



# Fifth BioTrade Congress: Linking trade and biodiversity

12-13 September 2019  
Palais des Nations, Geneva



# UN TRADE FORUM



# Fifth BioTrade Congress: Linking trade and biodiversity

## Opening

12-13 September 2019  
Palais des Nations, Geneva



# Opening Session

Chair:

- **Ms. Pamela Coke Hamilton**, Director, Division on International Trade and Commodities, UNCTAD

Speakers:

- **Mr. Martin Saladin**, Head of Operations, State Secretariat for Economic Affairs SECO, Switzerland
- **Dr. Didacus Jules**, Director General, Organisation of East Caribbean States (OECS)
- **Ms. Stéphanie Bouziges-Eschmann**, Secretary General, French Facility for Global Environment (FFEM)





## Fifth BioTrade Congress: Linking trade and biodiversity

### Session 1: Setting the scene: Sustainable trade for biodiversity –reality or fiction?



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# Session 1: Setting the scene: Sustainable trade for biodiversity – reality or fiction?

Chair:

- **Ms. Pamela Coke Hamilton**, Director, Division on International Trade and Commodities, UNCTAD

*Keynote speaker:*

- **Ms. Ana Maria Hernández**, Chair, IPBES

*Speakers:*

- **Mr. Juan Carlos Vasquez**, Chief, Legal Affairs and Compliance, CITES
- **Mr. René Gómez-García Palao**, Director, Sustainability, Inclusion and Climate Change, CAF – development bank of Latin America
- **Mr. João Teixeira**, Senior Sustainability Coordinator, Natura Cosmetics, Brazil





# How wildlife trade can support biodiversity conservation and the **post-2020** global biodiversity framework?



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# CITES is a wildlife treaty that regulates trade

- ✓ Signed in Washington D.C. in March 1973, 183 Parties.
- ✓ Its focused, targeted and legally binding rules combine **science-based management** and **trade regulations**
- ✓ Underpinned by **quota & permit** systems, **trade controls** and **effective compliance** mechanisms
- ✓ Aimed at achieving tangible **conservation and sustainable use** goals

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# CITES is a wildlife treaty that regulates trade

“CITES conserves our natural world by ensuring that international trade in wild plants and animals is **legal, sustainable and traceable**. Well-managed trade also contributes to human wellbeing, livelihoods and the achievement of the 2030 Sustainable Development Goals,” said CITES Secretary-General Ivonne Higuero.

7.7 billion people consuming biodiversity products and interacting with nature daily

A million animal and plant species threatened with extinction - a simple calculation with a **scary** answer (Andy Purvis - IPBES).

## Current World Population

**7,729,624,199**

September 11, 2019, 15:20 (CEST)

TODAY	THIS YEAR
Births today <b>245,455</b>	Births this year <b>97,330,216</b>
Deaths today <b>103,048</b>	Deaths this year <b>40,861,556</b>
Population Growth today <b>142,407</b>	Population Growth this year <b>56,468,659</b>

## How did we estimate 1 million threatened species?

PERCENTAGE THREATENED	x	NUMBER OF SPECIES	=	NUMBER THREATENED
About <b>25%</b> of species are threatened with extinction on average across many animal & plant groups, except insects		There are <b>~2.5 million</b> animal and plant species that are not insects		<b>25% of 2.5 million is ~0.5 million non-insect species threatened</b>
The proportion of threatened insects may not be so high; but is unlikely to be below <b>~10%</b>		There are about <b>5.5 million</b> species of insects		<b>10% of 5.5 million is ~0.5 million insect species threatened</b>
				<b>0.5 million + 0.5 million = ~1 million threatened animal &amp; plant species</b>

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“Humanity needs to respond to the **growing extinction crisis** by transforming the way we manage the world’s wild animals and plants. Business as usual is no longer an option,” said CITES Secretary-General Ivonne Higuero.

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- Over 36,000 species are protected by CITES. Around 100 were included at COP18 (tropical timber trees, 18 more shark species, sea cucumbers, giraffes, etc.)
- Vast majority (97%) of CITES species can be commercially traded (App. II)
- Over 1m CITES permits issued per year, controlling a multi billion USD legal trade



# A few examples of wildlife trade

## Food

Queen conch \$60 million/year



## Leather & Fibers

Pythons = \$1 billion/year



## Cosmetics & pharma



## Tourism, zoos & pets



## Housing & Furniture, Musical instruments



## Collections



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# CITES and Livelihoods case studies

**Aloe ferox**  
(South Africa)



**Nile crocodile**  
(Kenya)



**Vicunas**  
(Bolivia, Peru)



**Polar bears**  
(Canada)



**Markhor**  
(Tajikistan)



**Pirarucu**  
(Brazil)



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# CITES Strategic Vision: 2021-2030

GOAL 4 - CITES POLICY DEVELOPMENT ALSO CONTRIBUTES TO AND LEARNS FROM INTERNATIONAL EFFORTS TO ACHIEVE SUSTAINABLE DEVELOPMENT

- ✓ Objective 4.1 - Parties support sustainable wildlife trade policies, especially these that increase the capacity of **Indigenous peoples and local communities** to pursue livelihoods.
- ✓ Objective 4.2 - The importance of achieving CITES' aim as a contribution to achieving the relevant Sustainable Development Goals, as well as the **post-2020** global biodiversity framework, is recognized.

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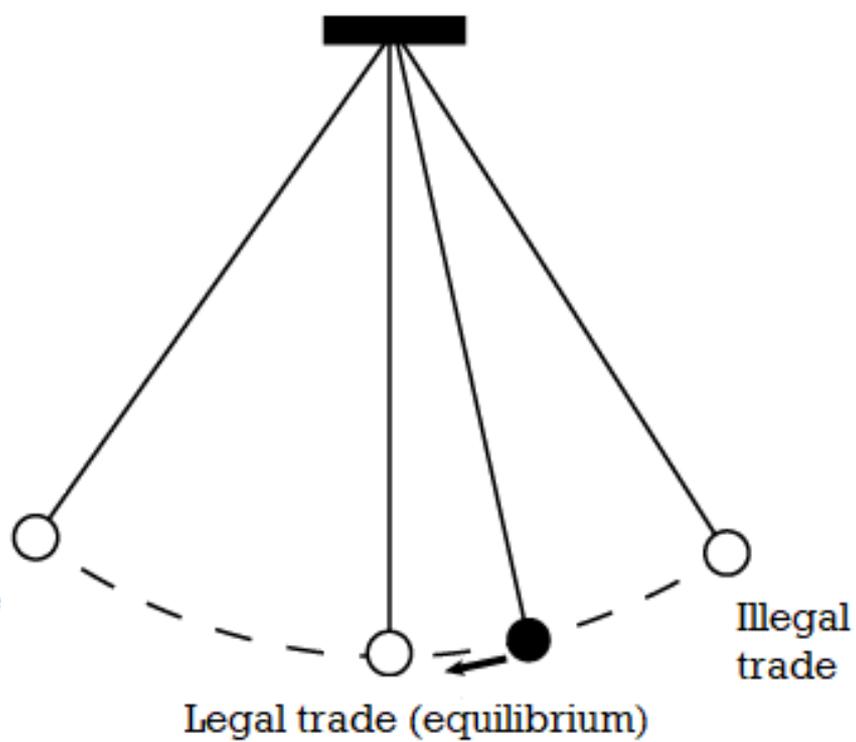
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# CITES Strategic Vision: 2021-2030

## GOAL 5 DELIVERY OF THE CITES STRATEGIC VISION IS IMPROVED THROUGH COLLABORATION

- ✓ Objective 5.1 - Parties and the Secretariat support and enhance existing **cooperative partnerships** in order to achieve their identified objectives.
- ✓ Objective 5.2 - Parties encourage the **formation of new, innovative and mutually sustainable alliances** between CITES and relevant international partners, where appropriate to advance CITES' objective and mainstream conservation and of sustainable use of biodiversity.



Simplistic

Simplistic / organized crime involved

Challenging & complex

# How do we get smarter together?

Collective intelligence to develop:

- ✓ A new narrative (language for sustainability, hope and trust – trust is everything)
- ✓ Applied science (science relevant for sustainability)
- ✓ A platform to bring together businesses, communities and regulators
- ✓ Technologies, best practices, biz cases, etc.



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Juan Carlos Vasquez  
Chief, Legal Affairs & Compliance  
CITES Secretariat  
[juan.vasquez@cites.org](mailto:juan.vasquez@cites.org)

**THANK YOU FOR YOUR ATTENTION**



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# Session 1: Setting the scene: Sustainable trade for biodiversity – reality or fiction?

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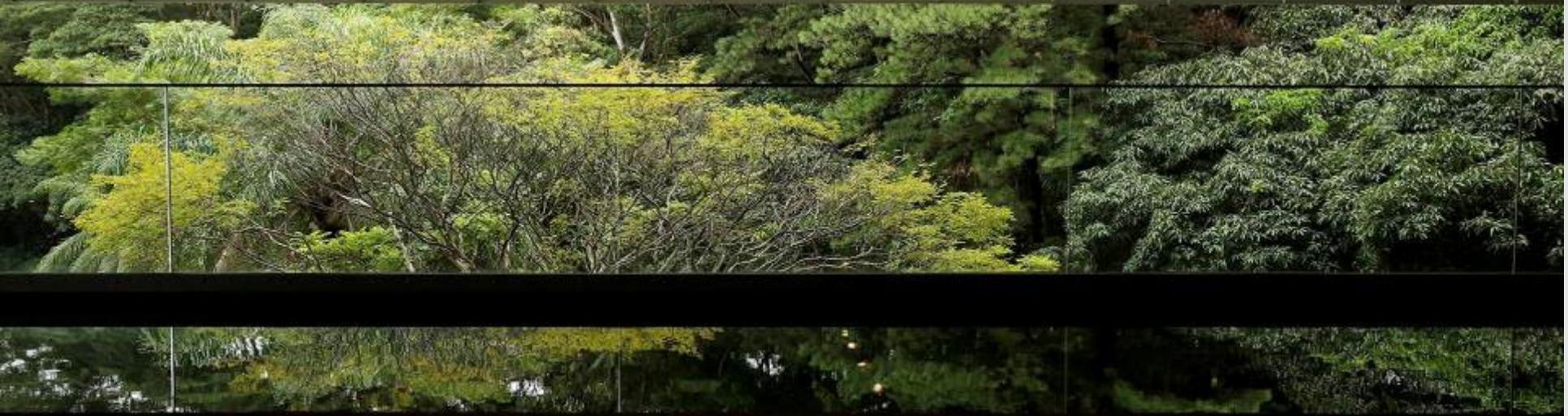
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## SUSTAINABLE USE OF SOCIOBIODIVERSITY – PUTTING INTO PRACTICE

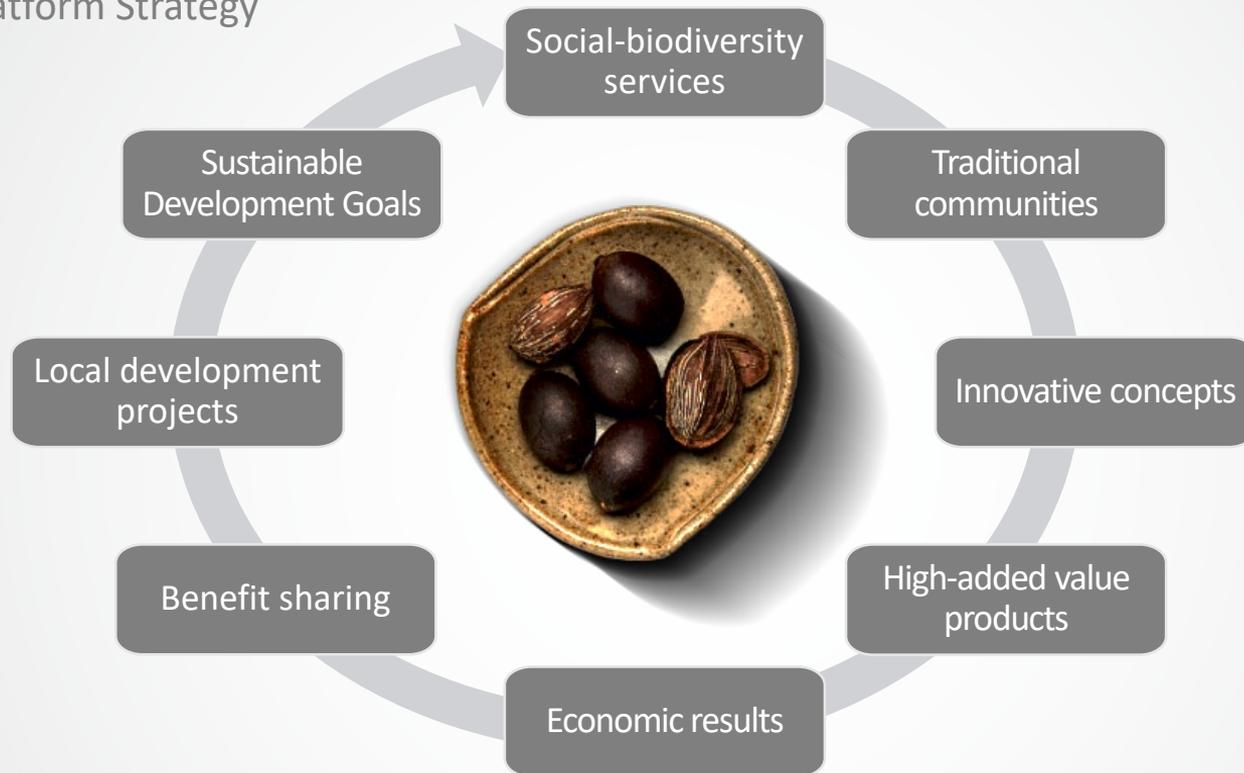
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# SUSTAINABLE USE OF SOCIOBIODIVERSITY

## Innovation Platform Strategy



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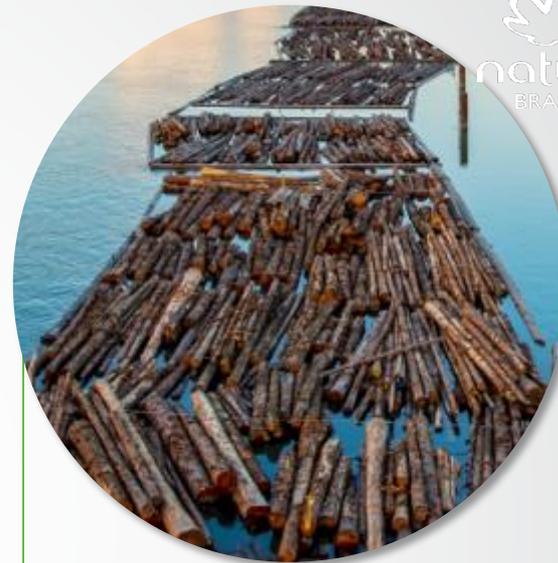
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HIGH RATE OF UCUUBA TREE  
ILLEGAL LOGGING  
IN THE AMAZON REGION FOR  
THE LAST 30 YEARS



LOGGING REPRESENTS  
IMPORTANT INCOME SOURCE  
FOR SOME RIVERINE FAMILIES



UCUUBA HAS BECOME A  
THREATENED SPECIES



NATURA EKOS SEARCHES  
UCUUBA BUTTER COSMETIC  
POTENTIAL



UCUUBA BERRY TURNS OUT TO  
HAVE COMMERCIAL VALUE AND  
GENERATE INCOME FOR RIVER  
COMMUNITIES



KEEPING UCUUBA TREES  
ALIVE VALUES MORE THAN  
ONE-SHOT LOGGING  
ACTIVITIES

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**37**  
communities



**5.600**  
families



**21.184**  
Impacted people



**18**  
local processing units



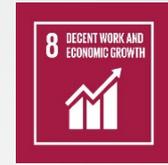
**1.827.568**  
hectares impacted



**22**  
native species



**+80**  
ABS contracts



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UNITED NATIONS  
UNCTAD

# NATURA & CO

- Natura & Co encompasses the codes and values of three pioneering companies, brands that walked parallel paths, but always had common goals.
- A shared purpose and a common commitment to sustainable and ethical business practices.



8.3 million signatures taken to the UN to ban animal testing



The world's first co-recipient of UEBT certification

Aēsop®

Encouraging our customers to recycle product packaging

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THANK YOU

Joao Teixeira

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## Fifth BioTrade Congress: Linking trade and biodiversity

### Session 2: Applying Principles and Criteria



## Session 2: Applying Principles and Criteria

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*Speakers:*

- **Ms. Lorena Jaramillo**, Economic Affairs Officer, UNCTAD
- **Ms. Martha Negumbo**, Factory Manager, Eudafano Women's Co-operative, Namibia
- **Mr. Omar Malagón**, Professor – researcher specialized on Bioeconomy and biodiversity-based businesses and BioTrade, Bioemprende/Universidad Técnica Particular de Loja (UTPL), Ecuador
- **Mr. Mathieu Lamolle**, Senior Advisor, Sustainability Standards and Value Chains, ITC



# Participate in our Post-2020 Board!



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# BioTrade Principles and Criteria: *from concept to practice*

Lorena Jaramillo, UNCTAD  
[biotrade@un.org](mailto:biotrade@un.org)

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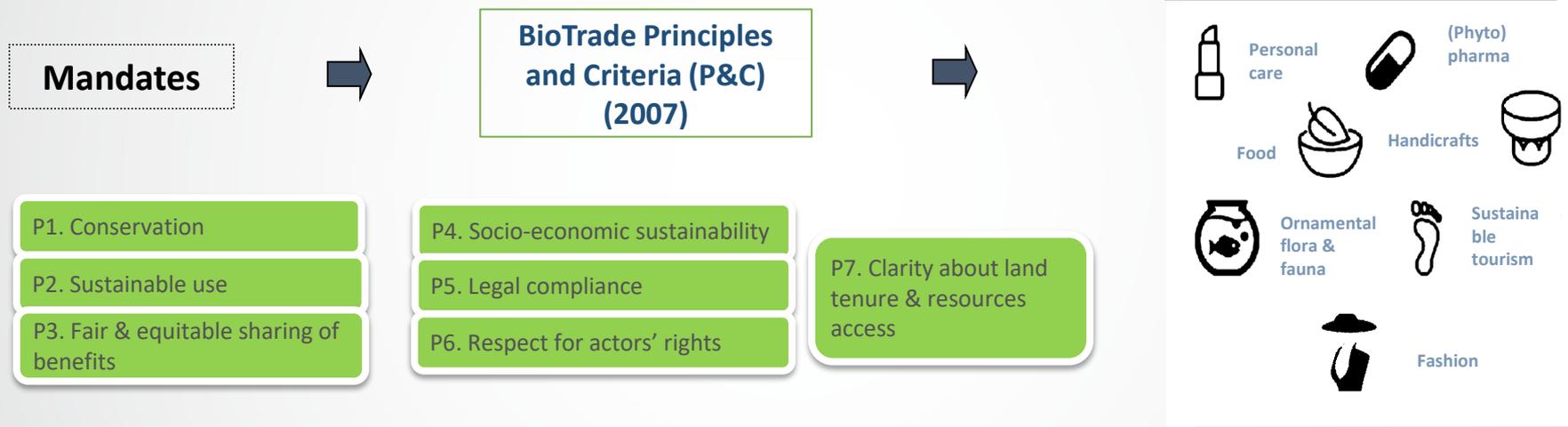
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**BioTrade:** activities of collection, production, transformation, and commercialization of products & services derived from biodiversity (BD) under the criteria of environmental, social and economic sustainability (BioTrade P&C)

*How we translate this to practice..*



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# Updating of the BioTrade P&C

**International agreements and development processes have emerged since 2007 and there is a need for alignment**

- Agenda 2030 and SDGs
- Paris Agreement on Climate Change
- Nagoya Protocol on Access and Benefit-Sharing

**Lessons learned from BioTrade P&C implementation by partners in variety of sectors and value chains in terrestrial and marine ecosystems**

**Market trends: Growth in consumer demand/awareness**

**Tools to raise awareness and understanding of BioTrade and the P&C**

- Terrestrial & marine ecosystems
- Comply with legal requirements on access and benefit sharing
- Climate resilience
- Traceability

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# Current and next steps



Compile comments and propose updated Principles and Criteria



Public consultation and incorporation of comments



Publish the updated Principles and Criteria



Develop the company self assessment tool for the Principles and Criteria and enable benchmarking with other standards



Promote the use of the tool to other partners and stakeholders

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# Thank you very much

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*Pictures from UNCTAD, BioTrade and programmes, practitioners and partners*

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# Lessons learned and best practices in the implementation of BioTrade in Ecuador

Omar Malagón  
Bioemprende – UTPL  
Ecuador



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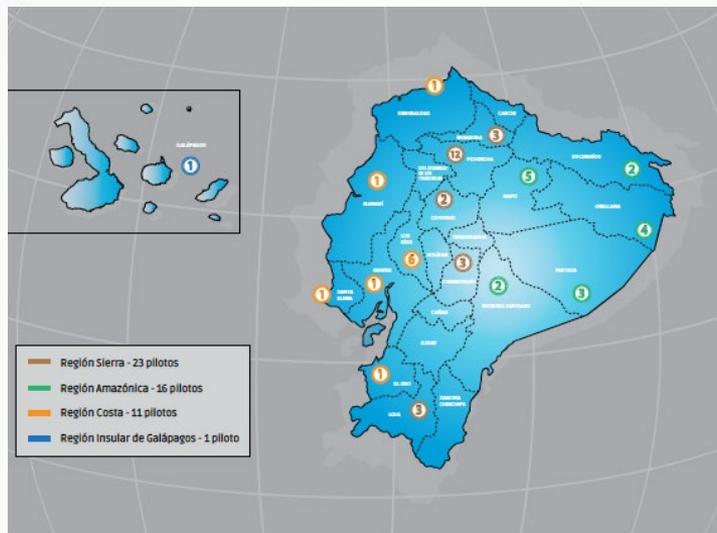
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# BioTrade in Ecuador

Total by Region	No. Initiatives / Companies
Andes	23
Coast	11
East	16
Galapagos	1
<b>TOTAL</b>	<b>51</b>

Protected area	Province(s)
National Recreation Area El Boliche	Cotopaxi
Cayambe Coca Ecological Reserve	Imbabura
National Park Yasuni	Napo, Orellana
Wildlife Reserve Cuyabeno	Sucumbios/Orellana
Ecological Reserve Cotacachi-cayapas	Imbabura
Ecological Reserve Antisana	Pichincha, Napo
Marine Protected area "El Pelado"	Santa Elena
Reservation Pisaca	Loja
Biosphere Reserve Sumaco	Napo



BioTrade in Ecuador has developed in two stages:

1. Through the **National Sustainable BioTrade Program (2001-2010)**
2. Developed over 3 years, with the **CAF (Corporación Andina de Fomento) Andean BioTrade GEF project (2011-2014)** that ran in parallel and very successfully in Colombia, Ecuador and Peru.

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# BioTrade in Ecuador



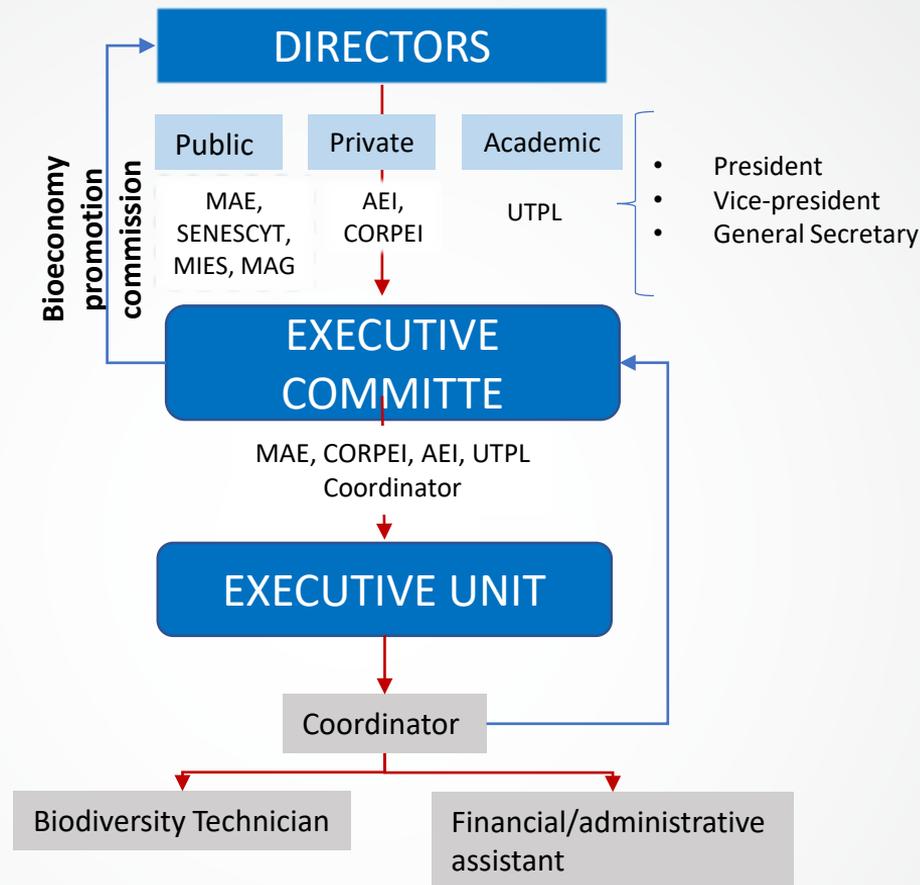
Sector	# of projects	No. of Hectares directly influenced	Accomplishment of P&C	No. of Beneficiaries	Growth in sales (2011-2014)	Total Investment USD **
		1	2	3	4	5
Food Industry	16	7,645	80%	6,299	5%	640,443.89
Pharmaceutical / Cosmetic industry	9	7,249	83%	6,265	29%	212,219.22
Sustainable tourism	18	52,641	91%	1,617	3%	403,385.60
Other	8	4,161	84%	452	21%	204,192.17
<b>Total</b>	<b>51</b>	<b>71.695</b>	<b>85%</b>	<b>14.633</b>	<b>8.86%</b>	<b>1,460,240.88</b>

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# 2017 – Present BIOEMPRENDE - ECUADOR



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## Case: *Bursera graveolens* forests at Loja - Ecuador

The essential oil of *B. graveolens*, fruit of local research, became a natural ingredient for cosmetic and cosmeceutical products, creating benefits for the communities that inhabit the area. The community has continued to produce and generate products based on this natural ingredient.

Bosque seco tropical

Verano



Invierno



## Benefits

1. P&C is an evaluation of the obtention of sustainable benefits from BioTrade.
2. Ecuador developed and adjusted a methodology applied to tourism based on P&C of BioTrade.

## Challenges

1. Local and international regulations
2. Quality and certifications
3. Market stability
4. Autonomy of communities and funding
5. Land use and communities development plan

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**BioTrade** is a key factor to sustainably preserve ecosystems and offer benefits to local communities... and the P&C assure measurement with an external guide to evaluate sustainable benefits.

**Partnerships (P+P+A)** favours the achievement of positive results in **BioTrade**

Thanks for your kind attention!

Omar Malagón Avilés  
[omalagon@utpl.edu.ec](mailto:omalagon@utpl.edu.ec)

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