Blue BioTrade: Harnessing trade and investment for sustainable use

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Content of the presentation

• What is BioTrade?
• Geographical scope and methodology
• BioTrade in numbers
• Potential Blue BioTrade Sectors
• Possible adaptation of principles
• The way forward...
**What is BioTrade?**

BioTrade: activities of collection/production, transformation and commercialization of goods and services *derived from native biodiversity* under criteria of environmental, social and economic sustainability.

<table>
<thead>
<tr>
<th>Mandates</th>
<th>BioTrade Principles</th>
<th>Approaches</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDGs, SDGs</td>
<td>P1. Conservation of biodiversity</td>
<td>Value chain</td>
</tr>
<tr>
<td></td>
<td>P2. Sustainable use of biodiversity</td>
<td></td>
</tr>
<tr>
<td></td>
<td>P3. Equitable benefit-sharing</td>
<td>Sustainable livelihoods</td>
</tr>
<tr>
<td>UNCTAD XII, XIII, XIV</td>
<td>P4. Socioeconomic sustainability</td>
<td>Ecosystem approach</td>
</tr>
<tr>
<td></td>
<td>P5. Legal compliance</td>
<td></td>
</tr>
<tr>
<td>CBD, CITES and other MEAS</td>
<td>P6. Respect for actors’ rights</td>
<td>Adaptive management</td>
</tr>
<tr>
<td></td>
<td>P7. Clear land tenure and resources access</td>
<td></td>
</tr>
</tbody>
</table>

Source: Adapted from UNCTAD, 2007a.
Legal & Economic Nature of BioTrade Principles & Criteria

1. International mandates
   - SDGs
   - MEA
   - UNCTAD 14
   - other UN processes

2. Developing value chains and sectors
   More than 20 years of successful testing experience for developing value chains and sectors

3. Terrestrial biodiversity
   While BioTrade P&C apply to all biodiversity, they were mainly designed on terrestrial biodiversity considerations
Legal & Economic Nature of BioTrade Principles & Criteria

1. Government and private sector action
   - Applicable through both government plans and private sector action
   - Entry requirements:
     - Precautionary principle
     - No Appendix I species
     - No invasive species or GMOs

2. Not "biding" but are verifiable
   - Not "biding" but are verifiable/certifiable if a business claims their application:
     - Further developed by a UEBT standard (ISEAL) and national and regional partners
     - A sustainable sourcing model mostly applied business to business (b2b) basis
     - Tested for the first time in business to consumer relations in "biodiversity herbal teas"
Methodology

**Geographical Scope**

*Africa:* Botswana, Burkina Faso, Ghana, Madagascar, Malawi, Mozambique, Namibia, South Africa, Swaziland, United Republic of Tanzania, Zambia and Zimbabwe

*Asia:* Indonesia, Lao People’s Democratic Republic, Myanmar and Viet Nam

*Latin America:* Plurinational State of Bolivia, Brazil, Colombia, Ecuador, Mexico and Peru.

**BioTrade value chain methodology**

- **Identification of sectors with potential**
  - List of products and services
  - Product groups
  - Prioritizing

- **Selection of value chains**
  - Selection of matrices
  - Strategic analysis

- **Participatory assessment of the value chain**
  - Gathering of information
  - Mapping
  - Gap analysis
  - Analysis of problems and solutions
  - Prioritizing solutions

- **Formulation of the sector strategy**
  - Strategic lines of work
  - Formulating a workplan of activities
  - Validation of the strategy

- **Implementation**

Source: UNCTAD Toolbox: BioTrade (2016)
BioTrade in Numbers

Sectors involved in BioTrade activities:
- Personal care
- Pharmaceuticals/phytopharma
- Food
- Fashion
- Ornamental flora and fauna
- Handicrafts
- Textiles and natural fibres
- Sustainable tourism
- Forestry-based carbon credit activities.

- 70% of the world's poor depend directly on biodiversity.
- 7000 plant species are consumed by people as food.
- 17% of plant species are used for medicinal purposes.
- 86% of species (and their potential uses) are still unknown.

Business and biodiversity awareness
- 83% of consumers expect companies to have sourcing policies in place that respect biodiversity.

12 000 companies in more than 70 countries have signed up to the United Nations Global Compact, committing to greater environmental (and biodiversity) responsibility.

The number of companies that report on biodiversity in their annual reporting is growing. 36 of the top 100 cosmetic companies and 60 of the top 100 food companies now mention biodiversity.

BioTrade impact in figures
Sales of BioTrade beneficiary companies and associations
€4.3 billion (2015)
A significant increase from US$40 million in 2003

Number of beneficiaries
Around 5 million worldwide
Producers/farmers, collectors/hunters, workers, among others

Strategic Plan for Biodiversity 2011–2020 and the Aichi Targets
BioTrade contributes directly to 13 of the 20 Aichi Targets

BioTrade contributes to almost all SDGs
Directly to 8 SDGs
Indirectly to 8 SDGs
BioTrade contributes to 94% of the SDGs

Source: Adapted from Lojenga and Oliva, 2016.
**BIOTRADE PRINCIPLES**

1. **Conservation of Biodiversity**
   - Focus on living marine biodiversity (genetic resources (GRs), species, & ecosystems)
   - The concept of "native" is less important in the marine environment as many species migrate
   - Cross border effects of economic activities are higher
   - Consider interactions & functions of marine ecosystems
   - Resilience is an important approach to be added

2. **Sustainable use of Biodiversity**
   - BioTrade activities must include resource assessment
   - BioTrade activities must respect national management plans & marine protected areas

3. **Equitable benefit sharing**
   - Benefit sharing must take place all along the value chains
   - It should apply to genetic and biological resources, and their parts
   - If R&D over Marine GRs within national jurisdiction, actors must ensure PIC & MAT
**Biotrade Principles**

**4. Socio economic sustainability**
- Blue BT products and services should have a market potential
- Harvesting must not exceed the MSY
- Economic activities should not include practices that threat marine and coastal biodiversity
- Relay to the extent possible on Climate-friendly technologies (e.g. renewable energy sources)

**5. Legal compliance**
- Consider the multilayer and multi-agency regulatory regime under UNCLOS (territorial waters, EEZs, continental shelf extension and ABNJ)
- CBD, Nagoya Protocol & CITES principles must be read in light of the UNCLOS & other conventions
- Guidance under FAO hard and soft law instruments linked to sustainable harvesting & IUU fishing must be considered

**6. Respect for actors rights**
- Livelihoods of coastal populations must be respected & maintained
- Rights of small scale and artisanal fishermen (SSF) must be respected
- Enable the preservation & use traditional fishing methods and practices when supportive of sustainable fishing
Clear land tenure and access to resources

Access to resources and tenure rights needs to be regulated and defined in a marine & coastal spatial planning.

Guidance under FAO instruments linked to tenure of rights and SSF must be considered.
The way forward

- Proposal for adaptation of BioTrade principles and criteria to the marine environment
- Test it with actual case studies (e.g. whale watching and queen conch harvesting & traceability systems)
- Creation of a Working group with stakeholders
- Revise draft Blue BT principles and criteria
- Define programmatic support at the country / value chain level by all partners