability**

### **Conclusions**

The UNF project has been a pioneering attempt to identify a methodology and strategy to provide a global response to a global problem: the accelerated deterioration of biodiversity. Due to its pioneering nature, it faced many problems and situations which were not completely detected before hand. Hence, it was needed to introduce improvement and corrective measures throughout project implementation. However, the end result can be considered as positive since it permitted to identify key issues leading to effectively supporting developing countries in the promotion of trade and investment in product and services derived from their biodiversity, in a sustainable manner.

### **Lessons learned**

Important approaches, methodologies or conditions leading to successful application of Bio Trade programmes, or which could prevent or reduce failure, have been identified by UNCTAD BioTrade and subsequently applied to new activities. Among them are the following:

1. Need to identify and involve all relevant stakeholders including Government bodies and the civil society, in a participatory and transparent manner;
2. Importance of pre-assessment: Programme counterparts should have sufficient standing to convene all partners and delegate responsibilities. A pre-assessment that identifies relevant actors and potential counterparts is a pre-condition for a solid programme;
3. Pre-assessment should also identify and prioritise products and services derived from biodiversity in each country, with a good market (internal or external) potential;
4. Importance of integrated approach and value chain approach: It bridges the gaps between actors involved in trade, biodiversity, regional and sustainable development. Over the last years, UNCTAD and partners have applied a value-chain approach in order to prioritise activities and assure the integrated approach required for sustainable development;
5. Integration and organisation of the private sector through the formation and development of sector associations, promoting with them joint initiatives and strategies. This will ensure sustainability of projects through those associations;
6. Integration of local and indigenous communities taking into account their socio-economic and cultural reality;
7. Working through projects: Concrete projects with specific objectives and outputs are important mechanisms to produce optimum results and to promote cooperation between partners. Project objectives and expected results should be expressed in terms as simple and practical as possible, accompanied by quantifiable indicators of achievement.
8. The country programme should have a strong lead organization to manage and coordinate the many projects and related activities at national level;

9. Alliances with relevant partners: Sustainable use of biodiversity is a complex matter which requires expertise from many disciplines. Hence, partnerships with specialized institutions and networks under excellent leadership and coordination are essential requirements for success;
10. In some sectors (e.g., food, essential oils, pharmaceuticals) Bio Trade initiatives are likely to experience difficulties in overcoming technical barriers to trade (compulsory or voluntary requirements in the areas of standards, technical regulations and certification); some of the problems are due to access difficulties to recognized testing laboratories or certification services;
11. Bio Trade beneficiaries need to be sufficiently informed about relevant WTO Agreements or negotiations on related issues such as TBT, SPS, TRIPS, IPRs, traditional knowledge and services; and also on the trade implications of relevant MEAs such as the CBD, CITES and RAMSAR;
12. Innovative finance mechanisms need to be identified for Bio Trade initiatives, which provide appropriate response to the specific needs and peculiarities of those initiatives;
13. Regional Bio Trade programmes should support and be complementary to National programmes. For this purpose, participation in the establishment of those programmes, strategic alliances with relevant regional partners and regional exchange of experiences are highly beneficial.

## **Replicability**

The experience gained in planning and implementing Bio Trade Initiative activities in the last five years in many countries and regions, mainly in Latin America, has permitted many lessons to be learned which could facilitate replicability in other countries and regions in the most efficient manner, avoiding mistakes committed in the past and using the most cost-efficient solutions. Every new country in which Bio Trade programmes are introduced benefit from highly efficient methodologies and approaches, well proven in the past.

Replicability of Bio Trade programmes is not only a possibility but also a necessity given the fact that an increasing number of countries in various parts of the world are manifesting their interest in the subject. Provided that financial aspects are solved and that an adequate capability is established at UNCTAD Bio Trade Initiative level, replicability of programmes should take place, covering all developing countries and regions on a proportional basis, taking into consideration the fact that Bio Trade needs and possibilities are widely distributed throughout the world although some particular ecosystems may be more exuberant or fragile than others. However, the principle of always responding to market needs (formal expression of interest from Governments and private sector organizations including intentions of co-financing the efforts) should continue to be followed, in accordance with financial and back-up possibilities.

Another important principle to be considered when Bio Trade programmes are to be replicated is the need to avoid creating new bureaucratic structures, responsible for these programmes. Appropriate institutions, duly identified during the pre-assessment phase, should be ready to adopt additional responsibility for implementing the programmes, in a coordinated and participative manner, in the respective roles of policy focal point, technical focal point or participating partner.

## **5 Recommendations**

- a) UNCTAD should undertake a reflexion exercise on how to provide adequate/improved organisational support to the Bio Trade Initiative activities, taking into consideration not only short term but also medium and long term requirements and the fact that activities of on-going Bio Trade programmes and demand for new programmes are growing very fast while the basic staff supporting this effort is not growing consequently. A mechanism should also be established to ensure efficient cooperation and coordination with other areas of expertise within UNCTAD for the benefit of the Bio Trade programme (e.g., enterprise management, trade and investment, export promotion, etc.). Extra budgetary funds have been secured but greater institutional support is urgently needed to ensure continuous effective delivery. One way to resolve this issue would be through use of overheads (See comment from donor in this regard on Section 3.7).
- b) In order to respond effectively to the growing expectations and demand worldwide concerning Bio Trade programmes, as a consequence of the impact of the UNCTAD/UNF project, additional financial support is needed from the relevant participating partners, particularly from UNF and the donor community in general. The financial needs should be reflected, in each case, in the project proposals prepared for their consideration.
- c) In order to take advantage of economies of scale and the political momentum after UNCTAD XI, priority consideration should be given to providing support to National Bio Trade Programmes already established, or in the process of being created, as is the case in Colombia, Ecuador, Peru and Bolivia (the pioneer programmes), Brazil, Venezuela, Costa Rica and Uganda, and the most recent requests from other countries such as Morocco, Iran, Panama, Tanzania, El Salvador, Vietnam and to countries from other regions, particularly LDCs from Africa and Asia. Priority consideration should also be given to further develop and consolidate regional efforts in the Andean and the Amazonian regions such as the Andean Bio Trade Programme and the new partnership with OTCA.
- d) In view of on-going developments in the Amazonian region (OTCA project under preparation) and the consolidation of national biotrade programmes in this region, the role of Bolsa Amazonia as a regional component of the Bio Trade Programme should be reviewed. This includes the consideration of the need and usefulness of establishing national focal points for Bolsa Amazonia. The related activities, in any case, should fall under the umbrella of the national biotrade programmes.
- e) Efforts should be made to further develop and integrate Bio Trade Web sites so that they become more useful tools for exchange of experiences, improved communication and e-commerce structure for biodiversity products and services.
- f) National biotrade programmes should give careful consideration to suggestions provided by beneficiaries of their projects (See Section 3.2 above). This has

implications regarding the selection of relevant partners and the orientation and definition of projects. Special consideration should be given to the issue of certification schemes, one important item being the certification of geographical origin (Product of Amazonia) to add more value and help promote products from that region.

- g) Relationships and effective cooperation with relevant international organizations, particularly MEAs (CBD, CITES and RAMSAR), should be strengthened.

## **Annexes**

### **Annex 1 List of main documents reviewed**

1. Project Document: Implementation of the BioTrade Initiative of UNCTAD in the Amazonian Region, BioTrade Initiative, UNCTAD, Geneva, 18 January 2000 – Project Number TAD-RLA-99-050 (UNFIP), TP-RLA/99/A46 (UNCTAD); Annexes: 2) Indicators of Success; 3) Summary BioTrade Initiative; 4) Bolsa Amazonia – POEMAR, Summary Programme Bolsa Amazonia, Geneva/Belem, November 1999; 5) Amazon Biodiversity Permanent Fund; 6) Colombia: First Draft BioTrade Country Programme (October 1999)
2. Proposal for reallocation of funds under UNF Project TAD-RLA-99-050: Proposed activities: Generating new investment for biodiversity businesses: Amazonian-Andean Bio-business Contest (WRI, CAF, UNCTAD BIOTRADE & National Partners and Strengthening Biotrade country programmes in Colombia, Ecuador, Peru (CAF, CAN, UNCTAD BIOTRADE & National Partners); BioTrade Initiative, UNCTAD, Geneva, 31 January 2002
3. Consolidating the BioTrade Initiative of UNCTAD, UNCTAD, Geneva, 31 August 2004
4. UNCTAD BioTrade Initiative. Implementation Strategy, UNCTAD, Geneva, October 2004
5. UNCTAD's Yearly Progress Report for UNF/UNFIP: 2000, 2001, 2002 and 2003; Response to UNF/UNFIP comments on 2003 Annual Progress Report, 2 July 2004
6. Bolsa Amazonia, Progress Report for UNCTAD/UNF: December 2000, April 2001 and April 2002 (In Portuguese)
7. Utilizacion de los recursos de la biodiversidad: La busqueda hacia el desarrollo sostenible. Documento para la Reunion G-15 sobre "Comercio e Inversion en bienes y servicios de la biodiversidad, derechos de propiedad intelectual y conocimiento tradicional" efectuada en Caracas, Venezuela del 3 al 5 de abril de 2002. UNCTAD, Geneva, March 2002
8. Implementacion de la Iniciativa BioComercio en Ecuador (Corpei, Ministerio del Ambiente, EcoCiencia, UNCTAD, Diciembre 2002)
9. Diagnostico para el Desarrollo del Programa Nacional de la Iniciativa BioComercio en Ecuador. Traffic, America del Sur, Agosto 2001
10. Plan Nacional del Programa de BioComercio Sostenible en Ecuador. Fundacion Biocon, Traffic America del Sur, Noviembre 2001
11. Proyecto de promocion del comercio sustentable de productos y servicios de los humedales del Ecuador. Biocomercio Ecuador, CORPEI, Quito, 2004

12. Comercio sostenible de la biodiversidad como una herramienta para alcanzar el desarrollo sostenible en Ecuador – Caso particular de los humedales. Lorena Jaramillo.
13. Peru, Biodiversidad y Biocomercio: Situación Actual y Potencial. Consejo Nacional del Ambiente, Lima, Diciembre 2000
14. Diagnostico sobre el Biocomercio en el Peru y Recomendaciones para la Formulación del Programa de Promoción de Biocomercio. Comité Biocomercio Peru, Diciembre 2003
15. Programa Nacional de Promoción del Biocomercio en el Peru (PBP). Prompex, UNCTAD Iniciativa de Biocomercio, Lima, 2004
16. Programa de implementación de buenas prácticas de manufactura en el sector de ingredientes naturales. Prompex/Biocomercio. Lima. 2004
17. Fichas Técnicas sobre Proyectos Demostrativos (Peru): Maíz blanco gigante del Cusco; Amazon Ivory; Ecoturismo Rumbo al Dorado y Desafío Pronaturaleza; Aceites esenciales; Ecoturismo Comunidad campesina Muchik Santa Catalina de Chongoyape; Consorcio Quinoa Peru; Proyecto Camu Camu; Proyecto Derivados alimenticios del algarrobo.
18. Informe del programa de promoción del biocomercio en el Peru: 2001 – 2004. Presentado a Enrique Sierra, Evaluador UNF/UNFIP. Lima, Octubre 2004
19. Colombia: First Draft BIOTRADE Country Programme. Iniciativa de Biocomercio Sostenible. Programa de Uso y Valoración. Instituto Alexander von Humboldt. Bogota. Octubre 1999
20. Proyecto Biocomercio Sostenible (Colombia). Instituto Alexander von Humboldt, Bogota. Informe Año 2001, Bogota, Enero 2002; Informe Final, Bogota, Noviembre 2002
21. Recomendaciones para el Desarrollo del Programa Biocomercio Sostenible en la Región Amazonica de Colombia. Instituto Alexander von Humboldt, Bogota, Abril 2001; Informes de Avance: Septiembre 2002, Septiembre 2004, Octubre 2004
22. Publicaciones recientes (2004) del Instituto Alexander von Humboldt/Biocomercio Sostenible, Bogota:
  - Guía para la elaboración de un plan de negocios para empresas de biocomercio
  - Plan de aprovechamiento y uso de recursos naturales: Guía para empresarios de biocomercio
  - Procedimientos de apoyo de biocomercio sostenible
  - Caracterización del mercado colombiano de plantas medicinales y aromáticas. Informe Técnico
  - Lineamientos para el manejo sostenible de sistemas de aprovechamiento de recursos naturales in situ
23. Bio Expo Colombia 2003: Feria de productos y servicios de la biodiversidad amigables con el medio ambiente. Corporación autónoma regional del Quindío. 2003

24. Evaluation of New Ventures Biodiversity Investor Forum for the Andean-Amazonian Region (Lima, 3-4 June 2004). UNCTAD BioTrade Initiative and the BioTrade Country Programmes
25. Experiencias exitosas de Biocomercio en los Países de la Comunidad Andina. Documento preparado en el contexto del Programa Andino de Biocomercio de la CAN, CAF, UNCTAD. Lorena Jaramillo. Noviembre 2003
26. Estrategia Regional de Biodiversidad para los Países del Tropicó Andino. Recopilación de Documentos Técnicos. CD ROM. BID/CAN
27. GEO Andino 2003. Perspectivas del Medio Ambiente. CAN/PNUMA 2003
28. Resumen de las principales actividades de cooperación entre CITES y Biocomercio
29. Developing a Regional Biotrade Programme in the Amazon Region. UNCTAD/ACTO Concept Note. September 2004
30. A number of promotional brochures, press releases, workshop reports, CDs and other electronic documents referring to relevant programmes and institutions including CAF, CAN, ACTO, RAMSAR, CBD, ITC, SIPPO, CBI, BTFP, Amazon Paper (POEMA, Brazil), among others

## **Annex 2 Persons and institutions contacted**

### **i. Belem do Para (Brazil) (4-5 October 2004)**

#### ***Bolsa Amazonia***

***(www.bolsamazonia.com)***

Nazare Imbiriba, General Secretary Bolsa Amazonia

Thomas A. Mitschein, President of POEMAR, General Coordinator

Vicky Schreiber, Asistente, Bolsa Amazonia

Lea Lobato, Investigadora, Bolsa Amazonia

Regrane de J. G. Pantoja, Coordinadora Sector de Capacitacion

Bruno Ribeiro, Consultor de pequenas empresas, Fundacion Amigos de la Tierra

Lucival Salin, Instructor de SEBRAE y de Bolsa Amazonia

#### ***Cooperativa de Produtores de Acai, COOPFRUT***

***(Igarape – Miri, Rod. PA 151 km – 73, Amazonia, Para)***

Raimundo Nonato Ramos Frazau, Tecnico de Produccion, POEMA, Bolsa Amazonia

Joao Ferreira Barbosa Lilho, Gerente Administrativo

### **ii. Bogota (Colombia) (7-8 October 2004)**

#### ***Ministerio del Ambiente, Vivienda y Ordenamiento Territorial, (Punto Focal Politico)***

Leonor Velez, Directora Programa Mercados Verdes

Patricia Londono, Consultora

#### ***Instituto de Investigaciones de Recursos Biologicos Alexander von Humboldt (Punto Focal Tecnico)***

***(www.humboldt.org.co/biocomercio)***

Dr. Fernando Gast Harders, Director General

Ines Cavelier Franco, Coordinadora Programa Uso y Valoración

Jose Antonio Gomez, Investigador Principal Biocomercio Sostenible

Paola Andrea Perdomo, Biocomercio Sostenible, Desarrollo Empresarial, Foro New Ventures

Adriana Lucia Arcos, Biocomercio Sostenible, Desarrollo Empresarial, Region Amazonica

Maria Helena Cendales, Biocomercio Sostenible, Convenio FAO

Jose Andres Diaz, Biocomercio Sostenible, Información de Mercados, CBI – BTFFP

Fredy Alfonso Ochoa F., Biocomercio Sostenible, Sistema de Información

Maria Alejandra Chaux, Biocomercio Sostenible, Alianzas estrategicas, Proyecto GEF-Andes

***United Nations Development Programme (UNDP)***

Luis Olmedo Martinez, Oficial de Programa  
Elena Correas, Oficial de ProgrAMAS

***Proexport Colombia***

Laura Montoya Carosio, Coordinadora Proyectos Cooperacion y Convenios

***Lesko Especialidades Cosméticas***

Jairo Andres Moya V., Analista de Mercadeo

***Corpoamazonia (Mocoa, Putumayo) (por telefono)***

Joana Lugo, Consultora, proyecto Mercados Verdes

***Waliwa Amazonic Natural Products***

Jairo Andres Moya, Gerente

***Ecoflora, Medellín (por telefono)***

Nicolas Cock, Gerente

**iii. Quito (Ecuador) (11-12 October 2004)**

***CORPEI (Punto Focal Tecnico)***

***(www.corpei.org)***

Giovanni Ginatta, Coordinador Nacional Iniciativa Biocomercio Ecuador  
Lorena Jaramillo, Iniciativa Biocomercio  
Maria Jose Borja, Analista Promocion de Exportaciones (Plantas medicinales)

***Ministerio del Ambiente (Punto Focal Politico)***

Dr. Segundo Coello, Subsecretario de Capital Natural

***ECOCIENCIA***

Galo Medina, Director Ejecutivo  
Maria Arguello, Especialista en Biocomercio

***Fundacion Natura***

Jorge Rivas, Coordinador Proyecto Sangay (Alpacas)  
Juan Yanki, Proyecto Sangay  
Jose Franco, Consultor Corpei, Proyecto Sangay

***Fundacion Chankuap***

Paul Arevalo, Coordinador Proyecto aceites esenciales, plantas medicinales y especias

***Fundacion Cenaim***

Pablo Solórzano, Proyecto Scallops

***Proyecto Biocomercio FONRENA***

Gunter Viteri, GTZ

***Fundacion Ambiente y Sociedad (Punto Focal Bolsa Amazonia)***

Jorge Alban, Director

***Embajada de los Paises Bajos***

Job Runhaar, Primer Secretario

Miguel Vallier Urbina, Asesor en Cooperación y Comercio

**iv. Lima (Peru) (13-14 October 2004)**

***CONAM, Consejo Nacional del Ambiente (Policy Focal Point)***

Maria Luisa del Rio, Jefe Unidad Biodiversidad y Bioseguridad

Cesar Villacorta, Director Gestion Territorial

***PROMPEX (Technical Focal Point)***

*(www.prompex.gob.pe; www.biocomerciooperu.org)*

David Abraham Edery M., Gerente Programas y Proyectos Multisectoriales

Rosanna Montero, Jefe Equipo Biocomercio

Blanca Sanchez, Biocomercio

Arturo Cevallos, Biocomercio

Fernando Cardenas, Biocomercio

Monica Davila, Consultora Calidad y Normatividad

Sonia Arce, Consultora Agro y Agroindustrias, UNCTAD

***Fundacion PRONATURALEZA***

Jorge Ugaz Gomez, Director de Proyectos

Maria Gracia Moran, Proyecto Consorcio Rumbo al Dorado (Eco turismo)

***Instituto de Investigaciones de la Amazonia Peruana IIAP***

Dr. Luis Campos Baca, Director Investigación Biodiversidad

***Empresa AurAndina (tes, hierbas y alimentos andinos)***

(Programa BPM, Gestion de la Calidad)

Alfredo Penacho Sanchez, Gerente General

***OAFA (Ornamental Amazon Fish Aquarium)***

Edgar Panduro Noronha, Gerente General

***Amazon Ivory (Iquitos, por telefono)***

Pedro Carrasco, Gerente General

***Consortio Quinua (Arequipa)***

Manuel Tejada, Gerente, resp. Proyecto Piloto

***Instituto Peruano de Recursos Naturales (IPPN)***

Mark Hein, Director

***Comunidad Andina de Naciones (CAN)***

Luisa Helena Guinard, Coordinadora Desarrollo Sostenible y Medio Ambiente

**v. Geneva (20 September – 12 November 2004)**

***UNCTAD BIOTRADE INITIATIVE GROUP***

Lucas Assuncao, Coordinator, Climate Change and BIOTRADE Initiative

Rafael Sanchez, BIOTRADE Initiative

Rick Kutsch Lojenga, Project Manager BTFP, Biotrade Initiative

Maria Teresa Becerra, BIOTRADE Initiative

Cristina Martinez, Associate Expert, Biotrade Initiative

***Swiss Permanent Mission to the UN***

Steffano Lazzaroto, Conseiller d'Ambassade

***Peru Permanent Mission to the UN***

Pedro Bravo, First Secretary

***Colombia Permanent Mission to the UN***

Clemencia Forero, Ambassador

### **Annex 3 Questionnaires used to collect information (In addition to personal interviews)**

#### ***QUESTIONNAIRE USED WITH TECHNICAL FOCAL POINTS***

**(As an example, the questionnaire developed with a National Technical Focal Point is shown here)**

#### **PUNTOS FOCALES TÉCNICOS**

**Punto focal técnico: XXXXXXXXXXXXXXXX**

**Nombre entrevistado: YYYYYYYYYYYYYY**

#### **Con base en los resultados esperados del proyecto**

- 1. ¿Se han cumplido los resultados esperados del proyecto?      SI      NO**
- 2. ¿Cuales fueron los logros más relevantes?**

##### **INSTITUCIONALES:**

- Posicionamiento institucional del Programa Biocomercio.
- PROMPEX ha incluido a Biocomercio dentro de la Gerencia de Regionales Institucionales (Unidad ejecutora ).
- El Programa Biocomercio implementado.
- Una Comisión Nacional de Promoción del Biocomercio integrada por 10 instituciones publicas y privadas.
- Red nacional de instituciones trabajando en coordinación con la unidad ejecutora,

##### **PRESUPUESTALES**

- Convenio con CAF a través del punto focal político ( CONAM ), para ejecutar la fase PDF-B del proyecto “ Facilitación de financiamiento para bionegocios “, que implica un desembolsos de \$66,000, para financiar estudios base en 18 meses.

##### **GESTION**

- Un equipo técnico de trabajo conformado por 4 profesionales.
- 25 empresas han sido beneficiarias de los programas de asistencia:
  - 9 empresas han recibido asistencia en promoción comercial, participación en feria, capacitación, desarrollo de productos, etc. a través de 9 proyectos pilotos.
  - 12 empresas han sido capacitadas en gestión de calidad y 9 se encuentran actualmente implementando las BPM.
  - 21 empresas capacitadas en elaboración de Planes de Negocios.

- 13 empresas cuentan con Planes de Negocios.
  - Una página web implementada con información estadística y de mercado de 35 productos del biocomercio
- 4 instrumentos desarrollado: Planes de bionegocios, Buenas Practicas, Sistema de Información, Análisis de Cadenas de Valor.

#### **CONCEPTUALES:**

- 6 documentos de base.
- Un diagnóstico para la implantación del Biocomercio a nivel nacional.
- Un Programa Nacional de Promoción del Biocomercio
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### **3. ¿Cuales fueron los principales obstáculos?**

- Lento proceso de interiorización de los temas del Biocomercio en las instituciones que conforman la red.
- Cambio políticos que provocan cambios de mandos directivos afectan directamente a la gestión de las instituciones públicas con las que se ha venido trabajando.
- El punto focal técnico fue el único que apporto fondos de su presupuesto como contrapartida para los fondos de UNF/UNFIP.
- Las actividades de monitoreo fueron limitadas debido a la lejanía de las regiones donde se ejecutaron los proyectos piloto y de no contarse con el presupuesto suficiente para estas actividades.

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## **Respecto a la cooperación con otras instituciones**

### **1. Para el desarrollo del proyecto con que instituciones ha colaborado**

#### **A nivel internacional**

- CBI
- SIPPO
- UNCTAD – Iniciativa Biotrade/BTFP
- FAO
- CCI

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#### **A nivel regional**

- CAN
- CAF

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#### **A nivel nacional**

- CONAM – Consejo nacional del Ambiente, secretaria ejecutivas regionales: Piura, Cusco, Iquitos
- INRENA – Instituto Nacional de Recursos Naturales
- IIAP – Instituto de Investigaciones e la Amazonio Peruana
- CONCYTEC – Consejo Nacional de Ciencia y Tecnología
- SENASA – Servicio Nacional de Sanidad Agraria

- ONG PRONATURALEZA
- Universidad de Piura
- Universidad San Antonio Abad del Cusco
- Gobierno regional de Iquitos, de Ucayali, de Cusco.
- Cámara de Comercio de Piura
- PROFONANPE – Fondo Nacional para áreas protegidas por el estado.
- IPPN – Instituto Peruano de Productos Naturales
- MINCETUR – Ministerio de Comercio Exterior y Turismo
- MINAG – Ministerio de Agricultura

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**2. ¿Cómo considera que fue la coordinación entre las instituciones?**

A nivel internacional	Malo	Regular	Bueno	Excelente	NA
A nivel regional	Malo	Regular	Bueno	Excelente	NA
A nivel nacional	Malo	Regular	Bueno	Excelente	NA

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**3. ¿Cuáles son los principales problemas de coordinación del proyecto?**

- Dentro de las instituciones con las que coordinamos actualmente, no hay personas que vean específicamente los temas de Biocomercio y esto hace lento el proceso de coordinación.
  - Existe una amplia demanda de los servicios del Programa Biocomercio, por lo que el punto focal técnico debe de encontrarse capacitado en diversos temas para poder lograr corresponder a estas necesidades. Por ello uno de los problemas de coordinación del proyecto ha sido encontrar personal técnico que pueda corresponder a estas demandas y además armonizar con los objetivos del Biocomercio.
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**4. ¿Qué recomienda para mejorar la cooperación?**

De acuerdo a los objetivos del Programa Biocomercio Perú, podemos recomendar a la cooperación lo siguiente:

- Desarrollar mayores espacios de intercambio entre los programas nacionales de Biocomercio, con el fin de ajustar nuestras estrategias de intervención, teniendo en cuenta que a nivel técnico, existe una problemática similar, en especial para definir los indicadores para monitorear los avances e impacto de las acciones del programa.

## **Respecto a la relación con gobiernos**

**1. ¿Con que tipos de autoridades nacionales ha tenido interacción a través de éste proyecto?**

MINAG, Autoridades de oficinas locales (En las Regiones del Perú) con quienes la relación es muy cordial y cercana, con el director Nacional del Programa de Control Biológico de Servicio Nacional de Sanidad Agraria; OTROS: (Arturo puede recordar más, por ejemplo las conferencias que ha dado o por lo menos a las que ha sido invitado y lo siguen invitando, eso es bastante positivo y muestra que hay interés por parte de las instituciones e gobierno).

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**2. ¿Cómo considera que fue la coordinación con estas instituciones?**

Malo Regular Bueno Excelente NA

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**3. ¿Cuáles son las principales problemas?**

El principal problema es normalmente la disponibilidad de fondos, ya que no siempre se coincide con la programación anual de presupuesto de estas instituciones, lo cual no quiere decir que no presten apoyo logístico.

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**4. ¿Cuáles son las principales ventajas?**

Principalmente el contar con un socio local que pueda brindar apoyo logístico y tenga contacto frecuente en la zona para brindar seguimiento a los beneficiarios.

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**5. ¿Cómo se podría mejorar la coordinación con entidades gubernamentales?**

Mediante la firma de convenios que comprometan de ambas partes la programación presupuestal para evitar retrasos por cuestiones económicas.

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**6. En general ¿Cómo es la relación con el punto focal político?**

Existe una relación fluida, y bastante cordial. Ha existido un contacto muy cercano que nos ha facilitado la ejecución de distintas actividades de capacitación y asistencia técnica.

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**7. ¿Qué tipo de apoyo esperaría recibir del punto focal político? (estrategias, políticas, fondos, otros)**

- Coordinación y articulación con otras instituciones claves para el desarrollo del Biocomercio
  - Una posición más agresiva para promover un marco legal para la facilitación del uso y comercio sostenible de los productos y servicios de la Biodiversidad
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## **Respecto al apoyo de la UNCTAD**

**1. Para el proyecto, ¿que tipo de apoyo estaba esperando de la UNCTAD? (en términos administrativos y de transferencia de fondos, coordinación / programación, asistencia técnica)**

**ADMINISTRATIVOS**

- Una mayor facilidad, en los tiempos que se aplica para la gestión de las transferencias y pagos a consultores

**COORDINACIÓN Y PROGRAMACIÓN**

- Abriendo un mayor espacio de intercambio entre los programas a nivel técnico, se podría mejorar la planificación y coordinación de actividades y acciones de capacitación y asistencia técnica
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**2. ¿Cómo ha sido el apoyo de la UNCTAD al proyecto?**

**Malo Regular Bueno Excelente**

**3. En términos generales ¿Que tipo de apoyo están buscando de la UNCTAD?**

- Apoyo en la gestión de fondos para la ejecución de proyectos propuestos
- Apoyo en el fortalecimiento del equipo técnico nacional ( capacitaciones de los profesionales que participan en el programa)
- Apoyo en metodologías de seguimiento y monitoreo , por ejemplo, ajustes en la definición indicadores, estrategias, facilitar la participación a través de los comentarios, observaciones, etc. de los procesos de tomas de decisiones internacionales como por ejemplo, uso y comercio de recursos naturales, autorizaciones de ingreso a mercado de productos naturales, tratado de libre y comercio , etc.
- Apoyo con información comercial ( mercados, estadísticas, tendencias, etc.) , como también en los procesos y seguimientos de las gestiones de B2B.

#### **4. ¿Conoce la estrategia de la UNCTAD? ¿Que opina?**

Si, a través de la Inicitativa Biotrade. Nos facilita implementa sistemas de apoyo para el desarrollo del país del país, de acuerdo a nuestras necesidades y realidades, lo que es un sistema diferenciado a otras entidades de cooperación

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#### **5. ¿Que recomienda a la UNCTAD?**

Instalar una oficina de coordinación a nivel regional ( o nacional) para facilitar el seguimiento y comunicación de los trabajos y acciones realizadas.

Facilitar la gestión de transferencia de fondos, ya que el sistema actual es bastante lento y muchas veces dificulta la continuidad de algunas actividades.

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#### **6. Para mejorar la gestión del programa nacional ¿Que recomienda a la UNCTAD?**

- Facilitar y apoyar en el establecimiento de indicadores de seguimiento y monitoreo, específicamente aquellos relacionados a uso y comercialización de biodiversidad
  - Tener una mayor intervención para en los aspectos técnicos.
  - Constante comunicación sobre la dinámica internacional , relacionados a conservación de la biodiversidad
  - Fortalecer las capacidades de los equipos técnicos
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#### **7. ¿Que recomendaría a los donantes?**

En el caso de la ejecución de algunos proyectos piloto, si es necesario el apoyo en materiales o bienes, en ese sentido, pediríamos flexibilizar los alcances de la cooperación a materiales o bienes, claro está debidamente sustentado y solo si es prioritario para la ejecución del proyecto.

Brindar pasantías a los miembros del equipo para poder enriquecer nuestro Knowhow de las experiencias de otros países en la ejecución y estrategias aplicadas para la ejecución de sus proyectos.

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## **Respecto a la Bolsa Amazonia**

### **1. ¿Cómo has sido la cooperación con Bolsa Amazonia - Belem?**

No existió una fluida coordinación con el punto focal de Bolsa Amazonia en Perú, y no se ha ejecutado ninguna actividad hasta la fecha.

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### **2. ¿Cómo es la cooperación con Bolsa Amazonia en su país?**

A pesar de que no ha existido hasta la fecha una cooperación directa con el punto focal de Bolsa Amazonia, se ha realizado actividades con instituciones que han sido participes o han tenido alguna relación con Bolsa Amazonia, como el IIAP, con ellos hemos tenido una constante cooperación en acciones realizadas para la capacitación de empresas en temas como planes de manejo, planes de negocios.

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### **3. ¿Cuál es el valor añadido el programa Bolsa Amazonia para su país?**

A la fecha, no hemos tenido un mayor alcance de Bolsa Amazonia como Programa Biocomercio.

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#### **4. ¿Cuál ha sido el papel de la UNCTAD en la coordinación con Bolsa?**

No hemos tenido coordinación con Bolsa Amazonia

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#### **5. ¿Qué recomendaciones tienen para Bolsa?**

Reconsiderar la selección del punto focal en Perú  
Hacer esta selección con el Programa Biocomercio

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### **Respecto al foro de inversiones:**

#### **1. Es útil el desarrollo de otros foros o eventos como este? SI**

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#### **2. ¿Qué se debe tener en cuenta para el desarrollo de otro evento similar?**

- Buscar inversionistas y/o fuentes de financiamiento, tomando en cuenta el perfil de las empresas participantes

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#### **3. ¿Qué otros mecanismos recomendaría para promover inversión en productos de la biodiversidad?**

- Constituir un fondo de garantía para bionegocios
  - Impulsar premios al buen uso de la biodiversidad
  - Sensibilizar al sistema financiero nacional en la aplicación de los criterios sociales y ambientales en las empresas, buscando tener un tratamiento especial para aquellas que apliquen estos criterios (tasas de interés preferenciales, garantías, plazos, etc.)
  - Identificar posibles inversionistas nacionales que puedan invertir como socios estratégicos en las empresas peruanas
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#### **4. ¿Cuáles son las principales debilidades de las iniciativas de biocomercio a la hora de participar en éste tipo de eventos?**

- No se definió claramente el papel que tendría los programas nacionales Biocomercio, excepto el de preparar a las empresas participantes.

## **Questionnaire used for Technical Focal Points**

### **PUNTOS FOCALES TÉCNICOS**

Punto focal técnico: \_\_\_\_\_

Nombre entrevistado: \_\_\_\_\_

#### **Con base en los resultados esperados del proyecto**

1. ¿Se han cumplido con los resultados esperados del proyecto?      SI      NO
2. ¿Cuales fueron los logros más relevantes?
3. ¿Cuales fueron los principales obstáculos?

#### **Respecto a la cooperación con otras instituciones**

1. Para el desarrollo del proyecto con que instituciones ha colaborado  
A nivel internacional  
  
A nivel regional  
  
A nivel nacional
2. ¿Cómo considera que fue la coordinación entre las instituciones?  
A nivel internacional                      Malo    Regular    Bueno    ExcelenteNA  
A nivel regional                              Malo    Regular    Bueno    ExcelenteNA  
A nivel nacional                                Malo    Regular    Bueno    ExcelenteNA
3. ¿Cuáles son los principales problemas de coordinación del proyecto?
4. ¿Qué recomienda para mejorar la cooperación?

#### **Respecto a la relación con gobiernos**

1. ¿Con que tipos de autoridades nacionales ha tenido interacción a través de éste proyecto?
2. ¿Cómo considera que fue la coordinación con estas instituciones?  
Malo    Regular    Bueno    ExcelenteNA

3. ¿Cuáles son las principales problemas?
4. ¿Cuáles son las principales ventajas?
5. ¿Cómo se podría mejorar la coordinación con entidades gubernamentales?
6. En general ¿Cómo es la relación con el punto focal político?
7. ¿Qué tipo de apoyo esperaría recibir del punto focal político? (estrategias, políticas, fondos, otros)

### **Respecto al apoyo de la UNCTAD**

1. Para el proyecto, ¿que tipo de apoyo estaba esperando de la UNCTAD? (en términos administrativos y de transferencia de fondos, coordinación / programación, asistencia técnica)
2. ¿Cómo ha sido el apoyo de la UNCTAD al proyecto?  
Malo Regular Bueno Excelente
3. En términos generales ¿Que tipo de apoyo están buscando de la UNCTAD?
4. ¿Conoce la estrategia de la UNCTAD? ¿Que opina?
5. ¿Que recomienda a la UNCTAD?
6. Para mejorar la gestión del programa nacional ¿Que recomienda a la UNCTAD?
7. ¿Que recomendaría a los donantes?

### **Respecto a la Bolsa Amazonia**

1. ¿Cómo has sido la cooperación con Bolsa Amazonia - Belem?
2. ¿Cómo es la cooperación con Bolsa Amazonia en su país?
3. ¿Cuál es el valor añadido el programa Bolsa Amazonia para su país?
4. ¿Cuál ha sido el papel de la UNCTAD en la coordinación con Bolsa?
5. ¿Qué recomendaciones tienen para Bolsa?

### **Respecto al foro de inversiones:**

1. Es útil el desarrollo de otros foros o eventos como este? SI NO
2. ¿Qué se debe tener en cuenta para el desarrollo de otro evento similar?

3. ¿Qué otros mecanismos recomendaría para promover inversión en productos de la biodiversidad?
4. ¿Cuáles son las principales debilidades de las iniciativas de biocomercio a la hora de participar en éste tipo de eventos?

**QUESTIONNAIRE USED WITH POLICY FOCAL POINT**

**PUNTO FOCAL POLÍTICO**

Punto focal político: \_\_\_\_\_

Nombre entrevistado: \_\_\_\_\_

1. ¿Cómo apoya el programa Biocomercio a la puesta en marcha de la política del gobierno? (estrategia de biodiversidad, etc.)
2. Cómo es la relación con el ejecutor del programa nacional?
3. ¿Qué recomienda para los programas?
4. ¿Cómo ha sido su relación con la UNCTAD?
5. ¿Qué tipo de apoyo cree que la UNCTAD podría proporcionar a las entidades del gobierno?
6. ¿cuáles deberían ser las prioridades de los programas nacionales de Biocomercio para apoyar el trabajo de las entidades del gobierno?

**Con base en la ejecución del programa nacional de Biocomercio**

1. ¿Se han cumplido con los resultados esperados del proyecto? SI NO  
(Específicamente programa nacional de Biocomercio)
2. ¿Cuales fueron los logros más relevantes?
3. ¿Cuales fueron los principales obstáculos?

**Respecto a la cooperación con otras instituciones**

1. En relación al programa nacional con que instituciones ha colaborado  
A nivel internacional  
A nivel regional  
A nivel nacional
2. ¿Cómo considera que fue la coordinación entre las instituciones?  
A nivel internacional Malo Regular Bueno ExcelenteNA

A nivel regional	Malo	Regular	Bueno	Excelente	NA
A nivel nacional	Malo	Regular	Bueno	Excelente	NA

3. ¿Cuáles son las principales problemas de coordinación del proyecto?
4. ¿Qué recomienda para mejorar la cooperación?

### **Respecto al apoyo de la UNCTAD**

1. Para el proyecto, ¿que tipo de apoyo estaba esperando de la UNCTAD? (en términos administrativos y de transferencia de fondos, coordinación / programación, asistencia técnica)
2. ¿Cómo ha sido el apoyo de la UNCTAD al proyecto?  
Malo Regular Bueno Excelente
3. En términos generales ¿Que tipo de apoyo está buscando de la UNCTAD?
4. ¿Conoce la estrategia de la UNCTAD para la región amazónica en cooperación con OTCA?  
¿Que opinan?.
5. ¿Que recomienda a la UNCTAD?
6. Para mejorar la gestión del programa nacional ¿Qué recomienda a la UNCTAD?
7. ¿Que recomendaría a los donantes?

### **Respecto al foro de inversiones:**

1. Es útil el desarrollo de otros foros o eventos como éste? SI NO
2. ¿Qué se debe tener en cuenta para el desarrollo de otro evento similar?
3. ¿Qué otros mecanismos recomendaría para promover inversión en productos de la biodiversidad?
4. ¿Cuáles son las principales debilidades de las iniciativas de biocomercio a la hora de participar en éste tipo de eventos?

**QUESTIONNAIRE USED WITH BENEFICIARIES OF THE PROJECT AND INSTITUTIONS**

## **BENEFICIARIOS DEL PROYECTO E INSTITUCIONES**

PAÍS: \_\_\_\_\_

Nombre entrevistado: \_\_\_\_\_

### **Con base en los resultados esperados del proyecto**

**En que tipo de proyecto participó:**

- Creación del programa nacional
- Foro de inversiones
- Proyecto piloto
- Gestión de calidad
- Fortalecimiento biocomercio en Amazonas
- Cadenas productivas (frutales)

1. ¿Se han cumplido los resultados esperados del proyecto? SI NO
2. ¿Cuales fueron los logros más relevantes?
3. ¿Cuales fueron los principales obstáculos?

### **Respecto al apoyo del programa nacional**

1. Para el proyecto, ¿que tipo de apoyo estaba esperando del programa? (en términos administrativos y de transferencia de fondos, coordinación / programación, asistencia técnica)
2. ¿Cómo ha sido el apoyo del programa al proyecto?  
Malo Regular Bueno Excelente
3. En términos generales ¿Qué tipo de apoyo está buscando del programa?
4. ¿Conoce la estrategia del programa? ¿Que opinan?
5. ¿Que recomienda al programa nacional?
6. Para mejorar la gestión del programa nacional ¿Qué recomienda?
7. ¿Que recomendaría a los donantes?

### **Respecto al foro de inversiones:**

1. Es útil el desarrollo de otros foros o eventos como éste? SI NO
2. ¿Qué se debe tener en cuenta para el desarrollo de otro evento similar?
3. ¿Qué otros mecanismos recomendaría para promover inversión en productos de la biodiversidad?
4. ¿Cuáles son las principales debilidades de las iniciativas de biocomercio a la hora de participar en éste tipo de eventos?

**QUESTIONNAIRE USED FOR BOLSA AMAZONIA REGIONAL - POEMA**

Nombre entrevistado: \_\_\_\_\_

**Con base en los resultados esperados del proyecto**

1. ¿Se han cumplido con los resultados esperados del proyecto? SI NO
2. ¿Cuales fueron los logros más relevantes?
3. ¿Cuales fueron los principales obstáculos?
4. ¿Que ha hecho Bolsa para fortalecer la cooperación a nivel regional?
5. ¿Cómo es la relación con los puntos focales nacionales de Bolsa Amazonia?
6. ¿Cuales son las principales actividades de apoyo a estos puntos focales?
7. ¿Cómo han recibido estos puntos focales la cooperación?
8. ¿En que ha apoyado esta cooperación el fortalecimiento de programas nacionales de Biocomercio?
9. ¿Cómo se podría fortalecer la alianza regional?
10. ¿Que tipo de socios son los más recomendables para el desarrollo de esta alianza?

**Respecto a la cooperación con otras instituciones**

1. Para el desarrollo del proyecto con que instituciones ha colaborado  
A nivel internacional  
A nivel regional  
A nivel nacional
2. ¿Cómo considera que fue la coordinación entre las instituciones?  
A nivel internacional Malo Regular Bueno ExcelenteNA  
A nivel regional Malo Regular Bueno ExcelenteNA  
A nivel nacional Malo Regular Bueno ExcelenteNA
3. ¿Cuáles son las principales problemas de coordinación del proyecto?
4. ¿Qué recomienda para mejorar la cooperación?

### **Respecto al apoyo de la UNCTAD**

1. Para el proyecto, ¿Qué tipo de apoyo estaba esperando de la UNCTAD? (en términos administrativos y de transferencia de fondos, coordinación / programación, asistencia técnica)
2. ¿Cómo ha sido el apoyo de la UNCTAD al proyecto?  
Malo Regular Bueno Excelente
3. En términos generales ¿Que tipo de apoyo están buscando de la UNCTAD?
4. ¿Conoce la estrategia de la UNCTAD para la región amazónica en cooperación con OTCA?  
¿Que opinan?.
5. ¿Que recomienda a la UNCTAD?
6. Para mejorar la gestión del programa nacional ¿Qué recomienda a la UNCTAD?
7. ¿Que recomendaría a los donantes?

### **Respecto al foro de inversiones:**

1. Es útil el desarrollo de otros foros o eventos como éste? SI NO
2. ¿Qué se debe tener en cuenta para el desarrollo de otro evento similar?
3. ¿Qué otros mecanismos recomendaría para promover inversión en productos de la biodiversidad?
4. ¿Cuáles son las principales debilidades de las iniciativas de biocomercio a la hora de participar en éste tipo de eventos?