The role of standards and certification

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What’s in a label?
Beyond labels: Value of standards

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

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

Different functions:

- Guidance
- Assurance
- Market differentiation
- Impact measurement
The Ethical BioTrade Standard

Internationally-recognized standard for the ‘Sourcing with Respect’ of natural ingredients
The Ethical BioTrade Standard

ETHICAL BIOTRADE

'Sourcing with Respect' of natural ingredients

Respect for Biodiversity

Respect for Partners

United Nations Conference on Trade and Development (UNCTAD)

BIG Vietnam
Ethical BioTrade verification system

Application → Audit

Targets and work plan

BMS

Continuous improvement

Annual reports

Priority supply chains

Certification
Ethical BioTrade claims

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

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

Natura Cosmetics and Symrise Amazon gain UEBT certification

Amsterdam/São Paulo - April 2016

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

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

Facilitate?

Complement?

Constrain?

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

- Less focus on laws and regulations?
- Confusion on link with laws and regulations?
Standards and ABS implementation

- Facilitate
  - Tools and model clauses
  - Training and awareness-raising

- Complement
  - Traceability
  - Link with sustainable use
Conclusions

• Role of standards
  o Bridging gap between ABS policies and practices
  o Multi-stakeholder platforms
  o Tools and experiences
  o Incentives for private sector engagement on ABS
  o Embedding ABS in broader sustainability policies

• Looking forward
  o Considering BioTrade in ABS measures
  o Conducting pilot cases to improve coordination
  o Organizing public-private dialogues
Questions and answers

The seeds we plant today

Are the fruits of tomorrow

Our future lies in our hands

Thank you

For further information: www.biotrade.org