FASHION AND COSMETICS
BIOTRADE PLATFORM

Facilitation on Financing for Biodiversity-based Business and Support of Market Development Activities in the Andean Region

Advisory Committee Meeting
Rio de Janeiro, 19 June 2012
OVERARCHING OBJECTIVE OF THE INITIATIVE

• STRATEGIC:
  To protect and sustainably use biodiversity in the Andean region through support to Bio Trade initiatives

• GENERAL:
  Support and strengthen Bio Trade at local, national and regional scale, as an strategy for conservation and sustainable use of biodiversity
STRUCTURE OF THE INITIATIVE

Implementation period: March, 2010 – December, 2014

Main thematic / issue areas:
- Policy Strengthening
- Market Access
- Capacity Building
- Product and Market Information
- Leverage of Financial Resources
- Pilot Projects Support
- Regional Dissemination and Replication Strategy
STRUCTURE OF THE INITIATIVE

Geographical focus: Colombia, Ecuador and Peru

Implementing institution: UNEP – GEF

Main partners of the Initiative:
- Regional Executing Agency: CAF
- National Executing Agencies: FBC (Colombia), Corpeii (Ecuador), Promperu (Peru)
PRIORITIZED VALUE CHAINS

Already defined:

- Colombia: heliconias and foliage, medicinal plants, Amazonian fruit trees, ecotourism, apiarian products and arts and crafts, textiles and fashion using fiber and seeds (fique, añil, dividivi, achiote, jagua).

- Ecuador: sustainable tourism, natural products and ingredients for the cosmetics and pharmaceutical industries and natural ingredients such as cocoa, unguragua (*Oceanocarpus bataua*), guayusa (*Ilex guayusa*), inchi (*Plukenetia volubilis*).


**Scope for further definition**: YES

**Criteria for definition**: Contribution to Project's objectives and planned impact.
ROLE OF FCBP

What could be the potential role of FCBP?
Create synergies among different actors.

What are the procedures / timelines for engagement?
Coordination with both REA (CAF) and NEA (FBC, Corpei, Promperu) within Project´s's time span