The BioTrade Initiative of the UN Conference on Trade and Development

Value Chain Analysis Workshop
Jakarta, 20 and 21 July 2011

Overview
1. Trade opportunities for sustainably produced p/s
2. The BioTrade Initiative
   - Concept
   - Scope / sectors
3. BioTrade case studies

Estimated market opportunity

1. Trade opportunities for sustainably produced products and services

Sustainability & businesses

Biodiversity is slowly being consider as an asset for businesses
Opportunity for sustainable practices

Developing countries are rich in BD which is traditionally used, but is being threatened

Need for sustainable pro-poor economic activities

- 70% of the world’s poor live in rural areas & directly depend on these resources to cover 90% of their needs in terms of food, fuel, medicine, shelter and transportation
- Some 1.6 bn people depend on forest and NTFP for their livelihoods and over 3 bn depend on marine and coastal resources

1. The BioTrade Initiative of UNCTAD

What is BioTrade?

BioTrade 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.

Principles

1. Conservation of biodiversity
2. Sustainable use of biodiversity
3. Fair and equitable sharing of benefits derived from the use of biodiversity
4. Socio-economic sustainability
5. Compliance with national and international regulations
6. Respect for the rights of actors involved in BioTrade activities
7. Clarity about land tenure, use and access to natural resources and knowledge

BioTrade network

Activities are implemented by national, regional and international partners that foster BioTrade, its Principles and Criteria

Established a platform of national, regional and international public and private organizations working for the conservation & sustainable use of biodiversity, and a fair and equitable distribution of benefits

Support the development of BD-based sectors

BioTrade sectors supported

- Natural ingredients and products for cosmetics, food and pharmaceuticals industries
- Wildlife trade for pets
- Flowers and foliage
- Crocodile products
- Fish products
- Handicrafts
- Sustainable tourism

BioTrade case studies
BioTrade’s value chain methodology

- Identification of sectors with potential
- Selection of value chains
- Participatory assessment of the value chain
- Formulation of the sector strategy
- Implementation

- GAP analysis
- Strategic analysis
- Gathering of stakeholders
- Mapping
- Implementation of the strategy

List of products and services
Mapping
Prioritizing the solutions
Selection of matrixes
Gathering of information

Strategic lines of work
Formulating a work plan of activities
GAP analysis
Strategic analysis
Implementation of the strategy

Market access

- Trade fairs, B2B programmes, information
- Overcome market barriers: Novel Foods Regulation of the EU
- Consumer’s awareness and market differentiation
- Funding: credits, factoring

Processing and quality improvement

Fulfilling market requirements:
Enhance facilities of companies, training on GMP, develop VA and quality products

TA and training for cultivated species

Support in implementing GAP

TA for wildlife collected species

Development of management plans
1. Identification of collection areas and collectors
2. Assessment of managed resources
3. Definition of good practices to be implemented
4. Definition of follow-up and monitoring systems
5. Implementing documentation systems

Methodology available at www.biotrade.org

Opportunities & challenges

- Consumer preferences - Market access
- Conservation & sustainable use of biodiversity
- Value chains - developing & strengthening
- Engagement of actors & benefit sharing
- Enabling policy environment

Data & measuring the impact of BD sectors/ BT
BioTrade video:

Experiences with the fashion and food industries

Developed with the support of UN TV, Swiss State Secretariat for Economic Affairs (SECO) and UNCTAD

Terimakasih