Regional Biotrade Project
Southeast Asia (Vietnam, Lao PDR, Myanmar)
# Regional Biotrade Project

<table>
<thead>
<tr>
<th><strong>Funded by:</strong></th>
<th>Swiss State Secretariat for Economic Affairs (SECO)</th>
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<tbody>
<tr>
<td><strong>Project Duration:</strong></td>
<td>2016 – 2020</td>
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<tr>
<td><strong>Project Budget:</strong></td>
<td>USD 4,951,906</td>
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<td><strong>Project areas:</strong></td>
<td>In the areas that provide input supply for participating companies</td>
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| **Implementation agencies:** | HELVETAS Laos  
HELVETAS Myanmar  
HELVETAS Vietnam |
## Project Approach

### Change the way the system works
- Understand why it doesn’t work
- Find sustainable solutions that work when the project is not there anymore.
- Improve supporting systems that indirectly support growth of Biotrade companies

### Pilot – Learn – Scale Up
- Pilot with innovative, pioneering companies and providers of supporting services who want to seize new opportunities.
- Learn from these pilots, improve and scale up

### Facilitate improvements, with actors in the driving seat
- Jointly develop new ideas with companies, public institutions and civil society
- Link actors with each other
- Provide technical support (knowhow on market access and requirements, how to establish sustainable value chains according to biotrade principles)
Typology of P&C Adoption

Application of P&C as part of UEBT membership process

Equivalence of P&C with other voluntary sustainability standards

Embedding the P&C in private commercial specifications
Used this model during the first phase of the project, with less results than hoped.

See this as an end-point that convinced companies work towards rather than an entry point.

Not currently promoting this, but hope to move towards it.
Significant overlap between standards and P&C, especially when combined

For most buyers, these are minimum requirements

The majority of our target companies are focusing on these certifications
Have example where buyers specifically built P&C into their commercial specifications and pricing

Certification may be replaced by internal compliance inspection

Our most genuinely Biotrade product uses this model
Lesson: Competition from VSS

SE Asian companies interested in high-end markets focus on standards that maximize market opportunity

- Powerful market signals encourage uptake or Organic and Fair Trade
- SE Asia project is trying to use this as a stepping stone towards Biotrade
- Risk is that companies will stop with these certifications rather than fully incorporate Biotrade P&C
- More recognition of Biotrade by buyers and consumers would help
Lesson: Commercial Opportunities

_Uptake and internalization of the principles and criteria in SE Asia need to be driven by specific market opportunities_

- Export-capable companies have a low level of intrinsic motivation and are primarily driven by client demand for sustainability
- Vibrant regional markets for many products do not value the P&C
- Only specific market opportunities with buyers who demand Biotrade has motivated real uptake of P&C in SE Asia so far