

FASHION AND COSMETICS BIOTRADE PLATFORM

Facilitation on Financing for Biodiversity-based Business and
Support of Market Development Activities in the Andean Region



Advisory Committee Meeting

Rio de Janeiro, 19 June 2012

OVERARCHING OBJECTIVE OF THE INITIATIVE

- **STRATEGIC:**

To protect and sustainably use biodiversity in the Andean region through support to Bio Trade initiatives

- **GENERAL:**

Support and strengthen Bio Trade at local, national and regional scale, as an strategy for conservation and sustainable use of biodiversity



STRUCTURE OF THE INITIATIVE

Implementation period: March, 2010 – December, 2014

Main thematic / issue areas:

- Policy Strengthening
- Market Access
- Capacity Building
- Product and Market Information
- Leverage of Financial Resources
- Pilot Projects Support
- Regional Dissemination and Replication Strategy



STRUCTURE OF THE INITIATIVE

Geographical focus: Colombia, Ecuador and Peru

Implementing institution: UNEP – GEF

Main partners of the Initiative:

Regional Executing Agency:

CAF

National Executing Agencies:

FBC (Colombia)

Corpei (Ecuador)

Promperu (Peru)



PRIORITY VALUE CHAINS

Already defined:

- Colombia: heliconias and foliage, medicinal plants, Amazonian fruit trees, ecotourism, apiarian products and arts and crafts, textiles and fashion using fiber and seeds (fique, añil, dividivi, achiote, jagua).
- Ecuador: sustainable tourism, natural products and ingredients for the cosmetics and pharmaceutical industries and natural ingredients such as cocoa, unguragua (*Oceanocarpus bataua*), guayusa (*Ilex guayusa*), inchi (*Plukenetia volubilis*).
- Peru: natural ingredients for the cosmetics, pharmaceutical and food industries. camu camu (*Myrciaria dubia*) sacha inchi (*Plukenetia volubilis L.*). Andean grains: quinoa (*Chenopodium quinoa*), kiwicha (*Amaranthus caudatus*). Medicinal Plants and aromatic herbs: uña de gato (*Uncaria tomentosa*), dragon blood (*Croton sp*), maca (*Lepidium meyenii*), yacon (*Smallanthus sonchifolius*)

Scope for further definition: YES

Criteria for definition: Contribution to Project's objectives and planned impact



ROLE OF FCBP

What could be the potential role of FCBP?

Create synergies among different actors.

What are the procedures / timelines for engagement?

Coordination with both REA (CAF) and NEA (FBC, Corpei, Promperu) within Project's time span

