



The role of standards and certification

Hanoi, 27-28 June 2016

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Beyond labels: Value of standards

Set of criteria defining good social and environmental practices in a certain industry or product

Used not only by consumers, but also by producers, companies, governments and financial institutions

Different functions:



Guidance



Assurance



Market differentiation



Impact measurement

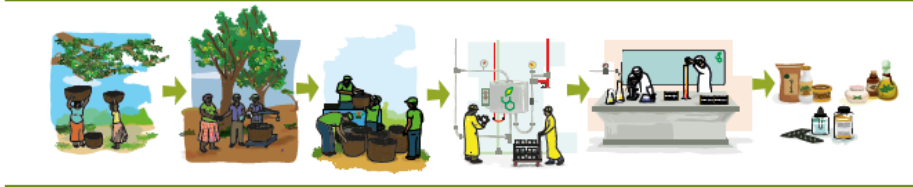


The Ethical BioTrade Standard

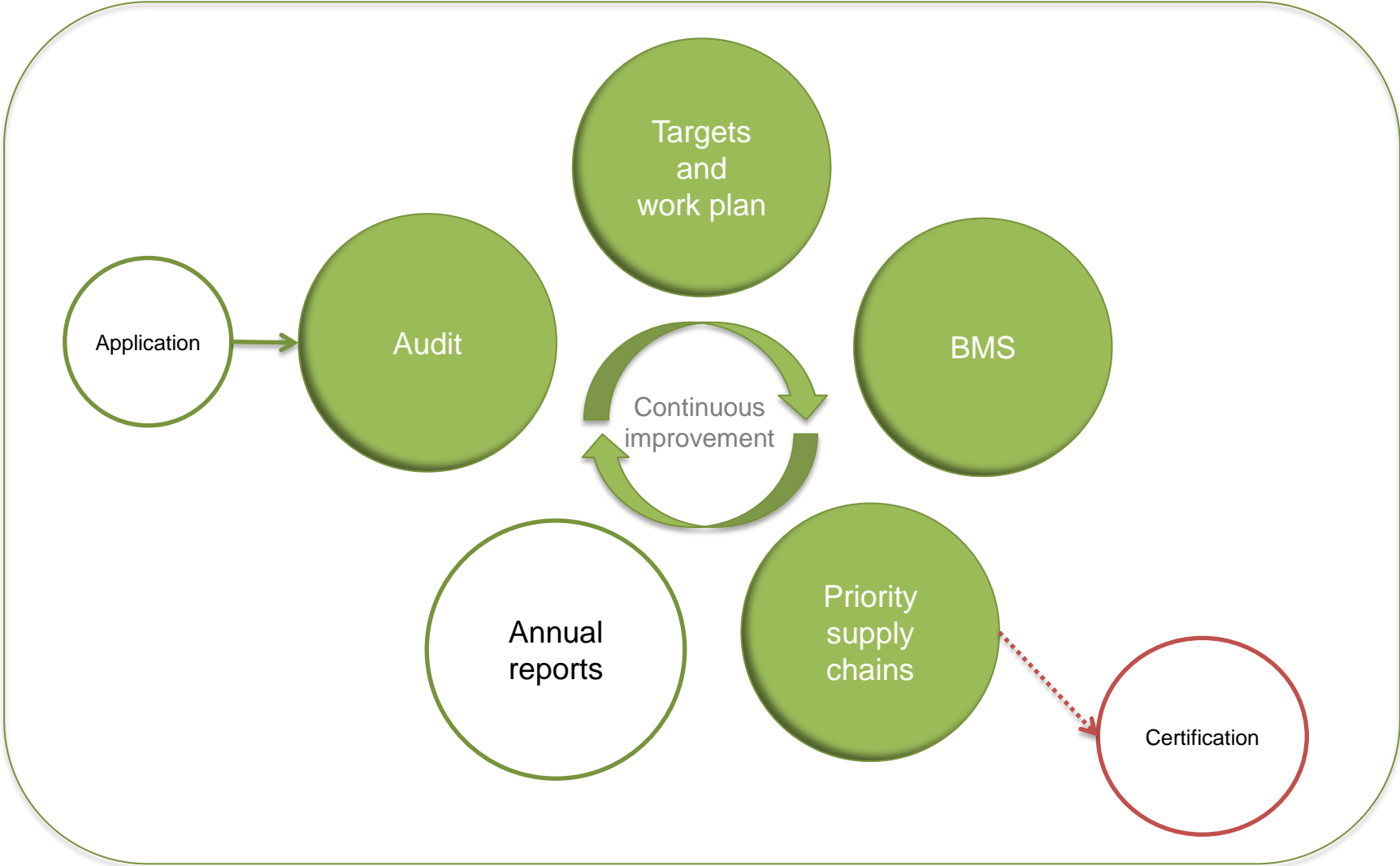


Internationally-recognized standard for the 'Sourcing with Respect' of natural ingredients

The Ethical BioTrade Standard



Ethical BioTrade verification system



Ethical BioTrade claims



UEBT membership

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SOURCING WITH RESPECT

Since march 2013, OLVEA Union for the Ethical BioTrade, "Sourcing with Respect" of ingred UEBT, OLVEA Burkina Faso commits practices promote the conservation equitable sharing of benefits all along



Earlier in the interview you commented on the benefits of being a UEBT member. Could you give us some examples of how UEBT has been adding value to Native's business?

Being a UEBT member gives Native access to a platform of potential customers that really care about ethical sourcing. Previously, our unique selling point was organic, and we limited ourselves to supplying companies seeking organic inputs. Today our USP expands, besides organic



Natura Cosmetics and Symrise Amazon gain UEBT certification

Amsterdam/São Paulo - April 2016

The Union for Ethical BioTrade (UEBT) is pleased to announce that Natura Cosmetics and Symrise Amazon obtained UEBT certification for a total of 40 natural ingredients. The certification attests that the ingredients are ethically sourced from 14 communities in the Brazilian Amazon, following the internationally recognised UEBT standards. In the course of the year, 14 more communities will be certified in the course of the year.



Standards and ABS implementation

- Specific guidance
- Practical tools
- Awareness-raising
- Capacity-building
- Monitoring
- Reporting

Facilitate?

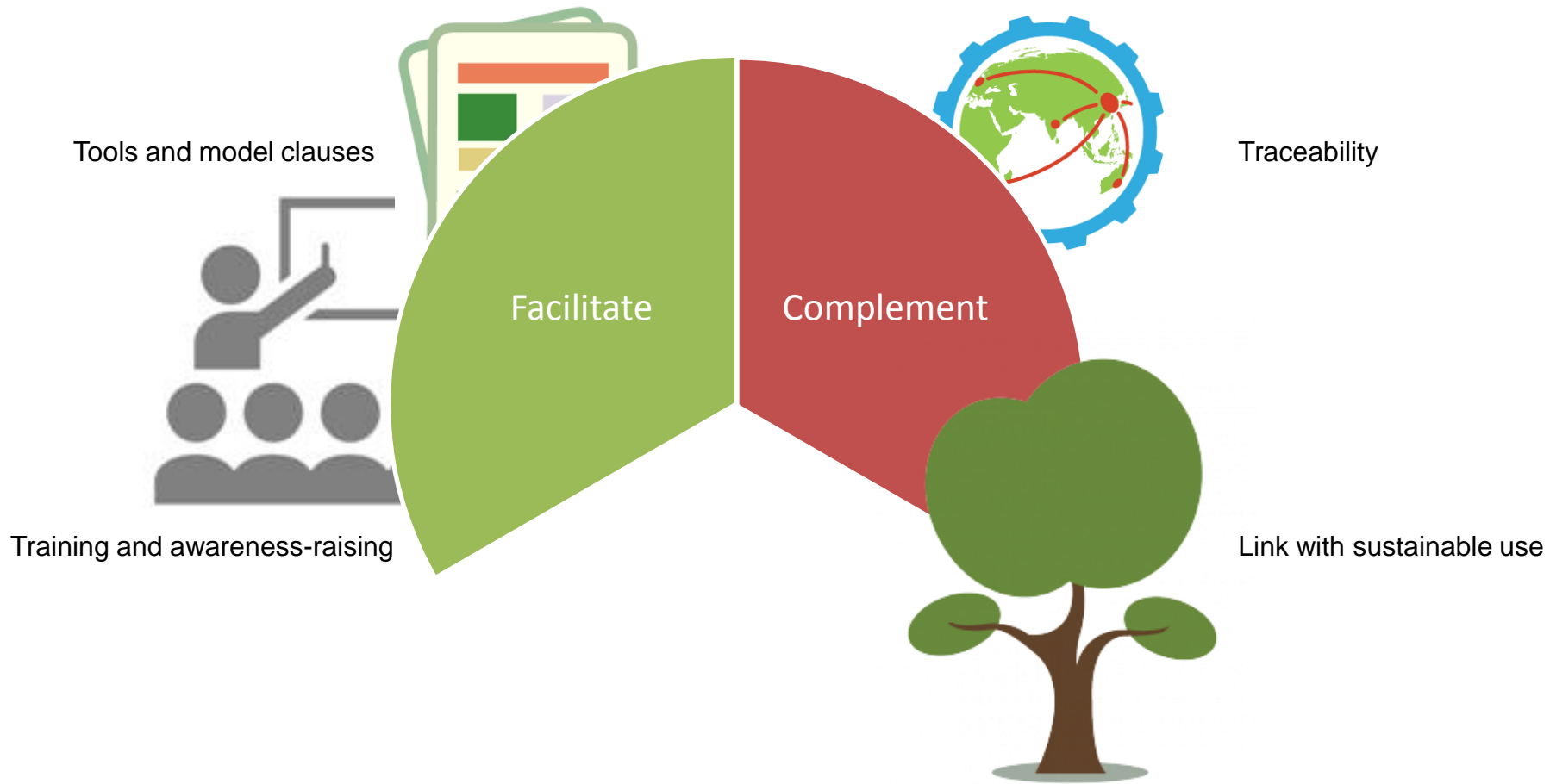
Complement?

Constrain?

- Incentives
- Platforms for exchange
- Link with conservation and sustainable use
- Traceability and due diligence
- Enhancing 'best' practices
- Impact assessment

- Less focus on laws and regulations?
- Confusion on link with laws and regulations?

Standards and ABS implementation



Conclusions

- Role of standards
 - Bridging gap between ABS policies and practices
 - Multi-stakeholder platforms
 - Tools and experiences
 - Incentives for private sector engagement on ABS
 - Embedding ABS in broader sustainability policies
- Looking forward
 - Considering BioTrade in ABS measures
 - Conducting pilot cases to improve coordination
 - Organizing public-private dialogues



Questions and answers



Thank you

For further information: www.biotrade.org