



CLIMATE CHANGE, BIODIVERSITY AND LIVELIHOODS:

**LESSONS LEARNED FROM
UNCTAD PROJECT IMPLEMENTATION**



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For further information on UNCTAD's BioTrade Initiative please consult the following website:<http://www.unctad.org/biotrade> or contact: biotrade@unctad.org

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Nineteen years after UNCTAD launched the BioTrade Initiative with the aim of promoting trade and investment in biodiversity as a means of furthering sustainable development, a number of countries have been embracing BioTrade principles as integral parts of their development strategies. BioTrade tools and guidelines have been developed to address the needs of governments, private actors and civil society in their efforts to develop practices considering social, economic and environmental sustainability criteria (BioTrade Principles and Criteria). Thus, this contributes to the economic valuation of native biodiversity by creating business opportunities based on the sustainable use and trade of its derived products and services. The sectors supported include personal care, food, medicinal, fashion, flowers and foliage, handicrafts and sustainable tourism. No specific work was focused on carbon sequestration mechanisms, and UNCTAD aimed to address this gap by developing a pioneering project on linking BioTrade and REDD+ (Reducing emission from deforestation and forest degradation in developing countries, sustainable forest management and increasing forest carbon stocks). The main findings, lessons learned and recommendations of this project are compiled in this report.

This document was prepared by Lorena Jaramillo Castro, Economic Affairs Officer, UNCTAD. It is based on the national reports prepared for Brazil, Colombia and Ecuador, the e-course report, as well as project reports and her experience in implementing the project. This project was implemented with the support of not only national partners and consultants but UNCTAD staff, including: Bonapas Onguglo, Mariona Cusi, Rafe Dent, Malick Kane, Yvonne Paredes, Lalen Lleander, and David Vivas.

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Acronyms

CBD	Convention on Biological Diversity
CCB	Climate Community and Biodiversity Standard
Ceclima	State Centre for Climate Change (Amazonas State, Brazil)
COP	Conference of the Parties
CITES	Convention on International Trade in Endangered Species of Wild Fauna and Flora
IDESAM	Institute for the Conservation and Sustainable Development of Amazonas
LULUCF	Land Use, Land Use Change and Forestry
MADS	Ministry of Environment and Sustainable Development (Colombia)
NGOs	non-governmental organizations
SFCP	Suruí Forest Carbon Project (Brazil)
REDD	Reducing emission from deforestation and forest degradation in developing countries
REDD+	Reducing emission from deforestation and forest degradation in developing countries, sustainable forest management and increasing forest carbon stocks
SECO	Swiss State Secretariat for Economic Affairs
SDGs	Sustainable Development Goals
SMEs	small and medium enterprises
UNCTAD	United Nations Conference on Trade and Development
UNFCCC	United Nations Framework Convention on Climate Change

I. Background

Biodiversity, ecosystems, species, and genetic resources are the basis of society and a sustainable economy. The services they provide are not only the foundation of life such as food, medicines, shelter, fresh water, productive soils and clean air, but are also used by private actors and civil society for research and in developing products and services. The Convention on Biological Diversity (CBD) estimated that 1.6 billion people depend directly on forest for their livelihoods¹. Thus, the sustainable management and conservation of biodiversity resources is essential if those services wish to be maintained and satisfy the needs of humankind in a sustainable, equitable and inclusive manner. The recognition of biodiversity is stated in the Rio+20 outcome document *The Future we want*, as well as in the Sustainable Development Goals (SDGs), MDGs and the 2011-2020 Strategic Plan for Biodiversity and its Aichi Targets.

The urgent need to reduce deforestation and forest degradation and help stabilize the global climate is highlighted by the fact that they represent roughly 20% of global greenhouse gas emissions². Thus, enabling efforts in developing countries towards preserving and better managing their forests is important for mitigating climate change, whilst at the same time protecting the value and services provided by forests. Forests also play a key role in helping stabilize the global climate through carbon sequestration, that is, by removing carbon from the atmosphere as trees grow and storing carbon in leaves, wood tissue, roots and organic matter in the soil.

Climate change has taken its toll on biodiversity and as a development challenge it requires an integrated and strategic approach such as the integration of biodiversity-based strategies in climate change mitigation. The United Nations Framework Convention on Climate Change (UNFCCC) has introduced targeted measures such as REDD (reducing emissions from deforestation and forest degradation), which now includes “conservation, sustainable management of forests and enhancement of forest carbon stocks” (REDD+). Thus, biodiversity paved the way to provide a mitigation solution for reducing carbon emissions from forestlands and invest in low-carbon paths to achieve sustainable development.

The marketplace has been quickly evolving with shifts in policy frameworks and consumer demands towards sustainable and consumption patterns, including those contributing to biodiversity conservation and climate change mitigation. In recent years, shifts in the demand of carbon projects not only focus on emissions

Box 1: Definitions

BioTrade: It refers to those activities of collection, production, transformation, and commercialization of goods and services derived from native biodiversity under the criteria of environmental, social and economic sustainability. These criteria are grouped into seven BioTrade principles which guide the implementation of activities of all actors involved in BioTrade. For further information, please visit www.biotrade.org

REDD and REDD+: Reducing Emissions from Deforestation and Forest Degradation (REDD) is an effort to create a financial value for the carbon stored in forests, offering incentives for developing countries to reduce emissions from forested lands and invest in low-carbon paths to sustainable development. "REDD+" goes beyond deforestation and forest degradation, and includes the role of conservation, sustainable management of forests and enhancement of forest carbon stocks. For further information, visit UNREDD Programme: www.un-redd.org/AboutREDD/tabid/102614/Default.aspx

¹ CBD, 2010a: Factsheet on Biodiversity for Development and Poverty Alleviation.

² UN-REDD Programme, see www.un-redd.org/aboutredd

reductions but include social and environmental benefits. The sustainable use of biodiversity and addressing climate change issues are being mainstreamed in business practices as companies search to capture the market opportunities available and find ways to access niche markets with differentiated products (and prime prices).

[The project "Strengthening the capacity of policy-makers and business leaders in three BioTrade beneficiary countries in integrating REDD+ projects into BioTrade strategies"](#)

In 2010-2011, UNCTAD formulated a project to expand the scope of BioTrade into forest carbon credits, and REDD+ provided the opportunity to do so. This two year project named "*Strengthening the capacity of policy-makers and business leaders in three BioTrade beneficiary countries in integrating REDD+ projects into BioTrade strategies*" (referred as the REDD+ and BioTrade project) was financed by the United Nations Development Account.

This document aims to compile the lessons learned and experiences gained throughout the implementation of this project at the country level in Brazil, Colombia, Ecuador, as well as at the international level by UNCTAD. It is divided in four sections. The first two sections provide a background on the project and its main activities and outcomes. It is followed by the lessons learned, opportunities and challenges of the project at the country and international levels. Finally, section four presents the conclusions and recommendations in the implementation of this project by UNCTAD and its partners.

II. Main findings and outcomes of the project

With the introduction of REDD+ and funding, there exists an opportunity for developing countries to integrate BioTrade activities into climate-friendly policies, thereby strengthening local economic activities in forestlands and forest buffer zones. Joint REDD+ and BioTrade activities have the potential to generate complementary revenue for local communities by combining the sales of carbon credits and BioTrade products/services and sharing costs of specific activities.

To address this opportunity, under the 7th Tranche of the Development Account, UNCTAD implemented the project "*Strengthening the capacity of policy-makers and business leaders in three BioTrade beneficiary countries in integrating REDD+ projects into BioTrade strategies*" (referred as the REDD+ and BioTrade project). This project aimed at strengthening the capacities of three developing countries (Brazil, Colombia and Ecuador) in formulating and implementing mutually supportive trade, environment, and sustainable development strategies in line with BioTrade and REDD+ practices. The direct beneficiaries were public and private stakeholders, particularly small and medium enterprises (SMEs) working on BioTrade), BioTrade focal points and civil society involved in BioTrade and/or REDD+ activities.

The project's goal was achieved by enhancing the capacities of BioTrade and REDD+ stakeholders through national workshops and coaching activities, as well as by developing a training manual and e-course on the synergies related to REDD+ and BioTrade. This manual also helped to further assess the feasibility to link both initiatives and provided the conceptual framework upon which, the project was developed. Additionally, the BioTrade Congresses was the platform used to promote South-South cooperation, information dissemination and sharing of experiences. The II BioTrade Congress "Integrating REDD+ into BioTrade strategies" was organized from 11 to 13 December 2014 in Geneva. The activities and main results of the project can be seen in Box 2.

This two-year project started in 2012 and was implemented with the support of the Ministries of Environment of Colombia and Ecuador, BioTrade Programmes in Colombia and Ecuador, Forests Alive (Australia and Brazil) and UNIMINUTO (Colombia). National and international consultants specialized on climate change and REDD+ also supported UNCTAD in the development of the activities.

In Colombia and Ecuador, BioTrade programmes have been developed for over a decade with the support of national partners such as the Ministries of Environment, trade promotion agencies, environmental NGOs, business associations and academia. This REDD+/BioTrade project was built upon the existing national structures established to support selected BioTrade sectors. In Brazil, the work identified best practices and lessons learned in formulating and implementing REDD+ projects –particularly from the Suruí Forest Carbon Project (SFCP) - to be fed into the project activities. It also contributed to building the baseline of a potential

REDD+/BioTrade project in the Amazonas State, led by local actors (State Centre for Climate Change (Ceclima)³ and Institute for the Conservation and Sustainable Development of Amazonas (IDESAM)), Forests Alive (Australia), Andean Development Bank of Latin America (CAF) and UNCTAD.

2.1 National workshops

In order to enhance the capacity on REDD+ and BioTrade in the beneficiary countries, national capacity building workshop were organized as follows:

- Bogota, Colombia: 6 November 2013;
- Quito, Ecuador: 12 and 28 November 2013; and
- Manaus, Brazil: 14 November 2013.

Box 2: Main activities and results achieved of the REDD+ and BioTrade project

Main activities per expected accomplishment

EA1: Increase understanding of policy makers and business leaders of the linkages between BioTrade and REDD+ projects in three BioTrade beneficiary countries

1. Develop training material and e-learning modules in integrating REDD+ initiatives into BioTrade
2. Organize national workshops in Brazil, Colombia and Ecuador
3. Conduct two e-learning courses (one in English and one in Spanish) for national stakeholders
4. Advisory services on building capacity and developing skills in formulating and integrating BioTrade strategies with REDD+ initiatives

EA2: Established South-South platform for sharing of information and best practices in the formulation and implementation of BioTrade and REDD+ projects

1. Compilation of best practices and lessons learned in the implementing the project
2. Organization of one international workshop to promote South-South cooperation, information dissemination and sharing of experiences

Main results

- Developed the “Training manual on developing joint BioTrade and REDD+ projects”
- Organized national workshops in Brazil, Colombia and Ecuador
- Conducted the e-course: Developing Joint BioTrade and REDD+ projects in English and Spanish. There was also Portuguese transcripts for Brazilian stakeholders
- Country reports from Brazil, Colombia and Ecuador
- Conducted the II BioTrade Congress "Integrating REDD+ into BioTrade strategies" with over 100 participants from 16 developing countries as well as developed countries and UN agencies
- Interest from stakeholders in the three countries to develop REDD+ and BioTrade projects

³ As of 5 March 2015, this organization does not exist anymore.

In order for the workshops to address the needs and national circumstances of the beneficiary countries, questionnaires and interviews were held with key stakeholders from the government, private sector and civil society. These technical workshops aimed at discussing the feasibility to link REDD+ and BioTrade, as well as identify the challenges and opportunities that will be faced in developing joint projects. Furthermore, these workshops were essential in validating the training manual and its step-by-step methodology to develop REDD+ and BioTrade projects. The latter was the basis to develop the e-course "Developing Joint BioTrade and REDD+ projects".

In Brazil, the workshop focused on the identification of opportunities, needs and challenges to a possible integration of biodiversity-productive chains with REDD+ as well as the presentation of the training manual. In Colombia and Ecuador, the workshops included overall presentations on the status of REDD+ and BioTrade in each country, followed by a presentation of the training manual and group discussions considering the following topics:

Colombia workshop	Ecuador workshop
<p>Group moderators: UNCTAD national consultant, Corporación Biocomercio Sostenible (Colombia) staff</p> <ul style="list-style-type: none"> • Participation of the local communities in joint REDD+ and BioTrade initiatives • Barriers to develop joint REDD+ and BioTrade initiatives • Ecological and economic additionality⁴ in developing joint REDD+ and BioTrade initiatives • Key elements to liaise joint REDD+ and BioTrade projects 	<p>Group moderators: UNCTAD national consultants, UNREDD consultant and UNCTAD staff</p> <ul style="list-style-type: none"> • General issues related to BioTrade and REDD+ initiatives • Institutional framework supporting the implementation of REDD+ and/or BioTrade • Economic and environmental additionality in developing joint REDD+ and BioTrade initiatives • Participation of communities in joint REDD+ and BioTrade initiatives

These workshops were attended by 165 stakeholders from the government bodies at the national and regional levels, private actors, community-based organizations, academia, NGOs, and civil society. After each training event, a Reaction Evaluation was conducted using a 5 step-Likert scale from 1 (fully negative) to 5 (fully positive). The questions asked to participants aimed to measure potential knowledge improvements as well as the intended use of the knowledge gained. Considering the evaluations received, the results show that 92% of the participants stated that the themes discussed in the workshops were relevant to their professional activities, and 96% are expected to use the information provided during the workshops. Also, the level of overall satisfaction with the workshops was 97% (with completely or mostly satisfied) (see Table 1). Further information on the national workshops, including its reports and MSPowerPoints, can be obtained at www.biotrade.org.

⁴ "... the REDD+ project activity to avoid deforestation and/or land degradation would not have occurred in the absence of carbon finance [e.g. the REDD+ project]... An example of when a project is not additional is when the project area is already protected under a different financing mechanism, or there is no evidence to show that the forest is under threat from deforestation or degradation... This is particularly a key concept that needs to be considered if BioTrade activities are already implemented in the project area since they are likely to result in a reduction of the threat to the forests."(UNCTAD, 2015a: Training manual on developing joint BioTrade and REDD+ projects).

Table 1. National workshops: results of the participants' surveys

Survey question	Completely (score 5)	Mostly (score 4)	Fair (score 3)	Total (scores 5 to 3)
Improved knowledge of the themes presented in the workshop (BioTrade and REDD+ linkages)	46%	37%	13%	96%
I will probably use the information provided in the event	47%	49%	4%	100%
Relevance of the workshop content for my work	57%	35%	7%	99%
Level of satisfaction with the workshops	42%	55%	3%	100%

Notes: (1) Data relates to the surveys returned to UNCTAD, not to the total number of participants. (2) Ecuador's information relates to the workshop on 12 November 2013 which was focus only on REDD+ and BioTrade. The workshop on 28 November was developed jointly with different stakeholders and addressed REDD+ and BioTrade, as well as other issues.

Source: UNCTAD, 2014: Annual Development Account Progress Report 2013.

2.2 E-course: Developing Joint BioTrade and REDD+ projects⁵

The e-course is designed for project proponents and developers as well as policy stakeholders and actors involved in BioTrade and/or REDD+ at the national, regional and international levels. It aimed to build the capacity of practitioners and policy makers in harnessing the joint benefits of REDD+ and BioTrade, which will be able to:

1. define BioTrade and REDD+ activities;
2. recognize the synergies between BioTrade and REDD+;
3. outline the steps to implementing BioTrade and REDD+ projects; and
4. assess joint BioTrade and REDD+ project designs.

To ensure the selection and participation of relevant BioTrade and/or REDD+ stakeholders in the e-course, the participants were identified and selected with the support of BioTrade partners⁶ and consultants from the beneficiary countries. The workshops and surveys carried out helped to promote the e-course, and map and identify these key actors and their needs.

More than 115 registrations were received, and after consultations with BioTrade partners, 54 participants were selected. This selection aimed to ensure a balance between the target countries and gender, the type of actors and their background/experience, and the potential for implementing the knowledge into projects and strategies. The majority of e-students had previous experience on BioTrade (85.2%) and/or on REDD+ (79.3%), and came from civil society (38,9%), government entities (35,2%), private sector (22.2%) and academia (3.7%). Most of them were from the beneficiary countries (Brazil: 25.9%; Colombia and Ecuador: 27.8% each), but also from other countries such as Zimbabwe: 5.6%, Peru 11% and Guatemala: 1.9%). The broad backgrounds of participants maximized interaction and enhance South-South knowledge and experience sharing.

Out of the registered participants, 40 were actively involved in the e-course (followed the sessions, participated in the forums and took more than one mandatory knowledge assessment tests). UNCTAD and local partners monitored participants' access to the course, the quizzes and discussion forums.

⁵ This section is based on the e-course report prepared by Kane, 2014: Report on the e-Learning Course: Developing Joint BioTrade and REDD+ Projects.

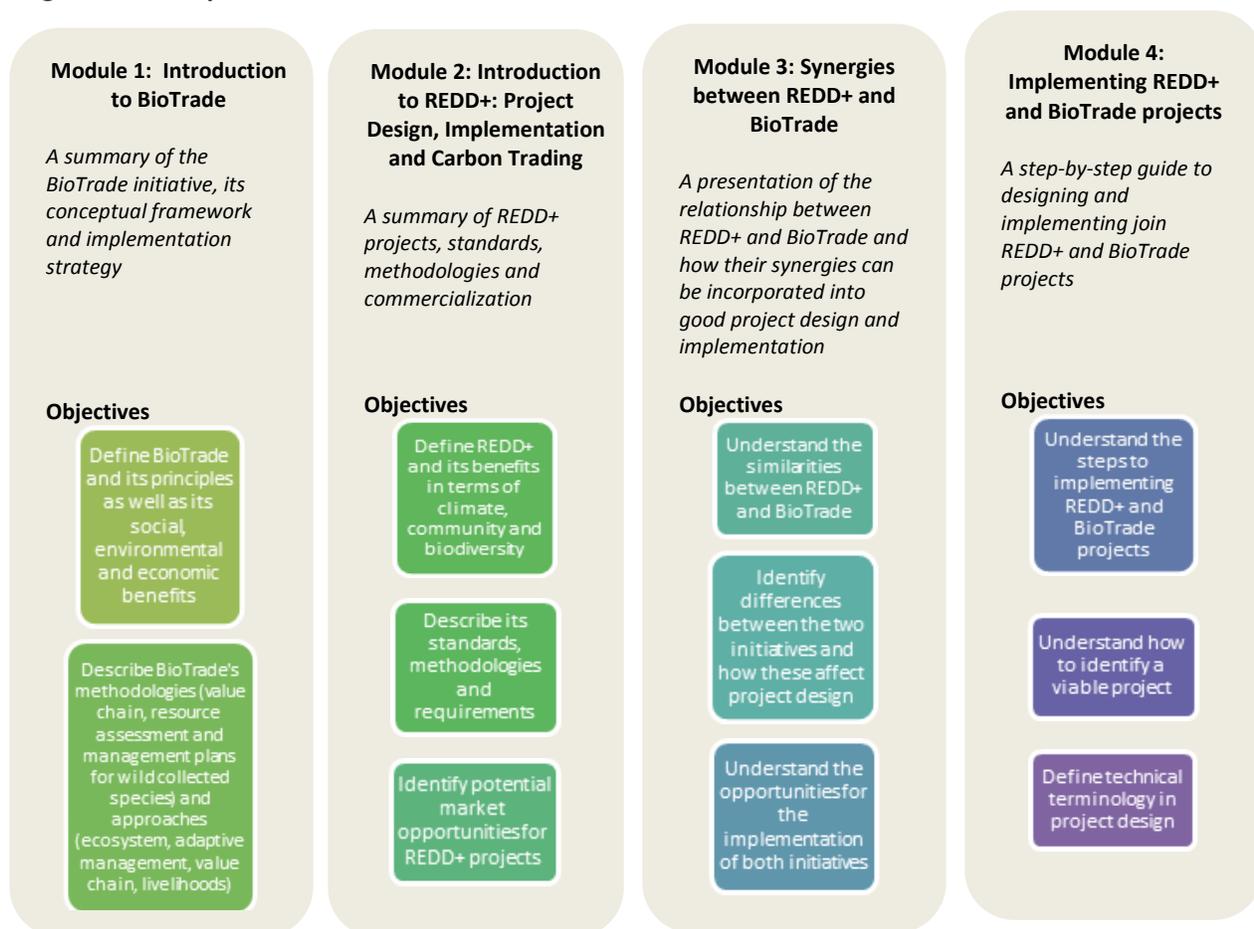
⁶ Stakeholder mapping and identification of course participants were conducted by Corporación Biocomercio Sostenible (Colombia) and the national BioTrade Programme in Ecuador - MAE/CORPEI.

Weekly reminders and personalized emails were sent by UNCTAD and local partners to inactive participants using the course portal. The emails were aimed to confirm participants' interest in completing the course and identify the reasons for their limited participation.

E-course content

The e-course is divided in four modules. It starts with an introduction to the BioTrade Initiative and to REDD+ projects. It then presents the synergies between BioTrade and REDD+ projects along with the challenges for creating coherence between these two types of activities. Finally, a set of key considerations and a step by step methodology for integrating BioTrade and REDD+ projects is presented. The description of each module, including its content and learning objective, is shown below:

Figure 1. Description of the e-course modules



Source: Rimmer, 2013: E-learning course on BioTrade and REDD+. Presentation made during the II BioTrade Congress in Geneva.

Each module included bilingual (English and Spanish) downloadable e-books, a training manual, interactive lessons comprising audios recordings and downloadable presentations and speakers' notes, automated quizzes, a case study and a set of key resource documents. An online discussion forum was also used by the trainers and trainees with weekly discussion topics. A Portuguese version of the e-books and assessment tests was also produced as an additional contribution to the project in order to enhance the dissemination of the material to other countries and regions.

After the completion of each module, participants undertook an evaluation which is designed to test their understanding of each module. The final evaluation included the analysis of a case study on formulating and implementing a REDD+ and BioTrade project based on a concrete project scenario. Participants were requested to translate the knowledge acquire into practice, for instance to assess the feasibility of a joint project, identify risk mitigation strategies and baseline scenarios, assess validation options, and define a monitoring system.

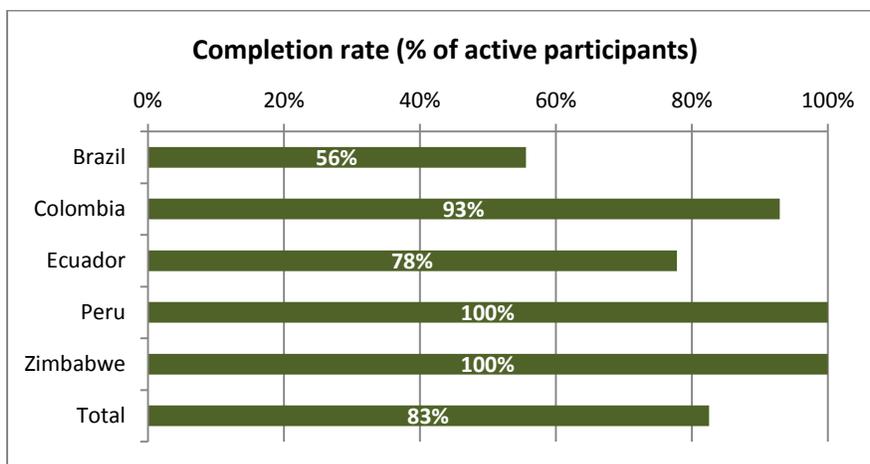
Conducting the e-course

Two online training sessions, one in English and one in Spanish were organized from 20 January to 3 March 2014. Additionally, Portuguese material was available for Brazilian participants. The course takes into account the needs of professionals working on a full time schedule and was delivered in a synchronous manner to facilitate free access to learning resources and participation in interactive online activities. The workload for the course was estimated to 5 hours a week over a 4 week period. The virtual training platforms and their online content were developed and hosted by UNIMINUTO, a Colombian university.

The course was prepared and conducted by Lawrence Rimmer and Beatriz Garcia from Forests Alive (Australia), experts on REDD+ projects formulation and development; UNCTAD's consultant, Isaura Frondizi (Brazil), who specializes in climate change, environmental management, sustainable finance and capacity building; and UNCTAD staff, Lorena Jaramillo, expert on BioTrade and value chain development. The course also incorporated information and lessons learned from national workshops held in Brazil, Colombia and Ecuador, the work undertaken by UNCTAD national consultants⁷, and from the II BioTrade congress held in Geneva, Switzerland.

The overall completion rate among active participants was 82.5% (33 e-students passed the e-course) and their average score in the quizzes was 80%, being the higher scores for modules 2 (85,3%) and 3 (83,5%). All e-students from Peru and Zimbabwe successfully completed the e-course. (Figure 2)

Figure 2. Course completion data (% of passing e-students)



Source: Adapted from Kane, 2014: Report on the e-Learning Course: Developing Joint BioTrade and REDD+ Projects.

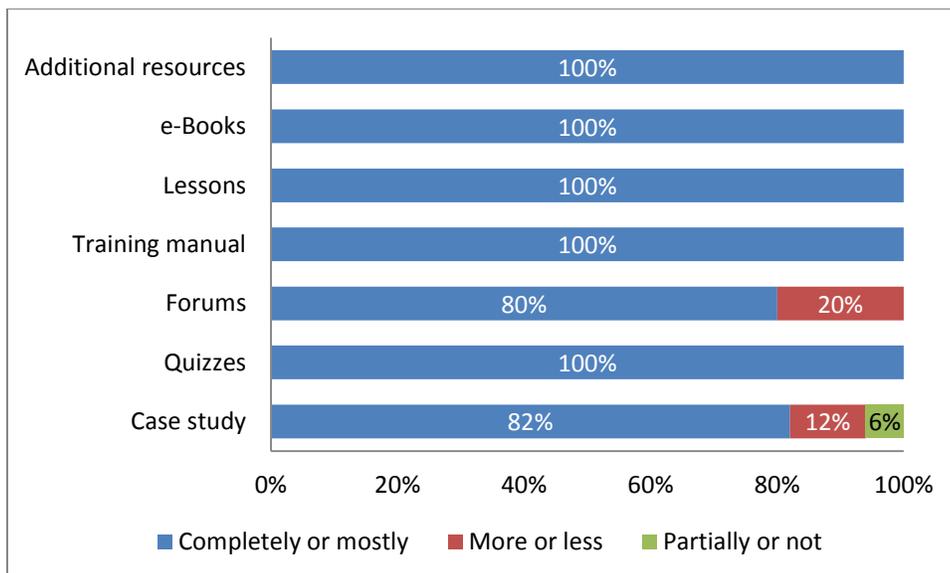
⁷ UNCTAD's national consultants: Brazil: Verena de Almeida; Colombia: Angela Duque and Catalina Sosa; and Ecuador: Giovanni Ginatta and Daniel Valenzuela.

Course evaluation

An evaluation survey was implemented to assess the quality, relevance, effectiveness and sustainability of the e-course and its content. The survey was completed by 75% of the active participants that provided positive or very positive feedback on the e-course and its material as shown below:

- 96% of the responses indicated that as the result of the e-course they had increase knowledge of the opportunities and challenges of working with BioTrade and REDD+;
- 92% indicated that after completing the course they were fully or mostly able to assess the opportunities and challenges in developing BioTrade and/or REDD+ projects;
- 71% confirmed having gained information and knowledge on success stories and best practices from existing BioTrade or REDD+ projects;
- 96% stated that they will likely use the information gained, and among the possible areas quoted are: (a) project identification, formulation and development; (b) training, and (c) communication;
- 100% stated the relevance of the topics covered considered the participants' needs; and
- 92% stated that the overall organization and structure allowed them to meet the learning objectives from the e-course.

Figure 3. Course materials and resources efficiency based on participants' feedback



Source: Kane, 2014: Report on the e-Learning Course: Developing Joint BioTrade and REDD+ Projects; and UNCTAD, 2014: Annual Development Account Progress Report 2013.

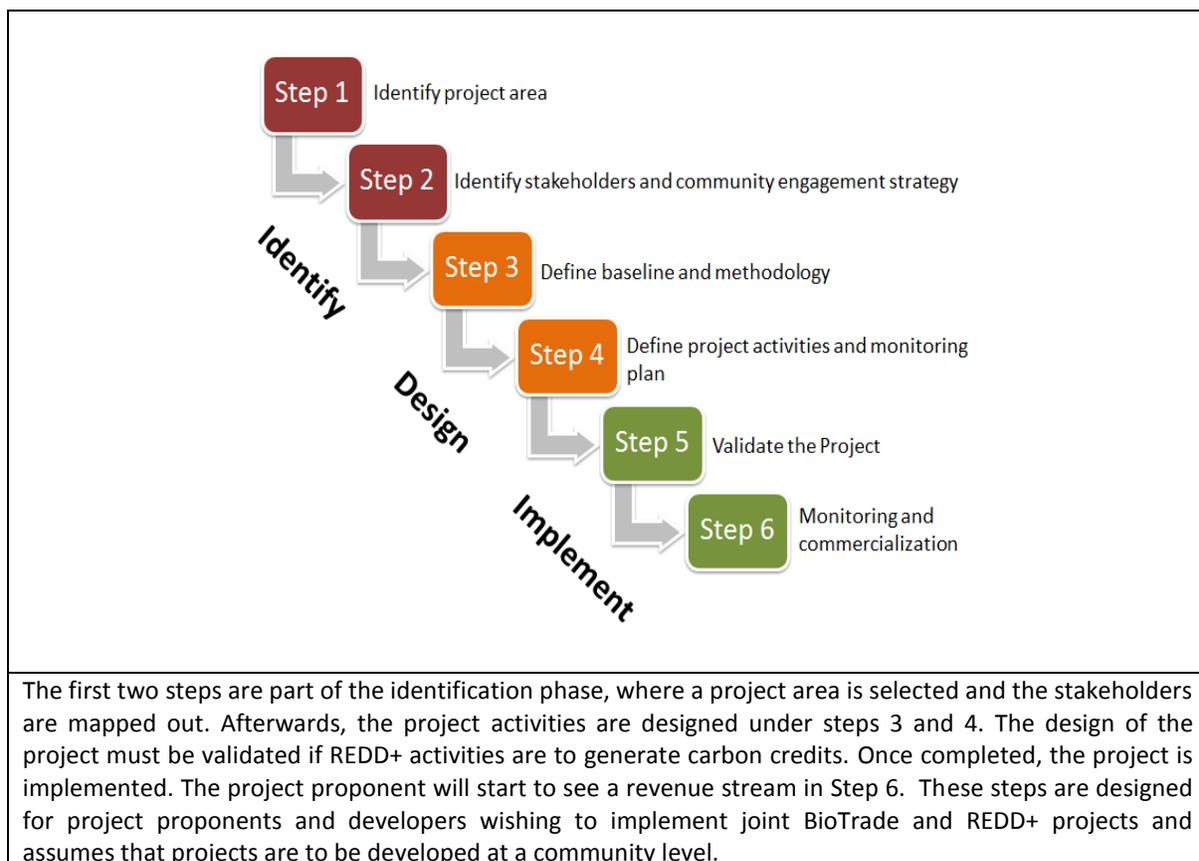
The e-course provided valuable lessons learned in liaising both topics and the training material developed, which should be considered in the future editions of the e-course. For instance, UNIMINUTO, one of the project implementing partners hosting the e-course, has expressed interest in conducting two additional e-courses (one in English and one in Spanish). The lessons learned are further discussed in section three.

2.3 Training manual on Developing Joint BioTrade and REDD+ Projects

Specialized training material was developed for the e-course, being the Manual on Developing Joint BioTrade and REDD+ projects the main document. Its content starts by providing background information for participants with an introduction to the concept and practice of BioTrade and REDD+, and its synergies in its first three chapters. The last chapter provides a detailed description of how practitioners can develop and implement REDD+ and BioTrade projects (figure 4).

A global first step-by-step methodology⁸ to identify, design and implement combined REDD+ and BT projects was developed in order to allow a more practical application of the understanding and knowledge gained in linking REDD+ and BioTrade. Despite the innovative nature of the project and its pioneering methodology, case studies that may illustrate the potential of linking REDD+ and BioTrade were also included in the manual.

Figure 4. The global first step-by-step methodology to design and implement combined REDD+ and BT projects



Source: Rimmer, 2013: E-learning course on BioTrade and REDD+. Presentation made during the II BioTrade Congress in Geneva.

⁸ The methodology was developed by Lawrence Rimmer and Beatriz Garcia from Forests Alive.

2.4 National activities and studies developed

In each of the beneficiary countries (Brazil, Colombia and Ecuador), reports including the status of REDD+ and BioTrade, as well as lessons learned and best practices from each country were produced. Consultants reach out with key stakeholders not only to capture their needs but also raise awareness and understanding of REDD+ and/or BioTrade and their linkages. The work implemented and its lessons learned were disseminated at the II BioTrade Congress, as well as in the training manual and the national studies.

For instance, the work in Colombia was closely implemented with BioTrade partners and consultants. These had knowledge and practical experience on BioTrade and/or climate change issues, and supported the implementation of the following activities:

- Defining the workplan jointly with UNCTAD staff and its international consultant;
- Mapping of actors, challenges and opportunities, as well as adaptation strategies for REDD+ and BioTrade;
- Planning and conducting the training workshop for leaders and decision-makers on linking REDD+ and BioTrade in Colombia;
- Contributing to the development of the training manual, considering Colombia's experience; and
- Supporting the implementation of the e-course on REDD+ and BioTrade in Colombia.

Similarly, the activities implemented in Ecuador were:

- Prepare and conduct two national workshops to strengthen local capacity and obtain first-hand information from experts and relevant actors, on the possibilities to link BioTrade and REDD+ projects. The material and presentations prepared for the workshops aimed to improve the understanding of REDD+ and BioTrade initiatives.
- Provide support to convene national actors and project proponents for UNCTAD's e-course and encourage their participation.
- Provide guidance to relevant actors in developing capacities to integrate BioTrade strategies into REDD + initiatives, and vice-versa.
- Systematize lessons learned from project implementation.
- Share Ecuador's experience during the II BioTrade Congress in Geneva from 11 to 13 December 2013.

[National reports on REDD+ and BioTrade](#)

The studies developed captured the findings of the work undertaken, which was a combination of desk studies, questionnaires and/or interviews with key stakeholders working on REDD+ and/or BioTrade and feedback from the national workshops.

The Colombian report is divided in three main sections: (1) climate change and REDD+ related issues, (2) BioTrade, and (3) linking REDD+ strategies and BioTrade. The first section provides an overview of climate change and REDD+, including the carbon market and its trends, regulatory frameworks (e.g. National Strategy REDD+), gaps and limitations in Colombia, mapped key stakeholders, funding sources and initiatives in Colombia. This section finalizes with the analysis of the strengths, needs and opportunities for REDD+ in Colombia. The second section presents the national BioTrade programme in Colombia, including its institutional framework, strategic lines and key sectors, and mapped key

stakeholders. It also finalizes with the identification of barriers affecting the development of BioTrade in Colombia. The final section analyzes the feasibility of linking REDD+ strategies and BioTrade in Colombia based on the inputs received and discussions made during the national workshop. Particularly, it considers four topics:

- participation of local communities in joint REDD+ and BioTrade initiatives;
- institutional barriers in the development of joint REDD+ and BioTrade initiatives;
- ecological additionality and economic benefits of joint REDD+ and BioTrade initiatives; and
- key elements for the development of joint REDD+ and BioTrade initiatives.

In Ecuador, the project aimed to address the following assumptions *"Is it possible to merge BioTrade and REDD+ projects? Are they complementary? Is there any advantage as to setting this double approach or is it better to keep them as separate efforts? Is there a reasonable strategy to pursue them consequently?"* The work started with an analysis of the background and the current developments on BioTrade and REDD+ in Ecuador, which lead to establishing development drivers and common grounds. The national report compiles the findings, assessing the legal and policy frameworks related to sustainable development, climate change and REDD+, and biodiversity. Furthermore, the report also describes the REDD+ and BioTrade evolution in Ecuador and maps their stakeholders. The main outputs and recommendations from the national workshops were also included. Finally, the report provides key recommendations, lessons learned and conclusions on the following topics:

- feasibility to link REDD+ and BioTrade and to develop joint project;
- capacity building needs of stakeholders;
- formulation of positive incentives for forest and biodiversity conservation;
- opportunities and recommendations to participate in the REDD+ voluntary markets;
- UNCTAD training manual and e-course on REDD+ and BioTrade; and
- lessons learned on the implementation of the project.

In Brazil, the studies developed were somehow different from the other two countries, as there is no BioTrade programme established, but only biodiversity-based initiatives led, *inter alia*, by the government, private companies and NGOs. Furthermore, the country has already formulated and/or implemented REDD+ projects, which provided key information and guidance to the other countries and to the training implemented under this UNCTAD project. The activities implemented involved six steps, starting with 1) mapping of stakeholders to participate in the project; 2) coaching stakeholders in identifying and defining activities and tools to link BioTrade strategies with REDD+ initiatives; 3) identifying needs/opportunities for formulating/adapting strategies and for selected projects in Brazil; 4) supporting the compilation of best practices and lessons learned in implementing the project; and 5) providing technical expertise in the organization of one national capacity building workshop and compile the findings and lessons learned.

Two studies developed, the first provided an analysis of REDD+ in the Amazon State (e.g. related policy frameworks and programmes, mapped stakeholders and institutions working on REDD+) as well as identify and assess potential BioTrade value chains and projects being implemented. This report also identified key REDD+ and/or potential BioTrade projects where a joint REDD+ and BioTrade proposal could be developed, as well as identified the main challenges and opportunities in the formulation of such projects. The second study focused on the assessment of a concrete REDD+ project "Suruí Forest Carbon Project" located in the Indigenous Land Sete de Setembro, in Rondônia. The latter is particularly

relevant as in late 2013, Natura Cosméticos S.A. – a multinational company implementing BioTrade and working with the Union for Ethical BioTrade – became involved in the project and purchased half of its first carbon credits (Soares, 2014). The information provided on these reports, as well as the discussions held with key stakeholders during the national workshops and the II BioTrade Congress, enhanced the understanding of the scope, opportunities and challenges of linking REDD+ and BioTrade, and developing joint projects. Consequently, the studies provided key inputs for the implementation of the project and the development of its training material and events.

The main conclusions, recommendations and lessons learned from the reports are presented in section III. Opportunities, challenges and lessons learned. The complete national studies can be downloaded from www.biotrade.org.

2.5 II BioTrade Congress "Integrating REDD+ into BioTrade strategies"

In order to disseminate the experiences and information generated in the project and promote South-South cooperation, the Second BioTrade Congress: "Integrating REDD+ into BioTrade Strategies" was organized in Geneva, Switzerland, from 11 to 13 December 2013. This congress focused on how climate change issues and mechanisms such as REDD+ can be combined with BioTrade. For developing countries, this combination offers financial incentives to conserve and sustainably use forests and biodiversity, while reduces carbon emissions and foster a low-carbon economy.

This congress was convened by the BioTrade Initiative of UNCTAD, with the support of BioTrade partners and practitioners in Africa, Asia, Europe and Latin America, Oceania, as well as experts working on REDD+ and climate change. It provided a platform for sharing experiences, for enhancing cooperation and additional business and livelihood opportunities to be captured by governments, BioTrade partners and practitioners. It also allowed the encounter of the BioTrade and REDD+ communities and a deep South-South exchange.

[Content and outcome of the II BioTrade Congress](#)

The II BioTrade Congress was opened by UNCTAD Secretary-General, Dr. Mukhisa Kituyi, who addressed the Post-2015 Development Agenda, and key note speakers included Mr. John Scanlon, Secretary General of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), Dr. Braulio Dias, Executive Secretary of CBD, and Mr. Hans-Peter Egler, Head of the Division for Trade Promotion at the State Secretariat for Economic Affairs (SECO).

After the opening, and considering the expertise of BioTrade partners and experts, the event was organized in five sessions where over 40 representatives from the government, private sector, civil society and international organizations covered the following topics:

- Emerging issue: Climate Change and BioTrade - opportunities and challenges?;
- Policy frameworks: Biodiversity Strategic Plan and Aichi Targets, and Access and Benefit Sharing in biodiversity and ecosystem services;
- Market creation and development for ecosystem services;
- Value chain enhancement for products and services derived from ecosystem services; and
- South-South and cross-industry cooperation, and Importance of traceability systems.

Box 3 provides a description of the agenda and topics covered; further information can be obtained at: <http://r0.unctad.org/biotrade/congress/event2ndCongress.htm>.

Box 3. Detailed programme of the II BioTrade Congress

Opening of the II BioTrade Congress - Future perspectives for the post 2015 development

Chaired: UNCTAD

The session highlighted the importance of an inclusive and environmentally responsible development path in order to promote prosperity for all countries. It particularly emphasized the role of trade as an enabler and the importance of biodiversity in order to achieve sustainable development.

Emerging issue: Climate Change and BioTrade - opportunities and challenges?

Chaired: UNCTAD

BioTrade and REDD+ activities have the potential to be mutually supportive, generate income for local communities and revenue for businesses. The session discussed the potential opportunities and challenges in developing joint BioTrade and REDD+ initiatives. It also included an update on the UNFCCC discussions on REDD+ and voluntary carbon markets, and introduced the new methodology to develop REDD+ and BioTrade projects and the e-course.

Session 1: Policy frameworks: Biodiversity Strategic Plan and Aichi Targets

Chaired: Ministry of Environment and Sustainable Development (Colombia)

All actors need to cooperate and remain steadfast in implementing the Strategic Plan for Biodiversity 2011-2020 and fulfilling its Aichi Targets in order to take urgent and effective measures to halt the loss of biodiversity. The session provided a space where speakers and participants shared practical experiences that are contributing to specific Aichi Targets.

Session 2: Benefit Sharing in biodiversity and ecosystem services

Chaired: Union for Ethical BioTrade

The session focused on one of the core principles of BioTrade, namely the fair and equitable sharing of benefits derived from the use of biodiversity. The session looked at concrete experiences being implemented by practitioners in different contexts, as well as the possible implications of the entry into force of the Nagoya Protocol on access and benefit sharing.

Session 3: Accessing and developing markets for biodiversity products and services

Chaired: Swiss State Secretariat for Economic Affairs (SECO)

This session focused on key elements and lessons learned in accessing niche markets for sustainably produced products derived from biodiversity. Through real life experiences in the personal care and food industries, and service providers in forest carbon markets, industry leaders and stakeholders share their strategy in positioning their products focusing on "sustainability", "biodiversity", "social, inclusive and fair trade" concepts. These views are complemented by those from a megadiverse country that exemplifies how sustainability practices, such as BioTrade, are being used to enhance and develop international markets. The main opportunities and challenges faced were highlighted, as well as the need to capture growing market trends.

Session 4: Value chain enhancement

Chaired: PhytoTrade Africa

The session aimed on sharing the lessons learned and best practices in developing BioTrade and biodiversity-based value chains in Africa, Asia and Latin America working with flora species, as well as in the interphase between flora and climate change. Finally, the session also highlighted the importance of credit lines and funding to support initiatives in enhancing their value chains.

Session 5(a): South-South and cross-industry cooperation - Sharing of experiences and best practices

Chaired: Ministry of Environment (Peru)

The session presented concrete case studies that promote the sharing of experiences and knowledge considering a multi-disciplinary and sector-wide collaboration on a variety of sectors and geographic distribution. It also highlighted the importance of capacity building programmes in order to further disseminate and expand the knowledge on BioTrade and biodiversity-based businesses.

Session 5(b): Importance of traceability systems - Sharing of experiences and knowledge

*Chaired: CITES Management Authority (Switzerland) and
Chair of the CITES Standing Committee Working Group on Snakes*

This session discussed the importance of traceability systems to the sustainable sourcing of flora and fauna species, which is legal, sustainable and provides livelihoods to rural communities. Traceability plays a major role in implementing CITES mandate to regulate the international trade in listed flora and fauna species in order to not threaten their existence. Traceability is also essential for the private sector, as consumers become increasingly concerned about the origins of the products they buy.

Source: Jaramillo, 2013: Concept of the II BioTrade Congress and UNCTAD, 2015b: Report of the II BioTrade Congress - Biodiversity and climate change: Integrating REDD+ into BioTrade strategies.

Almost 100 representatives from the public, private and civil society from Africa, Asia, Europe, Latin and North America, and Oceania participated and shared their practical experience in BioTrade and/or REDD+. Particularly, participants came from three project beneficiaries (Brazil, Colombia and Ecuador), other BioTrade beneficiary countries (Mexico, Peru, Vietnam and Zimbabwe), several developing countries (Angola, Burundi, Costa Rica, Guatemala, Mali, Morocco, Papua New Guinea, Togo and Vanuatu) and developed countries. This broader geographical coverage was also due to the organization of the event in Geneva, which allowed Geneva-based missions to participate in the event. The congress enabled a greater outreach to countries that are interested in developing REDD+ and BioTrade linkages. With regard to affiliation, government representatives were 21.6% of the participants, the private sector was 22.7%, Multilateral Intergovernmental Organizations were 26.8%, NGOs 19.6% and academia 8%.

During the congress, participants and speakers were engaged in a dialogue covering the variety of topics presented during the three days (Box 3). The key conclusions and recommendations of each session are shown in annex 3. Additionally, the congress report encompasses in more detail the main issues raised, points of consensus and recommendations made. This report will be submitted to relevant multilateral discussions and processes on biodiversity, trade and sustainable development, including within UNCTAD, MEAs (multilateral environmental agreements), and post 2015 development agenda and sustainable development goals processes, among others.

Congress evaluation

The quality of the information delivered in the Congress was assessed using a survey to participants, which included specific questions that used the 5 step Likert scales graded from very positive to very negative. The positive feedback obtained from the participants that took the survey is described below:

- 78 % stated that the Congress was seen as the platform to disseminate experiences and lessons learned;
- 72% stated that the Congress allowed them to better coordinate activities with other organizations;
- 83% are more likely to collaborate with BioTrade partners;
- 80% stated that the Congress allowed them to enhance their knowledge on BioTrade and its linkages with REDD+;
- 94% considered the information useful for their work; and
- 89% stated that they are more likely to use it.

2.6 Gender participation

The preamble of the CBD recognizes “the vital role that women play in the conservation and sustainable use of biological diversity” and affirms “the need for the full participation of women at all levels of policymaking and implementation for biological diversity conservation”.

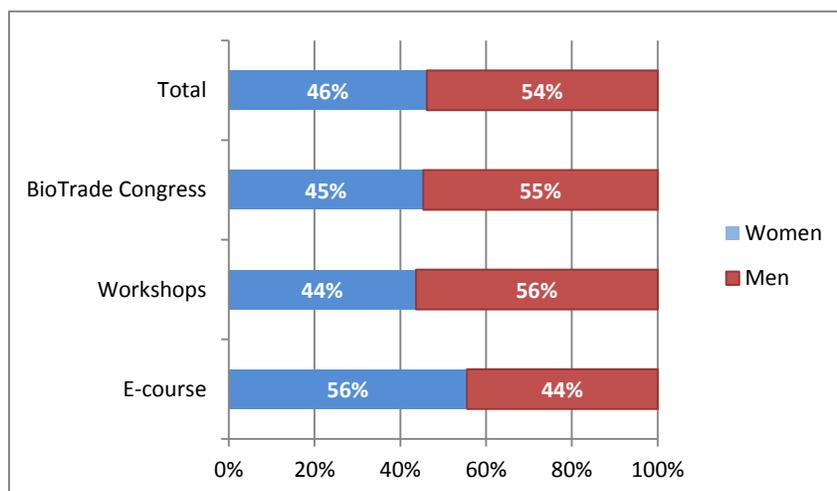
The generation of social capital is also one of the pillars of sustainable development and the respect for the rights of actors involved in BioTrade activities is a fundamental part of BioTrade. The gender perspective is being taken into account in relation to the work on the development of biodiversity-based sectors and the fulfillment of BioTrade Principle 6: Respect for the rights of actors involved in BioTrade activities and criterion 6.1: Human rights and gender issues should be respected. BioTrade works to ensure that the equitable sharing of benefits generated considers also the role of gender by taking into account their specific needs and interests when deciding on the use of such benefits.

In practice, the role of a project such as this one has resulted in additional benefits to women. Examples are their increased self-esteem and respect from their communities, public engagement, and opportunities for women to assume leadership roles as well as to have access to additional income, which are all essential for sustainable livelihoods. Results of BioTrade projects implemented worldwide have fostered the recognition of women and their role in the development of the community, while providing them with an income generating activity.

During the implementation of this UNCTAD project, gender was a transversal issue and the involvement of women was fostered within the activities implemented. The active involvement of women was promoted in leading the implementation and decision-making processes of project activities at the country and international levels, and in developing the capacity building tools. Consequently, women strengthened not only their skills and knowledge on REDD+ and BioTrade, but also their leadership roles as UNCTAD’s national and international consultants.

The total overall participation of women was significant in project activities implemented. For instance, a majority of women were trained in the e-course being 56% of the total participants, while 45 % of the II BioTrade Congress participants were women (see figure 5). Considering the e-course and national workshops, the overall participation of women was 47% of the total trainees. In leadership roles and decision-making process being undertaken at the national and international levels, 66.6% of experts and consultants (national and international) that assisted in the project implementation were women. Similarly, 50% of the II BioTrade Congress Session Chairs were women, strengthening their leadership role. Last but not least, UNCTAD’s management team included 66,67% of women.

Figure 5. Total participants in training activities, divided by gender



Source: Kane, 2014: Report on the e-Learning Course: Developing Joint BioTrade and REDD+ Projects; and UNCTAD, 2014: Annual Development Account Progress Report 2013.

The gender perspective in BioTrade and REDD+ initiatives ensured the integration of the wealth of unique knowledge, skills and experience of women, which is vital to the successful initiatives related to sustainable development, particularly in the use and conservation of biodiversity.

III. Opportunities, challenges and lessons learned

As this is a pioneer project that links REDD+ and BioTrade initiatives, there are many opportunities and challenges in the development of joint activities. The lessons learned from project implementation at the national and international levels are described below.

3.1 Project design

It proved to be adequate the combination of research, capacity building activities, and coaching of stakeholders to raise awareness and build their capacity for introducing a new concept. The interest and spill-over initiatives that are rising as a result of this work in the three beneficiary countries, is clear evidence of the its relevance. Furthermore, the potential for these joint initiatives is demonstrated by one concrete case where the BioTrade Company Natura Cosméticos S.A. purchased REDD+ credits from the Suruí Forest Carbon Project.

Within the e-course and training manual, the step-by-step methodology to develop joint REDD+ and BioTrade projects was considered useful by its beneficiaries. It could be complemented by documenting “real life” experiences and lessons learned in the implementation of this methodology.

The Congress provided a platform for the encounter of REDD+ and BioTrade communities. This would not occur in any other forum as these projects are usually notified and disseminated in a separate manner in the Conference of the Parties of the CBD or the UNFCCC. The Congress provided - as much as possible - real examples of how BioTrade and/or carbon sequestration initiatives work and their linkages with conserving, managing of forests/biodiversity and enhancing carbon sinks. UNCTAD has created a BioTrade Network LinkedIn group that brings together participants of the BioTrade congresses, workshops and e-courses participants along with partners’ staff in order to allow constant interaction, discussion exchange and dissemination of all stakeholders' activities, and promote South-South collaboration.

The use of surveys was useful in assessing the relevance, effectiveness and sustainability of the activities developed by the project. Positive feedback was received as shown in section I. The main challenge on the use of this evaluation tool was the limited number of the participants that duly completed it. For instance, in the national workshops in Colombia and Ecuador, and the BioTrade Congresses it was less than 50%, which can affect the results provided in Section II above. For the e-course, this figure was higher with 75%.

When implementing innovative projects, it is important to provide sufficient time for research and capacity building activities as a starting point. Additional funding should be also considered to test the findings and methodologies developed (e.g. through pilot projects). This became evident as work was being implemented during the first year of the project. The proposed pilot activities in Brazil aimed to address this issue, and capture interest from other donors that can co-fund the pilot project.

3.2 Main project assumption: Potential to link BioTrade and REDD+

3.2.1 Establishing and recognizing the relationship

The complementarity between BioTrade and REDD+, which was the basis of the project, was validated by the research activities, discussions with experts, and the consultations at national workshops and the II BioTrade Congress. These two initiatives provide incentives to conserve forests and its biodiversity by enhancing their economic value and livelihood opportunities for populations of forested areas, capturing market opportunities for biodiversity-friendly goods and services and for forest carbon credits. The inhabitants diversify and increase their income by commercializing BioTrade products and services, and by trading carbon credits. Moreover, the project can sell differentiated low-carbon BioTrade products or services, and carbon credits that generate additional social and environmental benefits, and the overall footprint of the project is reduced.

There are also cost savings for combined projects, particularly related to forest and biodiversity inventories and management plans, including forest carbon and biodiversity resource assessments; community engagement; stakeholders' consultations and capacity building activities; and project site management and monitoring, among others. The additional income obtained in the trade and in the cost reduction can increase the economic value of the standing forests and its ecosystem services, *vis a vis* other unsustainable practices (e.g. slash and burn practices). This also enriches the value of activities that conserve the forests (biodiversity and carbon stocks).

BioTrade can complement and mitigate risks associated to REDD+ projects. In the latter, carbon credits are commercialized and income is generated in the medium-long term, needs larger geographical coverage (e.g. economic feasibility of the project and volume of carbon credits) and longer commitments (as forests⁹ need to exist for 30 years or more). In BioTrade, the economic benefits are obtained in the short-term (e.g. sale of non-timber forest products extracted from the forest or ecotourism activities), and use smaller geographical areas with lower implementation costs and bureaucratic hurdles. REDD+ efforts related to sustainable management of forests, implementing good collection practices, and enhancing local, regional and national sustainable markets can also be strengthened through BioTrade.

At the international arena, the REDD+ and BioTrade linkages are also recognized through the relationship between carbon stocks, and biodiversity and forest conservation and their sustainable use. For instance, the CBD's Strategic Plan for Biodiversity 2011-2020 and its Aichi Target 15 states "By 2020, ecosystem resilience and the contribution of biodiversity to carbon stocks has been enhanced, through conservation and restoration, including restoration of at least 15 per cent of degraded ecosystems, thereby contributing to climate change mitigation and adaptation and to combating desertification"¹⁰.

Both, BioTrade and REDD+ requirements need to be fulfilled in order to develop joint strategies and projects. For the former, requirements relate to the work with native species and fulfillment of BioTrade Principles and Criteria, as well as the involvement of local communities, trade of value added products, etc. The requirements for REDD+ projects¹¹ are shown in figure 6 and may become challenges for small

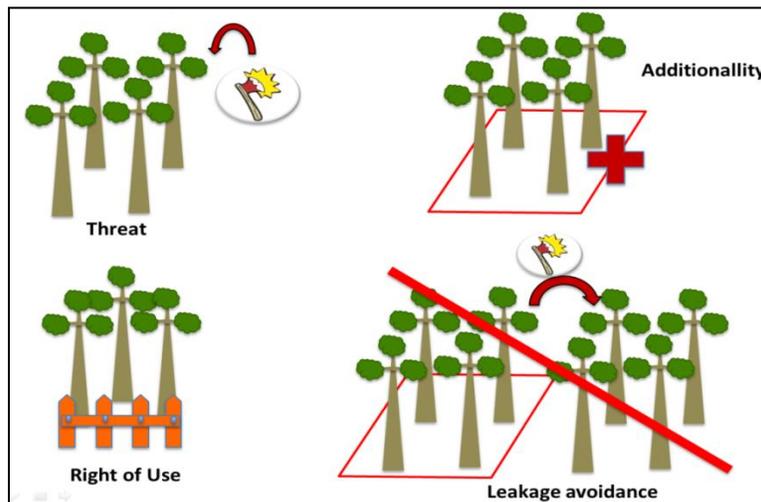
⁹ Forest is defined as "a minimum area of land of 0.05-1 hectares with three crown cover (or equivalent stocking level) of more than 10-30 per cent with trees with the potential to reach a minimum height of 2-5 meters at maturity in situ" UNFCCC Decision 11/COP7 of the Marrakesh Accords (FCCC/CP/2001/13/Add.1, 21 January 2002).

¹⁰ For further information on the Strategic Plan for Biodiversity 2011-2020, see www.cbd.int/sp/targets.

¹¹ REDD+ eligibility requirements are: **1) Eligible project area** which should be forestland that is under threat from deforestation of forest degradation where the project proponent has right of use. **2) Evidence of threat** with evidence to suggest that the

BioTrade stakeholders with possible or on-going projects. For instance, when BioTrade activities are implemented, the threat to convert forest to other land use (e.g. replace forests with a palm oil plantation) may be reduced, hence not fulfilling the REDD+ requirements of additionality and evidence of threat. Similarly, the implementation costs and timelines needed for REDD+ projects may be difficult to be covered by small projects or community-based projects without support.

Figure 6: REDD+ eligibility requirements



Source: UNCTAD, 2015a: Training Manual on Developing Joint BioTrade and REDD+ Projects.

In developing joint REDD+ and BioTrade strategies and projects, there are challenges and opportunities that are not only unique to each, but also in their linkage. The opportunities are related to positive market trends for combined BioTrade and REDD+ products and services, with additional income and resources to contribute to poverty alleviation and forest conservation. Challenges on the other hand, are related to policy frameworks, including the development of incentives to reduce deforestation, forest degradation, and develop BioTrade businesses and products. and building knowledge and expertise on REDD+ and BioTrade concepts, markets and project development.

Another important consideration for both, developing BioTrade and REDD+ initiatives, are the existing standards and certifications schemes in the marketplace. Navigating through the different and varied standards may be a challenge, particularly when entering into a new market (e.g. biodiversity or climate change-related standards). Identifying the most adequate scheme may be a time and resource consuming task in the project formulation and implementation phases. If two or more certifications are implemented, then the costs and complexity increases. A recommendation is for UNCTAD and its partners such as the Union for Ethical BioTrade, to work jointly with existing standards in order to

baseline scenario (deforestation and/or forest degradation) will take place if the project is not implemented. **3) Additionality** with evidence that the emission reductions achieved with the project would not have occurred under a business-as-usual scenario, in the absence of the project. **4) Leakage avoidance** to ensure that the baseline activity (i.e. planned and/or unplanned deforestation and/or forest degradation) would not increase anywhere else, within the same country, as a result of the increase in forest protection associated with the project. **5) Minimum and maximum timeframe** for maintaining the forest which varies depending on the standard used to implement a carbon project (e.g. the Verified Carbon Standard (VCS) requires the forest to be maintained for a minimum period of 30 years). (UNCTAD, 2015a: Training Manual on Developing Joint BioTrade and REDD+ Projects).

develop joint certification procedures and a carbon sequestration methodology approved by them, which includes the BioTrade requirements. There are closer links between REDD+ and BioTrade standards, particularly those that deal with biodiversity conservation and livelihoods such as the Climate, Community and Biodiversity Standard and BioTrade as shown in figure 7.

Figure 7. Similarity between the principles of BioTrade and the Climate Community and Biodiversity Standard (CCB) used for REDD+ projects

PRINCIPLES CONVERGENCE		
	CCB	BioT
Clarity – land property and access to resources	✓	✓
Distribution of the benefits	✓	✓
Improving the living conditions; organizational / profitability	✓	✓
Legal framework fulfillment	✓	✓
Ecosystem and biodiversity services preserved and /or improved	✓	✓
Information access and respect to all actors involved	✓	✓

Source: Valenzuela, 2013: Climate Change and BioTrade - opportunities and challenges? – a project consultant perspective. Presentation made during the II BioTrade Congress.

Finally, adequate timeframes should be considered as well as the organization level of the potential REDD+ and BioTrade project developer, in order to provide space for raise awareness, consultations and establishment of agreements. This is particularly relevant for community-based projects on REDD+ and BioTrade that include long term commitments and the decisions should be based on an understanding of the rights and obligations of all stakeholders involved.

3.3 Project implementation

The project was executed by UNCTAD in collaboration with BioTrade programmes, experts and/or government officials in the three selected countries, as well as other relevant organizations working with REDD+. Where possible, the project used the structure of BioTrade programmes (e.g. Colombia and Ecuador) which are normally managed by a partnership including government (e.g. ministries of trade or environment and the trade promotion organization), NGOs or producers associations. These BioTrade programmes build on existing expertise by establishing a network of organizations that implement BioTrade activities according to their expertise. For example, universities and research organizations, social and environmental NGOs, producers and SMEs associations, UN agencies (e.g. UNCTAD, United Nations Development Programme (UNDP), United Nations Environmental Programme (UNEP),

International Trade Centre (ITC)), Development Bank of Latin America, Organization of American States, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), are examples of organizations working with BioTrade programmes in Africa, Asia and Latin America. Hence, within each country, consultation and inclusion processes are already in place, which allowed the incorporation of new actors working on REDD+, thereby strengthening the network of national and international experts.

Working with REDD+ expert institutions (e.g. Forests Alive) with practical experience in the formulation, development, implementation of projects and commercialization of its carbon credits, provided a comprehensive scope which was transferred into the training material developed and enhanced UNCTAD knowledge on the subject matter.

Project activities were implemented to ensure maximum sustainability of their impact. BioTrade actors in the beneficiary countries were actively involved in designing and implementing project activities which has resulted in a broader empowerment to develop future joint work. The project also contributed to clarify the specific linkages between REDD+ and BioTrade in order to maximize the positive impact of joint implementation and cooperation between climate change and BioTrade actors have started. In the past, REDD+ and BioTrade communities were not interacting and only parallel processes under UNFCCC and CBD (e.g. conference of the Parties (COPs) and its subsidiaries meetings) were taking place under separate tracks. The Congress and the workshops helped bridging these communities, provided a platform to clarify concepts and bring practical experiences into the process.

This was an innovative and pioneering project, and the conceptualization of a joint REDD+ and BioTrade strategy took longer than expected due to in-depth research and consultations with experts at the national and international levels. Additionally, a South-South platform – through the conceptualization of the BioTrade Congresses – was also designed, implemented and tested in the early phase of project implementation. These activities in addition to identifying the beneficiary countries were implemented during the first year of the project. During the second year, the training material, national workshops, e-course and the II BioTrade Congress were developed. Conducting the e-course took place in 2014, as mentioned above. Consequently, the impact of the training activities are still to be seen after the completion of the project, and UNCTAD BioTrade is following-up with project's spin-offs in Latin American and Asia-Pacific regions. Thus, it is recommended that for this type of projects, project implementation should be longer than two years.

3.4 Countries and partners involved in the project

For selecting countries to participate in the project, it is better to start in those countries where there is a BioTrade programme supporting forestry-related sectors and advanced work in developing national REDD+ strategies or projects. This will facilitate the impact and continuation of the project outcomes.

For instance, Ecuador and Colombia both have national BioTrade programmes and are in different stages in the development of their REDD+ strategies and projects. Ecuador defined its National Climate Change Strategy (which includes REDD+). Colombia conducted several raise awareness workshops and will start developing the strategy. These different levels in the development of REDD+ resulted in more concrete follow-up actions that are being implemented in Ecuador (formulation of a joint REDD+ and BioTrade pilot project by the Ministry of Environment and interest in developing REDD+/BioTrade project for cocoa agroforestry systems by the SME UNOCACE). In Colombia, there is potential to develop joint projects due to the inclusion of REDD+ and BioTrade in the strategy of the BioTrade focal point (Green

and Sustainable Business Office of the Ministry of Environment and Sustainable Development, MADS) and UNIMINUTO will be hosting another e-course (in English and Spanish) with no additional cost.

The choice of the local partner was also essential in ensuring optimal performance of local activities and support to the project. Strong links with the government and reliable local partners (NGOs, private sector, etc.) will enable proper follow up and sustainability of the project outcomes by introducing knowledge gained in strategic planning and practice (e.g. spin-off initiatives).

Also, the selection of beneficiary countries must be based on their interest in the project, the potential synergies at the national and regional levels upon which the project could be built (existence of a BioTrade programme and/or partners working in the area) and the budget allocated for the project (e.g. consider one or several continents or regions).

3.4.1 Colombia¹²

Working through national partners in Colombia enabled the broader impact of activities implemented, as well as identification of key actors and support from public and private stakeholders. Key stakeholders were identified and participated in all the process and project activities (workshop and e-courses) enabling a broader impact and coherence of the work undertaken. Also, the interest in the topic of linking REDD+ and BioTrade enabled the positive response of decision-makers and managers of BioTrade and REDD+ initiatives in Colombia, including community-based organizations, and public and private organizations. These efforts enhanced the discussion and learning spaces provided by this project by the national workshop, II BioTrade Congress and the e-course. Furthermore, the workshop enabled in-depth discussions to clarify concepts, the scope of integrating both topics and the different roles and responsibilities of national stakeholders. The follow-up e-course reinforced this need and it is hoped to be repeated in the future, but should incorporate practical case studies to exemplify the impact generated of linking REDD+ and BioTrade.

The Ministry of Environment and Sustainable Development (MADS) is leading the formulation of the REDD+ Strategy. This Strategy provides an opportunity for liaising REDD+ and BioTrade concepts and projects as it "recognizes the need to provide co-benefits to indigenous and Afro-Colombian populations based on ecosystem services provided by forests, and to mitigate the risk of the loss of forests and biodiversity." (Duque and Sosa, 2014). Some of the Strategy's goals relate to biodiversity with preliminary actions addressing the direct causes of deforestation, generating a close link to BioTrade and opportunities for joint projects. Table 2 shows the actions and how these relate to BioTrade activities.

Table 2. Colombian REDD+ Strategy - actions and strategies linked to BioTrade activities

Strategies	Actions
Strengthening communities capacities in the management and conservation of forests	• Formal training programs for local communities in the sustainable management of natural resources
	• Protection of the communities' traditional knowledge associated with the sustainable use and management of forests
Promoting sustainable management,	• Formulate internal regulations on the use and management of the

¹² Section taken from the Colombian report prepared by UNCTAD national consultants: Angela Duque and Catalina Sosa, as well as on discussions with personnel from Corporación Biocomercio Sostenible (Colombia), and the Ministry of Environment and Sustainable Development (MADS) and author's experience.

Strategies	Actions
protection and restoration of forest ecosystems	<p>forest, based on the traditional knowledge</p> <ul style="list-style-type: none"> • Implementation of forest management plans to ensure the sustainable use of forest resources
Developing economic instruments, and payments for green markets and environmental services to promote the conservation of forests	<ul style="list-style-type: none"> • Development of strategies that encourage sustainable use of natural resources such as: environmental certifications or green labels, fair trade, and strengthening of the value chain
Promoting sustainable practices in the development of sector activities (agriculture, livestock, mining, infrastructure, oil, tourism)	<ul style="list-style-type: none"> • Development of proposals for sustainable productive alternatives for the settlers, including new agricultural technological packages that optimize the use of land and natural resources
	<ul style="list-style-type: none"> • Adoption of beneficial practices that limit the direct and indirect impacts of mining activities
	<ul style="list-style-type: none"> • Generation of timber-yield products with higher added value that make a more efficient use of the resources
	<ul style="list-style-type: none"> • Promotion of technologies and better practices of energy production that will reduce the impact on forests and their resources
	<ul style="list-style-type: none"> • Development of programmes for sustainable tourism respecting the carrying capacity of the ecosystem and the regulatory conditions

Source: Adapted from Readiness Proposal Preparation for REDD+ Colombia, in Duque and Sosa, 2014.

Some challenges may arise from the institutional and regulatory frameworks and territory dynamics which may affect the formulation and implementation of joint projects. For instance, there is limited coordination between ministerial bodies responsible for environmental, agricultural and land planning policies, which also develop projects in the same geographical area. Similarly, the roles, competencies and rights between government institutions, private sector and local communities involved in BioTrade and REDD+ are not clear. (Duque and Sosa, 2014) As the REDD+ Strategy is developed, NGOs and private actors are already active in formulating, early implementing REDD+ project, and participating in the voluntary carbon market. (Duque and Sosa, 2014). These initiatives are advancing faster than national government capacity to monitor them and provide an environment for their development in line with the REDD+ policies¹³. The articulation of these two processes is crucial and time relevant, its lack could entail a future challenge for the formulation and implementation of REDD+ and BioTrade projects.

For developing joint REDD+ and BioTrade projects, some specific considerations were identified such as the adequate timing to link BioTrade and REDD+ activities considering the customs and planning of stakeholders, particularly communities, and the REDD+ project timeframes. The indigenous and Afro-Colombian communities' lands represent around 57.2%¹⁴ of the Colombian natural forests. Providing spaces to guarantee their adequate involvement as strategic partners in all stages of the project conceptualization, formulation, implementation and monitoring, while respecting and recognizing their rights and benefits is essential. Continuous coordination and interaction with all actors from local communities, private sector, government and local organizations enables the identification of clear roles and responsibilities while empowering each of them within their responsibilities.

¹³ For example, CONPES 3700 proposes a six-month period for the issuance of the Decree that would fulfill the National System on Climate Change. This process started in 2011 and is still ongoing. (Duque and Sosa, 2014).

¹⁴ It is estimated a total of 60 million hectares of natural forest in Colombia (Duque and Sosa, 2014).

The scale is also an important consideration, as REDD+ projects require larger areas vis-a-vis BioTrade activities that are more local and community based. In these REDD+ areas, BioTrade activities could be identified and work should consider initiatives already developed, assess their lessons learned and best practices, and understand productive programmes promoted by the Government. This may reduce the costs and timeframes while avoiding duplication of efforts.

3.4.2 Ecuador¹⁵

Similarly as in Colombia, the Ecuadorian stakeholders have already been working on both topics, since 2001 for BioTrade and since 2009 for REDD+. The processes are led by the Ministry of Environment in coordination with other national and international stakeholders. On REDD+, Valenzuela and Ginatta (2015) state Ecuador has "*a significant understanding of the Rules and Modalities for the implementation of REDD+ projects, the institutional arrangements are well underway in order to promote the development and implementation of REDD+ projects*" and there is a local structure of service organizations and NGOs that have accumulated sufficient proficiency about REDD+ projects and can provide technical support for REDD+ development. Similarly, BioTrade has also developed a network of public, private, academic, financial and civil society stakeholders that can assist in the development and implementation of BioTrade projects.

This REDD+ and BioTrade project builds on the existing structures, the available expertise and long term cooperation with local partners, facilitating the participation of high level officials and key stakeholders in the activities implemented. Similarly, for the developing of joint projects, a starting point may be to evaluate which of the BioTrade initiatives currently in operation are most suited to incorporate the REDD+ component considering the REDD+ requirements and priority areas.

Lessons learned from the work concluded that the workshops allowed in-depth discussions about this joint REDD+ and BioTrade approach, and validate its feasibility to develop joint projects and strategies. The workshops were approached in two phases. The first was a technical workshop for experts and actors already involved in the development of REDD+ or BioTrade initiatives. It had the dual aim to obtain inputs on the feasibility, challenges and opportunities of linking both issues while enhancing the knowledge on REDD+ and/or BioTrade, depending on the participants' expertise. The second focused on entrepreneurs as well as government officials who can be potential developers of REDD+ and BioTrade projects and strategies. It provided information on the two concepts, while highlighting the opportunities, requirements and steps needed to formulate and implement the projects and strategies. As a result, the project provided the basis for actors to continue in-depth discussion on the practical implementation and development of joint projects and strategies.

In general, REDD+ is a sensitive issue - mainly at community level - due to over-promise and misguidance (e.g. unrealistic timeline and economic benefits) of some project promoters in the past. As a starting point, workshops should firstly address the issue from the perspective of BioTrade, and later the REDD+ perspective. There is limited integration, coordination and consultation between public and private actors, and particularly with local and indigenous communities. Additionally, specific considerations need to be put in place in order to guarantee an adequate consultation and involvement of communities in the REDD+ project area (Valenzuela and Ginatta, 2015).

¹⁵ Section taken from the Ecuadorian report prepared by UNCTAD national consultants: Giovanni Ginatta and Daniel Valenzuela, as well as author's experience.

There is still a big knowledge gap between the more knowledgeable groups of REDD+ and BioTrade, and potential project proponent. The material developed on the synergies of REDD+ and BioTrade should be used to address the limited knowledge by national stakeholders of REDD+ and BioTrade, their markets and regulatory and institutional frameworks. More communication and capacity building efforts considering their different needs are strongly needed, as well as to motivate other stakeholders to get involve and develop projects. It is recommended for the government to lead these capacity building activities with the support of NGOs and private actors interested in supporting and participating.

In Ecuador, there is also agreement that liaising both topics is feasible as they contribute to the conservation of natural resources with practical economic incentives that tackle poverty alleviation of rural and marginal communities. It is important to note that although REDD+ legal framework is well developed in Ecuador, the costs and timelines required are difficult to be fulfilled by small projects or community-based projects. These must fulfill national REDD+ requirements established by the Ministry of Environment (e.g. Ministerial agreements 033 and 103), must be well organized (organizational structure developed and operational) and have already commercialize and have markets for their products. Thus, only selected BioTrade initiatives can include REDD+. Depending on the type and sector of the BioTrade project, they can be self-sustaining and profitable when properly designed with a sound bio-business plan. However, it may not be the case for all REDD+ projects, since depending on their characteristics may require more time and resources before the REDD+ proponents can receive the economic benefits. BioTrade can bridge this gap as its activities operate in shorter time spans with less bureaucratic hurdles and implementation costs than REDD+ projects, offering results and benefits sooner.

[3.4.3 Brazil¹⁶](#)

Brazil is among the countries that have more number of REDD+ projects formulated or implemented, providing a source of information and guidance to the work undertaken in this REDD+ and BioTrade project. The project activities were implemented in the Amazonas State, with the support of a national consultant. Additional guidance was provided by UNCTAD, its international consultant and Forests Alive.

Within the country, the Amazon region provided the greater potential and eligibility to develop REDD+ projects because: (1) its large forest coverage; (2) higher deforestation and degradation rates; and (3) local population dependence on existing forests for their livelihoods. However, there is limited technical expertise on REDD+ in the region - both in public and non-public institutions - that may increase the formulation and implementation costs of the project and generate bureaucratic challenges. Similarly, this reason also provides the scenario to develop BioTrade as stakeholders have been conserving and sustainably managing forests and its resources. Indigenous and local communities have a long-standing tradition in using the forests and its biodiversity, as well as government agencies¹⁷, small farmers, universities and research institutions, and international cooperation agencies. Brazilian nuts, fruits and pulps (e.g. açai berry), essential and vegetable oils (e.g. copaiba and babaçu oils), fisheries (e.g. *Arapaima gigas*) are a sample of products and value chains that have BioTrade potential. Developing joint REDD+ and BioTrade projects can be built on existing value chains of prioritized products.

¹⁶ Section developed based on the Brazilian reports prepared by UNCTAD national consultant: Verena de Almeida, as well as author's experience.

¹⁷ The National plan for the promotion of sociobiodiversity value chains (Plano Nacional de Promoção das Cadeias de Produtos da Sociobiodiversidade) identifies and fosters selected biodiversity-based products. Further information can be obtained at www.mma.gov.br/estruturas/177/_arquivos/cadeias_de_produtos_177.pdf

Lessons learned in the implementation of the project are mixed. Work undertaken aimed to build the basis for developing an initiative in the State of Amazonas led by Ceclima, IDESAM, Forests Alive, CAF and UNCTAD. Unfortunately, funding for the pilot project could not be secured and changes in national personnel also contributed to undermine the implementation of a real REDD+ and BioTrade pilot during the project's timespan. This reduced the impact of the project activities at the national level. However, during the implementation of the project, the Suruí Forest Carbon Project (SFCP) provided the opportunity to identify lessons learned from the involvement of a REDD+ project working with a BioTrade company as purchaser of the carbon credits. The lessons learned from this project as well as the consultant's and Forests Alive experience in REDD+ were important inputs for the capacity building activities implemented (e-course, training manual and BioTrade Congress). Furthermore, the interest to develop joint REDD+ and BioTrade activities by local government and cooperation agencies participating in the project activities was enhanced, and follow-up actions are underway.

3.5 Capacity building activities

Based on the national reports, workshops, BioTrade congress as well as discussions with some key stakeholders, there is a lack of knowledge of BioTrade and/or REDD+ and limited coordination from experts/institutions working in both topics. Through raising awareness and understanding of the pros and cons of linking both issues, as well as the discussion scenarios (workshops, e-course and individual meetings) stakeholders are more open to identify and possibly capture the synergies. Examples are shown in Colombia and Ecuador, as reported above.

During the first year of project implementation, the concept of organizing a global BioTrade event to foster the sharing of information, knowledge and networking was developed and tested. This proved to be an adequate platform where new topics can be introduced to the BioTrade community of practice. The II BioTrade Congress was organized not only to enhance the knowledge but to mobilize partners and private companies to consider forest carbon markets in their BioTrade activities. It also facilitated an exchange of real cases and experiences not covered by the project in both developed and developing countries, and public and private actors (e.g. multinational companies) and civil society. Particularly, the presentations made by multinational companies on how they integrate sustainability issues related to biodiversity and climate change demonstrate the opportunities liaising both topics in order to capture development and market opportunities. The Congress platform will continue to be promoted by UNCTAD BioTrade, in order to keep engaging and supporting the BioTrade community of practitioners not only in beneficiary countries but also in other countries involved.

The capacity building activities developed need to be complemented to broaden the scope of the project, capture additional funding, and establish alliance with academia, NGOs and other experts to deliver additional training programmes. This funding, either through grants or investments, can also support the implementation of pilot projects that test the methodology and provide practical case studies with lessons learned and best practices. Their experience and lessons learned could be fed into the training material as they become available as well as in other sharing platforms such as the BioTrade Congresses.

The lessons learned from the training material and tools developed and implemented, are listed below:

- Establish capacity building tools that are flexible and can be adapted to the national circumstances of each country and project developer needs. The training material, particularly the step-by-step methodology, provides guidelines on how to approach the development of projects considering the specific circumstances of project developers, area and stakeholders. However, the beneficiaries

target group may gather two different types of experts - one on climate related/REDD+, and another on BioTrade - with different needs and goals. Thus, a more tailored approach could be adopted through an optional "basic" module on more specific and detailed information on BioTrade and/or REDD+, depending on the expertise of each participant.

- The combination of training tools, e-course, national workshops, BioTrade Congress and mentoring through national consultants allowed the different participants to learn about the feasibility to link both topics but also understand the challenges that need to be faced in each country.
- As BioTrade broadens, there is a constant need to provide training tools (e.g. e-course on a yearly or biennial basis, training manual and e-books available in the website) to new actors or new personnel of BioTrade partner organizations. The e-course, training manual and case studies are useful in illustrating and facilitating the understanding of BioTrade, its concept, methodologies and practical implementation.
- Close coordination with local partners as well as empowering them in the project and its activities – workshops, II BioTrade Congress, e-course - proved adequate. Their empowerment enabled the higher participation and involvement of national stakeholders in the activities, particularly the completion of the e-course and national workshops.
- Combination of a desk study with primary information obtained through meetings with REDD+ and BioTrade stakeholders at national and international levels, and events (workshops, congress), allowed the identification of knowledge needs, opportunities and circumstances in each of the beneficiary country. This information was used in the development of the training manual, e-course and national workshops.
- The depth upon which participants learned was different depending on the training tools used. National workshops served basically to enhance the understanding of both topics, define their synergies, challenges and opportunities, provide an overview of the legal frameworks and status of both topics at the national level, identify key stakeholders and learn the basic requirements to trigger a joint initiative. Meanwhile the e-course provided detailed and in depth hands-on information to foster the development of REDD+ and BioTrade projects, understanding its requirements, methodologies and how these can be implemented in a real experience (e.g. case study).
- Practical experiences, including case studies, should be sought in order to include the lessons learned and best practices into the training material developed in this project.
- Timing to conduct the training activities, to promote and identify participants' needs must be closely coordinated with local partners. Their involvement, particularly on an institutional basis, enabled the success of the work undertaken (e.g. Colombia and Ecuador).
- Planning and flexibility is needed to address unexpected work-related activities of beneficiaries, such as field work, that can compromise their ability to complete training activities. For example, a broader institutional approach which promotes the inclusion of the activity as part of the participant's workplan and training activities within its employee may provide greater support, time and flexibility to attend and complete the training. This may be complemented with a longer duration of the training (e.g. e-course) and time flexibility to complete the assignments.

IV. Conclusions and recommendations

Linking REDD+ and BioTrade initiatives is not only possible but also enhances the trade and development opportunities of stakeholders involved, being communities, companies and governments. Services provided by forests and its biodiversity, are being sustainably used to generate livelihood opportunities for forestland inhabitants. Differentiated products, both climate and biodiversity-friendly, are developed and marketed into niche markets with premium prices (e.g. forest carbon markets, and environmentally-friendly and socially-fair markets).

Developing countries can gain by integrating BioTrade and REDD+ in the implementation of their development strategies and projects. Through this project, UNCTAD provided the first step by assessing the feasibility to combine them and developing a step-by-step methodology to formulate joint projects. The knowledge acquired throughout the project, including the methodologies and e-course material, will help replicate joint REDD+ and BioTrade strategies and initiatives in other countries and regions. The project also trained BioTrade focal points in the beneficiary countries, which ensures continuity of activities beyond the project implementation. UNCTAD, through on-going initiatives, such as the BioTrade Initiative, is exploring synergies to ensure sustainability of the project and continue disseminating its training material through its website and the BioTrade Congresses platform.

Based on the information obtained and results achieved, UNCTAD raised the awareness and knowledge on REDD+ and its linkages to BioTrade, and the way forward to develop projects. Joint implementation of REDD+ and BioTrade is now perceived as win-win combination that can effectively increase the impact of incentives to conserve forests by enhancing their economic value (capturing emerging market opportunities for BioTrade forest products and services, and forest carbon credits). **BioTrade could be the “+” to REDD** as it complements the efforts of REDD+ projects in relation to conservation and enhancement of forest carbon stocks and the sustainable management of forests. In the short-term, BioTrade can provide more stable livelihoods and incentives for the conservation and sustainable use of forests in rural areas of developing countries while the REDD+ activities start gaining economic benefits. REDD+ projects enhance carbon stocks by conserving and sustainably using forests, becoming a cost-effective way to stabilizing emissions while generating carbon neutral products and services and accessing carbon markets.

Focus of the activities undertaken enabled the identification of the basic principles of REDD+ and BioTrade, define potential opportunities and synergies between them, as well as identify and address the practical difficulties faced. Gender participation in the project was considered as relatively balanced with a 55/45 ratio of male/female representation.

Feedback from participants indicated the acquisition of a much higher level of understanding on both topics and how synergies could be enhanced. Participants' knowledge gained through the project was enhanced and in some cases is starting to be used in their own professional activities as new spin-off initiatives. The implementation by UNCTAD also generated additional outcomes such as a new step-by-step methodology for the practical implementation of joint REDD+ and BioTrade projects. This methodology was introduced in the e-course material as a response from requests and concerns from stakeholders in the workshops organized. Several implementing partners have also expressed interest in advancing additional activities such as pilot projects on joint implementation, developing regional activities and in replicating the e-courses with their own resources with the technical support of UNCTAD. These later expressions of interest add to the sustainability prospects of the project.

The project has also brought important policy impacts in beneficiary countries. For example, the BioTrade thematic framework in one of the recipient countries was changed to incorporate REDD+ projects (e.g. the strategy of the Green and Sustainable Business Office of MADS).

4.1 Demand driven and market access

The selection of beneficiary countries and projects should be demand driven for the products and services commercialized as well as for the countries and beneficiaries involved. By addressing specific needs identified, local empowerment and sustainability of the activities implemented can be guaranteed. Similarly, products and services already marketed contribute to the sustainability of the initiative, upon which the REDD+ and/or BioTrade component may be built.

Positive market trends¹⁸ for biodiversity-based products and services as well as for carbon credits are a result of consumer demand for natural, environmentally-friendlier, healthier and fair products. Despite this market potential, is difficult in general to access new markets and even more if one new component is included (e.g. REDD+ or BioTrade). Therefore, is better to consider initiatives working in known and developed markets such as ecotourism, native cocoa or medicinal plants (e.g. *Ilex guayusa*). Moreover, guaranteeing markets is a constant need where efforts should continue to identify and facilitate access to markets for the current products and services, as well as for the future carbon credits.

4.2 Developing joint REDD+ and BioTrade strategies and projects

The project allowed for in-depth discussions if and how BioTrade activities can be included in REDD+ projects, or vice versa. The basic considerations are that the project must be operational with a clear target market for its products and services (BioTrade or REDD+), and fulfill REDD+ requirements and BioTrade environmental, social and economic sustainability criteria. The project should already involve and engage relevant community groups which are organized (for instance under an association or cooperative) and have obtained positive results from a cost-benefit analysis.

BioTrade initiatives have been operational for a longer time than REDD+, providing a framework and a positive scenario to include a REDD+ component. BioTrade stakeholders are already engaged and working with communities is an area, with practical experience in mainstreaming access and benefit sharing issues in BioTrade businesses and value chains, and supporting the conservation of forests. Building on these initiatives may reduce the time allocated to prepare and consolidate the joint project and its productive activities, and reduce costs and risks associated to the limited knowledge of the products/services, value chains, and sectors promoted in the potential REDD+ project area. In any case, it is important to have a structure in place to support the development of this type of projects, for instance through existing BioTrade and UNREDD programmes that can assist and channel support to the project developers.

¹⁸ The CBD Secretariat (2013) stated that the natural cosmetics industry is worth US\$ 26 billion, the natural beverages industry about US\$ 23 billion and the botanical industry about US\$ 85 billion. Similarly, the turnover of SMEs and multinational companies working on BioTrade has increased to USD4,1 billion in 2011, with a 76% annual growth from 2010. The 2013 Ecosystem Marketplace report on the State of the Voluntary Carbon Market states that for the 2010-2011 period, the voluntary market grew by 27% reaching USD 576 million, and by 4% for 2012. Demand for forest projects that combined standards for emissions reduction and carbon sequestration (e.g. Verified Carbon Standard) with co-benefits in terms of biodiversity conservation and livelihood enhancement (e.g. Climate, Community and Biodiversity standard) increased. These latter carbon credits have higher sale-ability and credit value (e.g. premium prices) on the voluntary markets.

Not all BioTrade and REDD+ initiatives can combine both issues, as a starting point they must fulfill each of their requirements. Special attention to sustainability issues, from an economic, social and environmental perspective, must be the building blocks of the joint REDD+ and BioTrade initiative. Finally, these should also be in line with developments discussed and adopted during the COPs of the UNFCCC and CBD, and other relevant national and international initiatives. The step-by-step methodology, particularly Step 1, provides recommendations for the identification of the project area and the critical path for the selection of joint BioTrade and REDD+ projects.

The moment or phase when REDD+ and BioTrade activities can be jointly developed should be cautiously assessed to avoid negative impacts on the cultural, social and environmental aspects of stakeholders (e.g. indigenous communities)¹⁹. In some cases, the inclusion of BioTrade into ongoing REDD+ projects could support the sustainable management of forests and reduce deforestation, enhance the involvement of local actors, as well as support development of local, regional and national green markets.

4.3 The way forward...

The project positively introduced the feasibility of linking climate change and BioTrade issues, considering the opportunities of emerging biodiversity-friendly and carbon markets. Further discussion and efforts are needed on how to link both initiatives in practice and develop and fund real pilot experiences - and document challenges, opportunities and lessons learned - that can be fed into the process. The Brazilian Suruí Forest Carbon Project and Natura Cosméticos S.A. partnership can be a starting point to address this need, but other initiatives need to be sought, for instance involving other regions and countries as well as small and medium enterprises. Accessing to finance, through economic incentives, investments, credit lines or grants, is an area to be further developed in order to support entrepreneurs enhance their BioTrade and REDD+ initiatives.

Both, challenges and opportunities could emerge and work needs to continue to address them. Positive market trends to be captured which enhance livelihoods, diversify and differentiate products and services traded, and generate additional income to communities for conserving their forests, are some of the opportunities available. Existing REDD+ and/or BioTrade strategies also allowed for further linkages and there is a constant need for enhancing awareness and knowledge about this with government officials, private actors and civil society. The training material and documents can address this gap, and further outreach needs to take place due to the high personnel rotation in government partner institutions. The challenges are related to policy frameworks, generation of economic and financial incentives, building knowledge and expertise to generate service providers that can support the development of projects and strategies, market access and certification, and funding.

Efforts need to continue creating an enabling policy environment for REDD+ and BioTrade initiatives. Policies and actions at the local and national levels should be aligned to reduce deforestation and forest degradation, to promote public-private-civil society partnerships, and to develop and marketing value added biodiversity-based products and services. Establishing positive economic/market incentives which compensate the economic gains generated by unsustainable practices such as illegal logging or mining

¹⁹ The involvement of local and indigenous communities and the benefits they obtained from selling carbon credits, as well as their agreement with the long term commitments needed on the use of the forests, are important consideration in REDD+ projects. In Colombia for instance, it is essential to involve these actors as they are the major landowners with REDD+ potential and some standards such as Climate Community and Biodiversity Standard (CCB) are used to guarantee the benefit sharing of REDD+ projects.

that convert forests. Valenzuela and Ginatta (2015) suggest these incentives should have easy access and operation allowing an efficient and transparent management of resources. The incentives should have clear protocols on the distribution of incentives and benefits among project participants as well as clear participatory ruling on the future use of the incentives; adequate controls and accountability; build capacity of the communities to manage the resources; and demonstrate the environmental benefits (carbon sinks) and the relationship between forests and food safety. If adequate and attractive incentives are in place, local actors living in forestland may reduce or eliminate unsustainable business-as-usual practices (e.g. slash and burn practices) and foster the conservation and sustainable use of its forest resources, for instance through agroforestry systems.

This project is the first initiative that liaise climate change and BioTrade issues. Exploring other climate change opportunities to be captured by BioTrade partners remain to be undertaken. One example is to consider the different typologies of Land Use, Land Use Change and Forestry (LULUCF) projects that can be accepted in the voluntary market²⁰. In Colombia, Corporación Biocomercio Sostenible, jointly with other partners, is implementing other measures to avoid deforestation by the payment for ecosystem services - involving greenhouse gas compensation schemes - to mainstream biodiversity in the coffee sector. It includes, inter alia, BioTrade related activities that foster conservation and sustainable practices that use native species, benefiting local communities and enhance local production with zero or limited impact on forests. This project is part of the Greenhouse Effect Emissions Programme that sells certified emissions reductions to a major Colombian food group.

²⁰ The voluntary market accepts projects derived from LULUCF activities such as: a) forestry, reforestation and revegetation; b) agroforestry management; c) improve management of croplands; d) cropland and grassland conversion; e) improved forestry management; f) extended rotation, among others. (Valenzuela and Ginatta, 2014)

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Annexes

Annex 1. Guiding questions used during the national workshops in Colombia and Ecuador

Colombia
Theme 1: Participation of local communities in REDD+ initiatives and BioTrade
<ul style="list-style-type: none"> • How to link the knowledge of local communities in REDD+ strategies and BioTrade? • What elements should be considered for the involvement of local communities in the development of REDD+ initiatives and BioTrade? • What are the key training areas aimed at local communities for seizing REDD+ strategies and BioTrade?
Theme 2: Barriers to the development of joint initiatives REDD+ and BioTrade
<ul style="list-style-type: none"> • What barriers are identified in the articulation of REDD+ initiatives and BioTrade? • What do you think are the aspects needed to boost the national REDD+ Strategy in Colombia? • What issues could the Colombian environmental institutions consider to promote and accompany REDD+ initiatives?
Theme 3: Ecological and economic additional of joint initiatives REDD+ and BioTrade
<ul style="list-style-type: none"> • What would be the strategy to visualize the benefits and impacts of joint REDD+ and BioTrade initiatives? • What kind of actions should be promoted so that REDD+ and BioTrade initiatives contribute to the development and welfare of the communities? • Do you consider that the scale of implementation of REDD + initiatives and BioTrade guarantees or limits the financial and environmental sustainability of joint initiatives?
Item 4: Key elements that articulate REDD+ projects and BioTrade
<ul style="list-style-type: none"> • How to address the principle of sustainability in the development of BioTrade initiatives within REDD + strategies? • Which BioTrade sectors are key for the development of REDD+ initiatives? • In which phase of the formulation and/or implementation of REDD+ projects is key for linking actions related to BioTrade?

Source: Duque, A. and Sosa C., 2014. Strengthening the capacity for integrating REDD+ projects into BioTrade strategies in Colombia (UNCTAD/WEB/DITC/TED/2014/5)

Ecuador	
<p>General questions</p> <ol style="list-style-type: none"> 1. In the development of REDD+ initiatives, ¿which key actors would you identify? 2. In which stage of development of REDD + initiatives, BioTrade actions are more necessary? 3. What barriers are identified in the articulation of REDD + initiatives and BioTrade? 	
<p>Economic and environmental additionality</p> <ol style="list-style-type: none"> 4. What should be considered for the participation of private investment funds in the implementation of REDD+ and BioTrade initiatives? 5. Which should be the strategy to visualize the benefits and impacts of the link between the REDD+ and BioTrade initiatives? 6. Do you consider that the scale of implementation of REDD + and BioTrade initiatives, guarantees or limits the financial and environmental sustainability? 	<p>Institutional Framework</p> <ol style="list-style-type: none"> 7. What are the aspects to boost the national REDD+ program in Ecuador? 8. Is the set of existing compensation schemes in the regulatory framework favorable for the development of REDD+ projects? 9. Do you consider that the regulatory framework for the access of genetic resources is crucial for the development of REDD + and BioTrade initiatives? 10. What regulatory elements could limit the development of REDD+ and BioTrade initiatives? 11. What should be the role of NGOs and private sector in REDD + initiatives? 12. What would be the areas of capacity building and training aimed for local communities to reinforce their involvement in REDD+ and BioTrade strategies?
<p>Community participation</p> <ol style="list-style-type: none"> 13. How does the knowledge of local communities be linked in the articulation of REDD+ BioTrade strategies? 14. How do REDD + and BioTrade initiatives contribute in the formulation of internal regulations of forest management? 15. What barriers can exist in the communities for the adoption and implementation of REDD + and BioTrade initiatives? 	

Source: Valenzuela and Ginatta, 2014: Proceedings from the Expert workshop (November 12th, 2013).

Annex II: Sample of a participant's survey

1. Please tick the sector in which you work.

Central/national government	<input type="radio"/>
State/provincial government	<input type="radio"/>
Local government/authorities	<input type="radio"/>
International/regional organization	<input type="radio"/>

Non-governmental organization (NGOs)	<input type="radio"/>
Private sector	<input type="radio"/>
Academia	<input type="radio"/>
Other (specify):	<input type="radio"/>

2. Gender

Male	Female
<input type="radio"/>	<input type="radio"/>

3. How did you learn about the II BioTrade Congress?

Direct invitation from UNCTAD	<input type="radio"/>
UNCTAD website	<input type="radio"/>
BioTrade website	<input type="radio"/>
CBD or CITES websites	<input type="radio"/>
Partners websites	<input type="radio"/>

Biodiversity L	<input type="radio"/>
Climate L	<input type="radio"/>
Twitter	<input type="radio"/>
Other (please specify):	<input type="radio"/>

4. Please indicate to what extent do you agree with the proposed statements

	Completely 5	Mostly 4	More or less 3	Partially 2	Not at all 1	Not applicable
Usefulness and Relevance						
The II BioTrade Congress allowed me to enhance my knowledge on BioTrade and the linkages between BioTrade and REDD+	<input type="radio"/>					
The themes of the sessions were relevant considering the latest developments in BioTrade and the needs of its actors	<input type="radio"/>					
The information presented in this event was useful to me	<input type="radio"/>					
The information I gained from the Congress is relevant to my work	<input type="radio"/>					
It is likely that I will use some of the information I gained during the Congress	<input type="radio"/>					
It is likely that I will make use of the documents and presentations made available to participants	<input type="radio"/>					
Partnerships and collaboration						
Having participated in the Congress will allow me to better coordinate my activities with those of other organizations	<input type="radio"/>					
After the Congress I have a better understanding of the BioTrade Initiative and its work	<input type="radio"/>					
As a result of the Congress I am more likely to collaborate with the BioTrade Initiative or its partners	<input type="radio"/>					
The II BioTrade Congress provided me a platform where I can learn from other experiences, share my	<input type="radio"/>					

own experiences and establish new contacts that will support me in the implementation of BioTrade, CSR or other environmentally friendly practices						
Overall Organization						
The organization and structure of the sessions allowed for the sharing of experience on the themes addressed	<input type="radio"/>					

5. Comments / suggestions on improving the future editions of the BioTrade Congress (if you participated in the I BioTrade Congress, kindly specify what has been enhanced and what was not):

Annex 3. Key conclusions and recommendations per session of the II BioTrade Congress

Session with moderator and speaker	Key conclusions and recommendations
<p>Welcoming remarks and the Post-2015 Development Agenda</p> <p>Moderator Mr. Bonapas Onguglo, Division on International Trade in Goods and Services, and Commodities (DITC), UNCTAD</p> <p>Speakers</p> <p><u>Welcoming Remarks:</u> Mr. Mukhisa Kituyi, Secretary-General, UNCTAD</p> <p><u>Keynote Speakers:</u> Mr. John E. Scanlon, Secretary-General, CITES Mr. Hans-Peter Egler, Head of the Division for Trade Promotion, SECO Mr. Bráulio Dias, Executive Secretary, CBD</p>	<ul style="list-style-type: none"> • The significance of the contribution of biodiversity and ecosystems services as key inputs to a wide variety of goods and services, including climate change mitigation and poverty eradication in rural areas. • Recent efforts in creating synergies between climate change mechanisms such as REDD+ and BioTrade provide a unique and unprecedented opportunity to generate convergence between climate change mitigation and biodiversity conservation goals. • Developing REDD+ and BioTrade projects will need a very pragmatic approach as well as technical efforts by the climate change and biodiversity communities. Practical experiences in this regard should be encouraged and supported. • Sustainable sourcing in CITES-listed species can strengthen BioTrade in relevant sectors such as fashion design, textiles, cosmetics and medicinal plants which support livelihoods among those at the lower part of the value chain. The continuation and expansion of CITES-UNCTAD work on traceability of python species and possibly to other animal and plant species will provide a platform for safer sourcing and increase cooperation from the private sector in the fulfilment of the CITES convention. • Sustainable trade, biodiversity conservation and climate mitigation are key concerns that need to be addressed coherently in the formulation of the Post-2015 Development Agenda and the development of the Sustainable Development Goals.
<p>Emerging issue: Climate change and BioTrade - opportunities and challenges?</p> <p>Moderator Ms. Lorena Jaramillo Castro, UNCTAD</p> <p>Speakers Ms. Thais Linhares-Juvenal, UNREDD Programme Mr. Lawrence Rimmer, Forests Alive Ms. Isaura Frondizi, UNCTAD consultant (Brazil) Mr. Daniel Valenzuela, UNCTAD consultant (Ecuador)</p>	<p>There is potential to link REDD+ and BioTrade, particularly as both are positive incentives to conserve and sustainably use existing forests. Finding synergies between REDD+ and BioTrade implies a coordinated effort to ensure:</p> <ul style="list-style-type: none"> • An enabling policy environment; • Private sector investment in carbon sequestration and BioTrade products and services; and • Local communities participate in the management of carbon stocks, in sustainable value-added activities and in benefit sharing. <p>In REDD+ the benefits are not immediately visible and entail a rather more medium or long-term endeavour. In the case of BioTrade, bringing products to market and receiving payment is more direct, tangible and immediate. Therefore, BioTrade could motivate investors and stakeholders to start activities with a longer term aim of implementing REDD+.</p> <p>Linking REDD+ and BioTrade activities is a new area for both climate change and biodiversity communities. There are challenges associated with this integration that are related to forest conservation, land ownership and management issues, as well as complex methodologies and legal frameworks. The different standards and methodologies available for REDD+ and for biodiversity-based products and services may also confuse companies and project developers.</p> <p>Consequently, bringing these two concepts together needs to be further assessed and clearly explained in order not to overwhelm potential practitioners. A pragmatic exercise between REDD+ and BioTrade concepts is essential. It implies capacity building, awareness raising and field testing exercises considering the specific needs of the different stakeholders and ecosystems. The UNCTAD e-learning course on REDD+ and BioTrade (www.biotrade.org/eLearnREDDplus.htm) seeks to provide a platform for understanding the basics of REDD+ and BioTrade. The guidelines and methodology offer a starting point to formulate and develop joint REDD+ and BioTrade initiatives and identify opportunities and challenges for integrating both incentives and ensuring effective implementation.</p>

<p>Session 1: Policy frameworks: Biodiversity Strategic Plan and Aichi Targets</p> <p>Moderator: Mr. Jose Manuel Díaz Hoyos, Ministry of Environment and Sustainable Development (Colombia)</p> <p>Speakers: Mr. Robert Lamb, UNEP Mr. Rik Kutsch-Lojenga, UEBT Ms. Vanessa Ingar, Ministry of Environment (Peru) Ms. Diana Mejía, Corporación Biocomercio Sostenible (Colombia) Ms. Haruko Okusu, CITES Secretariat</p>	<ul style="list-style-type: none"> • There is a need to improve regulatory coherence and coordinated implementation of trade and environmental policies and the formalization of tools and processes for BioTrade promotion. This type of action would support Aichi targets 3, 4 and 7. • Regional and national strategic planning, product priority setting, demarcation of conservation zones and capacity building are tools that have proven effective and have facilitated successful cases in Andean countries. • The development of national regulatory and institutional capacity in biodiversity, including incentive measures such as BioTrade and supporting governments to implement the Aichi Targets and empower communities, would support targets 3, 4, 7, 14 and 16. • The introduction of tools that support well regulated commercial trade of CITES-listed species such as the exploratory work on value chain enhancement, traceability and responsible private engagement, can open new business opportunities and sourcing models that would contribute to Aichi targets 12, 14 and 19. • The creation and strengthening of links between REDD+ and BioTrade by introducing BioTrade principles and criteria in the design of REDD+ projects while exploring sustainable non-timber forest activities can generate positive impacts over Aichi targets 14 and 15. A more effective use of forest and landscape management tools and better understanding of land planning regulations can provide a platform for deeper convergence. • Policies and actions to achieve the Aichi Targets must be sustained, supported and articulated via a multi-stakeholder platform, especially with those whose livelihoods depends on BioTrade activities. • There is a need to make use of the Aichi Targets framework for planning, implementing and measuring the impact for BioTrade activities and projects, as it is being done through the BioTrade Impact Assessment System (BTIAS).
<p>Session 2: Benefit sharing in biodiversity and ecosystem services</p> <p>Moderator Ms. María Julia Oliva, UEBT</p> <p>Speakers Mr. David Vivas Eugui, UNCTAD Ms. Beatriz Gómez-Castro, CBD Secretariat Mr. Juan Fernando Botero, Ecoflora Cares Ms. Maria Helena Cendales, General Secretariat of the Andean Community Ms. Katie Beckett, PhytoTrade Africa Mr. Lawrence Rimmer, Forests Alive</p>	<p>Discussions highlighted the wealth of experiences and opportunities in fair and equitable benefit sharing in the BioTrade context. Participants highlighted the importance of continuing work on these topics, in order to address remaining uncertainties, support capacity building and involve all stakeholders.</p> <p>To advance fair and equitable sharing of benefits in cases of access to genetic resources for their utilization, participants stressed the following:</p> <ul style="list-style-type: none"> • Importance of clear and practical rules on ABS, particularly for SMEs; • Need to clearly define scope of ABS requirements; • Key to understand the different costs and benefits of various ABS regulatory and implementation approaches; • ABS is a learning process, so ABS laws and regulations should include processes for regularizing activities; • All stakeholders must be involved in ABS policy discussions; and • ABS rules are applicable to some BioTrade activities, if they involve research and development. <p>To advance fair and equitable sharing of benefits more generally, key issues highlighted included:</p> <ul style="list-style-type: none"> • Importance of capacity building, particularly at the local level; • Creating platforms for dialogue is fundamental – coming together to define what is a benefit, what is fair and how sharing should take place; • Critical role for community-based organizations and support associations; and • Benefit sharing requires profitable and sustainable businesses.
<p>Session 3: Accessing and developing markets for biodiversity products and services</p> <p>Moderator Mr. Hans-Peter Egler, SECO</p>	<p>Accessing and developing markets for biodiversity products and services is a complex and complicated issue that is at the heart of developing profitable, long-term commercial businesses using these products sustainably and ensuring increased economic well-being of the sourcing communities.</p> <p>The following recommendations were emphasized:</p>

<p>Speakers Ms. Rosie Akester, The Body Shop Ms. Nyarai Kurebgaseka, Speciality Foods of Africa Mr. Lawrence Rimmer, Forests Alive Ms. Vanessa Ingar Elliott, Ministry of Environment, Peru</p>	<ul style="list-style-type: none"> • A successful supplier/buyer relationship should be developed based on mutual respect and transparency, with each partner giving and receiving from the other. • New products, whether a new carbon credit project or a new product from biodiversity, can take time to bring to market. There is need to explore different options for accelerating this such as partnership (e.g. in research and development, and addressing market access barriers). One can also seek supplier/buyer partnerships for product innovations and value addition, so that the knowledge and experience of both actors is used. • New products can be costly to launch. SMEs should research options for funding and advice from government, the private sector and NGOs on the ground to help them bring products to market readiness. • BioTrade entrepreneurs need to know their product and ensure that it fulfills buyers' requirements. • Product promotion, especially for new products, needs to be developed at the final customer level. A good story behind the product – whether it is for a new face cream or the “community and biodiversity” element of a new carbon credit – can have a positive effect on commercial success. • Government rules and regulations, especially for biodiversity-based products, are changing on a regular basis. Whether this is due to ABS or health security issues for example, domestic and international regulations should be monitored regularly to avoid costly mistakes. • Benefit sharing agreements with supplier associations cement commercial relationships. Investment in the local communities by the buyer can ensure long-term stable commercial relationships and increased security in supply chains.
<p>Session 4: Value chain enhancement</p> <p>Moderator Ms. Katie Beckett, PhytoTrade Africa</p> <p>Speakers Ms. Rosie Akester, The Body Shop Mr. Ta Minh Son, BioTrade Programme (HELVETAS Vietnam) Ms. Aaban Butt, International Trade Centre (ITC) Mr. Christoph Inauen, Chocolats Halba Mr. Filippo Nishino, Gucci Mr. René Gomez-García Palao, Development Bank of Latin America (CAF)</p>	<ul style="list-style-type: none"> • In order to access customers, producer groups must be organized. A certain level of organization in structure and processes enables access to a larger and more diverse customer base. Organizational capacity also applies to the certification process which is out of reach for those producers who have not met the minimum level of organization required. When implementing REDD+ projects within existing value chains, there is a need to ensure that capacity building and funding are available. • There is a need to move producer groups up the value chain so there are higher and more secure returns. However, it became clear during the course of discussions that in some cases this is not an objective of the producing groups. Based on this observation it was concluded that all stakeholders work closely together in defining the targeted point in the value chain that actors collectively agree to. As such, the approach should be grassroots up, and demand driven. • Industry partners and suppliers alike agreed that relationships within a value chain should be based on long-term commercial agreements, strong linkages and transparency. Gucci gave a specific recommendation based on their model, where the industry partner is integrated throughout the value chain, and not just towards the end of the product lifecycle. • At the consumer and market end of the value chain, it was recommended that further work be done to increase the understanding of certification and the impact that it has. It is clear that different strategies are adopted by different companies. For example, The Body Shop does not use any labels on their products even if certified, whereas Chocolats Halba uses labels as a major marketing tool. By what degree is the market driven by certification, and what is the impact of consumer demand?
<p>Session 5a: South-South and cross-industry cooperation - sharing of experiences and best practices</p> <p>Moderator Ms. Vanessa Ingar, Ministry of Environment (Peru)</p>	<ul style="list-style-type: none"> • Sustainability approaches such as BioTrade, are being implemented in different industries and countries, as well as schemes from individual companies and regional associations. • Strengthening value chains is critical for achieving BioTrade principles in a sustainable development framework, and the commitment of every involved party should be the driver of successful arrangements. • REDD+ project implementation needs transparency and integration of the

<p>Speakers Mr. Itai Ichibaya, PhytoTrade Africa Mr. Pedro Soares, Institute for Conservation and Sustainable Development of Amazonas (IDESAM) Mr. Anthony Parak, University of Papua New Guinea Mr. Claude Fromageot, Yves Rocher Group and Yves Rocher Foundation Mr. David Vivas, UNCTAD</p>	<p>community's traditional resource management, social hierarchy and decision-making frameworks, as well as government support. Regarding these issues, REDD+ pilot projects are a feasible way to best conserve Amazon forests.</p> <ul style="list-style-type: none"> • Instruments for capacity building and empowerment of stakeholders of BioTrade initiatives should be flexible, demand-driven, and easily transferable, as well as be available low cost.
<p>Session 5b: Importance of traceability systems - sharing of experiences and knowledge</p> <p>Moderator Mr. Mathias Lörtscher, CITES Management Authority/Federal Veterinary Office (Switzerland)</p> <p>Speakers Mr. Tom de Meulenaer, CITES Secretariat Ms. Rossella Ravagli, Gucci Mr. Filippo Nishino, Gucci Mr. Luca Boltri, Italian Tanners' Association (UNIC) Mr. Bonapas Onguglo, UNCTAD Ms. Vanessa Ingar, Ministry of Environment (Peru)</p>	<ul style="list-style-type: none"> • Private sector and consumers want to be informed about the origins of the products they sell or buy. Industries and brands are moving towards more socially and environmentally compatible practices in order to fulfil their consumers' wishes. • Consequently, traceability is becoming a major issue especially when it relates to trade of particularly endangered wildlife products. It allows for the assertion that trade in a given commodity, for instance wildlife products, can be: <ul style="list-style-type: none"> ○ sustainable; ○ legal; and ○ socially compatible (e.g. makes a contribution to livelihood and animal welfare). • In developing a suitable traceability system, it is important to involve all the stakeholders in the value chain. • Making this system work also requires dedicated funding from the whole trade chain. It is important to agree and define issues such as who pays and how much, as well as how the funding is distributed. <p>The various examples discussed during the Congress have shown that enhanced traceability can lead to a more sustainable trade and benefits for the livelihood of local people. Certain commodities need more than "paper traceability" and the work developed for CITES-listed species demonstrated the proactive approach being undertaken.</p>

Source: UNCTAD, 2015b: Report of the II BioTrade Congress - Biodiversity and climate change: Integrating REDD+ into BioTrade strategies (UNCTAD/DITC/TED/2014/6).