



LINKING  
**TRADE & BIODIVERSITY**







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**5 BIOTRADE CONGRESS**  
 LINKING TRADE AND BIODIVERSITY  
 12-13 September 2019, GENEVA

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For further information on UNCTAD's BioTrade Initiative please consult the following website: <http://unctad.org/biotrade> or contact us at: [biotrade@un.org](mailto:biotrade@un.org).

*9 March 2021*

## COVID-19

This study was developed in November 2019. Due to the COVID-19 outbreak, all dates have been postponed.

## Acronyms

ABS	Access and benefit sharing
B2B	Business-to-business
P&C	(BioTrade) Principles and Criteria
CAF	development bank of Latin America
CBD	Convention on Biological Diversity
CITES	Convention on International Trade in Endangered Species of Wild Fauna and Flora
COP/CoP	Conference of the Parties
CSR	Corporate social responsibility
DITC	Division on international trade and commodities, UNCTAD
FFEM	French Facility for Global Environment
GBF	Global biodiversity framework
GEF	Global Environment Facility
GIZ	Die Deutsche Gesellschaft für Internationale Zusammenarbeit (German Agency for International Cooperation)
IPBES	Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services
ITC	International Trade Centre
IUCN	International Union for Conservation of Nature
MEA	Multilateral environmental agreement
MINCETUR	Ministry of Foreign Trade and Tourism (Peru)
NGO	Non-governmental organization
Nagoya Protocol	Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilization to the Convention on Biological Diversity
OECS	Organisation of Eastern Caribbean States
PromPerú	Export and Tourism Promotion Agency of Peru
PTA	PhytoTrade Africa
R&D	Research and development
SDG(s)	Sustainable Development Goal(s)
SECO	State Secretariat for Economic Affairs (Switzerland)
SMEs	Small and medium-sized enterprises
TED Branch	Trade, Environment, Climate Change and Sustainable Development Branch of UNCTAD
UEBT	Union for Ethical BioTrade
UNCTAD	United Nations Conference on Trade and Development
UNDP	United Nations Development Programme
UNEP	United Nations Environment Programme
UNEP WCMC	United Nations Environment Programme World Conservation Monitoring Centre
WBCSD	World Business Council for Sustainable Development
WEF	World Economic Forum
WSO	World Spice Organisation (India)



# 1. LINKING TRADE AND BIODIVERSITY

Biodiversity is being lost at an accelerating rate which has direct impacts on the provision of essential resources for our human needs and economy. The BioTrade Congress provided a global platform to discuss the role of trade and private sector engagement in support of biodiversity conservation. This timely discussion also provided inputs to the negotiations on the post-2020 global biodiversity framework, which will be adopted at the 15th Conference of the Parties to the Convention on Biological Diversity (CBD COP15).

Biodiversity is the source of many products and services utilized by society and forms the natural capital base for a sustainable economy. It represents an important share of the world economy, making up at least 40 per cent of world trade<sup>1</sup> in 2013 and providing livelihoods for 4.3 billion people<sup>2</sup>, particularly the most vulnerable and poor.

Over the years, the global market for sustainably sourced products and services has grown significantly, particularly for those derived from biodiversity. This is the result of growing consumer interest in natural, ethical and sustainable products and services, that has put pressure on companies and regulators to address, for instance through adopting circular and sustainable business models. There is also an evolving legal and policy framework alongside this development, particularly related to access and benefit sharing and the 2030 Agenda.

At the same time, countries rich in natural resources and biodiversity are witnessing high deforestation rates and increasing threats to species and ecosystems. Biodiversity is being lost at an accelerating rate due to the widespread overexploitation of biological resources, the introduction of alien species, the transformation of habitats through land and sea use change, climate change, and pollution.

Many biodiversity-rich developing countries face the challenge of balancing biodiversity conservation and economic growth that alleviates poverty and generates jobs and livelihoods. This has resulted in the loss of biodiversity. For example, land degradation is reducing the productivity of 23 per cent of global terrestrial area<sup>3</sup>, while by 2050, 50 per cent of the African birds and mammals are expected to be lost and Asian fisheries are expected

to collapse<sup>4</sup>. Consequently, there is an urgent need to foster best practices and learn from challenges, while replicating viable solutions which can address this paradox.

Trade in sustainably sourced products and services based on biodiversity could be part of the solution. Through trade, sourcing communities and SMEs can obtain revenue from sustainably sourcing and selling their products or services. This adds value to existing resources, which motivates their wise use and conservation. Thus, trade can bring several benefits, including providing economic incentives for biodiversity conservation, generating income, jobs and new businesses, as well as helping countries wisely use and transform their biodiversity into economic opportunities.

## BioTrade Initiative

UNCTAD launched the BioTrade Initiative in 1996. It aims to promote trade and investment in biodiversity to achieve sustainable development. Its activities support the objectives of multilateral environmental agreements (MEAs), including CBD and CITES. UNCTAD partner with national and international organizations to develop biodiversity-based sectors.

BioTrade refers to the activities of collection or production, transformation and commercialization of goods and services derived from biodiversity, under criteria of environmental, social, economic sustainability. These criteria are the essence of BioTrade and known as the BioTrade Principles and Criteria. The application of the BioTrade Principles and Criteria in different contexts drives BioTrade processes in the promotion and conservation of biodiversity through sustainable commercial use.

The BioTrade Principles and Criteria are now being implemented in over 60 countries in Asia, Africa, Latin America and the Caribbean and Europe.

Information available at [www.biotrade.org](http://www.biotrade.org)



## 1.1. The post-2020 global biodiversity framework

2020 will be a defining year for trade and the environment. Many milestone events will take place including the 15th UNCTAD Ministerial Conference, as well as the 15th Conference of the Parties to the Convention on Biological Diversity (CBD) which will adopt the post-2020 Global Biodiversity Framework (GBF). This new framework will guide all actors, public and private, to address the loss of biodiversity for the next decade and beyond.

The UNCTAD BioTrade Initiative and its partners are actively involved in the post-2020 GBF process, conveying the positive role that sustainable trade can play in safeguarding biodiversity to CBD Parties and other relevant stakeholders. As the United Nations trade agency, UNCTAD is steering, engaging and consulting with BioTrade partners and key trade and biodiversity stakeholders to contribute to the GBF. Emphasis is being placed on providing substantive inputs in relation to lessons learned, experiences and information related to (1) BioTrade and sustainable trade of biodiversity-based goods and services; (2) private sector engagement; (3) sustainable use of biodiversity; and (4) incentive measures. Once the GBF is adopted, efforts will be channeled to support its implementation. Figure 1 below shows the timeline of activities planned, and how UNCTAD BioTrade and its partners are engaging in communicating the positive contribution of sustainable trade to the GBF.

## 1.2. The 5th BioTrade Congress: Linking trade and biodiversity

*During the 5th BioTrade Congress, UNCTAD and its partners focused on how to harmonize the need for biodiversity conservation and generate*

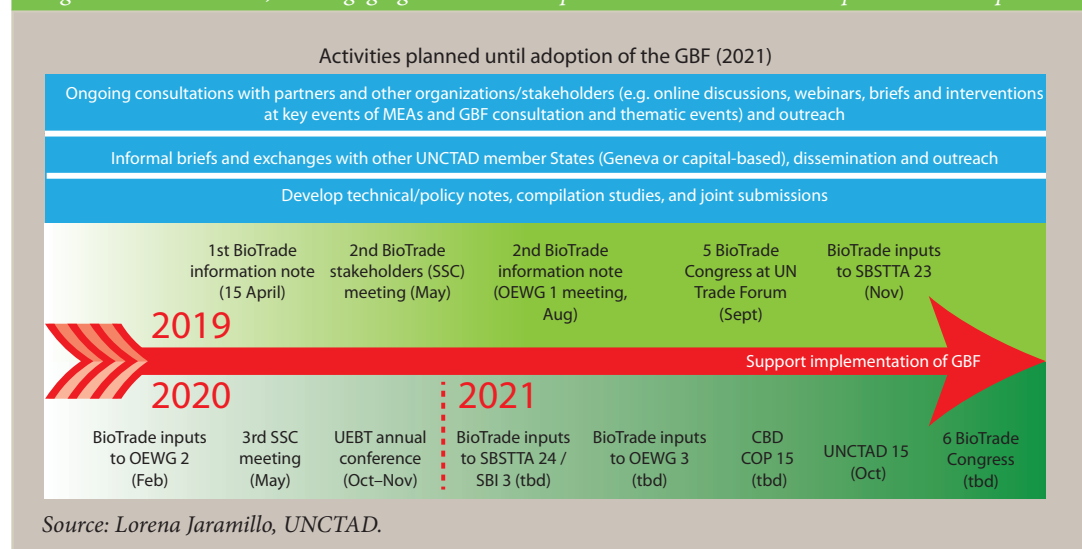
*livelihoods and economic sustainable development, particularly in developing countries.*

UNCTAD convened the 5th BioTrade Congress to provide a platform for substantive discussion among trade, biodiversity and development decisionmakers and practitioners to support the 2030 Agenda and the 2050 Vision for Biodiversity of “Living in Harmony with Nature”.<sup>5 6</sup> Over 40 practitioners from more than 20 countries in Africa, Asia, Latin America and the Caribbean and Europe presented at the Congress on 12 and 13 September 2019 at the Palais de Nations in Geneva, Switzerland.

The congress enabled practitioners to share best practices and lessons learned in implementing innovative business and trade models to help upscale biodiversity conservation, sustainable trade of biodiversity-based goods and services, and increase private sector engagement in the biodiversity agenda. Furthermore, the Geneva launch event of the United Kingdom Research and Innovation Global Challenges Research Fund: Trade, Development and the Environment Research Hub was also part of the 5th BioTrade Congress, showcasing the role of the Congress as a global event that brings together the trade and biodiversity community. See Box 1 for the complete agenda.

Concrete recommendations were also proposed by participants to achieve the transformative change needed to transition to more sustainable societies and economies, including in the way we produce, consume and trade. The private sector, particularly SMEs and community-based associations from developing countries, brought views and insights that strengthened the case for taking action on biodiversity loss, and linking sustainable trade and private sector engagement.

Figure 1: Coordination, and engaging with BioTrade partners to contribute to the post-2020 GBF process



Source: Lorena Jaramillo, UNCTAD.

### 5th BioTrade Congress

The 5th BioTrade Congress was part of the week-long UN Trade Forum on Climate Change and the Sustainable Development Goals (SDGs). It highlighted the interconnection of climate and biodiversity and strengthened the call to address both crises jointly, recognizing that nature can provide more than 1/3 of the solution to climate change (IPBES), while climate change is a strong driver of biodiversity loss and ecosystem degradation.

Discussions during the Congress reiterated UNCTAD's role in championing the inclusion of sustainable trade as a means of implementation for the forthcoming post-2020 GBF. In this sense, participants expressed their hope that the positive and essential role of trade based on the sustainable use of biodiversity will be mainstreamed into the post-2020 GBF, further strengthening the second pillar of the CBD.

The outcomes of the 5th BioTrade Congress will be submitted to CBD Parties negotiating the post-2020 GBF for their consideration. This will help bring balance to on-going discussions where trade is overwhelmingly seen as an indirect driver of

biodiversity loss. Additionally, UNCTAD will disseminate the Congress outcomes to different fora, including UNCTAD 15 and meetings of MEAs, and SDG-related events.

The Congress was organized under the BioTrade Programme: *Linking trade, biodiversity and sustainable development*<sup>7</sup> funded by Swiss State Secretariat for Economic Affairs SECO, as well as with the financial support of the French Facility for Global Environment (FFEM).

### 1.3. The BioTrade Congress

For more than 20 years, UNCTAD has played a central role on trade and biodiversity issues through its BioTrade Initiative. It has become the knowledge hub on trade and biodiversity issues, convening key stakeholders and providing substantive inputs to national and international development agendas.

Developed as a platform for dialogue on the policy and substance of BioTrade, the BioTrade Congress has evolved from a gathering of BioTrade practitioners in 2012, to a unique global forum for policy dialogue and exchange of experiences on sustainable trade and biodiversity. It brings together the trade, business and biodiversity communities to make trade and business work for biodiversity and sustainable development.

Four Congresses have been organized in the past with focus on different themes including topics related to the green economy, biodiversity and climate change, promoting sustainable use through business engagement, and trade and biodiversity conservation.



## 5<sup>th</sup> BioTrade Congress Linking trade and biodiversity

TIME	SESSIONS	CHAIR
<b>12 September 2019</b>		
<b>10:00-10:30</b>	Opening of the 2019 BioTrade Congress - Mr. Martin Saladin, Head of Operations, State Secretariat for Economic Affairs SECO, Switzerland - Dr. Didacus Jules, Director General, Organisation of Eastern Caribbean States (OECS) - Ms. Stéphanie Bouziges-Eschmann, Secretary General, French Facility for Global Environment (FFEM)	Ms. Pamela Coke-Hamilton, Director, DITC, UNCTAD
<b>10:30-12:00</b>	Session 1: Setting the scene: Sustainable trade for biodiversity – reality or fiction? <i>Keynote speaker:</i> Ms. Ana María Hernández, Chair, IPBES <i>Speakers:</i> - 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	Ms. Pamela Coke-Hamilton, Director, DITC, UNCTAD
<b>12:00-13:30</b>	Session 2: Applying the BioTrade Principles and Criteria - 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	Mr. Lucas Assunção, Head TED Branch, DITC, UNCTAD
<b>15:00-16:30</b>	Session 3: Are trade and biodiversity policy frameworks contributing to biodiversity conservation? - Mr. Santiago Carrizosa, Global ABS Advisor, UNDP - Ms. María del Pilar Alarcón, Coordinator, Sustainable Trade Department, PromPerú - Mr. Venugopal K.J. Menon, Technical Expert, World Spice Organisation, India - Mr. Michel Mallet, Executive Director, CRIAA SA-DC and member of Namibian Network of the Cosmetic Industry (NANCI) <i>Reflections:</i> Ms. Hoang Thi Thanh Nhan, Deputy Director, Nature and Biodiversity Conservation Agency, Environment Administration, Ministry of Natural Resources and Environment, Viet Nam	Mr. David Vivas, Legal Officer, DITC, UNCTAD
<b>16:30-18:00</b>	Session 4: From cradle to sustainable markets - Ms. Geertje Otten, Chief Operating Officer, ProFound – Advisers in Development - Ms. Naomi Scott-Mearns, Sustainable Consumption Manager, Consumers International - Mr. Hamish Taylor, Advisor on Sustainability, Symrise - Ms. Ana Lyman, Founder and partner, Grupo Trichilia Mozambique, Mozambique	Mr. Rik Kutsch Lojenga, Executive Director, UEBT
<b>18:00</b>	Side event: United Kingdom Research and Innovation Global Challenges Research Fund: Trade, Development and the Environment Research Hub launch - H.E. Mr. Julian Braithwaite, Ambassador and Permanent Representative of the United Kingdom to the United Nations and the World Trade Organization - Ms. Pamela Coke-Hamilton, Director, DITC, UNCTAD - Mr. Bruno Pozzi, Director, UNEP Europe Office - Ms. Sharon Brooks, Senior Programme Officer, UNEP-WCMC	Cocktail Reception organized by UNEP, UNEP-WCMC and UNCTAD

continued/ ...

13 September 2019

09:30-12:00	<p>Session 5: Post-2020 GBF - Driving transformation towards biodiversity-friendly societies and businesses</p> <ul style="list-style-type: none"> <li>- Dr. Cristiana Paşca-Palmer, Executive Secretary, CBD (Opening Video)</li> <li>- Ms. Akanksha Khatri, Head, Nature and Biodiversity Initiative, World Economic Forum (WEF)</li> <li>- Ms. Diane Holdorf, Managing Director, Food and Nature, World Business Council for Sustainable Development (WBCSD)</li> <li>- Mr. Andrew Kingman, Managing Director, Eco-MICAIA Ltd, Mozambique</li> <li>- Mr. João Teixeira, Senior Sustainability Coordinator, Natura Cosmetics, Brazil</li> <li>- Ms. María del Pilar Alarcón, Coordinator, Sustainable Trade Department, PromPerú</li> <li>- Mr. Frederic Perron-Welch, Consultant, UNCTAD</li> <li>- Mr. Basile van Havre, Canada; Co-Chair, Open Ended Working Group on the Post-2020 Global Biodiversity Framework (video)</li> </ul> <p>Roundtable discussions, facilitated by:</p> <ul style="list-style-type: none"> <li>- Sustainable trade: Ms. Hélène Perier, Policy Officer - Biodiversity, European Commission</li> <li>- Private sector engagement: Mr. Hamish Taylor, Advisor on Sustainability, Symrise</li> </ul>	Ms. Ana María Hernández, Chair, IPBES
12:00-13:30	<p>Session 6: From storytelling to story proving: BioTrade in Lao People's Democratic Republic and Viet Nam</p> <ul style="list-style-type: none"> <li>- Ms. Giap Thi Hoai Thanh, Sales Manager, Duc Phu Agriculture Forestry Joint Stock Company, Viet Nam</li> <li>- Mr. Luc Carrière, Head, Environment and corporate social responsibility (CSR) program, MANE, France</li> <li>- Ms. Anousone Phimmachanh, Co-founder, DakDae enterprise, Lao People's Democratic Republic</li> <li>- Mr. Thavisith Bounyasouk, Deputy, Standard Division, Ministry of Agriculture and Forestry, Lao People's Democratic Republic</li> </ul>	Mr. Rudolf Lüthi, Head of Sustainable and Inclusive Economies, Helvetas Swiss Intercooperation
15:00-17:00	<p>Buyers and sellers' exchange: Portfolio of products from BioTrade practitioners</p> <p><b>Africa:</b></p> <ul style="list-style-type: none"> <li>- Ms. Martha Negumbo, Eudafano Women's Co-operative, Namibia</li> <li>- Ms. Ana Lyman, Grupo Trichilia Mozambique</li> <li>- Ms. Monica Rydsmo Robson, Kalahari Natural Oils Ltd, Zambia</li> <li>- Mr. Andrew Kingman, Baobab Products Mozambique</li> <li>- Mr. Michel Mallet, member of NANCi, Namibia</li> </ul> <p><b>Asia: (Mekong BioTrade Programme)</b></p> <ul style="list-style-type: none"> <li>- Ms. Giap Thi Hoai Thanh, Duc Phu Agriculture Forestry Joint Stock Company, Viet Nam</li> <li>- Ms. Anousone Phimmachanh, DakDae enterprise, Lao People's Democratic Republic</li> <li>- Mr. Rudolf Lüthi, Helvetas Swiss Intercooperation - BioTrade portfolio of other companies and products developed in the Mekong region</li> </ul> <p><b>Asia: (Implementation of the Biodiversity Action Plan in India)</b></p> <ul style="list-style-type: none"> <li>- Ms. Poonam Pandey, GIZ Private Business Action for Biodiversity Project</li> <li>- Mr. Venugopal K.J. Menon, Technical Expert, World Spice Organisation, India</li> </ul> <p><b>Latin America and the Caribbean:</b></p> <ul style="list-style-type: none"> <li>- Ms. María del Pilar Alarcón, PromPerú - BioTrade portfolio of companies and products in Peru</li> <li>- Mr. Omar Malagón, Bioemprende/UTPL - Portfolio of BioTrade products in Ecuador</li> <li>- Mr. René Gómez-García Palao, CAF - Portfolio of BioTrade projects/products in Latin America: cocoa and Blue BioTrade</li> <li>- Mr. Stephen Fevrier, OECS - OECS/UNCTAD portfolio of potential Blue BioTrade value chains: mollusks (queen conch) and algae-based products</li> <li>- Mr. João Teixeira, Natura Cosmetics - Portfolio of BioTrade products (Natura Ekos line)</li> </ul>	Ms. Lorena Jaramillo and Ms. Lika Sasaki, UNCTAD Ms. Véronique Rossow, international consultant
17:00	<p>Closing of the Congress and invitation to the networking cocktail</p> <ul style="list-style-type: none"> <li>- Ms. Lorena Jaramillo, UNCTAD</li> </ul>	
17:30-19:00	Networking cocktail	Offered by UNCTAD









# OPENING OF THE 2019 BIOTRADE CONGRESS<sup>8</sup>

## Moderator



**Ms. PAMELA COKE-HAMILTON**

Director,  
Division on International  
Trade and Commodities (DITC)  
UNCTAD

## Speakers



**Mr. MARTIN SALADIN**

Head of Operations, State  
Secretariat for Economic  
Affairs SECO, Switzerland



**Dr. DIDACUS JULES,**

Director General, Organisa-  
tion of Eastern Caribbean  
States (OECS)



**Ms. STÉPHANIE  
BOUZIGES-  
ESCHMANN**

Secretary General, French  
Facility for Global Environ-  
ment (FFEM)

With over 1 million species reported to be at risk of extinction by the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES), addressing the biodiversity crisis is not only an environmental issue but also an economic and social issue as well. Biodiversity loss is undermining human health and livelihoods, threatens food security, as well as economic stability, as approximately 40 per cent of the world's economy is derived from the direct use of biodiversity.<sup>9</sup> Nevertheless, there are opportunities to curb this trend if urgent action is taken by individual consumers, governments, the private sector, academia, and society as a whole, from the local to the global level, including in the way we trade. Since 1996, UNCTAD has played a central role

in trade and biodiversity issues through its BioTrade Initiative. BioTrade adds economic value to biodiversity through its wise use and trade in order to provide incentives for its conservation and encourage private sector engagement. Countries are using their biodiversity and supporting companies and producers' associations transforming it into tradable value added products and services in a manner that favors biodiversity conservation and sustainable use, create jobs, generate export revenues arising by connecting to biodiversity-friendly markets. Currently, over 45 countries are implementing BioTrade, with practitioners generating US\$4.8 billion in sales in 2017 based on around a thousand of sustainably sourced species, including wild collected ones.

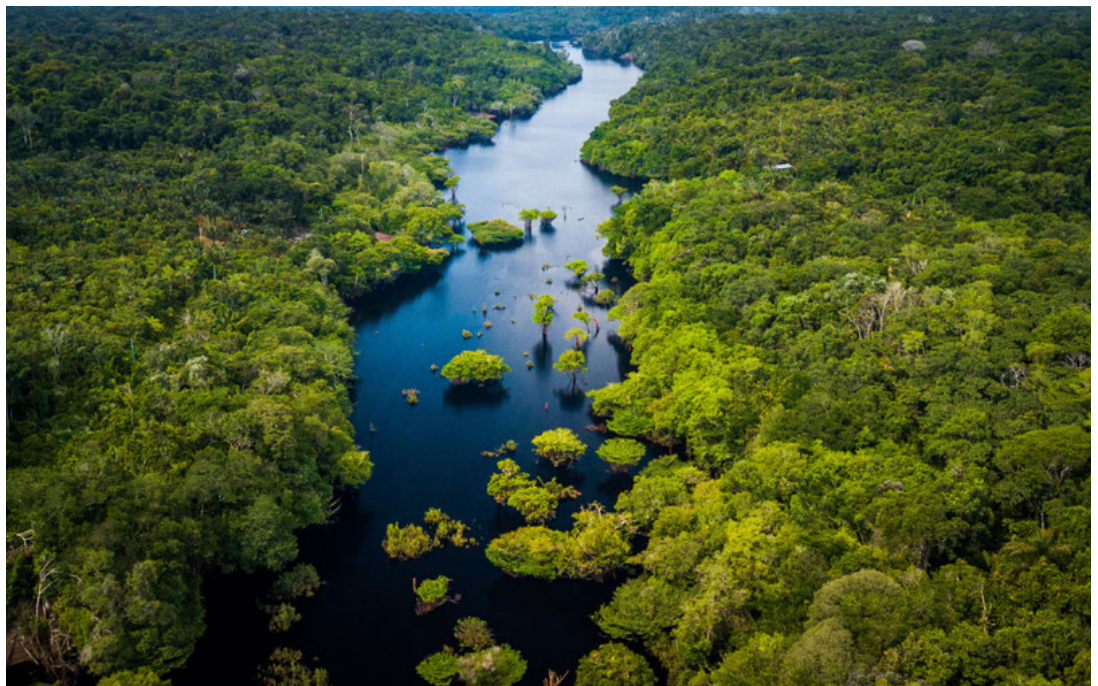


PHOTO CREDIT: © FOTOLIA: MARCIO ISENSEE E SA.

*"BioTrade can be a source of change. Whether it's food, beauty products or medicine, BioTrade can provide a path for value added and real economic growth."*

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





*“Neglecting to conserve our planet is no longer an option... we are aware that trade is not the silver bullet that addresses all the challenges threatening biodiversity. But we are also convinced that trade can be part of the solution. Initiatives such as BioTrade, with its set of principles and criteria for sustainable use and benefit-sharing, are already contributing to fighting biodiversity loss for over two decades.”*

Mr. Martin Saladin, Head of Operations, State Secretariat for Economic Affairs SECO, Switzerland



Unlike established biodiversity-based value chains, such as coffee or cotton, innovative BioTrade value chains often must be built from the ground up. This means addressing challenges such as market access barriers, risk averse bankers, undeveloped logistics chains, small production, and limited governance. Switzerland, through SECO, is committed to fostering BioTrade value chains and protecting biodiversity at different levels and through multiple initiatives.

For over a decade, SECO has partnered with UNCTAD to promote BioTrade at the global level, enhancing knowledge management and facilitating dialogue and exchange among different initiatives and partners. SECO also supports value chain projects in the megadiverse regions and countries such as Mekong, South Africa and the Andean countries with partners such as GIZ, Helvetas Swiss Intercooperation, CAF, World Wide Fund for Nature (WWF), Swisscontact, and the Union for Ethical BioTrade (UEBT). Furthermore, SECO addresses the creation of market linkages through cooperation with the Swiss Import Promotion Program (SIPPO).

For many vulnerable states such as Small Island Developing States (SIDS), the oceans economy, biodiversity and BioTrade can offer an untapped development opportunity for economic diversification through the sustainable use and commercialization of marine and coastal goods

and services. For OECS Members, which have an Economic Exclusive Zone (EEZ)-to-land ratio of approximately 85:1, their Blue Economy is estimated at US\$407 billion (equal to 14 per cent of the Caribbean’s combined GDP).<sup>10</sup> To seize the trade and business potential of marine and coastal ecosystems, OECS and UNCTAD are partnering to develop BioTrade for the ocean realm, known as Blue BioTrade. The aim of this cooperation is to support fishermen and coastal communities to move from a subsistence livelihood to prosperity. This project will develop quality niche and sustainably harvested coastal and marine products derived from Queen Conch and algae-based species (sea moss and sargassum).

For 25 years FFEM has contributed almost €400 million to finance innovative pilot projects that reconcile the conservation of biodiversity with local development in over 120 developing countries, 75 per cent of which are in Africa. Conserving and enhancing biodiversity through developing biodiversity-based value chains is one of the priorities under FFEM’s 2019-2022 Strategy. This was inspired by one of FFEM’s iconic projects developed with PhytoTrade Africa - a BioTrade partner working in eight Southern African countries. The FFEM-PTA funded-project developed biodiversity-based value chains based on sustainable and participative management of native biodiversity such as devils’ claw, mafura, baobab and marula. PhytoTrade Africa benefited and empowered 12,000 people (78



*“Essentially, by leveraging the Oceans Economy, Blue BioTrade could lead to faster economic growth, coastal community enrichment, improved social inclusion, and protection/revitalization of coastal environments and marine life.”*

Dr. Didacus Jules, Director General, Organisation of Eastern Caribbean States (OECS)



per cent of women) and 60 SMEs that sustainably managed 13 million hectares of forest ecosystems, generated 1.2 million in seasonal earnings for the local population, created more than 600 jobs, and distributed 1,500 value-added consumer products. These positive results demonstrate that when biodiversity is well managed for and by communities, it can contribute to sustainable development and conserving the planet. This also illustrates how BioTrade and the development of biodiversity-based value chains can enable

women’s empowerment in southern Africa.

## 2.1. Key conclusions

- Biodiversity is in crisis and everyone has a role to play if we want to halt biodiversity loss. The sustainable trade of products and services derived from biological resources and ecosystems could be part of the solution to this loss.
- Sustainable trade generates economic value



PHOTO CREDIT: © FOTOLIA: C. SCHÜSSLER.

*“Environmental conservation cannot be disconnected from social and economic development. We believe that biodiversity-based value chains following BioTrade principles can ensure sustainable management of biodiversity resources while providing income and improving development of local populations.”*

Ms. Stéphanie Bouziges-Eschmann, Secretary General, French Facility for Global Environment (FFEM)





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from biodiversity, creates incentives for its conservation, and fosters the engagement of the private sector in conserving biodiversity and ecosystems. This trade is therefore essential and cannot be developed without social and economic dimensions, thus, addressing the three pillars of sustainable development in a balanced manner.

- Trade and sustainable use of biodiversity can play a positive and essential role in supporting

the achievement of the post-2020 GBF and must be mainstreamed into discussions. Trade and biodiversity are not mutually exclusive, but rather can be mutually reinforcing if done under social, economic and environmental sustainability criteria such as the BioTrade Principles and Criteria.



PHOTO CREDIT: © FOTOLIA: ANEKOHIC.



# SESSION 1: SETTING THE SCENE: SUSTAINABLE TRADE FOR BIODIVERSITY – REALITY OR FICTION?

## Moderator



**MS. PAMELA COKE-HAMILTON**

Director,  
Division on International  
Trade and Commodities (DITC)  
UNCTAD

## Keynote Speaker



**MS. ANA MARÍA HERNÁNDEZ**

Chair, Intergovernmental  
Science-Policy Platform on  
Biodiversity and Ecosystem  
Services (IPBES)

## Speakers



**MR. JUAN CARLOS VASQUEZ**

Chief, Legal Affairs and  
Compliance, CITES



**MR. RENÉ GÓMEZ-GARCÍA PALAO**

Director, Sustainability, In-  
clusion and Climate Change,  
CAF – development bank of  
Latin American



**MR. JOÃO TEIXEIRA**

Senior Sustainability Coor-  
dinator, Natura Cosmetics,  
Brazil

## 3.1. Background

The recent report of IPBES warned that biodiversity is in crisis. This represents a threat not only to human's health and livelihoods, but also to food and economic security. Opportunities exist to curb this trend, but only if urgent action is taken by all members of society and at all levels.

During the congress, main results from their flagship IPBES report, The IPBES Global Assessment on Biodiversity and Ecosystem Services, were discussed from a trade and business perspective. Particularly, discussions emphasized how trade, the private sector and society can contribute to preventing biodiversity loss and triggering a transition towards more biodiversity friendly economies and societies. As the world is negotiating the post-2020 GBF, some recommendations were provided on the linkages between trade, biodiversity and the content of the new framework.

## 3.2 Summary of discussions<sup>11</sup>

The report underlines five important messages for the international community, as well as provides solutions to generate the transformative action needed to halt and reverse biodiversity loss. These messages and proposed actions emphasize the need to act now, while there is still time. A starting point

would be to support the negotiation of an ambitious post-2020 GBF and implementation of the SDGs, while controlling the negative and enhancing the positive impacts of global economic drivers on nature, including by fostering sustainable trade and business engagement.

Additionally, legality can be considered as the equilibrium in a swinging pendulum. On one side there is illegal trade that is well organized, fast and dynamic and does not respect boundaries to ensure the sustainability of the species and ecosystems used. On the other side, it relates to the stakeholders aiming to stop all trade, including that which is legal and sustainable, having negative consequences on the sustainable use of the resources and the livelihood particularly of sourcing communities. The legal and sustainable trade is in the middle and it assesses and uses the resources without its depletion. This trade needs to be fostered, upscaled and communicated to businesses, consumers and the broader community. It creates income to people, particularly in rich biodiversity areas, which are then motivated to conserve and use it wisely, guaranteeing their source of livelihoods. This trade can be a positive driver to halt biodiversity loss as demonstrated by CITES, as well as BioTrade cases and practitioners.

This legal, sustainable and traceable international wildlife trade embraced by CITES supports

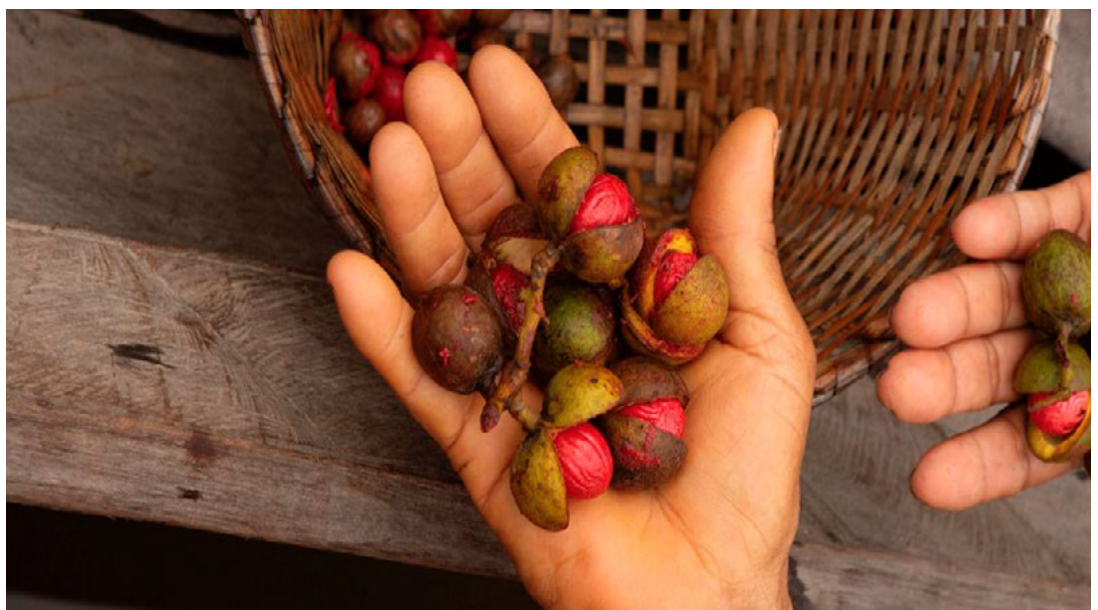


PHOTO CREDIT: © NATURA COSMETICS



biodiversity conservation. Of the 36,000 species listed under CITES, 97 per cent are traded through over one million CITES permits issued per year, making it a multibillion-dollar legal trade.<sup>12</sup> CITES also contributes to human wellbeing, livelihoods and the achievement of the SDGs. Additionally, their recently adopted CITES Strategic Vision for 2021–2030 will contribute to the post-2020 GBF. Enhancing livelihoods is essential for biodiversity conservation when considering trade in biodiversity, particularly from the rural communities that can sustainably use, trade and conserve biodiversity. Many interesting CITES case studies illustrate the connection between biodiversity, legal trade and livelihoods in the leather and luxury goods, pharmaceutical, cosmetics, fashion, medicinal plants, construction, furniture and music instruments. For example, the population of the once endangered vicuñas in Peru and Bolivia recovered from 5,000 to around 500,000. The trade

estimates for Queen Conch in the Caribbean are US\$60 million per year.

Businesses are key to generating the change needed to address the biodiversity crisis and mainstream biodiversity friendly practices such as BioTrade. Natura –a BioTrade practitioner and leading cosmetics company in Brazil – is the world’s first co-recipient of the Ethical BioTrade certification from the Union for Ethical BioTrade (UEBT). The company’s innovation strategy is based on partnering with traditional communities, integrating high value-added products, economic results, benefit-sharing, local development projects and the SDGs. Natura has so far benefited over 37 communities (of which 70 per cent are led by women) which equates to benefiting 21,000 people, covering an area of 1.8 million hectares, using 22 native species, and signing over 80 access and benefit-sharing (ABS)

*Table 1. Main findings of the IPBES Global Assessment on Biodiversity and Ecosystem Services*

Five messages for the international community	Paths for actions to reduce biodiversity loss
<ol style="list-style-type: none"> <li>1. Nature is being degraded at a scale and rate that has never been seen before.</li> <li>2. This widespread degradation is affecting nature’s contributions to people, including by undermining the resilience of agriculture and posing risks to global food security.</li> <li>3. The key direct drivers of change in nature are already known, namely changes in land and sea use, direct exploitation of organisms, climate change, pollution, and invasive alien species. This loss is compounded by demographic and economic indirect drivers, such as production and consumption patterns, population dynamics, trade, and technological innovation, among others.</li> <li>4. International goals for conserving and sustainably using nature and achieving 2030 sustainability will not be met if current trends continue. For example, 35 out of the 44 SDG targets will be undermined by the loss of biodiversity and ecosystems. It is crucial to take this into account in a post-2020 GBF.</li> <li>5. Solutions do exist and there is still time for action to address the biodiversity crisis. Examples from BioTrade practitioners and partners exist on how this could be done.</li> </ol>	<ol style="list-style-type: none"> <li>1. Creating incentives and building capacity;</li> <li>2. Fostering cross-sectoral cooperation;</li> <li>3. Undertaking pre-emptive and precautionary actions in regulatory and management institutions and businesses;</li> <li>4. Situating decision-making in the context of resilience and uncertainty; and</li> <li>5. Strengthening the implementation of environmental law.</li> </ol>
	<p><b>Key points of action</b></p> <ol style="list-style-type: none"> <li>1. Enhance sustainable trade frameworks and encourage trade and financial reforms that limit excessive speculation on markets that affect biodiversity outcomes;</li> <li>2. Foster circular economy and the 4R model (reduce, reuse, recycle and recover) that limits the use of additional natural resources and reduces waste;</li> <li>3. Enable business models and practices that foster biodiversity-friendly activities such BioTrade as well as voluntary standards that comply with international best practices;</li> <li>4. Adopt policies and incentives for and reporting on the sustainable use of natural resources, including the use of new technologies, standards, ecolabelling and CSR measures; and</li> <li>5. Build capacity building, particularly in developing countries.</li> </ol>

Source: Based on and extract from Ana María Hernández (IPBES) intervention at the 5th BioTrade Congress, 12 September 2019. Available at: <https://unctad.org/meetings/en/Presentation/ditc-ted-09092019-Untradeforum-IPBES.pdf>



contracts. Among these native species is ucuuba, a tree threatened by illegal logging. Natura has identified a cosmetic potential from the berry, whose commercial value is three times higher than what communities received from cutting the tree (one-shot logging) and thus created a strong economic incentive for the conservation of the tree. Through commercialization of the ucuuba butter, Natura was able to enhance the revenue of local communities.

Some countries are also strengthening their biodiversity-based sectors and benefiting from higher growth rates in biodiversity-based markets. In Latin America for example, trade has shown limited growth in the last three years, except for sustainable and healthy products with growth rates between 9—11 per cent.<sup>13</sup> This offers an important opportunity for countries to tackle by building knowledge and promotion innovation on sustainable production, manufacturing and product development. This knowledge can help Latin America benefit from its competitive and comparative advantages in new sustainable markets based on its high biodiversity. Adequate technical assistance, knowledge tools and finance can help to generate this knowledge.

The CAF - development bank of Latin America has been providing technical assistance, capacity development, knowledge products and finance targeting the Latin American region's environmental agenda, including through the 20-year BioTrade alliance with UNCTAD. BioTrade plays an essential role in this endeavor as its P&C provide a structure for identifying and addressing key challenges for SMEs: access to technology, markets and finance. The challenge is not necessarily the lack of funds for SMEs, but in fact the limited capacity of

entrepreneurs to prepare bankable proposals. CAF's credit lines and financial instruments amounted US\$1.2 billion for green businesses and energy efficiency, but in 2018 only US\$120 million were placed. This trend changed due to CAF's work in developing guidelines for commercial bank officers, SMEs and local entrepreneurs which have resulted in US\$840 million credits placed by August 2019 through commercial banks or financial institutions in the region. In Latin America, CAF considers that the best way forward is to focus on SMEs, to foster harmonized standards and compliance, and to establish a strong alliance with the public sector to create an enabling framework for SMEs development.

### Key conclusions

Fostering and implementing a legal and sustainable trade in biodiversity-based products and services is complex and faces many challenges. Alliances must be built, synergies created, lessons learned from successful experiences and challenges faced, as well as working with all actors and sectors.

The main conclusions of the session were the following:

- Business as usual is no longer an option. A comprehensive and collaborative approach is required which considers social, environmental, economic and technological aspects. The IPBES report provides valuable paths and solutions that should be implemented now (see Table 1).
- Addressing the negative direct and indirect drivers of biodiversity loss is a task that must take place at all levels, involving all actors, including the business and trade community. Not only one country, company, organization or community



- 
- can do it alone. Partnerships need to be built, and synergies enhanced that efficiently use existing human and financial resources.
- Efforts should build on what has already been done to address biodiversity loss. Those with positive results should be strengthened upscaled, and lessons should be learned from challenges faced.
  - Legal and sustainable trade should be considered as part of the solution for incentivizing the conservation of biodiversity through livelihood development, particularly in rural areas.
  - Businesses can contribute to biodiversity conservation by encouraging the sustainable use of biodiversity resources. However, the action of a single company cannot halt biodiversity loss on its own. All actors from government, businesses, academia and civil society from local to national and internal levels needs to be involved.
  - The main difficulty to access funding/finance for biodiversity businesses, including BioTrade practitioners, is not the lack of funds, but the limited capacity of entrepreneurs, particularly SMEs, to prepare bankable proposals. Financial products must be accompanied by technical assistance, and collaboration with the public sector to establish an enabling regulatory environment.
  - A positive narrative on trade must be fostered to address the biodiversity crisis which highlights the benefits of sustainable trade, which recognizes the possibility for legal and sustainable to form part of the solution to biodiversity loss. Moreover, this positive narrative needs to target consumers and businesses beyond the converted if consumption and production patterns that conserve biodiversity are to be fostered across society.



# IV.

## SESSION 2: APPLYING THE BIOTRADE PRINCIPLES AND CRITERIA

### Moderator



**MR. LUCAS ASSUNÇÃO**

Head TED Branch, DITC, UNCTAD

### 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

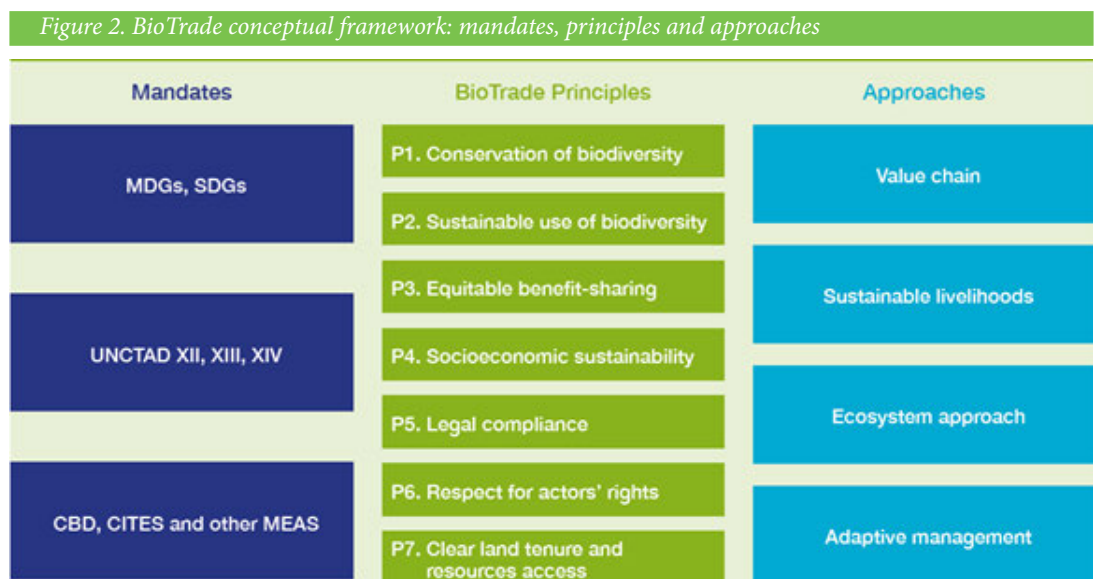


PHOTO CREDIT: © FOTOLIA: KALASH KUMAR.

This session shared practical experiences of practitioners implementing the BioTrade Principles and Criteria (P&C) as well as challenges and lessons learned by biodiversity-based SMEs involved in BioTrade. The session also provided insights on efforts to upscale the use of the BioTrade P&C.

The BioTrade Principles and Criteria (P&C) is the basis for BioTrade and are meant to ensure that programmes and activities are sustainable by integrating social, economic and environmental sustainability criteria (See Figure 2). They help define the universe of what is, or is not, considered a BioTrade product, service and practitioner. The application of the P&C helps differentiate products,

### Summary of discussions<sup>14</sup>



Source: Adapted from UNCTAD, 2007

services and companies in the marketplace in any given economy. BioTrade partners and practitioners are using the P&C to assess social, economic and environmental impacts of projects, as well as defining guiding elements to be included policies, sectoral strategies or company workplans, to evaluate supply chains for financial or market initiatives, and to verify good practices. To upscale BioTrade, the P&C need to be widely disseminated among policymakers, SMEs, producers, collectors, commercial traders and financial institutions that are committed to the promotion of sustainable use of biological resources to produce biodiversity-based products and services.

Since the adoption of the P&C in 2007, there have been many lessons learned and best practices identified in their implementation by BioTrade partners and practitioners on the ground. Additionally, there have been changes in the realm of global biodiversity governance including the adoption of Agenda 2030 and the Sustainable Development Goals (SDGs), the Paris Agreement under the United Nations Framework Convention on Climate Change, and the Nagoya Protocol on Access and Benefit-Sharing under the CBD. These

have prompted the UNCTAD BioTrade Initiative to align, adapt and revise its P&C to be in line with these international agreements, as well as taking into account the lessons learned from partners and practitioners and recent market trends and consumer preferences. The revised P&C will be adopted in 2020.

The ongoing revision process involves consultations with BioTrade practitioners and stakeholders in sectors such as personal care, food and beverage, phytopharma, ornamental flora and fauna, and sustainable tourism, among others. Major changes to be considered in the revision process including expanding the BioTrade P&C to marine ecosystems, complying with legal requirements on ABS, and fostering climate resilience measures.

Once the revised principles and criteria are adopted, they will be uploaded onto ITC's Sustainability Map, which will be the basis to create the online BioTrade Self-Assessment Tool. Integrating the BioTrade P&C into this online platform ensures increased transparency and connectivity between businesses and producers for more sustainable trade. It will also enable governments, companies and projects to

#### *Box 2: UNCTAD/ITC training for BioTrade companies and practitioners on Sustainability Map*

ITC and the UNCTAD BioTrade Initiative are developing an online BioTrade Self-Assessment Tool to enable biodiversity-based SMEs and producers to start their path towards compliance with the BioTrade P&C. The online tool will enable companies to better understand and benchmark their sustainability practices against the BioTrade P&C in a transparent, neutral and autonomous manner.

As part of the Congress, ITC and UNCTAD organized a training session with BioTrade partners and practitioners on how to start using the ITC Sustainability Map to access relevant information related to sustainability initiatives, showcase their company profiles to connect with buyers and increase their visibility as a BioTrade company.

The BioTrade Self-Assessment Tool is currently being developed under the framework of the SECO-funded Global BioTrade Programme "Linking trade, biodiversity and sustainable development" and will be hosted on ITC's "Sustainability Map" platform. For more information, visit [www.sustainabilitymap.org](http://www.sustainabilitymap.org).



© UNCTAD (Lika Sasaki)

Source: Ana Patricia Batalhone (ITC) and Lorena Jaramillo (UNCTAD)





benchmark their activities with other sustainability frameworks and carry out self-assessments (See Box 2 on the UNCTAD/ITC training on Sustainability Map). UNCTAD and ITC collaboration aims to bring new practitioners to the BioTrade community.

BioTrade is a key factor in sustainably conserving ecosystems while offering benefits to local communities. The application of the BioTrade P&C assures that sustainable benefits are measured and evaluated accordingly. In Ecuador, 51 initiatives/companies are involved in BioTrade activities that benefit 14,633 beneficiaries in the food, phytopharma, cosmetic and sustainable tourism sectors, among others. Total investment in BioTrade has reached USD 1.4 million in Ecuador with a sales growth of 8.86 per cent from 2011 to 2014. A specific BioTrade product that has generated a positive impact for local communities is the essential oil from the *Bursera graveolens* forests in Loja. It is used as a natural ingredient for cosmetic and cosmeceutical

products and has benefitted local inhabitants who produce and generate products based on this natural ingredient. However, there are also challenges, including compliance with local and international regulations, quality and certifications, market stability, autonomy of communities, funding, and land use under the communities' development plan. These are issues addressed through the BioTrade P&C.

Value chains that consider social, economic and environmental aspects may lead to more efficient resource use, better and more diverse products, as well as providing income opportunities for farmers/producers in developing countries. In Namibia, the Eudafano Women's Co-operative has been successful in commercializing indigenous plant resources such as the fruit of the marula tree. The marula value chain is rooted in the real world of production and focuses on a practical approach that supports specific target groups. By aiming attention on increasing

*"BioTrade is not just a theory, it's being implemented by companies, governments, and organizations in over 50 countries. Eudafano Women's Co-operative in Namibia produces marula oil under BioTrade Principles and Criteria for companies such as The Body Shop, benefitting over 4,000 women..."*

Ms. Martha Negumbo, Factory Manager, Eudafano Women's Co-operative, Namibia



commercial profits, improving the competitiveness of communities and reducing poverty, their work has uplifted the lives of rural communities.

## Key conclusions

The main conclusions of the session were the following:

- The wide dissemination of the BioTrade P&C could be useful for small businesses to differentiate their activities and products from regular biodiversity-based trade, and from businesses that do not commit to the sustainable use of biological resources.
- The BioTrade P&C play a key role in transforming development goals into practical tools so that governments and companies can work in favour of biodiversity and supporting rural communities in many sectors. The P&C have been used in a variety of contexts, including by governments, SMEs, producers' associations, transnational corporations, NGOs and standard setting organizations.
- Updating the P&C involves aligning the 2007 version with recent developments in international law and policy, as well as with market trends and requirements, building on lessons learned, best practices and experiences in the implementation.
- A concerted effort is underway to enlarge the BioTrade family and upscale the BioTrade movement. The UNCTAD/ITC BioTrade Self-assessment Tool is a concrete contribution in this direction.
- UNCTAD and its BioTrade partners remain engaged in and committed to offering BioTrade practitioners' access to practical tools and guidelines. UNCTAD will continue to compile and disseminate lessons learned and best practices from key stakeholders and fellow practitioners in Africa, Asia, Latin America and the Caribbean, and Europe through subsequent Congresses, documents and other means.
- UNCTAD will bring lessons learned and best practices to support the development of the post-2020 GBF and accelerate the implementation of the SDGs.



PHOTO CREDIT: © FOTOLIA: STILLFX



## SESSION 3: ARE TRADE AND BIODIVERSITY POLICY FRAMEWORKS CONTRIBUTING TO BIODIVERSITY CONSERVATION?

### Moderator



**MR. DAVID VIVAS-EUGUI**  
Legal Officer, UNCTAD

### Speakers



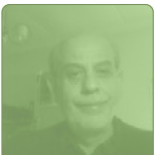
**MR. SANTIAGO CARRIZOSA**  
Global ABS Advisor, UNDP



**MS. MARÍA DEL PILAR ALARCÓN**  
Coordinator, Sustainable Trade Department, PromPerú



**MR. VENUGOPAL K.J. MENON**  
Technical Expert, World Spice Organisation, India



**MR. MICHEL MALLET**  
Executive Director, CRIAA SA-DC and member of Namibian Network of the Cosmetic Industry (NANCI)



**MS. HOANG T.T NHAN**  
Deputy Director, Nature and Biodiversity Conservation Agency, Viet Nam Environment Administration, Ministry of Natural Resources and Environment, Viet Nam

### Background

To achieve the change that is needed to halt biodiversity loss, policy frameworks need to be supportive and foster the change needed. This will require, for example, providing incentives and laying out clear and transparent rules for the sustainable use of biodiversity and trade in biodiversity-based products. Speakers discussed major policy challenges, proposed recommendations to remedy them, and supporting the development and implementation of the post-2020 GBF.

### Summary of discussions<sup>15</sup>

The development of ABS systems accelerated after the entry into force of the Nagoya Protocol in 2014, with provider and user countries implementing ABS legislation, regulations and guidelines on the matter. Today, there are hundreds of legal ABS cases backed with Internationally Recognized Certificates of Compliance (IRCC).<sup>16</sup> Yet, there is a need to continue the development of national regulations, as well as a need to link these regulations to national bioeconomy and biodiversity strategies. There is also a need for coordination between businesses and governments. For instance, ABS business centers are needed to facilitate relations between governments and interested companies. Governments also need to have a better grasp of corporate business models to negotiate the right benefit-sharing provisions in ABS agreements. UNDP through its ABS programme is working on these matters, as well as UNCTAD and other international, national and regional organizations.

Country experiences from Latin America, Africa and Asia showed that supportive regulatory and institutional frameworks play a key role in unlocking the potential of sustainable use of biodiversity as a driver for export diversification, poverty reduction and innovation. Mainstreaming BioTrade in national policies and strategies has proven to be an effective tool to support biodiversity conservation while generating added income for SMEs and local communities.

In Peru, the inclusion of BioTrade into the national export plan, with a focus on small businesses, allowed PromPerú to support SMEs through technical assistance and provide discounts for their participation in selected trade fairs (see Figure

3). These incentives combined with an efficient coordination mechanism enabled BioTrade exports to reach approximately \$500 million annually. In India, Viet Nam and Namibia, efforts are also underway to include biodiversity into agricultural strategies, implement coordinated approaches to develop the indigenous plants sector, or strengthen existing BioTrade and ABS frameworks.

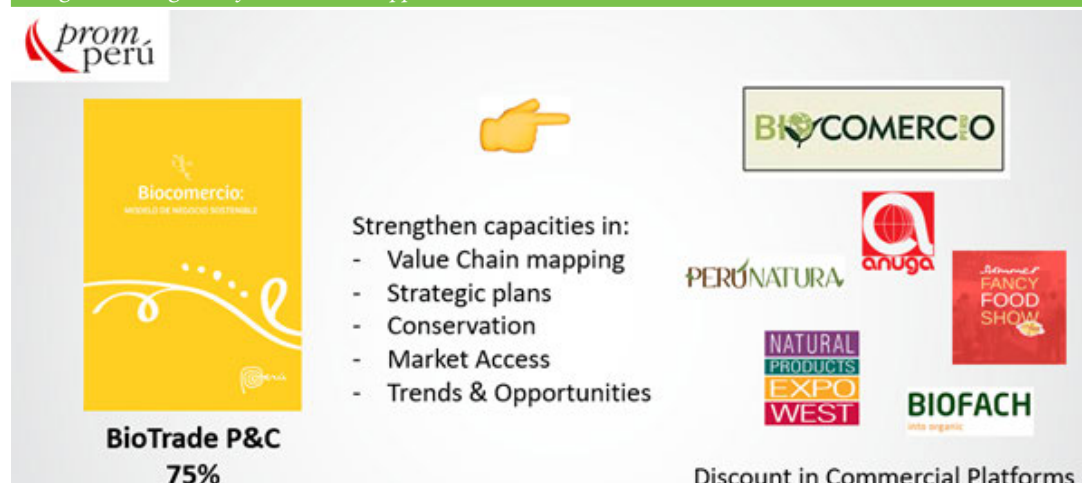
Recent work on spices in India provides a valuable experience to share on the implementation of Biodiversity Action Plans.<sup>17</sup> The World Spice Organisation, through the implementation of this plan, is supporting biodiversity conservation and livelihoods at the local level through sustainable spices cultivation, standardisation and collective marketing. Sustainable biodiversity management practices in the spice sector are being applied for the first time in India, mobilizing businesses to improve soil, health, water management, enhance species diversity and reduce ecological impact. These efforts need to be integrated in the national biodiversity and trade frameworks.

The government of Viet Nam is actively supporting ABS and BioTrade, in cooperation with partners, in order to maximize the potential of sustainable use. Viet Nam has some of the world's richest biological and genetic diversity and has already participated in several BioTrade activities. However, there is still a need to develop a supportive framework, especially in relation to the links between ABS and the intellectual property system. The country is currently revising the Law on Biodiversity and developing the National Biodiversity Strategy Action Plan for the post-2020 period, creating a unique opportunity to mainstream BioTrade in Viet Nam.

Raising the awareness of policy makers and regulators on the economic and social importance of biodiversity, and building their capacity to better understand BioTrade, is a first step towards developing and operationalizing such frameworks. However, efforts should not only focus on government actors. Private sector engagement is widely recognized as a critical factor to scale up BioTrade. This has been the case in Southern Africa, and Namibia in particular, as demonstrated by the case of developing marula oil by CRIAA SA-DC/NANCI as an input for personal care products. Businesses - especially SMEs - often need capacity and financial support to implement BioTrade as a



Figure 3. Diagram of PromPerú's support to BioTrade SMEs



Source: María del Pilar Alarcón (PromPerú) presentation at the 5th BioTrade Congress, 12 September 2019.

management tool and use it as a marketing asset. Most importantly, they should be closely involved in the design and implementation of policy tools intended to promote BioTrade.

### Key conclusions

The main conclusions of the session were the following:

- The increasing development of national ABS regulations and BioTrade related strategies is a positive signal but there is still significant potential for improving existing frameworks and supporting their adoption by a greater number of countries. For example, there is a need to continue developing national regulations and policies on BioTrade and ABS and link them to national bioeconomy strategies.
- Mainstreaming BioTrade into national policy frameworks can effectively contribute to promoting export diversification and poverty reduction. The example of Peru shows that BioTrade can be a factor of export competitiveness when integrated into a national export strategy.
- Building private sector capacity and promoting innovation through partnerships with research institutions are key success factors to scale up BioTrade. Moreover, BioTrade can be used as a viable business model for SMEs, but dedicated support is needed especially in areas related to the implementation of BioTrade Principles and

Criteria and market access. The establishment of partnerships for the development of products using genetic resources may be another strategic area to advance in promoting sustainable biodiversity-based businesses.

- The private sector should be closely involved in the design, review and implementation of BioTrade strategies. Governments and regulators need to better understand about companies' business models and challenges in order to develop relevant provisions, taking into account the specificities of each targeted sector of activity (e.g. phytopharmaceuticals, cosmetics, agri-food sectors, etc). Partnering with the private sector in each stage of the formulation and implementation of the strategy is also essential in ensuring the buy-in from companies and the matchmaking with their realities, and in raising awareness of the economic, social and environmental benefits of BioTrade.
- Coordination and coherence among governmental actors are paramount to provide a regulatory and institutional framework conducive to the development of BioTrade. Particular attention should be paid to avoid over-regulation. Moreover, effective and transparent coordination arrangements should be designed to limit the complexity and uncertainty generated by the multiplicity of competent public actors with sometimes competing mandates and priorities.



# VI.

## SESSION 4: FROM CRADLE TO SUSTAINABLE MARKETS

### Moderator



**MR. RIK KUTSCH LOJENGA**

Executive Director, UEBT

### Speakers



**MS. GEERTJE OTTEN**

Chief Operating Officer,  
ProFound - Advisers in  
Development:



**MS. NAOMI SCOTT-MEARNS**

Sustainable Consumption  
Manager, Consumers Inter-  
national



**MR. HAMISH TAYLOR**

Advisor on Sustainability,  
Symrise



**MS. ANA LYMAN**

Founder and partner, Grupo  
Trichilia Mozambique, Mo-  
zambique:



### Background

With the growing global trends towards and consumer preferences for “natural” and “green” products, this session focused on the growing importance of biodiversity in trade and markets. These trends provide an opportunity for BioTrade practitioners and other sustainably sourced biodiversity initiatives, but they also include challenges that need to be addressed. Speakers addressed key issues related to market trends, the role of consumers, and the challenges and opportunities raised for businesses in emerging and developing economies.

### Summary of Discussion<sup>18</sup>

The provision of sustainably produced biodiversity-based goods and services is growing rapidly in global trade. Despite the existence of well-established policy frameworks, this has been a recent phenomenon. Consumers are now willing to pay a reasonable premium to consume responsibly and are seeking transparency on how goods and services are produced. This has important implications for trade and value chains, leading to unprecedented opportunities for sourcing locations in developing countries. For instance, ProFound stated that the organic market has an annual growth rate of 16 per cent and that this trend is expected to continue in Europe, the USA, and in emerging markets. Natural and sustainably produced ingredients, such as essential oils, fragrances and flavors, are increasingly purchased at source and used in the cosmetic and pharmaceutical sectors. Ecotourism, which places importance on ethical, sustainable and biodiversity-friendly alternatives to conventional tourism, is becoming a powerful means of generating local value.

Various drivers are behind this strong growth in key markets, such as social, technological, economic,

environmental and political drivers (see Figure 4). The main social determinants include the demand for healthy and ethically produced products, as provenance becomes a key product attribute. Technological change, including the pervasiveness of digital technologies, has not only made consumers more informed, but also better connected with brands. From an economic standpoint, supply chains are more and more integrated and local sourcing levels the playing field of global business. Product safety, substantiation of claims and the climate impact of production have also become top priorities in the policy agenda.

While overconsumption in western markets remains a pressing issue, there are tangible signs of change. This opens the possibility for sustainable consumption to become a key driver towards nature-friendly business models. Consumers are becoming increasingly aware of the importance of biodiversity, the conservation of the environment and climate change. By demanding green products, they can help spur sustainability transitions. Yet, for this to happen, more biodiversity literacy is needed. Consumers should not only be aware of the concepts and principles underlying fair/socially responsible trade, but also learn how purchasing patterns affect biodiversity. Consumers International stated that there is a disconnect between consumers understanding what biodiversity is and how their purchasing patterns affect biodiversity. At the same time, business should be on the frontline in developing new means of engagement, such as eco-labels, and streamline brand portfolios in a way that facilitates green consumer choice.

The replacement of traditional commodities with biodiversity-based products provides new opportunities for upstream value addition. This is now growing as a global business model, in which

Figure 4. Market shapers

Social	Technological	Economic	Environment	Political
Healthy, natural	Innovation	Supply chain integration	Care for the environment	Product safety
Ethical	Connectivity	Resource access	Resilience in productive landscapes	Substantiation of claims
Provenance		USP definitions	Beyond certification	ABS
(mis) Informed consumers				

Source: Extract from Geertje Otten (ProFound-Advisers in Development) presentation at the 5th BioTrade Congress, 12 September 2019

profits are balanced with local value creation, and agriculture is increasingly intertwined with biodiversity. In Mozambique for example, Grupo Trichilia Mozambique is fostering a model that helps retain R&D ownership and value locally, while developing partnerships with its suppliers.

Understanding the importance of biodiversity for companies and developing medium to long-term programmes to increase their social and environmental impact has been promoted by Symrise and its partners, including GIZ and UEBT. Embedding good agricultural practices, respecting biodiversity locally and promoting sustainable livelihoods of sourcing communities have become new business principles.

Nevertheless, incorporating biodiversity conservation into business often comes with costs, as it involves risky investment with no guaranteed return. Efforts to create an enabling policy and investment environment are important, particularly for businesses to invest and expand. Also, sustainable consumption patterns need to scale and move from niche to mass in a way that allows business repay the fixed costs of such a transition. At the same time, public-private partnerships can provide business access to key, developmental expertise and financial resources. BioTrade practitioners have been advancing in addressing these challenges, but more actors need to be involved from society, including consumers, businesses, sourcing communities and society in general, if we want to halt the biodiversity crisis.

### Key conclusions

The main conclusions of the session were the following:

- A rather complex interplay of social, economic, technological and political factors, e.g. “market shapers”, is driving growth in markets with

strong biodiversity content, such as organic food and medicinal and aromatic plants.

- Consumption can help spur sustainability transitions. Nevertheless, better consumer literacy is needed, particularly on the impact of purchasing behaviours on the conservation of biodiversity.
- Companies should enable consumers to buy greener by streamlining brand portfolios and developing new signalling tools, such as eco-labels, green purchase credits, on-pack information, signature/endorsement of efforts a brand makes to biodiversity and people (e.g. UEBT’s collaboration with Natura and Weleda), and social media messaging. Technology and pro-biodiversity gamification can also support these tasks by building on the interest of younger generations.
- Companies can contribute to the conservation of biodiversity by adopting nature-friendly business models. Yet, departing from “business-as-usual” requires higher-risk investment, with high upfront costs and no guarantee of return.
- Multiple enablers, such as a critical mass of consumers and access to non-business expertise, are needed in order to help the private sector offset the economic costs of going green. Multi-stakeholder partnerships could serve this purpose.
- While local sourcing involves new opportunities for upstream value addition, enabling know-how and technology frequently remain in the hands of dealers and retailers downstream, and not communities.
- Supply-side constraints, such as limited capacity and poor market access, should be addressed in order to make local suppliers attractive business partners.



# VII.

## SESSION 5: POST-2020 GBF - DRIVING TRANSFORMATION TOWARDS BIODIVERSITY-FRIENDLY SOCIETIES AND BUSINESSES

### Moderator



**MS. ANA MARÍA  
HERNÁNDEZ**

Chair, IPBES

### Key note Speakers



**DR. CRISTIANA  
PAŞCA-PALMER**

Executive Secretary, CBD  
(video message)



**MR. BASILE VAN  
HAVRE**

Co-Chair, Open Ended  
Working Group on the Post-  
2020 Global Biodiversity  
Framework (video message)

### Speakers



**MS. AKANKSHA  
KHATRI**

Head, Nature and Biodiversity  
Initiative, World Economic  
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### Background

With the end of the Strategic Plan for Biodiversity 2011-2020 of the Convention on Biological Diversity approaching, a new post-2020 Global Biodiversity Framework (GBF) is being negotiated as a roadmap for bending the curve on global biodiversity loss in the coming decades. Since early 2019, consultation workshops and meetings have been organized at the national, regional and global levels, and many more remain to come before the adoption of the GBF at COP 15 in Kunming, China in October 2020. UNCTAD's mandate to work on sustainable trade and biodiversity led to this session, which convened the trade and biodiversity communities to discuss and brainstorm messages to feed into the post-2020 GBF negotiations. The session provided key messages, potential recommendations and priorities on developing the positive role of sustainable trade and private sector actions in support of achieving the three objectives of the CBD and the post-2020 GBF.

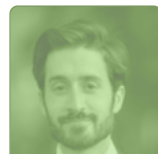


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### Working group chairs

Sustainable trade:

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Policy Officer - Biodiversity, European Commission

Private sector engagement

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Advisor on Sustainability, Symrise

### Summary of discussions<sup>19</sup>

2020 is a crucial year for biodiversity, with the coming to an end of the CBD Strategic Plan for Biodiversity 2011-2020 and its Aichi Biodiversity Targets. The new post-2020 GBF will need to provide a roadmap for bending the curve on global biodiversity loss in the coming decades. This session aimed to bridge the gaps between the trade and biodiversity communities, and the gaps between different actors involved in the process, such as governments, the private sector, academia, civil society, and development cooperation agencies. The CBD Executive Secretary and the Co-chair of the OEWG showed support for the event through their video messages, encouraging participants to discuss and provide recommendations on how the private sector and sustainable trade can be addressed in the post-2020 GBF and contribute to its implementation.

Within the CBD, greater attention is now being placed not only on the conservation of biodiversity, but also on the other two other objectives - the sustainable use of biodiversity and the fair and equitable sharing of the benefits resulting from the utilization of genetic resources. Fostering sustainable use of biological resources and sustainable trade, as well as the meaningful engagement of the private sector, is important and relevant to the biodiversity community and in the new post-2020 GBF, which will address all biodiversity-related MEAs and is closely linked to the SDGs.

The private sector has been stepping up its level of engagement in the post-2020 process with the intention of catalyzing public and private actors in the period leading to COP 15. For example, WEF's Nature Action Agenda recognizes the important role played by the private sector in biodiversity loss and increased private sector interest in participating in the lead-up and delivery of the post-2020 GBF. The "Business for Nature" coalition launched by partners including WEF and WBCSD is bringing together private sector actors, IGOs, and NGOs to build momentum towards CBD COP 15.<sup>20</sup> Together, they aim to change how business is done. Crucial issues raised within the coalition include: how to use 2020 to reframe ambition for a "decade of delivery" to



2030 to ensure a sustainable planet; how the private sector can support the outcomes that the global community wants from CBD COP15 in Kunming, China; which sustainable management practices can be adopted and what is the role of business in this process; and what is the role of business in restoring biodiversity. Finding solutions to these issues will ensure that business plays an effective role in shaping and implementing the post-2020 GBF.

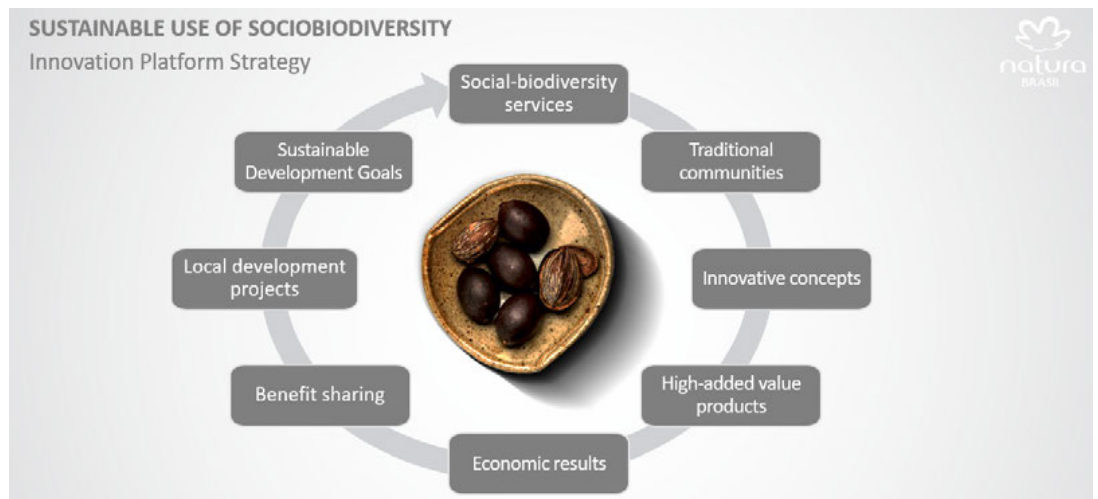
All stakeholders need to be involved in the GBF process, including SMEs. SMEs represent between 50 to 75 per cent of employment worldwide,<sup>21</sup> hence their voices, experiences and lessons should also be considered crucial in designing the post-2020 GBF. Initiatives such as Eco-MICAIA are at the frontline of the fight against biodiversity loss. Biodiversity-based SMEs, their suppliers and local communities are on the ground trying to reconcile the conservation of biodiversity and the generation of livelihoods based on its use. They face challenges when accessing markets because of the dominance of larger players, and must thus differentiate themselves in the market. Raising awareness about the benefits of biodiversity and the risks from its depletion is not

enough; concrete support is needed to make SMEs more resilient, build networks and partnerships, and generate incentives and an enabling policy environment supportive of sustainable businesses. SMEs can play an important role in raising consumer awareness of biodiversity through their products and marketing. Although some well-informed SMEs may want to engage with the post-2020 GBF, lack of awareness of biodiversity, and of global negotiation processes more broadly, makes it challenging for them to engage. There is a need to connect SMEs, suppliers and communities with existing information, help them have a common voice in the process, and connect the post-2020 process with SMEs at local and national levels.

Triggering transformative change will require systemic changes in business culture. The private sector's efforts to address biodiversity loss are many but still remain fragmented. Cooperation between companies exist, but many still see biodiversity as a barrier to business or risk to operations, not as a generator of opportunities. This mindset needs to be changed, and cooperation between businesses is needed to do so. This includes approaches such as pre-



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Source: PowerPoint Presentation, João Teixeira (Natura Cosmetics), 13 September 2019

competitive collaboration and business roundtables. New business models are needed to make businesses more resilient and positive for biodiversity. At the same time, the private sector must strive to avoid direct negative impacts on biodiversity and address biodiversity loss, as well as promoting regeneration of biodiversity. To do so they must invest more in scientific research and knowledge generation to make greater strides in developing a sustainable biodiversity friendly economy. Natura Cosmetics exemplified how BioTrade companies can do this through their innovation platform strategy based on the sustainable use of sociobiodiversity, and their experiences working with local communities on the development of bio-based products based on native species such as the ucuuba tree.

Change to halt biodiversity loss must also happen within companies. This could include work on redefining value and mainstreaming the concept of natural capital, which can provide greater understanding and clarity on the value of biodiversity. Collaboration within company teams must also take place, such engagement between corporate social responsibility (CSR) teams and their financial team to strategize how the company can make business decisions that benefit biodiversity. Ways of financing conservation must be identified, and investment must be shifted away from activities harmful to biodiversity toward ones that are beneficial.

Transparency and accountability are also important factors for the private sector to work on. Companies must work with supply chain actors to help



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Table 2. Draft trade-related targets proposed at the 9th Trondheim Conference on Biodiversity

- X per cent of trade in biological resources is based on sustainable use
- All direct exploitation of wild species is at sustainable levels and without impacts on non-target species
- By 2030 all wild harvested species are managed and harvested sustainably, legally and applying ecosystem-based approaches, so that overexploitation is avoided, and the impacts of harvesting is within safe ecological limits
- By 2030, the components of biological diversity are used in a way and at a rate that does not lead to the long-term decline of biological diversity

Source: *The ninth Trondheim Conference on Biodiversity: Making biodiversity matter - Knowledge and know-how for the post-2020 global biodiversity framework. Report of the Co-Chairs, Trondheim, Norway, 2-5 July 2019, p.38. Available at: <https://trondheimconference.org/assets/Files/TC9%20Conference%20Report/Co-chairs-report-31-July-2019-revised.pdf>.*

them understand why a lack of transparency is a problem, with implications for biodiversity and climate change and the sustainability of their own businesses. BioTrade companies can put forward good practices and demonstrate how to bridge the gaps in order to put sustainable use into practice in the field. Developing transparency at the community level is readily achievable, while transparency and traceability in the commodities supply chain is a bigger challenge.

Appropriate laws, policies and enforcement mechanisms are also needed to stimulate the sustainable use of biological resources. National policies and institutional arrangements, as well as national certification schemes, can be used to achieve greater transparency and accountability in the production of biodiversity-based goods and services. As demonstrated by the Peruvian experience with BioTrade, sustainability criteria can be implemented in the management of companies working with biological resources to increase their competitiveness and ability to reach international markets. The main challenge is to engage all stakeholders and institutions, and provide adequate technical cooperation, in order to assist businesses to navigate the process of complying with domestic and international legal requirements.

Under the National BioTrade Programme, PromPerú jointly with the Ministry of Environment, is engaged in supporting companies be more competitive by implementing social, economic and sustainability criteria in their supply chains and business practices. From a trade perspective, implementing BioTrade is helping Peru diversify its production and export offer, and helping their SMEs to be more competitive in international markets. The governance structure of the National BioTrade Programme through a multi-stakeholder platform known as the National Commission for the Promotion of BioTrade, has mainstreamed biodiversity into different government sectors (agriculture, foreign trade, industry, forestry, environment), the private sector (export association,

chambers of commerce), academia and development cooperation. Moreover, the formulation and implementation of its National BioTrade strategy has also resulted in the mainstreaming of biodiversity in different sectors, and to mobilize the country to come together to talk about business, trade, sustainable use and conservation of biodiversity. The Peruvian experience could be promoted, upscaled and replicated through cooperation with other countries to build capacity and awareness to develop an enabling policy environment that advances the implementation of both the SDGs and the post-2020 GBF.

Based on UNCTAD's mandate to work on sustainable trade and biodiversity,<sup>22</sup> the BioTrade Initiative and its partners in the trade and biodiversity community taken on the challenge of engaging in the post-2020 process. On behalf of BioTrade partners, UNCTAD has organized joint submissions,<sup>23</sup> online consultations and events, with additional ones planned until CBD COP15. Based on work carried out by the BioTrade Initiative and its partners, the following have been identified as potential areas for incorporating sustainable trade/BioTrade into the post-2020 GBF:

1. Sustainable use of biodiversity (the basis for sustainable trade activities);
2. Private sector engagement (key actors engaged in sustainable use and trade);
3. Mainstreaming (trade and investment in biodiversity-based products and services can be an important tool to mainstream biodiversity, its conservation, sustainable use and ABS, into economic sectors and business practices);
4. Resource mobilization (trade can mobilize financial resources for biodiversity actions);
5. Positive incentive measures (as a market promotion mechanism); and,
6. Partnerships for implementation (e.g. the partnership between UNCTAD and its BioTrade partners).

Proposals have been made for trade-related targets and indicators within the GBF consultation process,



including some draft trade-related targets proposed at the 9th Trondheim Biodiversity Conference (see Table 2). Further analysis and discussion of the feasibility of these targets and indicators is needed, particularly with and by CBD Parties.

UNCTAD will be partnering with other organizations and CBD Parties to enhance awareness of the positive role of trade and private sector engagement in the GBF process by carrying out consultations, including webinars, and preparing submissions and information notes. UNCTAD is also working to provide further information on trade related data that could be used by CBD Parties for any future target related in the post 2020 GBF.

### Summary of Working Group Discussions

Following the panel discussion, a video by OEWG Co-chair Basile van Havre was shown and participants were divided into two groups to discuss the topics of sustainable trade and private sector engagement. These two groups, led by the European Commission and Symrise respectively, brainstormed on emerging issues, concrete proposals, and key themes that need to be addressed. These discussions built on the questions posed by Co-Chair van Havre in his video presentation, which were:

- What socio-economic development model should we aim for over the long term, given differences in opinion over whether ecosystems are the basis for development or a barrier to development?
- How can sustainable business practices support both the survival of species and their habitats, as well as the provision of environmental goods and services?

- How could biodiversity-based products and sustainable trade be integrated in the post-2020 global biodiversity framework? In the inverse, how do you think biodiversity targets could be linked with sustainable trade and the private sector?
- Should we have a separate, complete post-2020 framework within the CBD, or rely on the SDGs and the 2030 Agenda for Sustainable Development? Could we find synergies between the two?

### Private Sector Engagement Group

The private sector engagement group focused on the question: What should the role of the private sector be in the post-2020 global biodiversity framework? The discussions focused on several proposals using “biodiversity-friendly tools” for businesses, for communities that are producing the biodiversity products and for societies, and achieving the desired outcomes we want.

The group prioritized proposals according to 3Rs:

1. *Relevance*: Targets should be relevant to small and large companies, local markets, communities (to increase their livelihoods and reduce poverty), and to policy makers. Targets also need to be SMART: Strategic, Measurable, Achievable, Realistic, and Time-bound. If the targets are to implicate the private sector, they should be formulated together with the private sector
2. *Resilient*: Targets need to make a difference. For example, how can the benefits shared through ABS bring down production costs (improved quality, productivity, reduced waste) and how

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can biodiversity-friendly actions prevent destruction while reducing costs. Resilience (to remain “in business”) is not only key for farming communities, first level producers, SMEs particularly in developing countries, but also throughout the extended value chain.

3. *Resonate*: Consumers are increasingly aware and willing to pay an affordable price that can generate living incomes for communities, support affordable biodiversity interventions and keep biodiversity-friendly products available: The “perfect price” is about values, not just financials. This relevancy must also extend to domestic markets for biodiversity-based products, not just for international buyers.

Discussions also highlighted the need for policy makers to create frameworks to enable these “3Rs” and to understand the price and implications of the policies and targets they are setting, for which they need to collaborate with the private sector in setting these targets. For biodiversity efforts to be successful, the group recommended to reach a balance between voluntary commitments with progressive leaders and companies willingly engaging, and regular compliance frameworks with appropriate penalties for non-compliance. Within this balance, the role of taxes and incentivizing biodiversity friendly investments need to be strengthened and should disincentivize harmful biodiversity activities.

Participants also centered on the importance of setting policies that encourage business engagement in biodiversity. Policies need to be designed to enable and empower connectivity: encouraging transparency and transversal linkages of CSR activities (particularly where mandated by national government legislation), sustainability (the SDGs) and the objectives of the CBD. Others voiced that taxes can play an important role to support positive impact while disincentivizing negative behaviors. Above all, proper consideration needs to be given to making policies and programmes that are financially viable and self-sustaining.

In regard to the GBF, there was a strong agreement among participants that the private sector needs to engage in target setting: in the design, formulation and interpretation of policy frameworks. They also emphasized that the framework needs to be simple and strategic, ambitious and affordable, meaningful to producers and consumers. Regarding targets, they need to be balanced: voluntary commitment for progressive front runners, with regulatory compliance for laggards. Moreover, careful thought should be given as to how global, sectoral, national and regional targets are aligned to encourage the desired outcomes and actions while “matching” the different realities. The outcome should be sector-relevant approaches that support and encourage biodiversity-friendly production.

Discussions also revolved around prices and how affordability can create the right climate for positive change. While it is true that more and more consumers are willing to pay a premium to protect biodiversity, awareness of positive choices, positive actions and positive consequences needs to be constantly reaffirmed. The price needs to be at the equilibrium or “the Perfect Price” which meets what the consumer is willing to pay and sustains livelihoods without damaging the environment. This makes biodiversity conservation both desirable and affordable. From a consumer perspective, a “good” should support sustainability and biodiversity, so it is important to leverage the positive consequences of biodiversity and sustainable agricultural practices to enable “good” products at the “right” price. Additionally, it is important to consider both domestic and international markets. Domestic markets are important to drive engagement so local citizens are aware of the positive role of biodiversity and the impact it has on the products their country produces and they consume.

As for policy makers, participants agreed that they need to act as policy enablers who can think of what more can be done to engage with the private sector. This includes supporting and empowering capacity building and deployment of local governance structures; encouraging and enabling new BioTrade business models and deploying tools to help businesses achieve those business models; and supporting biodiversity education and awareness on multiple levels through developing a consistent message. They also emphasized the need to work on supporting business in areas where there are shortcomings, such as reducing and/or supporting them to navigate non-tariff trade barriers e.g. compliance and certification, and providing adequate data to the investment community to help guide better pro-BioTrade investment approaches. Policymakers can also play a significant role by promoting high impact collaboration through positive multi-stakeholder dialogue, with a particular focus on encouraging connections between small and big businesses.

Biodiversity is fundamental for communities, society, the private sector and the planet, and hence it is critical to drive practical engagement with pragmatic policies and frameworks that guide actions that can make a noticeable impact that makes positive change possible.

### Sustainable Trade Group

The discussions of the working group on sustainable trade were chaired by the European Commission, and focused on the question: What should the role of sustainable use and sustainable trade be in the post-2020 global biodiversity framework? The discussions included general and overarching



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recommendations to a political approach to the GBF, and more concrete targeted action.

The participants recommended that the sustainable use of biodiversity should become more prominent on the CBD agenda and should be recognized in the GBF process. The post-2020 GBF should explicitly recognize the potential benefits of sustainable trade in wild resources to biodiversity and people, as well as trade in cultivated resources. To ensure that trade contributes positively to the post-2020 GBF, a number of fundamental principles need to be defined, e.g. sustainability, legality (compliance with national legislation) and traceability. For greater effectiveness, any trade elements of the future post-2020 GBF should be relevant to all companies (large and small), to both domestic and international markets, to livelihoods and local communities.

Trade elements should strike the right balance between voluntary commitments and regulatory frameworks (e.g. envisioning penalties for non-compliance, levying taxes to disincentivize activities harmful to biodiversity, etc.). The additional non-direct value/costs of BioTrade and sustainably sourced products should be funded by public agencies/entities, and national budgets should more explicitly reflect budget lines in favor of sustainable trade. Incentive measures should be developed (e.g. market promotion) and partnerships established for implementation (e.g. BioTrade). Sustainable trade principles need to be mainstreamed into various sectors (trade in agricultural products, food, cosmetics, etc.), and the trade sector involved in resource mobilization efforts (trade as a mobilizer of financial resources).

As consumers are key actors in driving trade, it was suggested that consumer awareness needs to be raised about biodiversity loss associated with trade, sustainable consumption patterns encouraged, and a circular economy promoted.

The important role of the private sector in trade was discussed at length. The post-2020 GBF should provide for a strong role of the private sector, without which transformative change and sustainable trade cannot happen. While many collaborative partnerships and other sorts of business-related initiatives exist, private sector actors need very concrete and practical actions to help them engaging in the transition towards sustainable trade. It remains very challenging for them – SMEs in particular - to actively engage in what is a complex CBD process. As such, any future apex target for the post-2020 GBF should be sufficiently simple and understandable by the business/trade sector to allow them to use the target as a reference in corporate policies and strategies (i.e. equivalent to the 2° objective under UNFCCC). Furthermore, any future regulations should be simple and implementable by

the business sector (many references were made to challenges in complying with ABS regulations).

There is a need to promote change in business culture, including in decision-making processes within companies, the adoption of new values and frameworks, the increased understanding by the financial department of the value of biodiversity and natural capital, and the development of new businesses cases, as well as improving traceability and transparency in value chains. Business models need to be inclusive of conservation needs and activities. Key elements for engaging the business sector in more sustainable approaches include better identifying and showcasing the risks for businesses associated with biodiversity loss, and better explaining to business the opportunities in terms of trade in sustainable products (market opportunities). Concrete actions taken by the private sector should be made more visible.

The BioTrade Congress provided the impetus for the trade, biodiversity and development actors to conceptualize and share ideas on pressing issues to address our biodiversity crisis. This event also bridged the gaps between various stakeholder groups and engage them in interactive and constructive discussions for the development of the post-2020 GBF as shown below.

## Key conclusions

- The 5th BioTrade Congress provided the first step to bridge various communities together: UNCTAD, through the Congress, provided an important venue to bring together the trade and biodiversity communities to discuss and brainstorm on potential recommendations and priorities on the positive role of sustainable trade and private sector actions in support of achieving the three objectives of the CBD and the future post-2020 GBF.
- Fragmentation remains a problem: While many collaborative partnerships and other sorts of business-related initiatives exist, private sector actors need concrete and practical actions to help them engaging in the transition towards sustainable use and sustainable trade. This is why partnerships such as the Business for Nature coalition, and the BioTrade community can play an important role.
- Engagement of all stakeholders is needed: Everyone has a role and a responsibility to play in saving our nature and our biodiversity. Bridges must be built between, and collaborative actions taken by, different stakeholders in different communities. There is a need to promote high impact collaboration through positive dialogue among stakeholders, particularly with a focus on encouraging connections between small and big businesses, and businesses and consumers.

- Sustainable use: The post-2020 GBF should explicitly recognize the potential benefits of the sustainable use of biological resources and sustainable trade. BioTrade companies and partners can put forward good practices and demonstrate how to bridge the gaps in order to put sustainable use and sustainable trade into practice.
- Transformative change is needed in business culture: Many businesses still see biodiversity as a barrier to business or a risk to its operations, not as a generator of opportunities or the basis for corporate survival. This mindset needs to change, and cooperation between businesses is needed to raise awareness and exchange ideas through platforms for pre-competitive collaboration, and business roundtables.
- Proactive inclusion of SMEs is needed: There is a need to connect SMEs at the local and national levels with information on the post-2020 GBF and help them present a common voice in the process. In addition to raising awareness about the benefits of biodiversity, concrete support is needed to make them more resilient, build networks and partnerships, and generate incentives and an enabling policy environment supportive of businesses based on the sustainable use of biological resources.
- Promotion of sustainable trade: Key principles for sustainable trade include legality, traceability, and sustainability. Sustainable, traceable and legal trade can support the implementation of the post-2020 GBF and contribute to generating the positive change needed to curb biodiversity loss. It can be an important means of implementation for the new GBF, as it can promote the sustainable use of biodiversity and create an incentive for conservation by enhancing livelihoods.
- To generate the change needed, the GBF and its targets need to be relevant, enhance resiliency of actions, and resonate: The GBF and its targets need to be simple and strategic, ambitious and affordable, and meaningful to producers and consumers. The private sector will need to engage in target setting to maximize buy-in and uptake, and sector-relevant approaches are needed to support and encourage biodiversity-friendly production.
- Simplicity of targets: There is a need to have simple, readable, overarching targets that businesses and the trade sector can use for internal strategies and activities. At the same time, they should be sufficiently simple and understandable by the public for businesses to use them in their external reporting strategies.
- Consumer Awareness: Consumers are willing to pay to protect biodiversity. Nevertheless, consumer awareness of positive choices, positive actions and positive consequences needs to be regularly reaffirmed. Businesses and policy makers need to raise consumer awareness about biodiversity loss, and encourage more sustainable consumption patterns.
- Foster an enabling environment: Fostering an enabling legal and policy environment is needed to support the creation of biodiversity-friendly businesses and generate economic and financial incentives for investors. An enabling environment is also needed to increase the awareness of consumers, government actors, and companies of the value of biodiversity, and to engage them in actions to promote sustainable production and consumption for a circular economy that starts bending the curve on biodiversity loss.



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## SESSION 6: FROM STORYTELLING TO STORY PROVING: BIOTRADE IN LAO PEOPLE'S DEMOCRATIC REPUBLIC AND VIET NAM

### Moderator



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Head of Sustainable and Inclusive Economies, Helvetas Swiss Intercooperation

### Speakers



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Sales Manager, Duc Phu Agriculture Forestry Joint Stock Company



**MR. LUC CARRIÈRE**

Head, Environment and CSR program, MANE, France



**MS. ANOUSONE PHIMMACHANH**

Co-founder, Dakdae enterprise, Lao People's Democratic Republic



**MR. THAVISITH BOUNYASOUK**

Deputy, Standard Division, Ministry of Agriculture and Forestry, Lao People's Democratic Republic

### Background

BioTrade practitioners in the public and private sectors in Lao People's Democratic Republic and Viet Nam shared the benefits and challenges of implementing BioTrade practices and integrating the BioTrade P&C into regional and global value chains. Speakers are involved in different parts of the value chain including sourcing, distribution and national policymaking; this leads to discussions revolved around improving the sustainability performance of BioTrade along the value chain, from the source to the final consumer. These experiences were developed under the Regional BioTrade Project implemented by Helvetas Swiss Intercooperation and national partners in the Lao PDR, Myanmar and Viet Nam.

### Summary of discussions<sup>24</sup>

Lao PDR, Myanmar and Viet Nam are amongst the most biologically diverse countries in the world,

belonging to the Indo-Burma biodiversity hotspot – an important biodiversity rich region with the highest population density. In these countries, many plants are used for subsistence and commercial purposes, such as natural ingredients that have considerable market value. The need to harmonize poverty alleviation strategies with the conservation of biodiversity is therefore crucial and the goal of the Regional BioTrade Project (2016-2020), implemented by Helvetas Swiss Intercooperation with the support of the Swiss State Secretariat for Economic Affairs SECO. It aims to conserve biodiversity through the sustainable trade of natural ingredients in a manner that increases the competitiveness of local exporters and generate livelihood benefits for rural communities. By the end of the project, around 20 companies are expected to export BioTrade-compliant products, and the policy framework for BioTrade practitioners is improved. Two concrete examples from Lao People's Democratic Republic and Viet Nam illustrated how implementing the BioTrade P&C impacted





Figure 6. Challenges and opportunities faced by Duc Phu Agriculture Forestry Joint Stock Company in

ADVANTAGES AND CHALLENGES IN THE CHAIN BUILDING PROCESS	
Challenges	Advantages
1. A large number of farmers have been accustomed to clearing forests for cultivation, seriously harming biodiversity.	1. DUC PHU AAF, JSC is highly aware of how the biodiversity conservation mission is closely intertwined with our business. We have constantly researched sustainable production of benzoin and promoted communication to households.
2. Weak linkages between households and companies create difficulties in production activities that comply with BioTrade standards and in management of raw material areas.	2. DUC PHU AAF, JSC has received support from Helvetas Vietnam in the process of understanding, building production chains and linkages with households and local authorities.
3. The local governments used to not be active in making biodiversity conservation an indispensable requirement in forest plantation and protection.	3. Local governments are willing to support the company and advocated communication to households about biodiversity conservation, not only in the production area but also around the areas where they live.
4. Companies are not yet competitive in international markets.	4. The Vietnam National Strategy on Biodiversity until 2020 with a vision to 2030, which includes biodiversity conservation in national, sectoral and local policies, strategies, planning and development plans, has been approved.

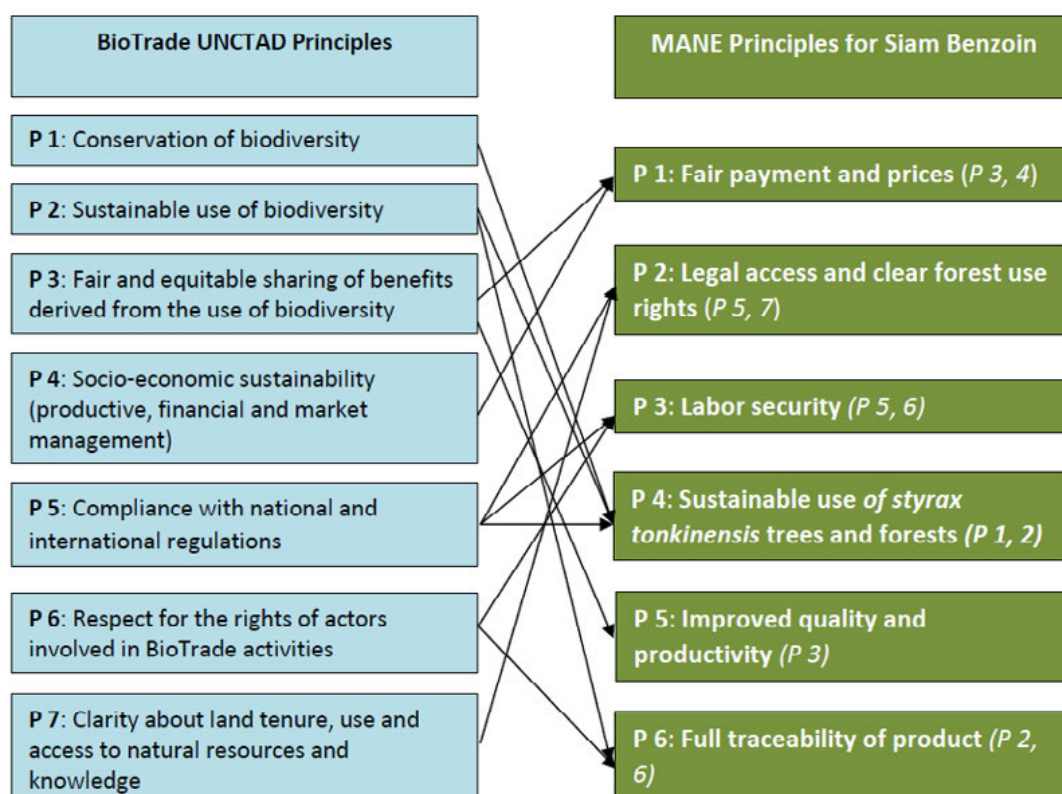
Source: Extract from Giap Thi Hoai Thanh (Duc Phu Agriculture Forestry Joint Stock Company) presentation at the 5th BioTrade Congress, 13 September 2019.

biodiversity and livelihoods. The Vietnamese SME Duc Phu Agriculture Forestry Joint Stock Company cooperates with over 1,100 households in 6 Northern provinces of Viet Nam to extract and collect benzoin gum following the BioTrade P&C. Benzoin gum is a resin that is extracted from *Styrax tonkinensis* trees and commonly used in aromatherapy and cosmetics industries. By exporting these products to international buyers, the company has provided an additional income of €250-400 per household per season – much higher than the minimum monthly

wage in rural areas of US\$110 . Key lessons learned reveal that collaboration between businesses, households, local governments and NGOs is essential in building sustainable natural ingredient chains, and as participation in this business model is expanded economic pressure on forests is reduced (see Figure 6).

In turn, for buyers of sustainably sourced ingredients, working with BioTrade practitioners has proved to be socially and economically viable. MANE,

Figure 7. Alignment of MANE's principles with UNCTAD BioTrade Principles – Example from the Benzoin value chain



Source: Extract from Luc Carrière (MANE) presentation at the 5th BioTrade Congress, 13 September 2019.

a leading French fragrance and flavor company that fosters the implementation of BioTrade P&C through its sourcing activities (see Figure 7) exports and promotes their suppliers such as Duc Phu Agriculture Forestry Joint Stock Company to generate net positive social and environmental impacts throughout the value chain. Many MANE customers are requesting more traceability to understand who benefits from their purchases and where they are located in the value chain. They have responded to clients' requests by aligning its sourcing practices with UNCTAD's BioTrade Principles.

Another case is the women led Dakdae enterprise in Lao People's Democratic Republic that supports young entrepreneurs to add value to natural ingredients sourced locally, such as Prickly Ash (*Zanthoxylum rhetsa*). Prickly Ash is sourced from rural and remote communities in Huaphan province and traditionally used as a spice. With the support of the programme, Dakdae is now selling them as an ingredient for the European fragrance industry. With deforestation becoming a serious threat in Lao PDR, sustainably harvesting Prickly Ash and other natural ingredients under BioTrade P&C can contribute to motivating and preventing of trees being cut.

The Ministry of Agriculture and Forestry in Lao People's Democratic Republic indicates that a high percentage of the population relies on biodiversity for food and livelihoods. Nevertheless, increased demand from global value chains is putting pressure on sourcing of natural ingredients, and many sourcing SMEs are not practicing sustainable production methods. The Ministry is collaborating with Helvetas Swiss Intercooperation, including on capacity-building activities to support the implementation of the BioTrade P&C. Their collaboration has played an important role in supporting SMEs to switch to sustainable production methods for natural ingredients.

### Key conclusions

The main conclusions of the session were the following:

- Support organizations and programmes are needed to implement activities for capacity

building and raising awareness in sourcing countries to support local SMEs comply with the BioTrade P&C and government policies and legal frameworks. The Regional BioTrade Project have resulted in positive examples and engagement of biodiversity-based companies in the Mekong region, such as Duc Phu Agriculture Forestry Joint Stock company and Dakdae enterprise.

- It is crucial that each actor in the value chain is able to fully comprehend and understand what other actors require of them in order to optimize the value chain's overall sustainability performance. The cases shared in this session demonstrate how communication along the value chain can help actors to improve their environmental, social and economic performance.
- It is necessary for government officials and service providers who are active in the value chain to understand and support sustainable value chain objectives.
- For private sector to invest and engage more in sustainable BioTrade sourcing and trade, concrete case studies and data are needed to convince and persuade the positive effects.
- Approaches for sustainable sourcing may differ from one country to another and, therefore, each national strategy should be tailored to its unique national situation.
- Mainstreaming the BioTrade P&C into purchasing requirements of buyers (see figure 7) can induce supplier companies to implement BioTrade, which can evolve and be replicated in other projects and products at the supplier's own initiative. Spill-over effects can also be seen in supplier communities, who will then become more aware of the benefits of BioTrade for conserving and using biodiversity more sustainably.







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## BUYERS AND SELLERS' EXCHANGE

### Moderators

- Ms. Lorena Jaramillo and Ms. Lika Sasaki, UNCTAD
- Ms. Véronique Rossow, international consultant

### Presenters

#### Africa:

- Ms. Martha Negumbo, Eudafano Women's Co-operative, Namibia
- Ms. Ana Lyman, Grupo Trichilia Mozambique
- Ms. Monica Rydsmo Robson, Kalahari Natural Oils Ltd, Zambia
- Mr. Andrew Kingman, Baobab Products Mozambique
- Mr. Michel Mallet, CRIAA SA-DC and member of NANCi, Namibia

#### Asia: (Mekong Regional BioTrade Programme)

- Ms. Giap Thi Hoai Thanh, Duc Phu Agriculture Forestry Joint Stock Company, Viet Nam
- Ms. Anousone Phimmachanh, Dakdae enterprise, Lao People's Democratic Republic
- Mr. Rudolf Lüthi, Helvetas Swiss Intercooperation - BioTrade portfolio of other companies and products developed in the Mekong region

#### Asia: (Implementation of the Biodiversity Action Plan in India)

- Ms. Poonam Pandey, GIZ Private Business Action for Biodiversity Project
- Mr. Venugopal KJ Menon, Technical Expert, World Spice Organisation, India

#### Latin America and the Caribbean:

- Ms. María del Pilar Alarcón, PromPerú – BioTrade portfolio of companies and products in Peru
- Mr. Omar Malagón, Bioemprende/UTPL - Portfolio of BioTrade products in Ecuador
- Mr. René Gómez-García Palao, CAF – Portfolio of BioTrade projects/products in Latin America: cocoa and Blue BioTrade
- Mr. Stephen Fevrier, OECS – OECS/UNCTAD portfolio of potential Blue BioTrade value chains: mollusks (queen conch) and algae-based products
- Mr. João Teixeira, Natura Cosmetics – Portfolio of BioTrade products (Natura Ekos line)



## Africa:

- Mozambique: Ms. Ana Lyman, Grupo Trichilia Mozambique
- Mozambique: Mr. Andrew Kingman, Baobab Products Mozambique
- Namibia: Ms. Martha Negumbo, Eudafano Women's Co-operative
- Namibia: Mr. Michel Mallet, Executive Director, CRIAA SA-DC and member of Namibian Network of the Cosmetic Industry (NANCI)
- Zambia: Ms. Monica Rydsmo Robson, Kalahari Natural Oils Ltd

Registered/official name	Grupo Trichilia Lda	
Year of creation	2017	
Number of employees	Nascent company, formed to advance research and identified opportunities with target species	
Year that started to work under BioTrade P&C	2017	
Products	<i>Trichilia emetica</i> oil and derivatives	
Main target sectors	Personal care	
Country of sourcing	Mozambique (Inhambane and Gaza provinces)	
Country of processing	Mozambique	
Contact Information		
Name of company representative	Ana Alecia Lyman	
Address	Br. Balane 1	
City/country	Inhambane City, Mozambique	
Email	Ana.alecia@trichilia.group	
Website	www.trichilia.group	
Phone number	+258 84 493 2392	
Language for business communication	English, Portuguese	




*Trichilia emetica* oil and derivatives.  
Photo credits: Grupo Trichilia Lda

Registered/official name	Baobab Products Mozambique	
Year of creation	2015	
Number of employees	BPM employs 8 people full time, with a further 8 seasonal (3-4 months) and 15-20 casual	
Year that started to work under BioTrade P&C	2015	
Products	Baobab powder and seed oil ( <i>Adansonia digitate L.</i> )	
Main target sectors	The powder is targeted on food manufacturers and the natural product retail sector. Oil is targeted as a cosmetic ingredient.	
Country of sourcing	Mozambique – sourced in Guru and Tambara Districts, Manica Province	
Country of processing	Mozambique	
Certifications	Organic, Halal	
Prizes or other recognitions your company received	SEED Award (2014 and 2016); Future Agro Challenge winner for Mozambique	
Production capacity per month	We process from August for as long as we need. We have a capacity of up to 20 tons per month of powder.	
Sales volume	40 tons	
Main export destinations	United States of America, European Union	
Contact Information		
Name of company representative	Andrew Kingman	
Address	PO Box 121	
City/country	Chimoio, Mozambique	
Email	andrew@micaia.org	
Phone number	www.baobabmozambique.com	
Language for business communication	+258 823034285	



Baobab powder and seed oil. (*Adansonia digitate L.*)  
Photo credits: Baobab Products Mozambique



Registered/official name	Eudafano Women's Co-operative Ltd	
Year of creation	1996	
Number of members/ employees	27 associations, 14 employees	
Year that started to work under BioTrade P&C	1999	
Products	Marula ( <i>Sclerocarya birrea</i> ) and Kalahari Melon Seeds ( <i>Citrullus lanatus</i> )	
Main target sectors	Personal Care	
Country of sourcing	Namibia, North Central Region	
Country of processing	Namibia	
Prizes or other recognitions your company received	Best Co-operative in Namibia	
Production capacity per month	2 tons	
Sales volume	12 tons	
Main export destinations	European Union	
Contact Information		
Name of company representative	Martha Kadafi Negumbo	
Address	P.O.Box 1706. Ondangwa	
City/country	Namibia	
Email	kangandjomartha@yahoo.co.uk	
Phone number	+ 264 81 1 422 706	
Language for business communication	English	



Marula fruit

Marula oil

Cracked Marula nuts


Photo credits: Eudafano Women's Co-operative Ltd



Kalahari Melon seed oil

Drums of oils ready for shipping

Photo credits: Eudafano Women's Co-operative Ltd

Registered/official name	CRIAA SA-DC (Centre for Research Information Action in Africa, Southern Africa Development and Consulting)	
Year of creation	1997	
Number of employees	Company not-for-gain with 10 employees	
Year that started to work under BioTrade P&C	2009	
Products	Ximenia seed oil (Kalahari wild plum / <i>Ximenia americana</i> )	
Main target sectors	Personal care	
Country of sourcing	Namibia (north-central regions)	
Country of processing	Namibia	
Certifications	Cosmos natural (pending)	
Production capacity per month	Virgin Ximenia seed oil: 850-900 kg / month Ximenia seed oil 'refined/light': > 200kg / month	
Main export destinations	European Union, South Africa, United States of America	
<b>Contact Information</b>		
Name of company representative	Michel Mallet	
Address	PO Box 23778 Windhoek 10005	
City/country	Namibia	
Email	m.mallet@criaasadc.org / criaawhk@iafrica.com.na	
Website	www.criaasadc.org	
Phone number	+264 61 220117	
Language for business communication	English, French	

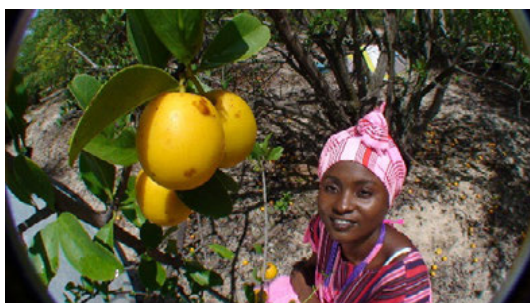



Photo credits: CRIAA SA-DC

Registered/official name	Kalahari Natural Oils Ltd	
Year of creation	2006	
Number of members/ employees	5 employees / 1 field coordinator / 210 suppliers formed into 7 associations	
Year that started to work under BioTrade P&C	2010	
Products	- Mongongo kernel oil INCI name: <i>Schinziophyton Rautanenii</i> Kernel Oil CAS # 68956-68-3 EC # 273-313-5 Certified Organic by Ecocert SA - Ximenia kernel oil Conventional quality	
Main target sectors	Personal care	
Country of sourcing	South-western provinces of Zambia	
Country of processing	Zambia	
Certifications	EOS NOP	
Production capacity per year	12 tons	
Sales volume	12 tons	
Main export destinations	European Union, United States of America, Australia, Japan, South Africa	
<b>Contact Information</b>		
Name of company representative	Monica Rydsmo Robson	
Address	PO Box 51386 Ridgeway	
City/country	10101 Lusaka, Zambia	
Email	monica@kalaharibiocare.com	
Phone number	www.kalaharibiocare.com	
Language for business communication	+260 977 521516, Whatsapp: +46 761 191516	



Mongongo kernel oil,  
INCI name: *Schinziophyton Rautanenii* Kernel Oil  
Photo credits: Kalahari Natural Oils Ltd





## Asia (Mekong Regional BioTrade Programme):

- Lao People's Democratic Republic: Ms. Anousone Phimmachanh, Dakdae enterprise
- Viet Nam: Ms. Giap Thi Hoai Thanh, Duc Phu Agriculture Forestry Joint Stock Company
- BioTrade portfolio of other companies and products developed in the Mekong region. Mr. Rudolf Lüthi, Helvetas Swiss Intercooperation

Registered/official name	DakDae Enterprise
Year of creation	2018
Number of employees	3 shareholders and 1 employee
Year that started to work under BioTrade P&C	2019
Products	Prickly ash ( <i>Zanthoxylum rhetsa</i> )
Main target sectors	Oil extraction
Country of sourcing	Lao People's Democratic Republic (Houaphanh Province, Xiengkhouang Province and Vientiane Province)
Production capacity per month	91 tons per season (fresh)
Main export destinations	France, Myanmar
Contact Information	
Name of company representative	Ms. Anousone Phimmachanh
Address	Horm 4, Phonsinuane village, Sisattanak District
City/country	Vientiane capital, Lao People's Democratic Republic
Email	anousone@dakdae.com
Website	www.dakdae.com
Phone number	+85620 77729116
Language for business communication	English



Prickly ash (*Zanthoxylum rhetsa*)  
Photo credits: DakDae enterprise

Registered/official name	Duc Phu Agriculture Forestry Join Stock Company	
Year of creation	2015	
Number of employees	9 officers and 5 production leaders	
Year that started to work under BioTrade P&C	2017	
Products	Siam Benzoin gum	
Main target sectors	Aromatherapy industry and cosmetic	
Country of sourcing	Viet Nam (Lao Cai, Hoa Binh, Thanh Hoa, Tuyên Quang, Son La province)	
Country of processing	France	
Sales volume	8 tons	
Main export destinations	France	
<b>Contact Information</b>		
Name of company representative	Giap Thi Hoai Thanh	
Address	Phu Do Ward, Nam Tu Liem Dist	
City/country	Hanoi, Viet Nam	
Email	hoaitanh@benzoinvietnam.com	
Website	Benzoinvietnam.com	
Phone number	+84 987838880	
Language for business communication	English	



Siam Benzoin gum (*Styrax tonkinensis*)

Photo credits: Duc Phu Agriculture Forestry Join Stock Company

## BioTrade portfolio of other companies and products developed in the Mekong region:

- Lao People's Democratic Republic: Phongsaly Green Tea factory, Somnuek Laothang Tea factory, Soukthavone tea factory, Society Development of Forest Export-Import LPB Prov. Sole Co., Ltd. and Mai Savanh Laos
- Myanmar: Salay Shae Saung Co., Ltd., Shwe Pyi Nann Co., Ltd., Shwe Bo Minthamee Trading Co.,Ltd., KSH Manufacturing Co., Ltd.
- Other BioTrade practitioners in Lao People's Democratic Republic, Myanmar and Viet Nam: Helvetas Swiss Intercooperation

### *Lao People's Democratic Republic:*

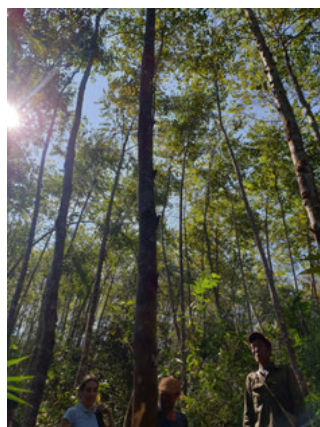
Registered/official name	Phongsaly Green Tea factory, Somnuek Laothang Tea factory, Soukthavone tea factory
Year of creation	2007, 2014, 2017
Number of employees	15 staff per factory (including part-time)
Year that started to work under BioTrade P&C	2018
Products	Tea ( <i>Camellia sinensis</i> ) from 4 different tea factories in Phongsaly province
Main target sectors	Food sector
Country of sourcing	Phongsaly district, Phongsaly province, Lao People's Democratic Republic
Country of processing	Lao People's Democratic Republic
Certifications	European Union organic, Fair For Life, One District One Product, Food safety
Prizes or other recognitions your company received	The champion of Pu'er tea from Hongkong International Tea Fair 2019
Production capacity per month	13 tons per month per factory
Sales volume	60 tons per year per factory (2018)
Main export destinations	China and Germany
<b>Contact Information</b>	
Name of company representative	Lao Clean Agriculture Sole Ltd
Address	No. 01, Pangkham street, Xiengneun village
City/country	Chanthabuli district, Vientiane capital, Lao People's Democratic Republic
Email	thavisithb@yahoo.co.uk
Phone number	+85620-22049919
Language for business communication	English



Photo credits: Helvetas Swiss Intercooperation




Registered/official name	Society Development of Forest Export-Import LPB Prov. Sole Co., Ltd.
Year of creation	1993
Number of employees	19
Year that started to work under BioTrade P&C	2019
Products	Benzoin
Main target sectors	Cosmetic
Country of sourcing	Luang Prabang and Huaphan province, Lao People's Democratic Republic
Country of processing	Lao People's Democratic Republic
Certifications	Not available (plan to apply BioTrade Principles)
Production capacity per month	1 ton
Sales volume	20 tons per year per factory (2018)
Main export destinations	France
Contact Information	
Name of company representative	Somphavanh Chanthaphonh, marketing of Society Development of Forest Export-Import LPB Prov. Sole Co., Ltd.
Address	P.O. Box 3859, Dongpalep Village
City/country	Chanthabouly District, Vientiane capital, Lao People's Democratic Republic
Email	mimi.sdfei@gmail.com
Phone number	+85620-29924289
Language for business communication	English



Benzoin

Photo credits: Society Development of Forest Export-Import LPB Prov. Sole Co., Ltd

Registered/official name	Mai Savanh Laos	
Year of creation	2004	
Number of employees	48	
Year that started to work under BioTrade P&C	2019	
Products	Indian Prickly Ash, SILK products, Pepper, Hibiscus, Mulberry Tea	
Main target sectors	Cosmetic, Food sector	
Country of sourcing	Vientiane capital and the south	
Country of processing	Vientiane capital, Lao People's Democratic Republic	
Certifications	Organic, Fairtrade, Food safety	
Production capacity per month	6 tons per month (average of all productions)	
Sales volume	60 tons per year per factory (2018)	
Main export destinations	Europe, Asia	
<b>Contact Information</b>		
Name of company representative	Philippe Schmidt	
Address	Ban Salakham	
City/country	Vientiane capital, Lao People's Democratic Republic	
Email	schmilao@yahoo.fr	
Language for business communication	French, English	

## Myanmar

Product list	Jujube
Local name	Zee Thee
English name	Jujube, Ber
Botanical Name	<i>Ziziphus mauritiana Lamarck</i>
Product type (raw/semi/ final)	Semi, Final
Active Ingredients	Rich source of vitamin C and flavonoids, natural antioxidants, potassium and vitamin B complex
Main effect/Uses	Rich source of vitamin C and flavonoids increases immunity; potassium and vitamin B complex helps lowering high blood pressure; source of natural antioxidants as indicated by its high phenolic, flavonoid and ascorbic acid content; soothing property calms down the nervous system as an anti-depressant and cures insomnia (sleeplessness)
How to use it	The jujube dried fruits are boiled to produce concentrated syrup which can be mixed with 2 to 4 times of drinking water to enjoy healthy drinks with or without sugar. The seed kernel with endocarp (due to anti-hepatotoxic and liver amelioration activity) is used in eastern traditional medicines as a laxative ingredient or curative for insomnia (sleeplessness). The fruit extract significantly reduces blood glucose level.
Targeted business partners	Healthy Food, Traditional medicine

Registered/official name	Salay Shae Saung Co., Ltd
Number of members	Company sourcing from farmers, middlemen, manufacturing and distribution, for both local and export market
Year that started to work under BioTrade P&C	2018
Products	Zee Thee, Jujube, Ber ( <i>Ziziphus mauritiana</i> Lamarck)
Main target sectors	Food and beverages
Country of sourcing	Myanmar
Country of processing	Myanmar
Prizes or other recognitions your company received	<a href="http://www.msme.gov.mm/en/product/521">http://www.msme.gov.mm/en/product/521</a>
<b>Contact Information</b>	
Name of company representative	Ms. Aye Aye Naing, Managing Director
Address	No. 5, kwat Thit, Ywar Thit Quarter, Salay Town, Chauk Township, Magway Region, Myanmar
Website	<a href="http://www.msme.gov.mm/en/product/521">http://www.msme.gov.mm/en/product/521</a> ; <a href="http://www.citymall.com.mm/citymart_en/shae-saung-natural-plum-syrup-1ltr-salay-10000000083832018-01-15-10-51-30">www.citymall.com.mm/citymart_en/shae-saung-natural-plum-syrup-1ltr-salay-10000000083832018-01-15-10-51-30</a>
Product list	Thanaka
Local name	Thanakha (သန့်ပွဲး)
English name	Thanakha
Botanical Name	<i>Hesperethusa crenulata</i> (Roxb.) M. Roem.
Product type (raw/semi/ final)	Semi, Final
Active Ingredients	Coumarin and Marmesin, alkaloids, glycosides, saponin glycosides, steroids, phenolic compounds, flavonoids and tannins (Nwe Nwe Aung, 2014)
Main effect/Uses	Coumarin (anti-bacterial), Marmesin (UV absorbent), alkaloids (antioxidants), phenolic compounds (anti-microbial)
How to use it	Myanmar people traditionally use Thanakha as a natural cosmetic for face and body skin care by smearing yellowish paste produced by rubbing stem cut logs on a stone slab soaking with a little water; Fine powder of stem and root barks can be used for skin care by mixing with a bit water to form paste; Bark extract can be used in cosmetic formulations; India and Bangladesh markets claim the use of Thanakha powder mixed with Kusumba oil for hair removal purpose.



Thanakha

Photo credits: Helvetas Swiss Intercooperation



Registered/official name	Shwe Pyi Nann Co., Ltd.
Year of creation	1941
Number of members	Company sourcing from farmers and middlemen, manufacturing and distribution, for both local and export market > 1,000
Year that started to work under BioTrade P&C	2017
Products	Thanakha, <i>Hesperethusa crenulata</i> (Roxb.) M. Roem.
Main target sectors	Cosmetic and Beauty Care
Country of sourcing	Myanmar: Central Dry Zone – mainly from Magwe and Sagaing Regions
Country of processing	Myanmar
Certifications	Myanmar FDA, United States of America FDA, ISO-9001-2018, Good Manufacturing Practices (GMP), Singapore FDA
Prizes or other recognitions your company received	2008 Global Excellence Award and 2009 People Choice Award in Philippines ( <a href="http://www.shwepyinann.com/awards-certificates">http://www.shwepyinann.com/awards-certificates</a> )
Production capacity per month	> 1 million boxes of 30 g Thanakha Paste with different floral essential oils
Sales volume	> 1 million boxes of 30 g Thanakha Paste with different floral essential oils
Main export destinations	Thailand, Malaysia, Singapore, United States of America
Contact Information	
Name of company representative	Mr. Kyaw Min (Founder of Shwe Pyi Nann, Chairman and CEO of Shwe Pyi Nann Group)
Address	No (531-B), Moegoke Road, Industrial Zone (1)
City/country	South Dagon Tsp, Yangon, Myanmar
Email	spndistributiongroup@gmail.com, klkhtetoo@gmail.com, spmh08@gmail.com
Website	<a href="http://www.shwepyinann.com/">http://www.shwepyinann.com/</a>
Phone number	+951-8100809, +951-8100810, +951-8100811, +951-8100812, +951-8100813
Language for business communication	English

Registered/official name	Shwe Bo Minthamee Trading Co., Ltd.
Year of creation	1971
Number of members	Company sourcing from farmers and middlemen, manufacturing and distribution, for local and export market > 100
Year that started to work under BioTrade P&C	2017
Products	Thanakha, <i>Hesperethusa crenulata</i> (Roxb.) M. Roem.
Main target sectors	Cosmetic and Beauty Care
Country of sourcing	Myanmar: Central Dry Zone – mainly from Magwe and Sagaing Regions
Country of processing	Myanmar
Certifications	Myanmar FDA, TUV Singapore

Prizes or other recognitions your company received	Outstanding National SME Award
Production capacity per month	> 30 Tons Thanakha Paste, Liquid, Spa Mask Powder and Loose Powder
Sales volume	> 30 Tons / month Thanakha Paste, Liquid, Spa Mask Powder and Loose Powder (including OEM products)
Main export destinations	Singapore, Malaysia, Thailand, Viet Nam, Philippines

#### Contact Information

Name of company representative	Ms. Yu Yu Maw, Executive Director
Address	No (12), Nwe Ni Street, Ahlone
City/country	Yangon, Myanmar
Email	yuyu.sbm@gmail.com; shwebooffice1972@gmail.com
Website	<a href="https://www.productsmyanmar.com/companies/shwe-bo-minthamee/">https://www.productsmyanmar.com/companies/shwe-bo-minthamee/</a>
Phone number	+95-9 262 009 004, +95 1-221612, +95 1-2314437
Language for business communication	English

#### Registered/official name

KSH Manufacturing Co., Ltd.

Year of creation	1990
Number of members	Company sourcing from farmer, middlemen, manufacturing and distribution, for both local and export market > 50
Year that started to work under BioTrade P&C	2017
Products	Thanakha, <i>Hesperethusa crenulata</i> (Roxb.) M. Roem.
Main target sectors	Cosmetic and Beauty Care
Country of sourcing	Myanmar: Central Dry Zone – mainly from Magwe and Sagaing Regions
Country of processing	Myanmar
Certifications	Myanmar FDA, Cosmetic Good Manufacturing Practices (GMP) in process
Prizes or other recognitions your company received	Outstanding National SME Award
Production capacity per month	> 5,000 units of Thanakha cosmetics (cream, lotion, powder, soap)
Sales volume	> 50,000 units of Thanakha cosmetics (cream, lotion, powder, soap)
Main export destinations	Thailand, China, Viet Nam, United States of America

#### Contact Information

Name of company representative	Mr. Kenneth Sein, MD
Address	41 (A,B) Paytagone Street, Kytaw Quarter
City/country	Mingalar Taungnyunt Tsp., Yangon, Myanmar
Email	k@kshproducts.com
Website	<a href="https://www.shwethonedary.com/">https://www.shwethonedary.com/</a>
Phone number	Land Line: +95-1-200975, +951-298735
Mobile:	+95 -9 430 55309, +95 9 730 83053
Language for business communication	English

## Viet Nam

Registered/official name	Vietnam Organic Agriculture Association
Year of creation	2012
Number of members	280 members including experts, service centers and companies pay membership fee yearly and 700 farmers without membership fee.
Year that started to work under BioTrade P&C	2017
Products	BioTrade products: Shan tea, Star Anis, Cinnamon, Turmeric, Ginger, Gac and Benzoin Organic products: Rice, pepper, vegetables, cashew nut
Main target sectors	Organic agriculture
Country of sourcing	Viet Nam
Country of processing	Viet Nam
Certifications	Organic (National Organic Programme-NOP, European Union, Japanese Agricultural Standard-JAS), Rainforest Alliance, International Featured Standards-IFS, Hazard analysis and critical control points-HACCP, Good agricultural and collection practices-World Health Organization-GACP-WHO
<b>Contact Information</b>	
Name of company representative	Ha Phuc Mich
Address	Vietnam Organic Agriculture Association President
City/country	Viet Nam
Email	Michhp2526@gmail.com hiephoihuucovn@gmail.com
Website	<a href="http://hiephoihuuco.com.vn">http://hiephoihuuco.com.vn</a>
Phone number	+84 2432272806 / +84 913250026
Language for business communication	English and Vietnamese



Farmer Chieu Ton Pu and his wife in Phong Du Thuong commune, Van Yen district, Yen Bai Province are collecting cinnamom barks to sell to Visimex company

Moocos company Sale Manager visits Gac fruit growing household in Duong Quy commune, Van Ban district, Lao Cai province

Photo credits: Helvetas Swiss Intercooperation



## Asia (Implementation of the Biodiversity Action Plan in India):

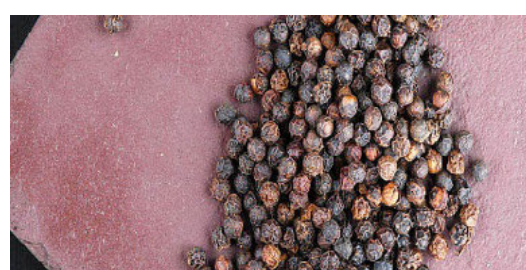
- India Mr. Venugopal K.J. Menon, Technical Expert, World Spice Organisation

Registered/official name	World Spice Organisation (WSO) 
Year of creation	2011
Number of members	Other (trade promotion association) - 162 members Members: Olam Agro, Ned Spice, Kancor-Mane, Pds Organic Spices, Akay Spices, Jayanti Spices, Bafna Spices, ITC Spices, Ab Mauri, Synthite, Plant Lipids. (full list included at the end of this sheet)
Year that started to work under BioTrade P&C	2017
Products	Spices: Main products are Red pepper ( <i>chilly-Capsicum annum</i> ), Black pepper ( <i>Piper nigrum</i> ), Turmeric ( <i>Curcuma longa</i> ), Cumin ( <i>Cuminum syminum</i> ). They are sold as whole, dried fruits or berries, and also as powders, oils, oleoresins.
Main target sectors	Spices are used mainly in food as flavours and colours. They are also used in cosmetics, therapeutic and personal care products.
Country of sourcing	They are mainly sourced from India (chilly, Turmeric, cumin). Other main origins are Viet Nam, Sri Lanka, Indonesia (black pepper, nutmeg, cinnamon)
Country of processing	India
Certifications	Hazard analysis and critical control points-HACCP, Rainforest Alliance, Organic, ISO 22000
Prizes or other recognitions your company received	Members have won many awards from the government of India for largest exporters of different spices
Production volume in 2018	Members of the association are processors and exporters of spices sourced from India and other countries. Their combined volume is 1.2 million metric tons, valued at US\$3 billion.
Production capacity per month	1.2 MT per year
Sales volume	1.2 MT per year
Main export destinations	United States of America, Viet Nam, Sri Lanka, Japan, Netherlands, Canada, France, United Kingdom of Great Britain and Northern Ireland, Germany, Australia, Malaysia, Saudi Arabia, United Arab Emirates
Contact Information	
Name of company representative	- Mr. Venugopal K.J. Menon (Technical consultant to WSO and represents WSO in the UNCTAD 5th BioTrade Congress) - Ram Kumar Menon (Chairman and Contact person, WSO)
Address	- FSQS INC., G-339, Panampilly Nagar, Kochi, Kerala- 682036 - World Spice Organisation, CC No.2484(B), St F X Towers, K K Road, Kaloor, Kochi, Kerala 682017
City/country	- FSQS INC., Kochi, Kerala state, India- 682036 - WSO, Kochi, Kerala State, India- 682017
Email	- FSQS INC.: venu@foodsafes.in - WSO: ramkukmar55@gmail.co
Website	FSQS INC.: www.foodsafe.in, www.fsqs.in WSO: www.wso.org

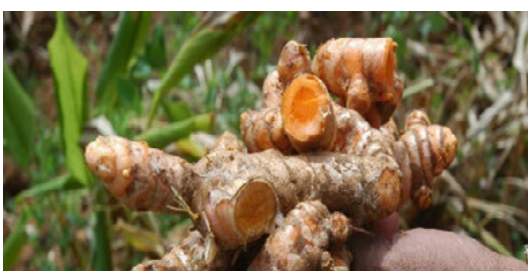
Phone number	Venugopal KJ Menon: +91- 9847084531 Ram Kumar Menon: +91- 9895012960
Language for business communication	English



Chilly (red pepper) (*Capsicum annuum L.*), Photo credits: World Spice Organisation



Black Pepper (*Piper nigrum*), Photo credits: World Spice Organisation



Turmeric (*Curcuma longa*), Photo credits: World Spice Organisation

### List of members

- A.V. Thomas & Co. Ltd.
- Ab Mauri India Pvt. Limited,
- Accelerated Freeze Drying Co. Ltd.
- Adani Food Products Pvt. Ltd.,
- Advira Technomangement Pvt. Ltd.
- Agripure Natural Foods Pvt. Ltd.
- Ajit Singh Om Parkash Pvt. Ltd.
- Akay Flavours & Aromatics Pvt. Ltd.
- Akay Spices Pvt. Ltd.
- Allanasons Pvt. Ltd
- Allkoshys Allspices
- Amber Food and Ingredients India Pvt. Ltd.
- Ambootia Tea Exports Pvt. Ltd.
- Anil & Company,
- Apozem Naturals Pvt. Ltd
- Aravind Milk Foods Pvt. Ltd.
- Arjuna Natural Ltd.
- Armon International Pvt. Ltd.
- Avt McCormick Ingredients Pvt. Ltd.,

- Avt Natural Products Ltd.
- B.I. Enterprises
- Babbula Venkateshwarlu
- Bafna Enterprises,
- Bagora Dehydrates
- Bambino Agro Industries Ltd.
- Bavane Masala
- Bolst's Indian Condiments Pvt. Ltd.,
- Bos Natural Flavours Pvt. Ltd.
- Bsa India Food Ingredients Pvt. Ltd.
- Cap Condiments Llp
- Challa Agri Products
- Chhatariya Veg Expo Pvt. Ltd.
- D.S. Sons
- D.A. Patel
- D.K. Enterprises
- Dani Foods India
- Darshan Foods Pvt. Ltd.
- Dharampal Satyapal Limited
- Dry Blend Foods Pvt. Ltd.
- Earth Expo Company
- Earthroot Spices and Herbs Llp

Eastern Condiments Pvt. Ltd.	Miltop Exports
Ella Foods	Mittulaul Lalah & Sons
Expovan Pvt. Ltd.	Mohini Organics Pvt.Ltd.
Fazlani Exports Pvt. Ltd.	N2N Ingredients Private Ltd.
Food Safety & Quality Solutions Inc	Nagawat Traders
Fusion Dehy Foods & Spices	Natural Dehydrated Vegetables Pvt. Ltd.
G. S. Enterprises	Nedspice Processing India Pvt. Ltd.
G.R.K. and Company H.O. Eramalloor	NHC Foods Limited
Galaxy Foods	Nilon's Enterprises Pvt. Ltd.
Gandhi Sons	Nishant Export
Garden Valley Export Corporation	Olam Agro India Limited
Gautam Export Corporation,	Orchid Exim (India) Pvt. Ltd.
Geo-Fresh Organic	P.S.S. Ganesan & Sons
German Foods	Papaka Herbs & Spices Pvt. Limited
Geschmack Food Ingredient Solutions Pvt. Ltd.	Paprika Oleo's (India) Limited
Good Earth Organic	Paras Spices Pvt. Limited
Granny's Spices (India) Llp	Parekh Sons
Griffith Foods Pvt. Ltd.	Patel Jivram Madhvaji
Gt India Private Limited	PDS Organic Spices
Hemanand Spices	Phalada Agro Research Foundation Pvt. Ltd.
Herbal Isolates Pvt. Ltd.,	Plant Lipids (P) Limited
Himatlal Brothers	Pooja Dehy Foods Pvt. Ltd.
Indi Trade Business Consultants Ltd.	R G Patil & Co.
Indian Chillies Trading Company Limited	Rajama Export
Indian Products Pvt. Ltd.	Rakesh Sandal Industries
Indian Spices	Rose Marry International
International Flavours and Fragrance India Pvt. Ltd.	S.P.Gg. Ramasamy Nadar & Sons,
ITC Limited, Agri Business Division Ltd	Nani Agro Foods Pvt. Ltd.,
J. B. Spices	Nanji Topanbhai & Co.
Jabs International Pvt. Ltd.	Natural Dehydrated Vegetables Pvt. Ltd.
Jairamdass Khushiram	Nedspice Processing India Pvt. Ltd.
JFK International Ltd.	Nhc Foods Limited
JKH Exports	Nilon's Enterprises Pvt. Ltd.
JSG Trading Pvt. Ltd.	Nishant Export
K.M. Ganatra & Co.,	Olam Agro India Limited
Kanaiya Exports Pvt. Ltd.	Orchid Exim (India) Pvt. Ltd.
Kancor Ingredients Ltd.,	P.s.s. Ganesan & Sons
Kanu Krishna Corporation	Papaka Herbs & Spices Pvt. Limited
Kings Dehydrated Foods Pvt. Ltd.	Paprika Oleo's (India) Limited
Kishor Spices Company	Paras Spices Private Limited
Kohinoor Food Industries	Parekh Sons
Komal Exotic Spices Pvt Ltd	Patel Jivram Madhvaji
Krishna & Company	Pds Organic Spices
Kunvarji Comtrade Retail Pvt. Ltd.	Phalada Agro Research Foundation Pvt. Ltd.
Kuruwa Enterprises	Plant Lipids (P) Limited
L R M Spices Pvt. Ltd.	Pooja Dehy Foods Pvt. Ltd.
Lalsai Dehy Foods	R G Patil & Co.
Laxmichand Dayabhai (Export) Co.,	Rajama Export
Legend Exim	Rakesh Sandal Industries
M. Lallubhai & Company	Rose Marry International
M.M. International	S.P.G. Ramasamy Nadar & Sons,
Maahir Foods	Sakthi Masala Pvt. Ltd.
Madhavi Impex	Savaliya Agri Commodity Export Private Limited
Maharaja Dehydration Pvt. Ltd.	Seed Agritech
Mamah Agro Industries Pvt. Ltd.	Shree Additives (P & F) Pvt. Ltd.
Marda Trading Co	Shree Balaji Gums & Spice Stuff Pvt. Ltd.
Mehta Exports,	Siddhartha Corporation Pvt. Ltd.
	Siddhivinayak Agro Products



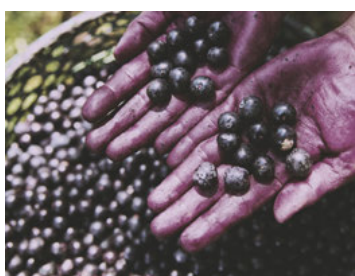
Spices Export Company	Universal Oleoresins
Sree Annapoorna Foods	V.P. & Sons
Sresta Natural Bioproducts Pvt. Ltd.	V.T. Foods Pvt. Ltd.
Sterling Exports Inc.	Vajra Exports
Suresh Exports	Value Ingredients Pvt. Ltd.
Swani Enterprises	Value Seed Pvt. Ltd.
Swani Spice Mills Pvt. Ltd	Varshini General Trading Co.
Symega Food Ingredients Ltd.	Vasundara Sales Corporation
Synthite Industries Ltd.,	Venus International
Tata Chemicals Limited	Verkar Carnations Limited
Tata Coffee Limited	Vijayakrishna Agritech Pvt. Ltd.
Unicorn Natural Products Limited	Vijayakrishna Spice Farms Private Limited
Vimal Spices,	
Vkl Seasoning Pvt. Ltd.	
World Dehydrates Foods and Spices	

### Latin America and the Caribbean:


- Brazil: Mr. João Teixeira, Natura Cosmetics – Portfolio of BioTrade products (Natura Ekos line)
- Ecuador: Mr. Omar Malagón, Bioemprende/UTPL
- Peru: Ms. María del Pilar Alarcón, PromPerú – BioTrade portfolio of companies and products:
- Latin America: Mr. René Gómez-García Palao, CAF – Portfolio of BioTrade projects/products: cocoa and Blue BioTrade
- Organization of Eastern Caribbean States (OECS):  
Mr. Stephen Fevrier, OECS - OECS /UNCTAD portfolio of potential Blue BioTrade value chains: mollusks (queen conch) and algae-based products

Registered/official name	Natura Cosmetics
Year of creation	1969
Number of members/ employees	7000
Year that started to work under BioTrade P&C	2000
Products	Natura Ekos line
Main target sectors	Personal care
Country of sourcing	Brazil
Country of processing	Brazil
Certifications	UEBT
Prizes or other recognitions your company received	United Nations Champions of the Earth
Sales volume	3 billion euros
Main export destinations	Argentina, Chile, Mexico, Peru, Colombia, France, United States of America
Contact Information	
Name of company representative	João Teixeira
City/country	São Paulo, Brazil
Email	joateixeira@natura.net
Website	www.natura.net
Language for business communication	Portuguese, English, Spanish

Asaii and Murumuru  
Photo credits:  
Natura Cosmetics



## Ecuador: Portfolio of selected BioTrade companies


Registered/official name	IKARA ("Asociación Comunitaria Bolívar Tello Cano")	
Year of creation	2012	
Number of members	50 associated members	
Year that started to work under BioTrade P&C	2012	
Products	Essential oil of <i>Bursera graveoens</i> By-products: candles, incense, air fresheners, scrub soap, products for bath	
Main target sectors	Cosmetic	
Country of sourcing	Zapotillo, Loja Province, Ecuador	
Country of processing	Ecuador	
Certifications	Ecocert	
Prizes or other recognitions your company received	Equatorial Prize 2014, (UNDP)	
Production capacity per month	Annual: 60 kg	
Sales volume	Annual: 10 kg	
Main export destinations	Spain, Brazil, Chile, Ecuador	
<b>Contact Information</b>		
Name of company representative	Diego Fernando Lara León	
Address	Av. Salvador Bustamante Celi y Agustín Carrión Palacios	
City/country	Loja, Ecuador	
Email	asociacionbolivartello@gmail.com; dflara@me.com	
Phone number	+593 72614082 / +593 72614458 /+593 999733555	
Language for business communication	Spanish, English	



*Bursera graveoens* essential oil and other by-products

Photo credits: IKARA

## Peru: Portfolio of selected BioTrade products by PromPerú

Registered/official name	PromPerú	
Year of creation	1993	
Number of members	Government Promotion Agency	
Year that started to work under BioTrade P&C	2004	
Products	Quinoa, Brazil Nuts, Tara, Passion Fruit, Sacha Inchi, Maca, Golden Berry, Purple Corn, Yellow Chili, Curcuma, Lucuma, Camu Camu, Cat's Claw, Yacón, Amaranth, Chirimoya, Granadilla, Giant Corn, Mesquite, Cañihua, Alpaca, Cacao	

Main target sectors	Food, personal care
Country of sourcing	Peru
Country of processing	Peru
Certifications	Sustainable Certifications (Organic, Fairtrade, UTZ, others)
Production volume in 2018	125,125 tons of biodiversity products – US\$484 997 271
Main export destinations	Europe, United States of America, Asia
<b>Contact Information</b>	
Name of company representative	María del Pilar Alarcón Tarazona
Address	Calle 21, No 713. San Isidro
City/country	Lima, Peru
Email	malarcon@promperu.gob.pe
Website	www.promperu.gob.pe
Phone number	+51 616 7400. Ext. 2112
Language for business communication	Spanish, English

Further information: <https://www.youtube.com/watch?v=S6BzKjMGPNE&feature=youtu.be>



Lúcuma, Tera and Maca  
Photo credits: PromPerú



Registered/official name	CAF – development bank of Latin America	
Year of creation	1969	
Number of members	<p>Latin American multilateral financial institution, essentially owned by developing countries (19 countries).</p> <p>Provides multiple types of financial and non-financial services to clients in the public and private sectors of its member countries.</p> <p>CAF promotes the conservation of the natural and social capital, facilitating the migration towards a low-carbon, biodiversity friendly and resilient to climate change economy, with social inclusion and equal opportunities.</p>	
Year that started to work under BioTrade P&C	2005	
Products	<p>Andean BioTrade Project (Global Environment Facility-GEF)</p> <p>Latin American Cocoa Initiative</p> <p>Blue BioTrade and Sustainable Fisheries in the Caribbean (Global Environment Facility-GEF)</p> <p>Blue BioTrade and Sustainable Landscape in Northern Tropical Coast – Peru (Global Environment Facility-GEF)</p>	
<b>Contact Information</b>		
Name of company representative	René Gómez García Palao	
Address	Av. Canaval and Moreira 380, floor 9, San Isidro, Lima	
City/country	Lima, Peru	
Email	rgomezgarcia@caf.com	
Website	www.caf.com	
Phone number	+51 7108509	
Language for business communication	English, Spanish, French	

- 1 Gómez-García, R., Erath R, Vignati F, 2014. Promoting finance instruments for biodiversity conservation through BioTrade in the Andean Region. Biocomercio Andino. Last accessed 14 November 2019: <https://www.cbd.int/financial/idb2015/caf-biotrade.pdf>.
- 2 2.6 billion people draw their livelihoods either partially or fully from agriculture, 1.6 billion from forests, and 250 million from fisheries, with a total of approximately 4.3 billion. CBD Secretariat, nd. Biodiversity and the 2030 Agenda for Sustainable Development – Policy Brief. Last accessed: 14 November 2019: <https://www.cbd.int/development/doc/biodiversity-2030-agenda-policy-brief-en.pdf>.
- 3 IPBES, 2019. Report of the Plenary of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services on the work of its seventh session. IPBES/7/10/Add.1.
- 4 Watts, J. 2018. Stop biodiversity loss or we could face our own extinction, warns UN. The Guardian, 6 November 2018. Last accessed 1 November 2019: <https://www.theguardian.com/environment/2018/nov/03/stop-biodiversity-loss-or-we-could-face-our-own-extinction-warns-un>.
- 5 “Living in Harmony with Nature” where “By 2050, biodiversity is valued, conserved, restored and wisely used, maintaining ecosystem services, sustaining a healthy planet and delivering benefits essential for all people.”
- 6 COP to the Convention on Biological Diversity, Strategic Plan for Biodiversity 2011-2020 (Decision X/2), Annex, para 11.
- 7 For further information, see: <https://unctad.org/en/Pages/DITC/Trade-and-Environment/BioTrade/BT-Initiative-Linking-programme.aspx>.
- 8 Section based on the interventions made by Pamela Coke-Hamilton (UNCTAD), Martin Saladin (State Secretariat for Economic Affairs SECO), Didacus Jules (Organisation of Eastern Caribbean States), Stéphanie Bouziges-Eschmann (FFEM). Prepared by Lorena Jaramillo (UNCTAD).
- 9 UN Environment Management Group, Advancing the Biodiversity Agenda: A UN System-Wide Contribution (UNEP, 2010), p 26.
- 10 Dr. Didacus Jules, Director General, Organisation of Eastern Caribbean States (OECS). At the Opening session of the 5th BioTrade Congress, 12 September 2019.
- 11 Section based on the interventions made by Pamela Coke-Hamilton (UNCTAD), Ana María Hernández (IPBES), Juan Carlos Vasquez (CITES Secretariat), René Gómez-García Palao (CAF), and João Teixeira (Natura Cosmetics) during the 5th BioTrade Congress on 12 September 2019. Prepared by Mario Jales and Lorena Jaramillo (UNCTAD).
- 12 Juan Carlos Vasquez, CITES Secretariat, intervention made at the presentation at the 5th BioTrade Congress.
- 13 René Gómez-García Palao, CAF, intervention made at the presentation at the 5th BioTrade Congress.
- 14 Section based on the interventions made by Lucas Assunção (UNCTAD), Lorena Jaramillo (UNCTAD), Martha Negumbo (Eudafano Women's Co-operative), Omar Malagón (Bioemprende/Universidad Técnica Particular de Loja) and Mathieu Lamolle (ITC). Prepared by Lucas Assunção, Lalen Lleander and Lorena Jaramillo (UNCTAD).
- 15 Section based on the interventions made by David Vivas (UNCTAD), Santiago Carrizosa (UNDP), María del Pilar Alarcón (PromPerú), Venugopal K.J. Menon (World Spice Organisation), Michel Mallet (CRIA SA-DC and member of NANCi), and Hoang Thi Thanh Nhan (Nature and Biodiversity Conservation Agency). Prepared by Malick Kane and David Vivas (UNCTAD).
- 16 For further information, see the ABS Clearing House at <http://absch.cbd.int>.
- 17 The Biodiversity Action Plans is a guideline to support companies implement practices on the sustainable use and conservation of biodiversity and support the compliance with the Union for Ethical BioTrade Standard, which is based on UNCTAD BioTrade Principles and Criteria. These guidelines were developed by the Union for Ethical BioTrade with the support of several organizations, including Global Fund for Nature, UNCTAD under the SECO funded the Global BioTrade Programme: Linking trade, biodiversity and sustainable development. Further information available at: <https://static1.squarespace.com/static/58bfcaf22994ca36885f063e/t/5c90b5b2eb39312d6e36eb2d/1552987572298/BAP+factsheet+final-March+2019.pdf>.
- 18 Section based on the interventions made by Rik Kutsch Lojenga (UEBT), Geertje Otten (ProFound - Advisers in Development), Naomi Scott-Mearns (Consumers International), Hamish Taylor (Symrise), Ana Lyman (Grupo Trichilia Mozambique). Prepared by Lorenzo Formenti with inputs from Lorena Jaramillo (UNCTAD).
- 19 Section based on the interventions made by Ana María Hernández (IPBES), Akshanka Khatri (WEF), Diane Holdorf (WBCSD), Andrew Kingman (Eco-MICAIA Ltd.), João Teixeira (Natura Cosmetics), María del Pilar Alarcón (PromPerú), and Frederic Perron-Welch (UNCTAD), as well as the video interventions of Cristiana Paşca-Palmer (CBD Secretariat), and Basile van Havre (Canada, Co-chair OEWG). Prepared by Lika Sasaki and Lorena Jaramillo. with inputs from Frederic Perron-Welch (UNCTAD).
- 20 For further information, see <https://www.businessfornature.org/>.
- 21 Andrew Kingman, Eco-MICAIA Ltd., 13 September 2019.
- 22 UNCTAD, UNCTAD XIV Outcome: Nairobi Maafikiano and Nairobi Azimio (UNCTAD/ISS/2016/1), para 76(q).
- 23 See the two notes submitted: (a) “Submission from UNCTAD BioTrade, CITES Secretariat, CAF, PromPerú, UEBT and FLEDGE”, 15 April 2019, available at: <https://chm.cbd.int/database/record?documentID=245802> and (b) “Contribution of BioTrade Partners to the Post-2020 Global Biodiversity Framework” from UNCTAD,

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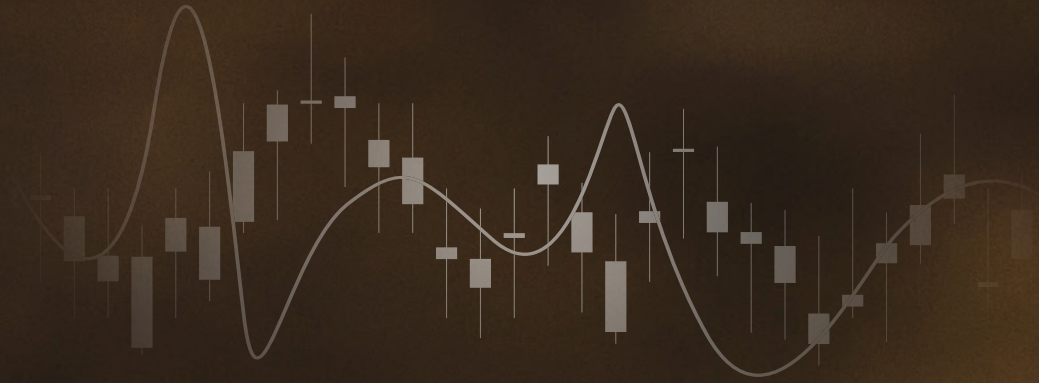
PromPerú, CAF, ITC, UEBT, ABS Initiative, FLEDGE, PhytoTrade Africa, UTPL-BioEmprende (Ecuador), 9 September 2019, available at: <https://chm.cbd.int/database/record?documentID=247458>.

24 Section based on the interventions made by Rudolf Lüthi (Helvetas Swiss Intercooperation), Giap Thi Hoai Thanh (Duc Phu Agriculture Forestry Joint Stock Company), Luc Carrière (MANE), Anousone Phimmachanh (Dakdae enterprise), and Thavisith Bounyasouk (Ministry of Agriculture and Forestry). Prepared by Robert Hamwey with inputs from Lorena Jaramillo and Lika Sasaki (UNCTAD).

25 Personal communication with Andrew Wilson, Helvetas Swiss Intercooperation, 31 October 2019.







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