



Latin America & the Caribbean Session
Trade and Biodiversity Webinar II
*'Sustainable guidelines
for biodiversity-based value chains'*




28 OCTOBER 2020
9–10.30 a.m. (UTC-5)



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Welcome to the webinar

- Please use the Chat to send any questions or comments
 - Please include your full name in your Zoom username
 - All presentations and background material will be available in the webinar website: <https://unctad.org/meeting/trade-and-biodiversity-webinar-ii-sustainable-guidelines-biodiversity-based-value-chains>
 - This webinar is being recorded and will be available on YouTube: https://www.youtube.com/channel/UC9M_I4BhxxV29KX7V6F8DDw
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-



Webinar series 'Trade and Biodiversity' by UNCTAD and ITC

Webinar II: "Sustainable guidelines for biodiversity-based value chains" **Latin America & the Caribbean Session**

Organizers:

Trade for Sustainable Development (T4SD) of the International Trade Centre (ITC)
BioTrade Initiative of the United Nations Conference on Trade and Development (UNCTAD)

Supported by:

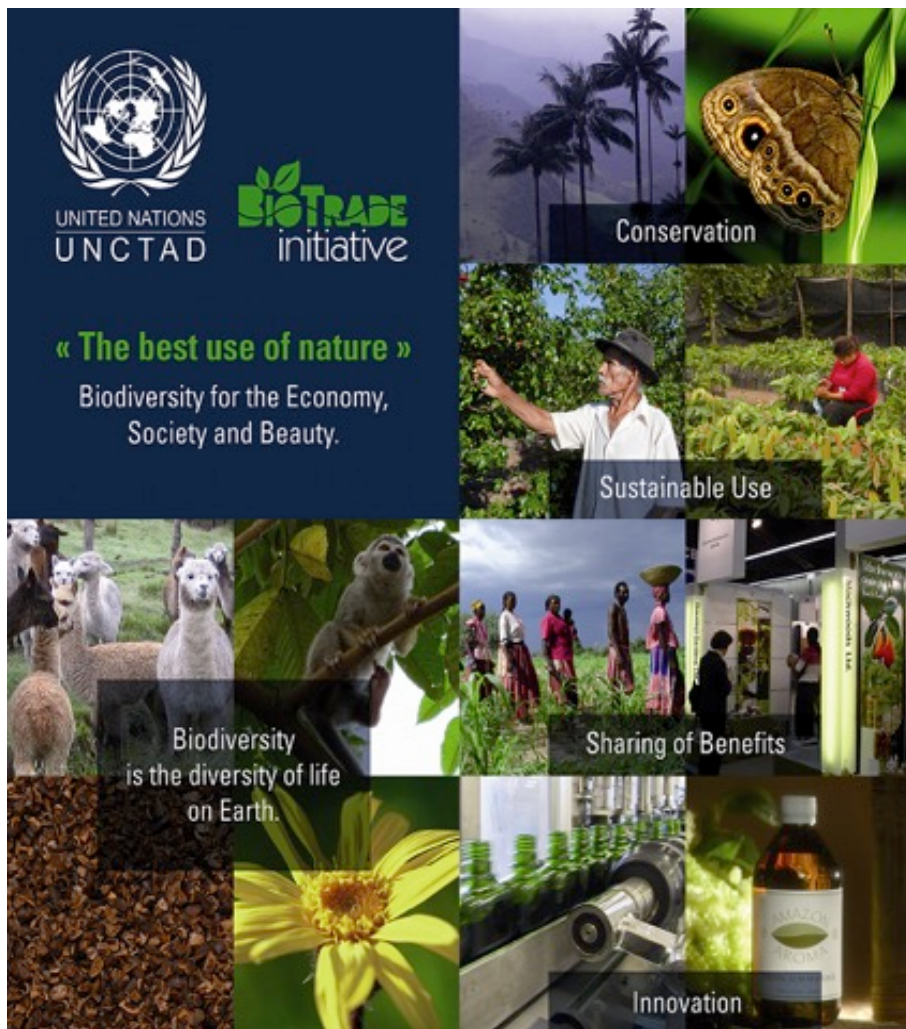
Swiss State Secretariat for Economic Affairs SECO

Agenda

Moderator: Ivana Padierna, UNCTAD

9:00 – 9:05 am	Welcome remarks and housekeeping rules
9:05 – 9:20 am	Presentation on guidelines for sustainable sourcing and production of biodiversity-based value chains <i>Ms. Lorena Jaramillo, UNCTAD</i>
9:20 – 9:25 am	Q&A
9:25 – 9:45 am	Presentation on examples of sustainable business models integrating biodiversity conservation and ethical trade principles from Peru <i>Ms. Caridad Maldonado, PromPerú</i>
9:45 – 9:50 am	Q&A
9:50 – 10:05 am	Presentation on ITC's Sustainability Map <i>Ms. Ana Batalhone, ITC</i>
10:05 – 10:10 am	Q&A
10:10 – 10:27 am	Q&A
10:27 – 10:30 am	Closing

More information on the webinar at: <https://unctad.org/meeting/trade-and-biodiversity-webinar-ii-sustainable-guidelines-biodiversity-based-value-chains>



Webinar series: Trade & Biodiversity

Latin America and Caribbean Session: Sustainable guidelines for biodiversity-based value chains

Guidelines for sustainable sourcing and production of biodiversity-based value chains

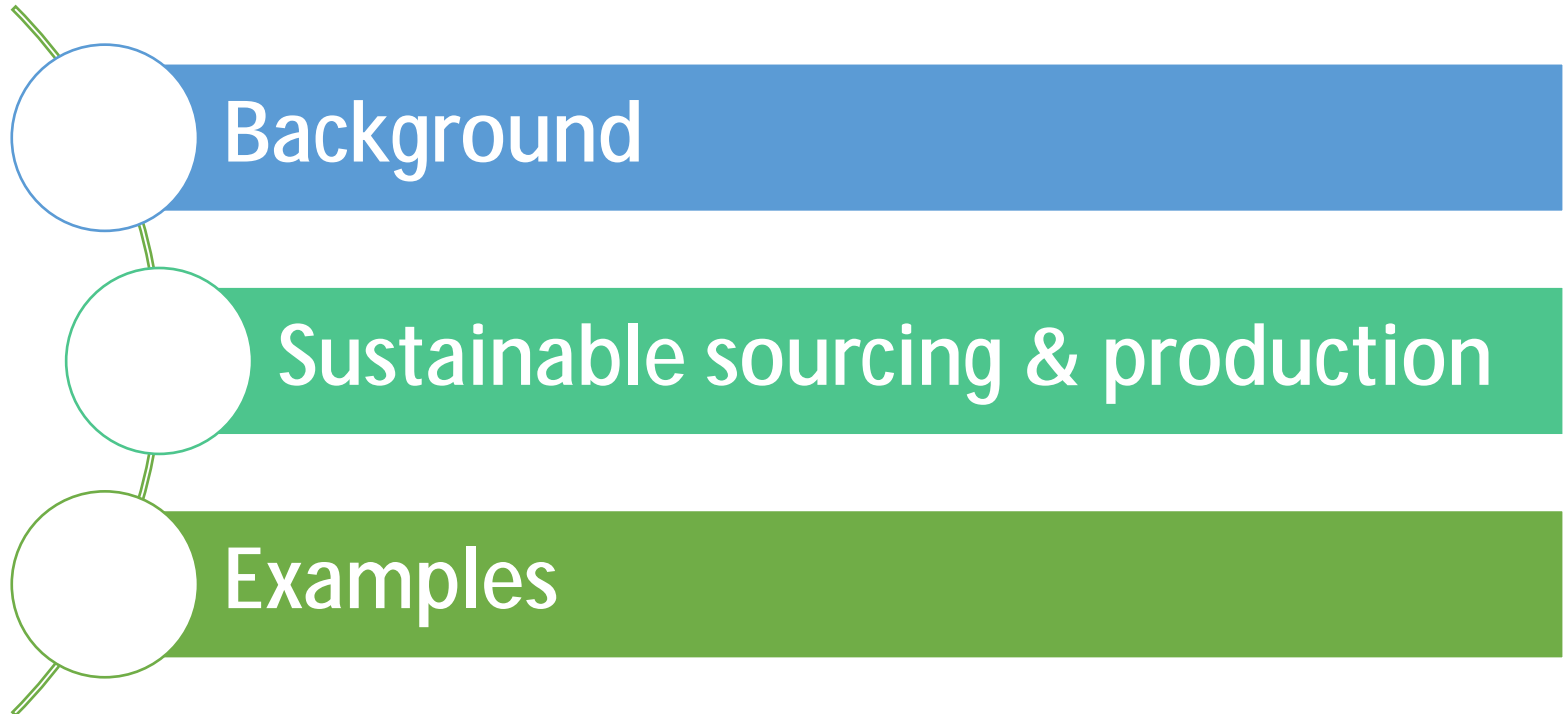
Lorena Jaramillo, biotrade@un.org

Economic Affairs Officer

TED/DITC



Content



Definitions

Biodiversity

Variety of life on Earth, including the wide range of plants, animals and microorganisms, the genetic variety within the species and the different ecosystems (CBD)

Biodiversity-based product and service

All products with a biological origin or the provision of services derived from them; e.g. medicinal plants, flowers, ornamental fish; or sustainable tourism (UNCTAD)

Sustainable use of biodiversity

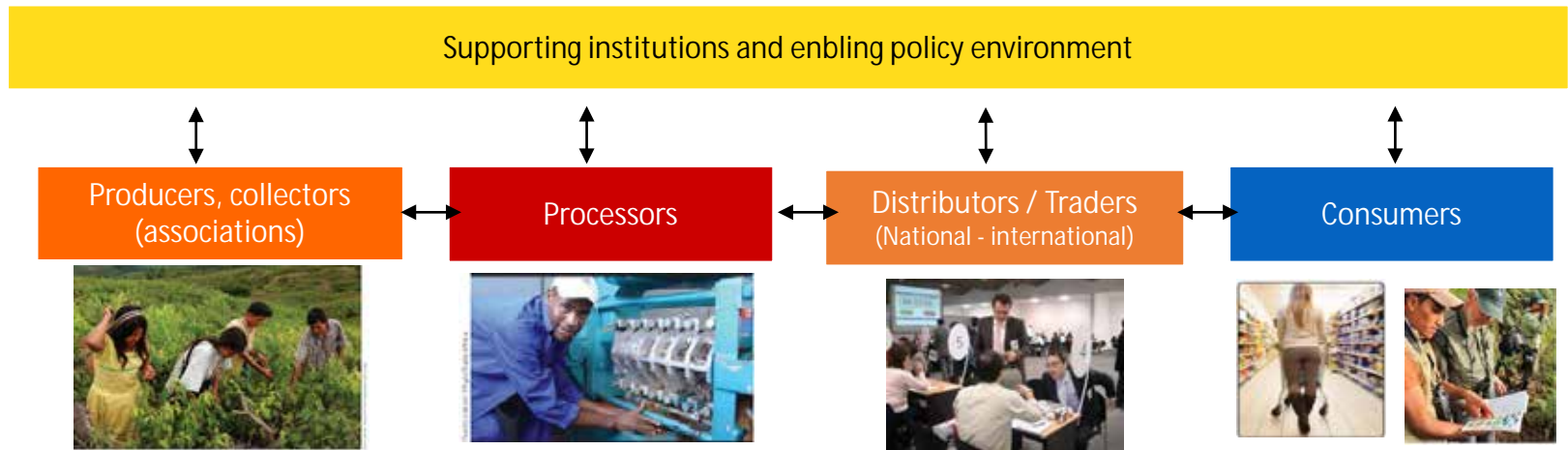
The **use of biodiversity in a way and at a rate that does not lead to its long-term decline**, thereby maintaining its potential to meet the needs and aspirations of present and future generations (CBD)

Value chain

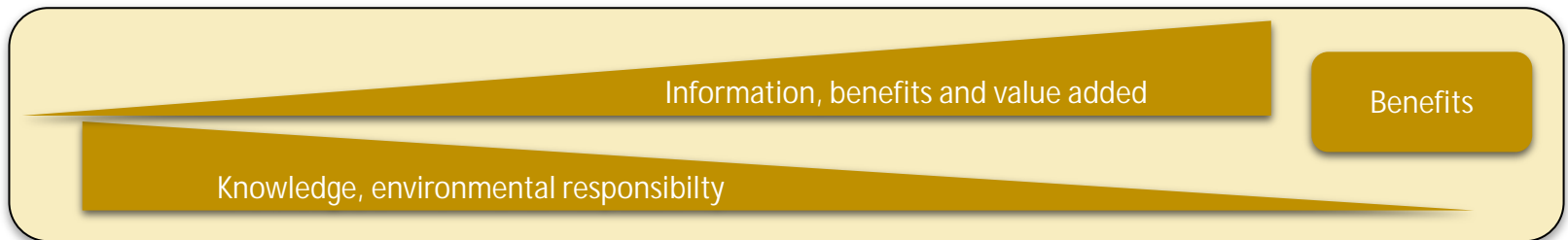
Relationships established between **actors involved directly and indirectly in a productive activity** with the **aim of adding value** in each stage (UNCTAD)



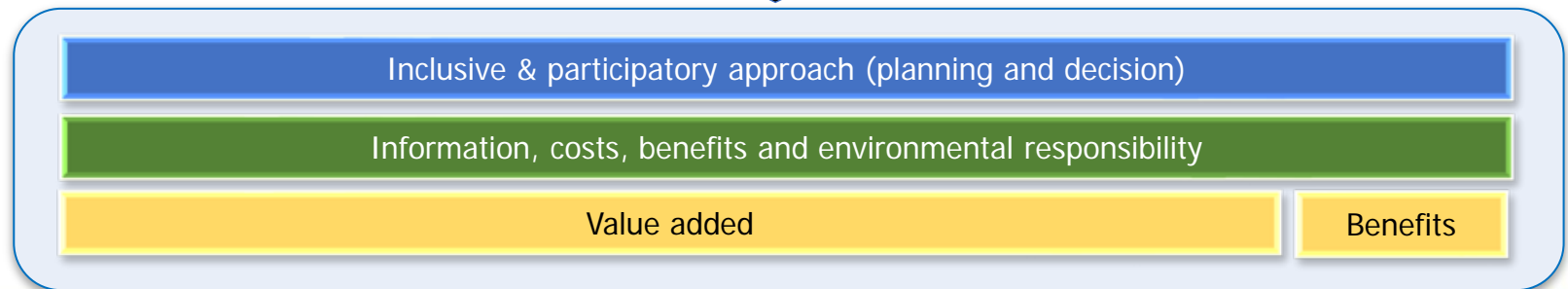
Value chain – current vs. ideal



Current



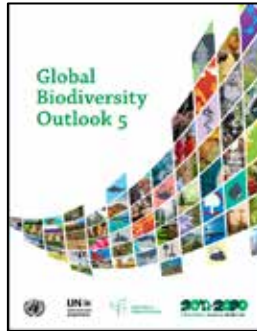
Ideal



Biodiversity - why it matters

Environmental crisis

(biodiversity loss, climate change, pollution, waste...)



Biodiversity is threatened

- 1 million species at risk of extinction, many within decades (IPBES)
- 68% decline in animal population sizes from 1970-2016 (WWF Living Planet Report 2020)

Livelihoods

(+4 bn people depend on biodiversity – rural and marginalized communities)

Contribute to many sectors

(agriculture, forestry, fisheries, pharma, tourism...)

Affect businesses & BD services they use

- USD 40 trillion (50% GDP) depends on nature & its services (WEF & EU)
- Deforestation = USD2-5 trillion lost value (WBCSD)
- Biodiversity loss = CEO's top five risks (WEF)

Consumers, businesses and policies

Health (COVID-19), social, environment, economic, technology,...

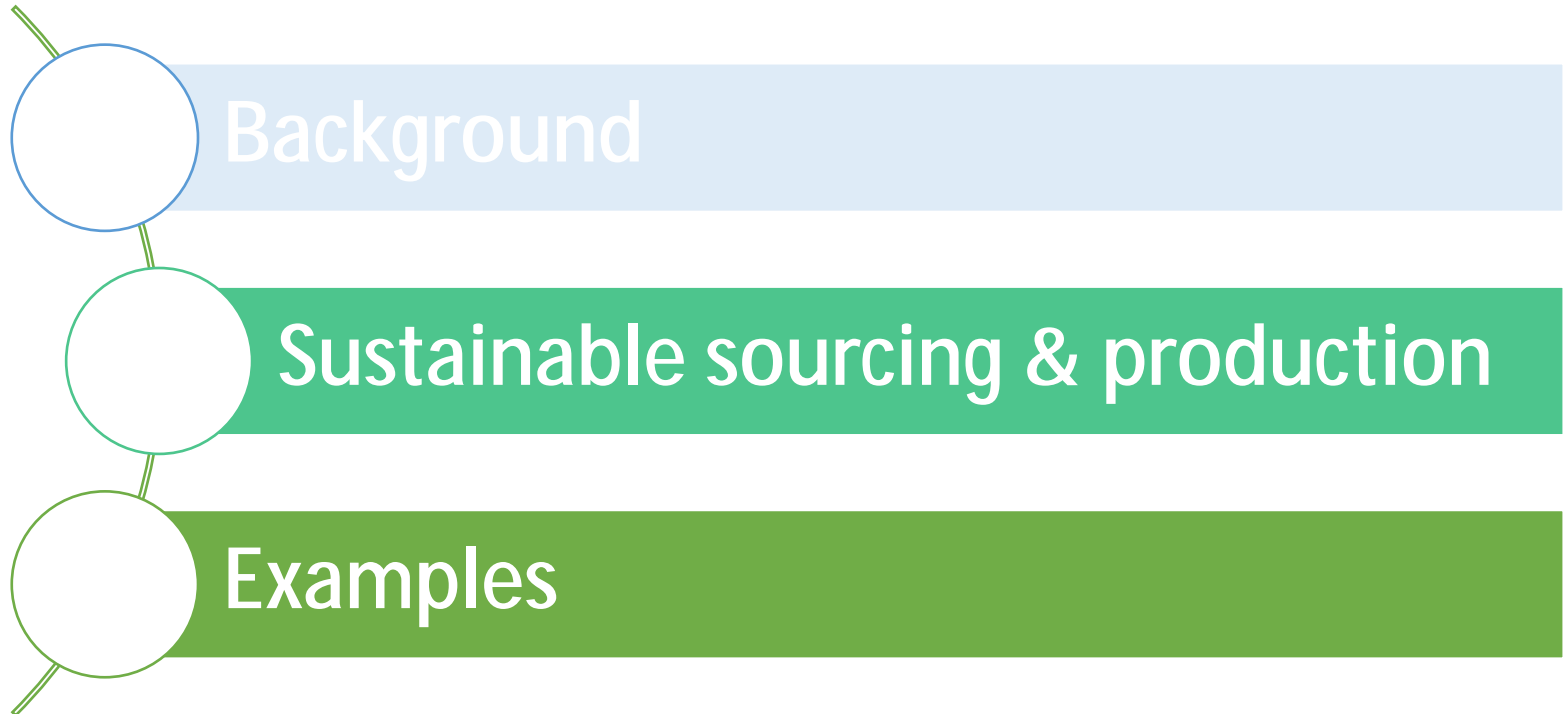
Consumer concerns / demand & Policy frameworks

- Increased interest & action: governments, businesses and civil society
- Voluntary sustainability standard
- Changes in markets/consumer

Consumers:

Source: Survey with 18,980 consumers in 28 countries. IBM Institute for Business Value 2020 (June 2020)

Content



United Nations Conference on Trade and Development (UNCTAD)



UNITED NATIONS
UNCTAD

195 member States

Created 1964

www.unctad.org

Main organ of the United Nations dealing with trade, investment and development issues

Dedicated to promoting the development – friendly integration of developing countries into the world economy



The BioTrade Initiative of UNCTAD – launched in 1996 - aims to promote trade and investment in biodiversity based products and services to further sustainable development in line with the CBD objectives





refers to those activities of collection, production, transformation, and commercialization of products and services derived from native biodiversity under the criteria of environmental, social and economic sustainability.

Mandates	BioTrade Principles	Approaches
MDGs, SDGs	P1. Conservation of biodiversity P2. Sustainable use of biodiversity	Value chain
UNCTAD X	Updated BioTrade Principles & Criteria for terrestrial, marine and other aquatic biodiversity-based products and services (launch on 16 November 2020)	able livelihoods
	P5. Legal compliance	Ecosystem approach
CBD, CITES and other MEAS	P6. Respect for actors' rights	Adaptive management



How to translate this into practice



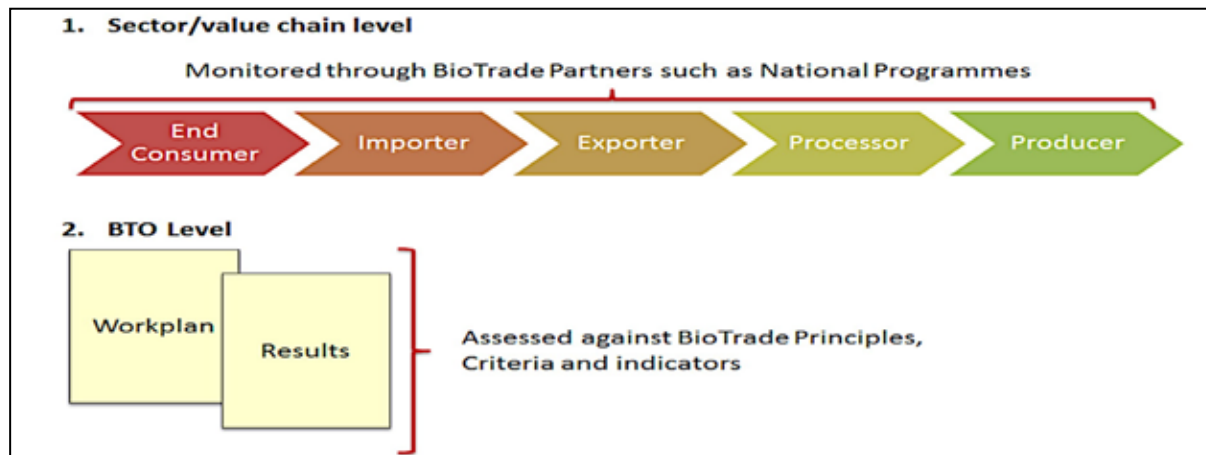
Sustainable development – SDGs, MEAs,
UNCTAD mandates

BioTrade Principles and Criteria

Select/assess companies, VC & sectors, and
identify/address needs to be supported &
opportunities captured



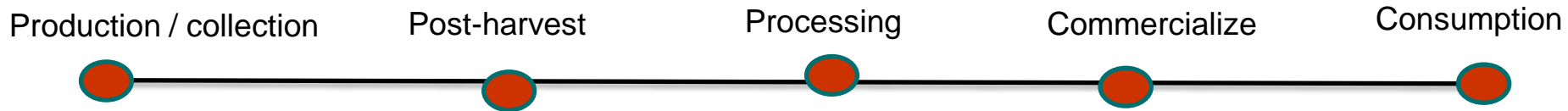
*Contribute
with practical
experiences*



BioTrade is implemented through partnerships

National and regional levels: e.g. BioTrade national and regional programmes

Private sector level: e.g. support at company level and its supply chains

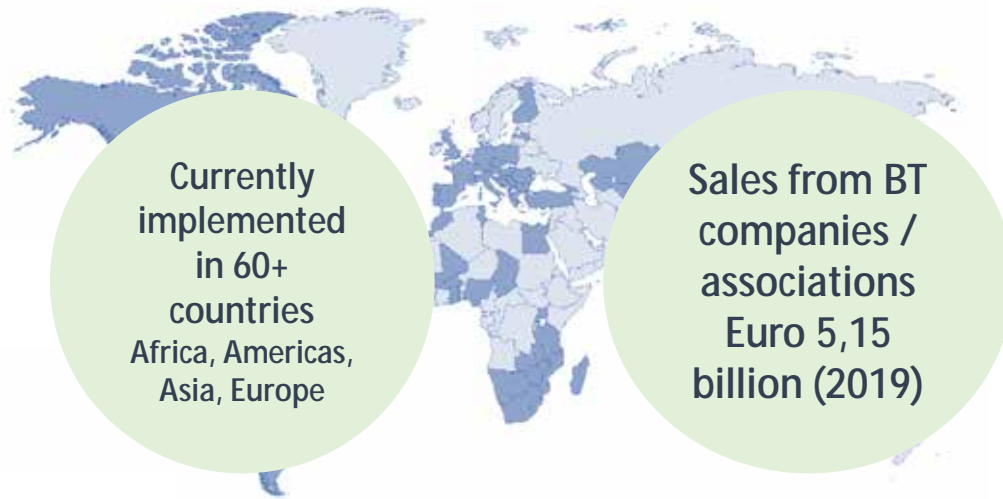


- National and international policy frameworks
- Market access
- Supply chain management
- Enhance business capacity of SMEs
- Funding



Where do we work

Countries implementing BioTrade P&C and/or UEBT standard



Sectors implementing BioTrade



Network of UNCTAD BioTrade partners at national, regional & international levels:

- BioTrade national and regional programmes (Africa, Asia & **Latin America** & Caribbean)
- NGOs, business associations: Union for Ethical BioTrade (UEBT), PhytoTrade Africa, ABS Initiative
- Development banks (CAF), UN agencies, academia.: ITC, UNDP, UNU, UN Environment

biotrade@un.org

Examples of support provided

Harvest, collect,
cultivate, hunt

Post-harvest

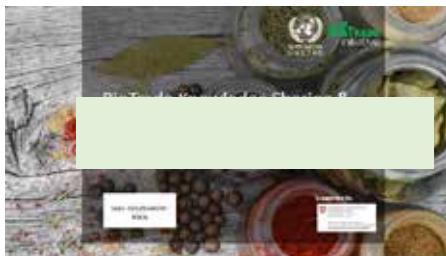
Processing

Commercialize

Consumption



- National and international **policy frameworks**: e.g. gaps or duplicity; NTMs; Nagoya Protocol; CITES
- **Market access**: e.g. B2B programmes; market intelligence; trade fairs; commercial missions; documentation / traceability
- **Supply chain management**: e.g. processing and quality improvements, GAPs, management plans, resource assessments, ABS schemes
- **Enhance business capacity of SMEs**: e.g. business plans; coaching & training on business skills
- **Funding**: e.g. PPPs



Questions and answers



Working together for a better world

 **BioTrade**
initiative

Thank you very much

<https://unctad.org/topic/trade-and-environment/biotrade>

biotrade@un.org



Q&A (5 min)

Please use the Chat to send any questions or comments

Biodiversity and Trade Webinar

'Sustainable guidelines for biodiversity-based value chains'



Caridad Maldonado, Sustainable Trade Expert, Commission for Promotion of Export and Tourism of Peru (PromPerú)

28 October 2020

PERU

South America

1 285 216.20 km²

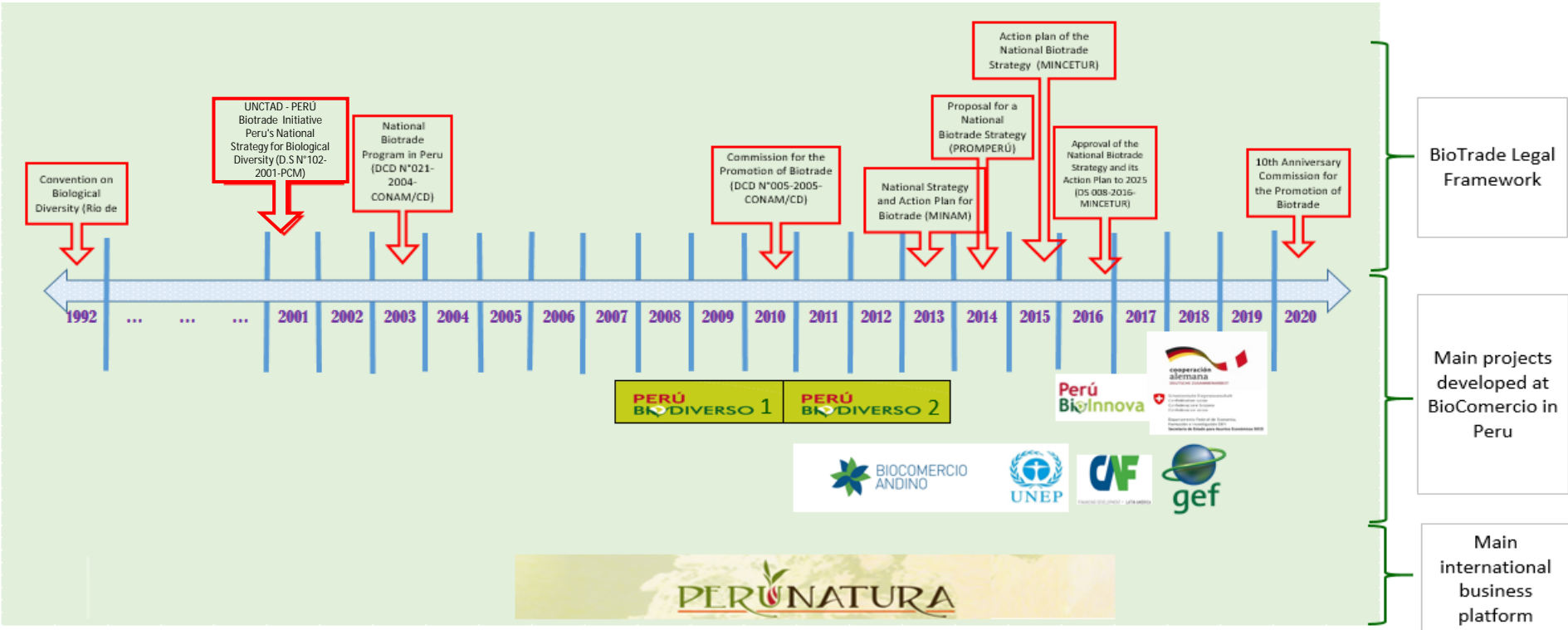
Megadiverse country and a center of origin

- * 25,000 species of plants (10% of the world)
- * 4,000 species of orchids (10% of the world)
- * 1,046 species of plants that are food and 182 has been domesticated
- * 3,000 varieties of potatoes
- * 5,428 endemic plants



THE BIOTRADE IN PERU (1992-2020)

Timeline

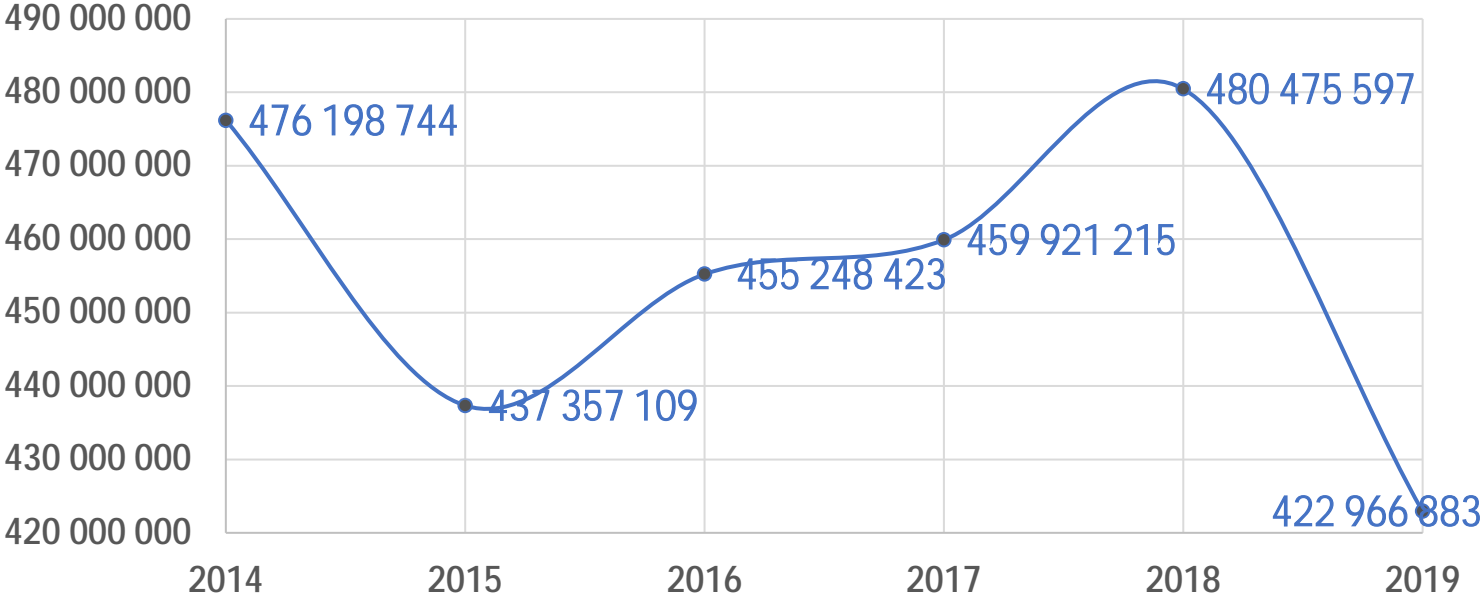






ASSOCIATED WITH
VALUE CHAIN

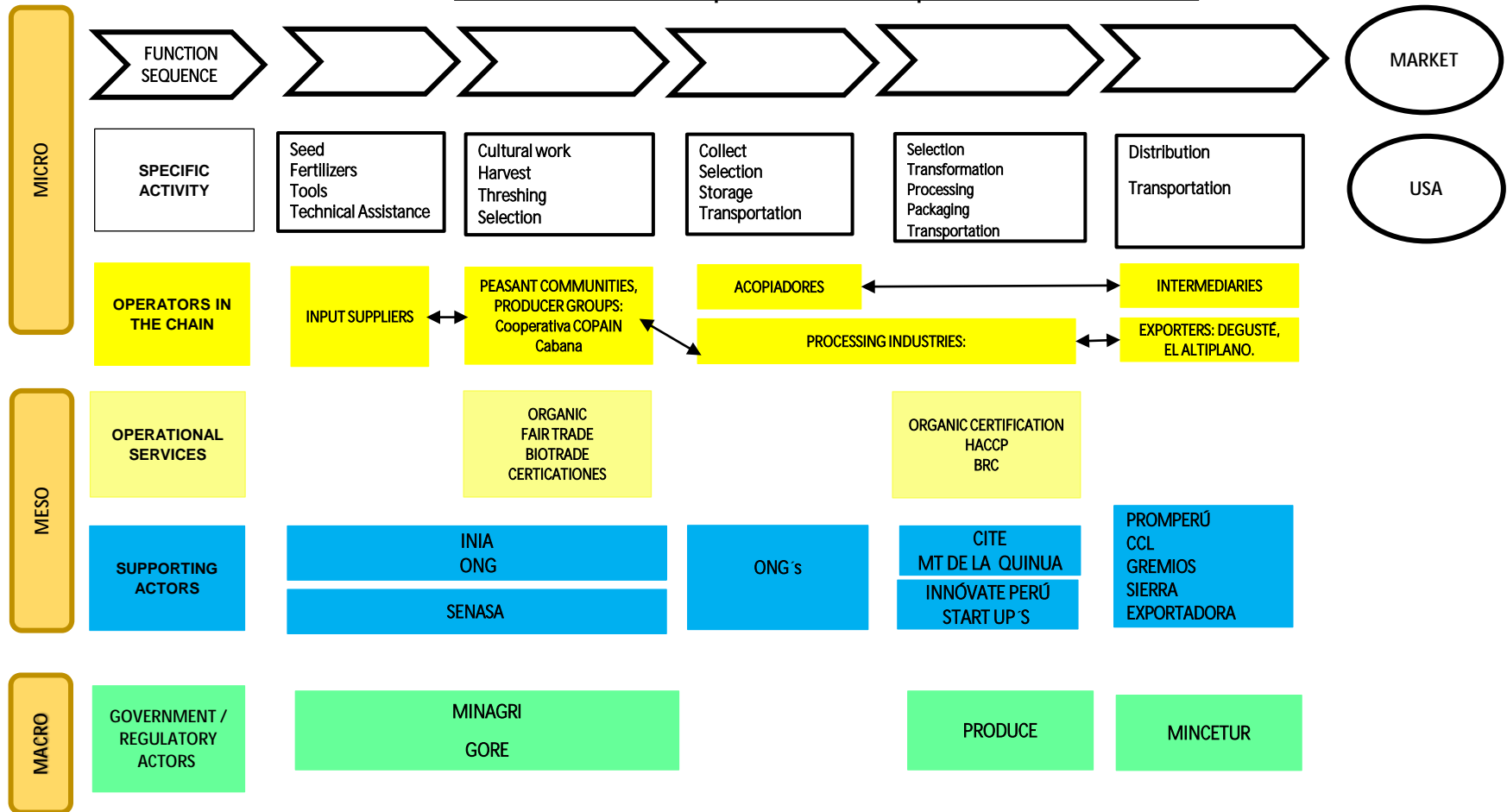
Export figures for native biodiversity-based products in Peru (2019)



Export trends of Peruvian biodiversity-based products (2014 – 2019 Dec)

	PRODUCT	2014	2015	2016	2017	2018	2019 acum. 12 December
★		201 417 364	150 390 769	128 813 324	132 519 021	132 600 134	144 282 712
		71 645 481	77 414 677	116 317 239	105 676 870	101 597 760	82 244 738
		45 096 106	43 488 924	54 469 514	47 326 960	44 556 130	49 341 928
		45 906 469	42 877 627	42 328 865	45 378 534	51 193 220	44 642 000
★		31 121 931	35 208 263	41 333 306	48 056 917	66 986 754	34 998 067
		37 026 759	38 493 088	18 921 061	14 542 387	13 371 007	15 000 490
		12 743 352	15 486 119	15 769 868	25 072 225	20 158 387	14 781 596
8		3 931 675	5 075 270	4 168 944	9 318 550	17 519 215	4 497 630
		2 998 508	3 262 791	3 594 645	3 741 099	4 256 081	4 320 708
		1 628 829	2 057 881	3 275 604	3 472 443	4 668 225	3 329 857
		22 682 271	23 601 700	26 256 053	24 816 209	23 568 685	25 527 158
	TOTAL	476 198 744	437 357 109	455 248 423	459 921 215	480 475 597	422 966 883

Value Chain "pearlized quinoa in Peru"



Quinoa



Quinoa



Quinoa



BIOCOMERCO PERU





Integral development assessment in Chumbivilcas
Nov. 2018





Brazil nuts



Brazil nuts



BIOCOMERCO PERU

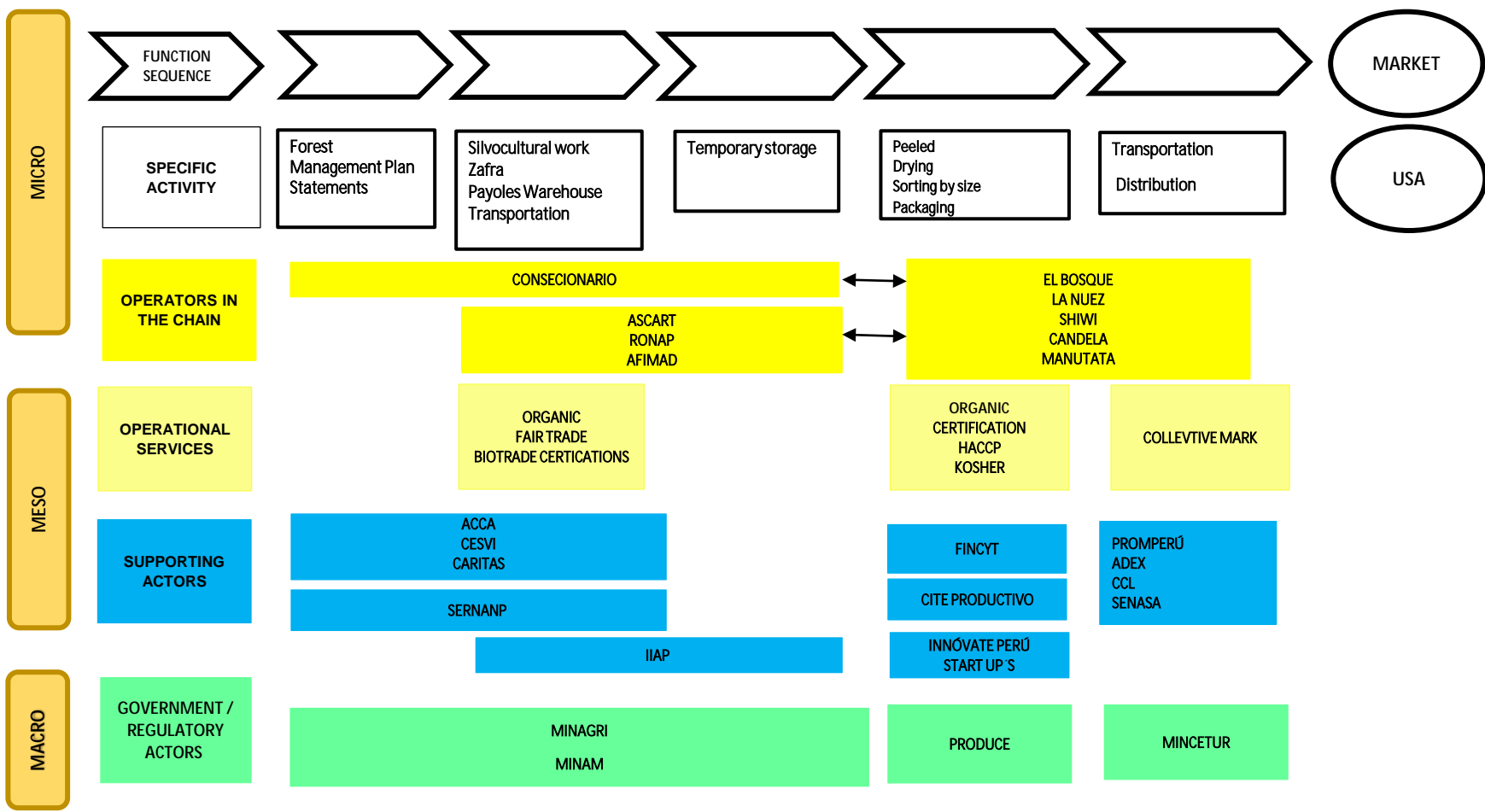


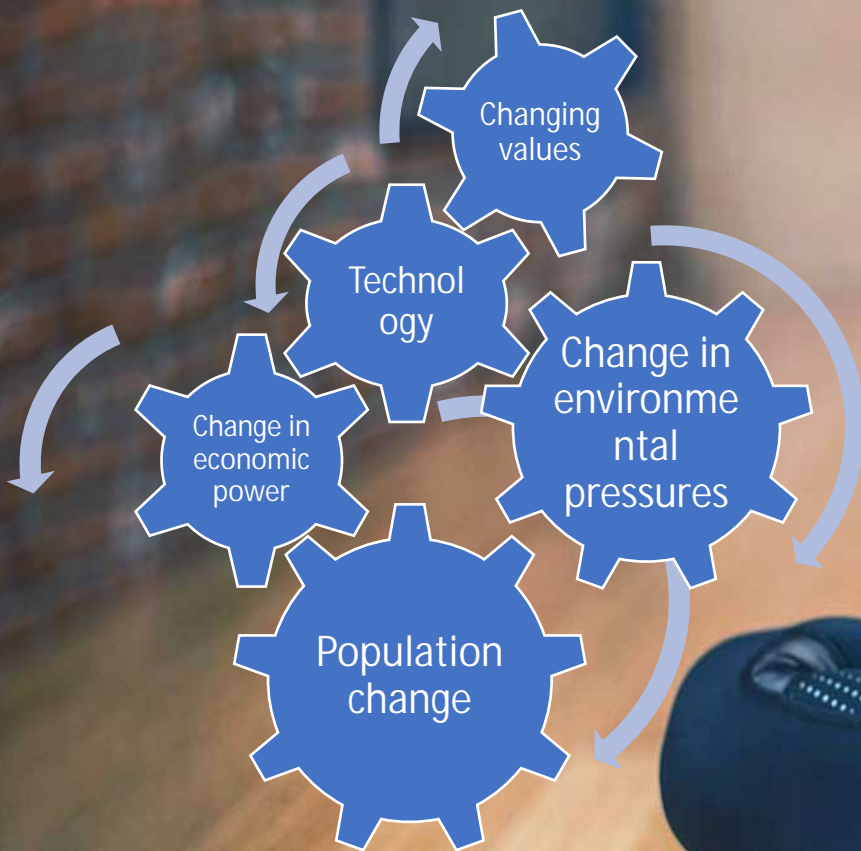
Brazil nuts



or

Value chain "Brazil nuts"





For more information, please visit:

<https://aulavirtual.promperu.gob.pe/>





Q&A (5 min)

Please use the Chat to send any questions or comments



International
Trade
Centre

TRADE IMPACT
FOR GOOD

Sustainability Map

A practical tool to navigate voluntary sustainability standards

Ana Batalhone, Associate Programme Officer

28 October 2020



Presentation overview

- 1 About ITC
- 2 Sustainability Map: identification, comparison and self-assessment of standards
- 3 BioTrade Knowledge Sharing and Self-Assessment tool



UNCTAD

The UN body for design of policy recommendations to achieve economic and social development through trade and investment.



WTO OMC

The forum to negotiate multilateral trade rules, monitor their implementation and handle trade disputes



ITC works with local and regional institutions and business people to build trade capacity.

Our mission

To foster inclusive and sustainable growth and development through trade and international business development.

Sustainability Map - www.sustainabilitymap.org

Standards Map Virtual Network Market Trends Login



Our Solutions ▾ Our Users Collaborations ▾ T4SD Hubs ▾ Resources ▾

Expertise in sustainable value chains & sustainability standards

Comprehensive, verified and transparent information on standards for environmental protection, worker and labour rights, economic development, quality and food safety as well as business ethics

LEARN MORE

OUR IMPACT



Sustainability Map – Standards Map module

Standards Map

Virtual Network

Market Trends

Login



Our Solutions ▾

Our Users ▾

Collaborations ▾

T4SD Hubs ▾

Resources ▾

Sustainability Map modules:

Standards Map – provides information on more than 250 voluntary sustainability standards and allows to analyse their criteria and processes as well as to compare them

Virtual Network – allows users to gain visibility in the international market through creating an online profile which contains information on producers' production, sustainability efforts, certification and location

Market Trends – offers comprehensive information on market trends in forestry and eight agri sectors



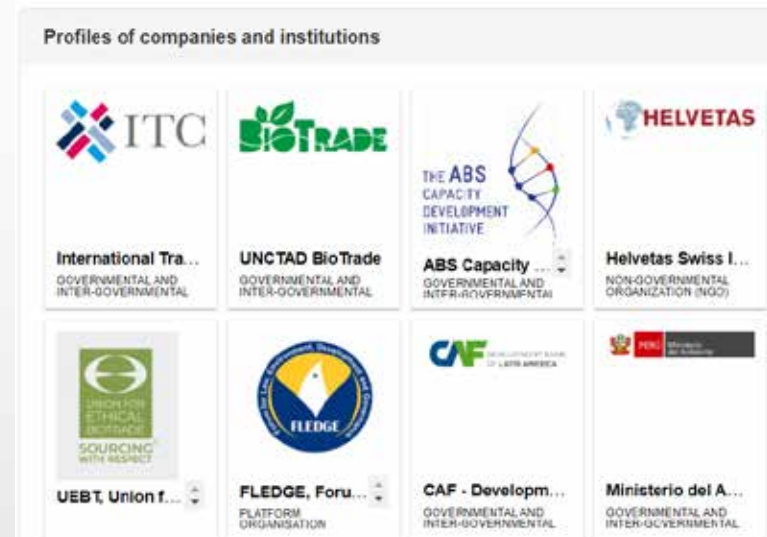
BioTrade Knowledge Sharing

Dedicated page with **BioTrade**-related information hosted at Sustainability Map, where users can gain access to:

- **Network** of institutions and BioTrade companies
- **Library** with over 60 training materials and reports related to BioTrade
- Entry point for the upcoming **BioTrade Self-assessment tool**

Developed under the framework of the “Global BioTrade Programme”, implemented by UNCTAD and partners and financed by the Swiss State Secretariat for Economic Affairs SECO.

www.sustainabilitymap.org/biotrade_unctad

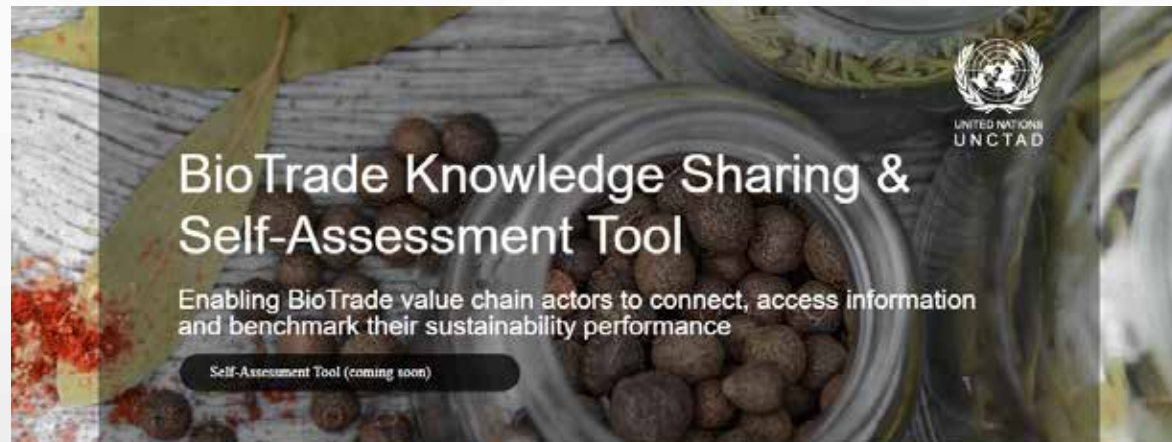


BioTrade Self-assessment Tool

The tool will enable companies to:


- Understand **what BioTrade is about**, including its scope and sustainability criteria.
- **Self-assess** their business practices with regard to the Biotrade Principles and Criteria and get a first **diagnostic report** of areas of improvement.
- **Benchmark** the BioTrade Principles and Criteria against other standards available at www.sustainabilitymap.org

Stay tuned for the launch of the tool on 16 November, hosted at the page of the www.sustainabilitymap.org/biotrade_unctad



Step-by-step: BT P&C Self-Assessment Tool

1- Create a profile at www.sustainabilitymap.org



Citrícola Lucato

Company Type : Primary Production
Company GLN
 7898921261012


Address
 CEAGESP - Av. Dr. Gastão Vidigal, 1946 -
 Vila Leopoldina, São Paulo - SP

Country	State	City	PostCode
Brazil	Sao Paulo	São Paulo	05316-900

Contact information
Contact Name : Gilson Lucato Junior

See the email
 See the phone number
<http://www.citricolalucato.com.br/>
<https://www.facebook.com/LucatoCitricola>
Company size : 250 employees

GEOLLOCATION
PRODUCTION
CERTIFICATION
MEDIA



Citrícola Lucato


Description
 Empresa produtora de frutas cítricas.


Company Type	Company Size
Producer	250

Website	Country
http://www.citricolalucato.com.br/	Brazil

Products / Services	City
Oranges Mandarins (fresh)	São Paulo

Existing Certification





TRADE IMPACT FOR GOOD

Step-by-step: BT P&C Self-Assessment Tool

2- Access the BioTrade Knowledge Sharing & Self-Assessment Tool at www.sustainabilitymap.org/biotrade_unctad

BioTrade Knowledge Sharing & Self-Assessment Tool

Enabling BioTrade value chain actors to connect, access information and benchmark their sustainability performance

Self-Assessment Tool (coming soon)

About What is BioTrade? Partners BioTrade Self-Assessment Tool

The **BioTrade Knowledge Sharing and Self-Assessment Tool** brings together information related to biodiversity-based initiatives, allowing users to connect with different value chain actors and benchmark their sustainability practices against the **BioTrade Principles and Criteria** developed by the United Nations Conference on Trade and Development (UNCTAD).

Benefits for companies, cooperatives and producers.

Supported by

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO

Step-by-step: BT P&C Self-Assessment Tool

3- Perform the self-assessment of the BT P&C

The screenshot displays the 'Assessment' step (3) of a five-step process. The progress bar at the top shows steps 1 (Standard), 2 (Pre-assessment), 3 (Assessment), 4 (Result), and 5 (Finalize). Below the progress bar are three buttons: 'Save and continue', 'Preview', and 'Finalize'. On the left, a vertical navigation menu lists five categories: Environment (selected), Social, Management, Quality, and Ethics. The main content area shows a filter for 'Waste' and a progress indicator for '(13 of 13) questions'. A checkbox option is available to 'Hide questions already answered or covered by existing compliance to standards'. The current question is: 'Are there policies in place relating to waste management?'. Below the question is a 'Requirement from standard document' section with detailed text. At the bottom of the question area are radio buttons for 'Yes' (selected) and 'No', and a text input field for 'Comments'.

1 Standard 2 Pre-assessment 3 Assessment 4 Result 5 Finalize

Save and continue Preview Finalize

Environment Social Management Quality Ethics

Inputs Waste Water Energy Climate - Carbon

(13 of 13) questions

Hide questions already answered or covered by existing compliance to standards

Are there policies in place relating to waste management?

Requirement from standard document : Type, category and quantity of all production waste should be recorded and documented. The disposal practices have to be documented. A balance of disposal costs and utilisation costs, including possible alternative ways of disposal, has to be prepared. Please see STeP by OEKO-TEX® (Edition 03.1/2016),4.2.7 and Annex G

Yes No

Comments

Step-by-step: BT P&C Self-Assessment Tool

4- Upon completion of the self-assessment, users obtain a sustainability diagnostic report covering different sustainability areas: *environment, social, economic, quality and ethics*

GEOLOCATION

PRODUCTION

CERTIFICATION

ASSESSMENT

MEDIA



Lineamientos basicos para un Cacao Sostenible - Organizaciones

Completed on: May 6, 2019

OVERALL



ENVIRONMENT



SOCIAL



ECONOMIC



QUALITY





ETHICS




Step-by-step: BT P&C Self-Assessment Tool

5- Understand your results

 Your answers



Made in Green by


Environment

Inputs

Are there clear policies to record the use of chemicals or measures in place for using natural organic inputs?	✔	✔ Immediate Major More information
Is a policy implemented that prohibits the use of any chemicals, hazardous materials in production processes?	✘	✔ Immediate Major More information
Is a list identifying chemical substances or materials that are prohibited and cannot be used in production respected?	✔	✔ Immediate Major More information
Is a list identifying chemical substances or materials that are prohibited and cannot be used in production respected?	✔	✔ Immediate Major More information
Is a list of authorized chemical substances or materials that are allowed to be used in production respected?	✔	✔ Immediate Major More information
Are there specific measures in place to manage usage of chemicals and related substances or materials?	✘	✔ Recommendation Optional More information
Are there specific rules or guidelines documented and implemented regarding the use of agrochemicals (fertilisers, pesticides, soil fumigants, etc.)?	✔	✔ Immediate Major More information

Thank you!

For more information, please contact
Ana Batalhone batalhone@intracen.org

For updates on T4SD's work, visit us at www.sustainabilitymap.org or
follow us on:

 [@ITC_sustainable](https://twitter.com/ITC_sustainable)  [ITC Sustainability](https://www.facebook.com/ITC_Sustainability)  [ITC Sustainability](https://www.linkedin.com/company/ITC_Sustainability)



Q&A (5 min)

Please use the Chat to send any questions or comments



Q&A (20 min)

Please use the Chat to send any questions or comments

Thank you for your participation

- Please complete the following webinar evaluation
<https://survey.alchemer.com/s3/5970016/Survey-Biodiversity-and-Trade-Webinar-II-28-October-2020>
- All presentations and background material will be available in the webinar website: <https://unctad.org/meeting/trade-and-biodiversity-webinar-ii-sustainable-guidelines-biodiversity-based-value-chains>
- The recording will be available on YouTube:
https://www.youtube.com/channel/UC9M_I4BhxxV29KX7V6F8DDw



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