

Biodiversity Based Products (BBP) as an economic source for the improvement of livelihoods and biodiversity Protection (ASEAN)

Project Closing Event



Santi Resort, Luang Prabang, Lao PDR
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Abbreviations

ABS	Access and Benefit Sharing
ACB	ASEAN Centre for Biodiversity
AMS	ASEAN Member Countries
AHP	ASEAN Heritage Park
ASEAN	Association of Southeast Asian Nations
AWGNCB	ASEAN Working Group on Biodiversity and Nature Conservation
BBP	Biodiversity Based Product
BEDO	Biodiversity-Based Economy Development Office
BIMP	Biodiversity Information Management Platform
CLV	Cambodia, Lao PDR, Vietnam
GFA	GFA Consulting Group GmbH
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH
MONRE	Ministry of Natural Resources and Environment
ODOP	One District One Product
PAFO	Province Agriculture and Forestry Office
PDR	People’s Democratic Republic
SDG	Sustainable Development Goals

1 Executive Summary

The Project on “Biodiversity Based Products as an Economic Source for the Improvement of Livelihoods and Biodiversity Protection”, or simply the BBP Project, conducted a Project Closing Event on 4 July 2019 at the Santi Resort in Luang Prabang, Lao PDR.

The BBP Project was funded by the Federal Government of Germany through the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. It was implemented in three ASEAN Member States (Cambodia, Lao PDR, Vietnam) between March 2015 and June 2019 by the ASEAN Centre for Biodiversity together with the GFA Consulting Group GmbH.

The main goal of the project was to promote the economic potential of biodiversity resources in the ASEAN region through development of sustainable value chains for biodiversity-based products (BBP). The specific objective was to support the ASEAN member countries (AMS) in the promotion of biodiversity-based products (BBP) for the improvement of livelihoods and biodiversity protection.

The main expected outputs were:

- A strategy to support BBP Value Chains as well as policies for AMS / ASEAN are implemented
- The central Information Platform of ACB, the Biodiversity Information Management (BIM), provides information for the development of BBP Value Chains for the public, private and civil sector in the AMS.
- Selected BBP Value Chains contribute to the improvement of livelihoods and protection of Biodiversity.
- Competences in the development of BBP Value Chains in the private sector of AMS are improved.

The aim of this project closing event was to share experiences and lessons learned from the BBP Project implementation in the three CLV pilot countries for further BBP value chain development in the ASEAN region. Project results from the pilot sites were presented by Country Teams from Lao PDR, Vietnam and Cambodia.

75 participants from seven AMS participated in the event, consisting of:

- a) Representatives from the national project implementation teams from Lao PDR, Vietnam and Cambodia
- b) Policy-makers from different Government Agencies (Environment/Forestry/Agriculture, Industry& Trade, Science & Technology) from Lao PDR, Vietnam, Cambodia, Myanmar, Thailand and Indonesia
- c) Private sector partners of the BBP project from Cambodia, Lao PDR and Vietnam as well as other private sector representatives
- d) Representatives from Universities and other donor projects
- e) Staff from GIZ, ACB and GFA
- f) Leaders from BBP Bamboo Producer Groups in Luang Namtha, Lao PDR

The key outcomes of the project are:

- A draft Policy Brief on “Mainstreaming biodiversity across relevant sectors through Biodiversity Based Value Chains” was submitted to the ASEAN Working Group on Biodiversity and Nature Conservation (AWGNCB)
- A web-based BBP information platform is available online: <http://bbp.aseanbiodiversity.org/>
- Video documentation of the BBP pilot measures, promotion material and a BBP guideline for BBP development are available on the web-platform
- In situ and ex situ planting models for forests and home gardens were developed in

the pilot sites and support biodiversity conservation and sustainable use

- Organizational strengthening of the households producers into clubs or associations including organizational by-laws and regulations and capacity building in business planning and sustainable management of natural resources as input material.
- Diverse capacity-building measures were conducted to promote knowledge and understanding of biodiversity value chain development among project stakeholders and private sector and science partners through training of facilitators and a broad range of workshops, and learning visit.
- Seven BBP value chains were promoted which resulted in better income and conservation of biodiversity for local communities:
 - In Lao PDR, bamboo furniture and handicrafts provide a sustainable source of income to local communities around the Nam Ha ASEAN Heritage Park (AHP). They were awarded the One-District-One-Product (ODOP) certification in early 2019.
 - In Vietnam, a range of biodiversity value chains (honey, gia co lam medicinal tea, bo khai vegetables and medicinal bath herbs) provide sustainable income to local communities through premium sales-purchase agreements with private sector partners in Ba Be and Hoang Lien AHP.
 - In Cambodia, black ginger medicinal tea and vine handicraft products were developed with local producer groups from Phnom Kulen National Park/ Siem Reap and private sector business partners and are marketed between Siem Reap and Phnom Penh.

Key lessons learned from the implementation include:

- Local communities are interested in managing biodiversity resources once they perceive a direct economic benefit from doing so
- Conservation benefits depend on good technical training on sustainable use systems
- Linking producers to private sector was a key factor making value chains successful
- Involving all relevant local Government agencies helped to clarify rights and responsibilities of communities to manage biodiversity resources in a sustainable manner
- Facilitating learning and exchange processes helped stakeholders overcome initial hurdles in production, processing, conservation and institutional growth.

During two question and answer sessions, several aspects were discussed by participants, such as the impact of the BBP project on environmental protection; the potential for scientific research to add value to BBPs; how BBP producer groups can be turned into champions of biodiversity; proof that more income from biodiversity leads to more conservation; linking BBP to ABS, Nagoya Protocol targets and other international policy trends; how a stronger national policy support for BBP can be created; the potential for further collaboration between different stakeholders in ASEAN for further BBP promotion after the project end and how other ASEAN member state can build on the BBP experiences.

The main conclusions of the workshop were:

- The BBP project has established seven successful pilots of biodiversity-based value chains which provide sustainable income and enhance biodiversity conservation at community level
- Local producer groups see an increased, stable income through partnerships with private sector partners and enhanced marketing of BBPs as well as improved capacities in planting, harvesting, processing and group management, business planning and negotiation skills.

- BBPs can make a positive contribution to biodiversity protection, when managed well and overexploitation due to increased demand is avoided through good management: reduced slash/bun practices as well as illegal logging and hunting was observed by the park managements; sustainable growing and harvesting from home gardens reduces the pressure on the natural forests; planting measures in/near the forest areas enhance biodiversity protection including reestablishment of near extinct species in the forest; turning invasive species into BBPs can help controlling them.
- Biodiversity-based value chains add value to biodiversity and can contribute to economic development of ASEAN member countries.
- These pilots have high potential for scaling up among all ASEAN member countries, especially in buffer-zones of national parks and protected areas, where economic opportunities are limited.
- A multi-stakeholder approach was a key factor explaining the success of these pilots:
 - Local communities are the main actors and beneficiaries where increased income from biodiversity leads directly to improved livelihoods and enhanced conservation of biodiversity.
 - Private sector actors can be essential partners to add value to biodiversity-based products in the processing and to link community producers and BBPs to divers markets.
 - Local Government actors are essential to legitimize rights and responsibilities of communities to manage biodiversity resources sustainably; they have to create enabling conditions for the harvesting, processing and trading of BBPs, from infrastructure to certification or other required steps along the value chain. This ideally brings together government partners from the various sectors, such as environment, forestry, agriculture, trade & industry/commerce, Science & technology, health etc.
 - Civil society and donor actors can be important to provide initial capacity building services that can jump-start biodiversity-based value chains and to facilitate learning processes that help stakeholders overcome initial hurdles.



2 Background on the BBP Project

The ASEAN Member States (AMS; namely Brunei, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Viet Nam) accommodate about 18 per cent of the flora and fauna species of the Earth; three of the 18 mega biodiversity countries; about 35 per cent of the global mangrove forests; and 30 per cent of the coral reefs. This wealth in biodiversity poses opportunities for the economic development of the region. The AMS intend to use this economic potential by further developing trade relations for bio-products at the national, regional, and possibly global level. However, the potential of Biodiversity-Based Products (BBPs), especially for the local indigenous population in buffer zones of protected areas in the region, is not yet sufficiently analysed and their market potential often unknown.

Fully harnessing the benefits and potentials of natural resources through sustainable means is key to achieving the global goal of sustainable development, which encompasses three important dimensions: environmental, economic, and social aspects. It is vital to acknowledge the role and potential of biodiversity for the socio-economic development of a country and to convince the public and private sectors that biodiversity can be conserved on a commercial basis if managed correctly.

To promote ASEAN national policies on conservation, particularly in the framework of the United Nations (UN) Convention on Biological Diversity (CBD), the ASEAN has established the ASEAN Centre for Biodiversity (ACB), an intergovernmental institution, to address the protection of biodiversity on a regional level, and to develop and disseminate joint strategies as well as to explore win-win opportunities, merging biodiversity protection with livelihood.

Against this background the ASEAN-German cooperation project entitled “Biodiversity-based Products as an Economic Source for the Improvement of Livelihoods and Biodiversity Protection (BBP)” was launched. On behalf of the German Government via the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, the BBP Project was implemented from March 2015 to June 2019 by GFA Consulting Group GmbH in cooperation with the ACB. The BBP Project was one of three modules of the German-ACB Cooperation Program Protection of Biological Diversity in the ASEAN Member States. The four-year project contributes to the overall Program Objective, but also has its specific Project Objective and respective impact indicators. The specific Project Objective of the BBP was for the ACB to support the AMS in the promotion of BBPs for the improvement of livelihoods and biodiversity protection, according to their needs.

The biodiversity-based value chain (BBVC) approach, which was promoted throughout the project, is geared towards economic growth and likewise prioritises the protection and conservation of the environment, recognising it as the primary source of raw materials for livelihood and businesses. In the BBVC approach, a functioning ecosystem is key to exploring the opportunities of natural resources and biodiversity for the economy. An uncontrolled process of economic growth almost inevitably causes environmental damages. Sustainable BBVC development therefore includes controlling the negative effects of business activities on local ecosystems at the production locations and on global resources, especially climate change. Hence, the processes and activities in these value chains are results-oriented, both for economic and environmental goals. Also crucial to its success are the participation and cooperation of various chain stakeholders, from various cross-sectoral government entities, the private and public sectors, and to local communities. Biodiversity-based value chains encompass various products and services such as cosmetics, furniture, carbon credits, and ecotourism, among others which makes it specifically interesting for economic development in remote areas around national parks with limited economic potential.

At the policy level, biodiversity-based value chains will certainly be interesting for national governments since they help address several of the Sustainable Development Goals (SDGs; for example, SDG 1 - End Poverty; 5 - Gender Equality; 8 - Decent Work and Economic Growth; 12 - Responsible Consumption and Production; and 15 - Life on Land). The approach

also supports various strategic goals of the Aichi Targets of the Convention on Biological Diversity (CBD). These efforts support the mainstreaming of biodiversity across sectors. Some sectors are often said to be very contradictory, mainly between economic development and environmental protection.

The multi-sectoral development of biodiversity-based products brings these sectors together to balance economic and biodiversity growth. In a biodiversity-based value chain, the different sectors have to work together and take over individual roles, from Environment, Forestry, and Agriculture to Trade, Health, and Science and Technology. Rural development is often attached to agricultural offices while protected area management is mostly with Forestry and Environmental offices. Certification schemes play an important role, be it health certificates for food safety or other quality assurance schemes which are issued by Industry and Commerce offices, while science often plays a cross-cutting role.

Since the roles of all the stakeholders in a value chain are organised differently in each country, there is no one-fits-all-solution and the respective conditions for development and trading of biodiversity-based products has to be individually developed by each country.

3 Objectives and Participants of the Event

The objective of the closing event of the BBP Project was to share experiences and lessons learned from the BBP pilots in Cambodia, Lao PDR and Vietnam for further BBP value chain development in the ASEAN region.

The event included representatives from seven ASEAN member states: Vietnam, Cambodia, Laos, Myanmar, Thailand, Indonesia and the Philippines. 75 participants attended the event, consisting of:

- a) Representatives from the national project implementation teams from Lao PDR, Vietnam and Cambodia
- b) Policy-makers from different Government Agencies (Environment/Forestry/ Agriculture, Industry & Trade, Science & Technology) from Lao PDR, Vietnam, Cambodia, Myanmar, Thailand and Indonesia
- c) Private sector partners of the BBP project from Cambodia, Lao PDR and Vietnam as well as other private sector representatives
- d) Representatives from Universities and other donor projects
- e) Staff from GIZ, ACB and GFA
- f) Leaders from BBP Bamboo Producer Groups in Luang Namtha, Lao PDR

The event consisted of presentation and stage talks as well as an exhibition of the various biodiversity-based products from the CLV pilot sites that were developed and supported through the BBP project.

4 Opening remarks



Mr. Souksamone Pathammavong, Director of Foreign Relations and Planning at the Ministry of Natural Resources and Environment (MONRE) from Lao PDR welcomed all participants on behalf of the Government of Lao PDR. He wished for the BBP experiences from Lao PDR, Cambodia and Vietnam to be shared with other ASEAN members states, so that they might consider replicating the BBP model for bringing together biodiversity conservation and sustainable economic development. He also looked forward to hearing more about lessons learned on policy development for biodiversity-based product development.

Mr. Khamlay Sipaseuth, Director of the Agriculture and Forestry Office in Luang Namtha Province (PAFO) in northern Lao PDR welcomed all guests and expressed pride in having guests from so many ASEAN countries joining in this workshop to learn about the BBP pilot on the bamboo value chain from his province. The bamboo producer group has recently been awarded with the “One district, one product (ODOP)” certification and is providing a new income options to local communities.

Ms. Clarissa Arida from the ASEAN Center for Biodiversity (ACB) read a message on behalf of the ACB director, Theresa Mundita Lim. The ASEAN region’s rich biodiversity and ecosystems provide opportunities for economic development and ASEAN Member States recognise the economic potential of biodiversity-based products. The value chains developed by the BBP project show that biodiversity and economic development are not contradictory but can reinforce each other. The ACB envisions that the conclusion of this project is not the end of our efforts and cooperation is committed to scaling up the BBP model to other ASEAN member states serving as a “knowledge carrier”. Ms. Arida ended her speech with a warm invitation to all partners: As we conclude the BBP Project, let us begin our efforts to promote the project’s success stories and strategies until we achieve a strong multi-sector cooperation in combining economic development and biodiversity conservation in the entire ASEAN region!

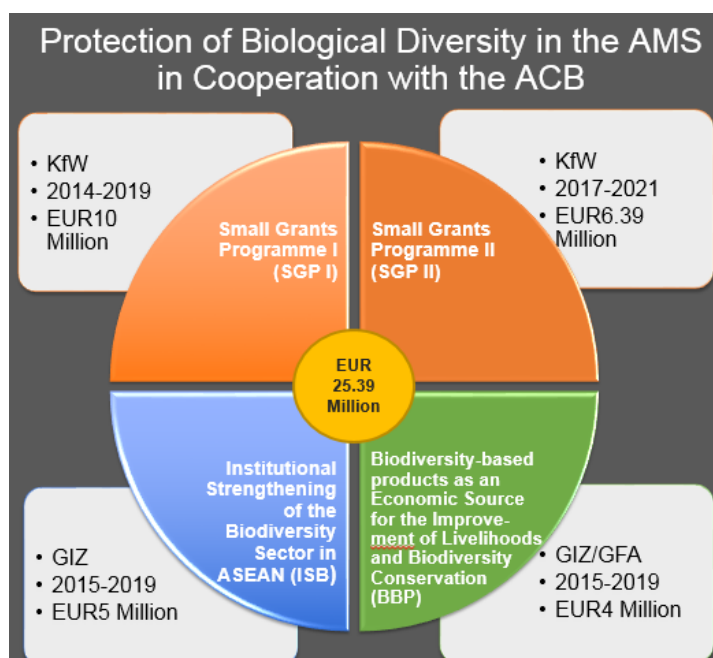
Dr Dicky Simorangkir, Program Director from GIZ based in the Philippines, welcomed the guests on behalf of the German development cooperation and expressed his gratitude with the host countries and project partner organizations for the successful implementation of the BBP project. He invited all participants to join him in listening to the project successes and hear more about the biodiversity-based products and value chains.

5 Presentations of the BBP Pilots

5.1 Introductory Overview of the German ACB Cooperation Program

By Dr. Dicky Simorangkir, GIZ Philippines

Dr. Simorangkir gave a short introduction to set the scene of the BBP project as part of the larger ASEAN-German cooperation. The BBP Project was one the three components in the German-ACB Cooperation Programme *Protection of Biological Diversity in the ASEAN Member States*. With a budget of EURO 4 million, it represents 20% of the total program budget of EURO 25.4 million. The main aim of the project was to complement the small grants program (SGP) and the institutional strengthening (ISB) program with practical models for developing biodiversity-based value chains that show real contributions to livelihoods and local biodiversity conservation and have a good potential for scaling-up.



5.2 Brief introduction to biodiversity-based products and value chains

By Ms. Bianca Schlegel, GFA Consulting Group, Germany



The ASEAN region hosts 18% of the world's flora and fauna as well as three of the 18 mega-biodiversity countries. This wealth in biodiversity poses opportunities for the economic development of the region and ecosystems and biodiversity could be protected more easily if they had economic value. Biodiversity-based products (BBP) cover a range of products (natural foods, handicrafts, medicinal plants) and ecosystems services (nature-based tourism, payment for environmental services, carbon storage etc.). Biodiversity-based value chains can generate income from biodiversity that can help alleviate poverty and conserve biodiversity.

They can also contribute to several of the Sustainable Development Goals (SDGs): SDG1 (ending poverty), SDG8 (inclusive and sustainable growth) and SDG15 (sustainable use of terrestrial resources, halting biodiversity loss). BBPs can also contribute

to the Aichi Biodiversity Target's Strategic Goal B: "to reduce direct pressure on biodiversity and promote sustainable use".

Is a series of activities that adds value to the product to make it competitive without harming the environment!



Versus

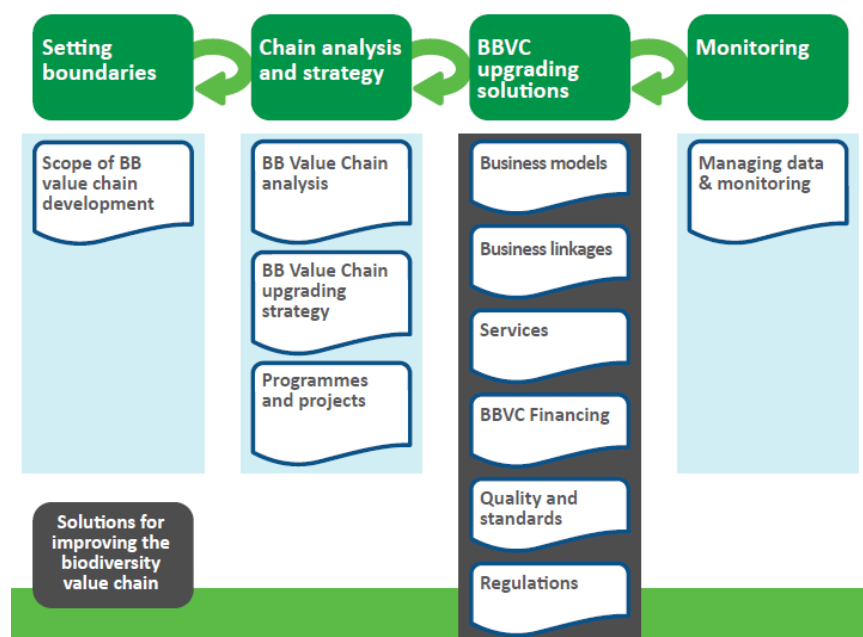


Added benefits arising from the commodification of the biodiversity will motivate all value chain actors to implement more sustainable conservation of the biodiversity

Several ASEAN member states already have developed strategies to promote BBPs:

- 2007: Thailand: Biodiversity-Based Economy Development Office (BEDO)
- 2010 World Tourism Organisation Biodiversity-based Tourism Products
- 2015 Peru's Sustainable Trade Potential: Biodiversity-based Products
- 2017 ICRAF Review of best practices for selected biodiversity-based value chains that promotes pro-poor conservation in the Horn of Africa

The concept of developing BBP value chains aims to add value by improving linkages between actors along the chain and by improving product quality and processing. It involves a range of steps to include stakeholders in to developing agreements on business models that can benefit local communities and give them an incentive to apply sustainable use mechanisms and protect biodiversity resources.



5.3 Introduction of the BBP Web-platform

By Mr. Christian Elloran, ASEAN Centre for Biodiversity (ACB), Philippines

A key feature of the BBP project was the establishment of an information platform at the ACB to provide information for the development of BBP Value Chains for the public, private and civil sector in the AMS.

The BBP Website can be found at: <http://bbp.aseanbiodiversity.org/>

The website consists of the following key elements:

- Home Page, with latest news and events, products, quick links
- About BBP, linking to project reports, policy database and friends of biodiversity
- Products, with detailed profiles of the seven key BBP value chains
- News and Events, with latest information on BBP activities
- Photos, linking to a collection of downloadable pictures and videos
- Help Desk, which is a platform for queries on BBPs



The use of the website is being monitored (anonymously) to learn more about the general accessing of the page. Over 01-31 May 2019, the site received 159 hits. Of these 89 (46%) were from the Philippines, 9% from Cambodia, 6% from India, 5% from the USA, 5% from Vietnam, 29% from other countries.

The website is hosted through open software (Joomla) on two mirror servers located in Los Baños, the Philippines, which should make it easy to keep the site running. ACB will regularly update the site with new information. For the future, hopefully more users will gain access and make use of the information provided and the help desk.

BBP Biodiversity-Based Products
as an economic source for the improvement of livelihoods and biodiversity protection (ASEAN)

ASEAN CENTRE FOR BIODIVERSITY

News & Events
Provides latest news & events in BBP, Featured products etc.

Photos
A database collection of downloadable photos and videos

Help Desk
Help Desk serves as a platform of various inquiries and topics related to BBP

5.4 Results of bamboo value chain in Lao PDR

By Mr. Oukeo Sayiatham, PAFO Luang Namtha



In Lao PDR, the BBP project supported a bamboo furniture and handicraft value chain in four villages in the buffer zone of Nam Ha AHP in Luang Namtha Province, with 96 participating households. The project involved various stakeholders from central, province and district government as well as private sector partners such as the Bamboo Traders Association (BTA) and –network (BTN).

The project supported group formation in the four villages, which was a prerequisite for the development of business plans and the set-up of a group fund where a certain percentage of the sales will be set aside for future investments. After a joint bamboo forest inventory with PAFO and DAFO, the producer groups were also trained in the development of a sustainable bamboo forest management plan. Technical trainings for the village producers built their capacities in bamboo processing for furniture and handicrafts and how to make products that meet market demands. The increasing quality and sustainable management practices in the end qualified the bamboo products to be ODOP (One District, One Product) certified in cooperation with the Provincial Office of Industry and Commerce.

Bamboo has gained new value – previously villagers only sold young bamboo shoots as food or some poles for construction. The villager appreciate the steadily increasing and more stable income through the sales of bamboo products, which rose from 30 million LAK (US\$3,500) in the first year 2017 to 55 million LAK (\$6,300) in 2018. As a result, 180 ha of bamboo forests are being sustainably managed, a reduction in slash & burn agriculture and illegal logging and hunting was observed by the park management.



The main lessons learned include:

- Not all villagers were willing to work as a group, one villages still prefers to produce and sell products individually.
- It is still difficult to sell products from Luang Namtha to customers in Vientiane capital city due to lack of infrastructure and transport opportunities. But villagers receive steady flow of orders and most of the products are currently sold to customers from Yunnan in nearby Southwest China or to Lao buyers, e.g. through participation in national or regional trade fairs.
- The producers appreciate the new, stable income and are confident they can continue and expand their business.
- There are positive conservation impacts for the bufferzone of Nam Ha AHP.
- Technical capacity building was important, but:
- The key factor of change was connecting producers to markets.

5.5 Results from Gia Co Lam tea and medicinal bath herb value chains in Vietnam

by Mr. Than Tham Nguyen from Hoang Lien AHP

The Hoang Lien ASEAN Heritage Park is one of the four centers of biodiversity in Vietnam. “Gia Co Lam” (*Gynostemma pentaphyllum*) is a medicinal plant naturally occurring in the park, with medicinal properties similar to ginseng. It was selected as the most promising BBP to promote cultivation in home gardens to replace wild collection from forests, where it was nearly extinct. The BBP project supported 282 households in nine villages in the buffer zone of the park to set up producer groups, establish nurseries and protect wild genetic resources. As business partner the H'Mong CatCat Cooperative was selected who previously sold some Gia Co Lam tea. The Cooperative was strengthened with trainings on business planning and marketing and equipped with modern machinery to dry and pack tea made from Gia Co Lam. The improved labeling and marketing as well as increased quality and recognition as healthy product under sustainable management led to a better market price for the final product Gia Co Lam tea and the cooperative pays a premium price compared to normal market price for the sustainably managed raw material supply.



Medicinal bath have a long tradition among ethnic communities, especially the Red Dao. The project teamed up with a professional bath herb producer, Hung Dung company, and supported the company in business and marketing planning. Two nurseries produced 75,000 high quality seedlings. The scientific names of 16 species of essential herbs used in medicinal baths were confirmed and 10 herbs were identified which are essential for every herbal bath and that have value for genetic resources in general and for the mother tree nursery. Farmers planted and tended them at the edge of the forest, on degraded land and on their own land. A forest management and harvesting regulation was developed with 300 participants and equipment for community forest management in 2 communes was provided. The farmers were trained in sustainable cultivation and harvesting methods and established premium price sales-purchase agreements with the company, who now pays a higher price than the market to the farmers for the raw material supply. The company is committed to expand the model to other villages and continue after project end.

The main lessons learned include:

- The project has been successful and achieved the objectives of creating livelihoods & improving people's income as well as conservation & sustainable development of biodiversity.
- The BBP approach is very suitable for Hoang Lien NP. This BBP Value Chain project provided opportunities to explore more about BBP VC models for other products.
- This BBP VC will be continued after project end through the established partnerships.
- Linking to active and willing private sector partners with knowledge of the (tourism) market, capital to invest as well as a social responsibility was a key factor for success.
- Research on the medicinal properties helped to create clear product information that could be put on project labels, which boosted sales and increase confidence of buyers.



5.6 Results from the Bo Khai vegetable value chain in Vietnam

by Mr. Pham Van Nam, Ba Be National Park



Ba Be AHP in Bac Kan Province is a forest and high mountain area with a cool climate suitable for rare vegetables and herbs such as “Bo Khai”, *Erythrolpalum scandens*. Its market potential was determined in an initial product survey in 2015.

Working with 110 households in 3 communes, the project established nurseries to promote more the growing and harvesting of bo khai in homegardens to protect the wild genetic resources inside the park. Farmer groups were trained in best agricultural practices and assisted to make contracts with the Sang Ha cooperative as the main buying partner. The cooperative was supported in improved product packaging and labeling and the bo khai of Sang Ha Cooperative received the Safe Vegetable Certification.

As a result, farmers receive a 20% higher price for the product (30,000 VND/kg compared to 25,000 VND/kg previously) due to the premium price sales-purchase agreements with the Sang Ha Cooperative who will also continue to work with the farmers on sustainable bo khai production and nurseries after the project end.

The main lessons learned are:

- The bo khai vegetable value chain helped reducing the harvesting pressure in natural forest area, and replaced this practice with the sustainable cultivation and harvesting of bo khai vegetable in home gardens
- The production scale and yield is not yet big enough to supply for other markets outside of the province due to very high demand. This challenge shall be addressed through further home garden growing in more households.
- The lack of shipping means and methods for transporting fresh bo khai vegetable (which is usually can be preserved for max 2 days) is a challenge to expand the products to other markets (e.g. to Hà Nội, where in can be sold for VND 50,000-80,000/kg) but easier for the cooperative than for individual farmers
- Close collaboration between relevant stakeholders is a must in implementing project activities
- The bo khai VC will continue through the established partnerships and take advantage of the state’s policies to expand further after this project ended



5.7 Results from honey value chain in Vietnam

By Mr. Nguyen Van Hieu, Thai Nguyen University of Agriculture and Forestry



With its warm climate, the Ba Be National Park is a suitable area for honey production and in return, bee keeping is one of the most important agricultural activity in the world.

The honey collected by the project farmers is produced only by local bees to not support invasive species. The signature characteristics of this specific honey are the darker colour compared to honey from other places, and a less sweet flavour. The latter trait can be credited to the numerous citrus plants in the Park.

The project supported 44 households to be organized in four beekeeping clubs. The clubs received training on beekeeping techniques, business planning and marketing skills.

A total of 262 beehives were provided (128 by the project, 8 by TUAF and 134 from beekeepers own funds). Four modern honey extractors were provided to increase the quality of the honey. Additionally, the clubs then bought another nine modern extractors investing their own money since they were so convinced by the concept. The project also provided 400 glass jars for better honey packaging and assisted in creating a brand and a logo, followed by a promotional marketing campaign for the honey which resulted in signed honey purchasing contracts with 15 honey shops and distributors in Ba Be AHP region.

The honey sales are providing a steadily increasing additional income for the farmers - also because bee colonies can be split every year and new colonies can be created, therefore increasing the possibility to harvest more honey each year. The beekeepers are enthusiastic and committed, which was already proven by the investment of their own funds, and will definitely continue. The practice of beekeeping has led to a reduction in the use of pesticides and a reduction in forest disturbances. The main challenge for the future (as it could not be achieved in the relatively short project duration) is to register the Ba Be honey brand officially.

The main lessons learned are:

- There is a strong market demand for honey, supply cannot yet meet the demand (but has potential to increase annually due to splitting of bee colonies)
- Beekeeping is a good secondary career for local people
- Beekeeping raises awareness on protecting biodiversity resources
- Quality control is very important
- The process of registering the Ba Be brand is time-consuming, more help from the local Government is needed



5.8 Results of black ginger and vine handicraft value chains in Cambodia

By Ms. Ken Bopreang



In Cambodia, the BBP project supported 55 households from 3 villages at the Phnom Kulen National Park in the development of black ginger (*Kaempferia parviflora*) and vine/climbing fern handicraft value chains. The villagers were organized in a producer group, including development and approval of relevant bye-laws, and trained in improved cultivating, crop maintenance, improved harvesting and storage techniques. Black Ginger is suitable for intercropping between existing fields or plantations so no need for agricultural land expansion which makes it more interesting for livelihood options on a small space.

The producer group was linked to the Keo Mony Association (KMA) as a buyer of the black ginger who was supported by the project in branding and labeling to promote and sell the new product, which also included active promotion through radio and online marketing like facebook. One aspect that could not be achieved in the short project duration is the certification and registration of the black ginger tea brand. The association is interested as long-term buyer and business partner for the local villagers who in return have developed more interest in this almost forgotten crop and now have reliable buyer.



The climbing fern or vine is an invasive species but turning it into handicraft products helps to control its expansion and provides a new source of income for local villagers. The vine is very similar to rattan and is therefore a good substitute for the diminishing rattan resources, which take much longer to regenerate. The Angkor Handicraft Association (AHA) was willing to support the BBP pilot as business partners since it shares the same vision and promotes local products made in Siem Reap. The AHA trainer conducted a series of trainings for the villagers on different products and designs, from napkin rings for restaurants to bracelets and baskets in different sizes and shapes. During a study tour to high-end tourist markets in Siem Reap, the village producers became aware of the demand of buyers for high quality products. AHA acts also as buyer and retailer but continues to facilitate the market connection to other buyers, such as restaurants, shops etc., for the producer group and trains them in new designs if needed, also after project end.

The main lessons learned from these pilots are:

- This BBP VC model supports the PKNP management, such as reduction of forest cutting, no expansion of the cashew tree plantation. Less encroachment/ cutting of forest was observed by PNKP Rangers
- Lack of trust at the beginning but through the new linkage to a professional business partner, the villagers now have full trust on regular market for their products.
- Upgrading/ adding value from growing black ginger for home consumption or small trade only to increased growing and selling to reliable business partner for professional tea production and marketing is an interesting model for valuable but almost forgotten crops.
- The handicraft production also offers new income opportunities for those who have no other or only limited options for income (e.g. elderly people, women, etc.).
- The GDLC is in the process to expand this BBP VC development model under other donor projects implemented by MOE.



5.9 Mainstreaming biodiversity across sectors through promotion of BBP value chains

By Mr. Elpidio Peria, ACB



What do we understand by mainstreaming BBP project results? On the national and sub-national level, project partners may decide to scale up from project results to a wider area. Also private sector and civil society actors may build on the existing value chains. Other possible avenues to be approached at national level include banking institutions, business schools and universities or research institutes working on value chains.

On the ASEAN regional level, ACB aims to mobilize resources for a second phase of the BBP Project. Such a project could support streamlining of national policies, strategies and guidelines and provide knowledge platforms to assist ASEAN member states to learn from each other.

Also, more work is needed to align BBP policies of ASEAN member states with international agreements such as the CBD for biodiversity conservation and UNCCC on climate change. Within ASEAN, various working groups like the Working Group on Social Forestry (AWG-SF) and the Working Group on Biodiversity and Nature Conservation (AWGNCB) could be supported with small grants to create more visibility for BBP value chains, strategies and roadmaps.

To scale up the capacity building of rural communities, ACB is reaching out regional knowledge networks such as NTFP-EP to collaborate on disseminating best practices. Within ACB, we hope to develop a specific BBP program that could host a secretariat to support BBP action and networking in all ASEAN member states.

6 Key issues raised during Question and Answer Sessions

A: Questions and Answers on lessons learned from BBP Pilots

Question 1: Was there any impact from the BBP in Lao PDR on reduction of shifting cultivation?

Answer 1: Yes, households adopting bamboo-processing as a full-time professions do not cultivate upland fields as much as they used to do.

Question 2: To what extent has scientific research been able to support BBP development?

Answer 2: In Vietnam the Gia Co Lam producers could market their products better by putting labels on the packaging with a detailed analysis of the active ingredients. Research helped to confirm scientific names of certain key species for medicinal baths. Also in Cambodia, the black ginger is labelled with details about its medicinal benefits.

Question 3: How can we develop these pilots into champions of biodiversity?

Answer 3: some of this is already happening through product certification awards.

Question 4: Is it really true that improving income from biodiversity also leads to improved conservation of biodiversity?

Answer 4: We can cite several examples. In Vietnam, beekeeping led to an increased awareness of the need to ban pesticides that might harm the bees, the villagers have been actively replanting trees with the park management and growing BBP species in home garden reduces unsustainable collection in the forests. In Laos people are keen to preserve bamboo forests as a source of raw material for their handicraft and furniture industry. In Cambodia,

around the BBP communities reduced logging and hunting was observed by the park management.

B: Questions and Answers on mainstreaming BBP

Question 5: From the point of view of policy-makers, BBPs are an interesting approach. But how can we improve Access and Benefit Sharing (ABS)? How can we make use of BBP to follow up the agreements of the Nagoya protocol? How to develop a national level policy on managing biodiversity resources by communities and their role in law enforcement?

Answer 5: ABS plays an important role for BBP communities and private sector partners. National policy-makers still have their work cut out for them. It would be good to channel their efforts through existing ASEAN workforces as channels for exchanging experiences, best practices and guidelines.

Question 6: How to create stronger national policy support for BBP?

Answer 6: In Lao PDR, we actually already have a lot of policies in place that support BBP in one way or another, but there is no single policy. The most obvious entry points are the protected area decree and the soon to be approved decree on national parks. We need to build on these decrees to scale up the BBP model in all protected areas, working together with donor-funded initiatives that are supporting nature conservation and sustainable forest management at community, district, province and national level.

Question 7: You mentioned that ACB hopes to collaborate with NTFP-EP for dissemination of BBP experiences. Can we hear more from the NTFP-EP representative in the room?

Answer 7: NTFP-EP already has networks of NTFP practitioners in several ASEAN member states. We would be delighted to work together with ACB to spread the message on BBPs.

Question 8: How could other ASEAN countries introduce BBP value chains based on the BBP Project experience?

Answer 8: As a next step, ACB still has our small-grants program which may be able to support some pilots in new ASEAN countries. We would encourage you to apply! ACB is also ready and available to provide guidance and facilitation for other AMS.

7 Closing remarks



In her closing remarks, Dr. Sheila Vergara stated that in spite of its short duration, the project had produced wonderful results. She particularly thanked the National Project coordinators from Cambodia, Lao PDR and Vietnam, Ms. Moni Ratana Mao, Mr. Souvanpheng Phommasane, Mr. Quoc Tuan Pham, and for their efforts in creating such diverse pilot value chains of Biodiversity-Based Products. She also thanked the private sector partners joining this closing event: from Laos the Lao Bamboo Trader Association (LBTA), from Vietnam the San Ha Cooperative for Bo Khai Vegetable; the Thai Nguyen University of Agriculture and Forestry for honey; the Hmong CatCat Cooperative for the Giao Co Lam Tea; and, the Hung Dung Company for the Medicinal Bath Herbs; from Cambodia the Angkor Handicraft Association, and the Keo Mony Association,

These successful examples feed evidence to the concept of nature-based solutions as a means of improving resilience to climate change, protecting the environment and providing income to local communities. BBP value chains can help achieve Aichi targets and improve biodiversity awareness, demonstrate mainstreaming, contribute to species and protected areas conservation, improve agricultural practices, and sustainable income generation. As such, BBP could be an ASEAN input to post 2020 CBD targets.

She also thanked the focal points of the ASEAN Working Group on Nature Conservation and Biodiversity through the Ministry of Environment Cambodia, the Ministry of Agriculture and Forestry of Lao PDR and the Biodiversity Conservation Agency of Ministry of Natural Resources and Environment of Vietnam, as well as the project management support provided by the GFA Consulting Group and GIZ.

She noted that there are perspectives for scaling up the BBP experience in the ASEAN region with possible support from Singapore and GIZ. The Biodiversity-based Economic Development Office (BEDO) from Thailand expressed interest in supporting a proposal for a second phase of the BBP project.

BBP Exhibition



Annex 1: Agenda of the Event

Date	Agenda	Responsibility
Monday 3 June 2019	Arrival of national and international guests in Luang Prabang	

18:30	Welcome Dinner at the Santi Resort & Spa hosted by GIZ	
Tuesday 4 June 2019	Closing Event of BBP Project	
8:30 – 9:00	Registration	
9:00 – 9:10	Welcoming of guests MC: Mr. Joost Foppes	Chair: Mr. Souksamone Pathammavong. Deputy Director-General of Planning and Cooperation Ministry of Environment and Natural Resources, Lao PDR
09:10 – 09:25	Opening Messages	Mr. Khamlay Sipaseuth Director Provincial Agriculture and Forestry Office Luang Namtha, Lao PDR Ms. Clarissa Arida Director Programme Development and Implementation ASEAN Centre for Biodiversity Dr. Dicky Simorangkir Programme Director Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
09:25 – 09:30	Group Photo	
09:30 – 09:35	Introductory overview of GIZ programme incl. BBP component	Dr. Dicky Simorangkir Programme Director Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
09:35 – 09:45	Short introduction to biodiversity-based products and value chains	Ms. Bianca Schlegel BBP Project Manager GFA Consulting Group
09:45 – 10:00	Presentation of BBP Web-Platform and use for AMS	Mr. Christian Elloran Database Specialist, Biodiversity Information Management ASEAN Centre for Biodiversity
10:00 – 10:15	Presentation of Bamboo value chain experiences from Nam Ha AHP in Laos	Mr. Saiyatham Oukeo Deputy Head Nam Ha National Protected Area Provincial Agriculture and Forestry Office (PAFO), Laos
10:15-10:30	Coffee break	
10:30 – 11:15	Presentation of 4 biodiversity-based value chains in Hoang Lien and Ba Be AHP in Viet Nam	Mr NguyenThanh Tam Deputy head of Financial Planning, Hoang Lien AHP Mr Pham Van Nam Vice Director, Ba Be AHP Mr Nguyen Van Hieu Director of GeoInformatics Research Center, Thai Nguyen University of Agriculture and Forestry
11:15 – 11:35	Presentation of black ginger and vine handicraft value chain from Phnom Kulen National Park in Cambodia	Ms. Ken Bopreang Deputy Director Department of Biodiversity GSSD/ Ministry of Environment
11:35 – 12:15	Podium round on BBP pilot experiences in CLV Q&A from Audience	MC: Mr Joost Foppes Podium guests: BBP implementing partners from Nam Ha, Hoang Lien Sa Pa, Ba Be and Phnom Kulen, and private sector business partners
12:15 – 13:30	Lunch break	

13:30 – 13:45	Launching of the BBP video	
13:45 – 14:00	Mainstreaming of Biodiversity across sectors through promotion of biodiversity value chains (project approaches on policy level)	Mr. Elpidio Peria Programme Specialist Programme Development and Implementation ASEAN Centre for Biodiversity
14:00 – 15:00	Stage talk with BBP piloting partners from CLV on policies and BBP promotion on national level Q+A from audience	Moderator: Mr. Joost Foppes Podium guests: Mr. Elpidio Peria (ACB), BCA (Viet Nam), GSSD (Cambodia)
15:00 – 15:15	Coffee break	
15:15 – 15:30	Closing: Way forward – the future of BBP promotion in ASEAN	Dr. Sheila Vergara Director Biodiversity Information Management ASEAN Centre for Biodiversity
15:45 – 16:15	Baci blessing ceremony for guests	
16:15 onwards	Guests are invited to visit the BBP exhibition on site for products	
Wednesday 5 June 2019	Departure of national and international guests	

Annex 2: List of Participants

NAME	ORGANISATION	POSITION	COUNTRY
UNG SAM OEUN	Ministry of Environment	Deputy Director Department of Biodiversity	Cambodia
THY RATHA	Keo Mony Association	Representative	Cambodia
SOUS SAKHAN	Phnom Kulen National Park	Deputy Director	Cambodia
SOEURM MEAS	Department of Commerce, Siem Reap Province	Chief	Cambodia
SAM OEURN SOTHYROTH	GSSD/ Ministry of Environment	Chief of ex-situ Conservation Office, Department of Biodiversity	Cambodia
MAO RATANA MONI	GFA Consulting Group	BBP National Coordinator	Cambodia
KIM DAVY	Angkor Handicraft Association	President	Cambodia
KHIEU BORIN	Ministry of Environment	Director General Directorate of Local Communities	Cambodia
KEN BOPREANG	GSSD/ Ministry of Environment	Deputy Director, Department of Biodiversity	Cambodia
CHHAY KIMYITH	GFA Consulting Group	BBP Office Manager	Cambodia
FISCHER MANFRED	GFA Consulting Group	Portfolio Manager Natural Resource Management & Environment	Germany
DUHITA HERLYN LUSIYA	Ministry of Environment and Forestry	Data Analyst of Cooperation, Sub Division of Cooperation, Forestry and Environment Research Development and Innovation (FOERDIA) Secretariat	Indonesia
AGUSTINUS SINAGA NICO HANS	Ministry of Environment and Forestry	Head of Sub Directorate of Buffer Area Development and Traditional Utilization Zone, Directorate Area Conservation	Indonesia
VONGSA OUTHAI	Ministry of Agriculture and Forestry	Deputy Director of Protected Area Management Division, Department of Forestry	Laos
YODKHITH BOUNTIENG	District Agriculture and Forestry Office, Luang Namtha	Head of Unit and BBP district coordinator	Laos
VILAPHANH LIENKHAM	Vientiane Capital Lao Women's Union	Vice-President	Laos
TOM ANGMATSA	Bamboo Trader Association		Laos
THONGDEUAN KEOMANY	Bamboo Trader Network		Laos
SONEBAIKHAM SOMPONG	Vientiane Capital Lao Women's Union	Head of Inspection Division	Laos
SISAATH CHANSAMON	Ministry of Industry and Commerce	Deputy Director General of Department of Trade Promotion	Laos
SENGSOULICHANH PHONEXAY	Helvetas Swiss Intercooperation	Senior standard and certification officer, Regional Bio Trade Project South-East Asia	Laos
SAKANPHET SOMPANH	Upland Agriculture Research Center, Luang Prabang	Forestry Researcher	Laos
SAIYATHAM OUKEO	Nam Ha AHP	Deputy-head of Nam Ha Management Unit	Laos
PRAVONGVIENGKHA M LOUANGKHOT NITSAVANH	Union Development Agricole Import-Export Public Company	President; and ASEAN Biodiversity Hero	Laos

PHOMMASANE SOUVANPHENG	GFA Consulting Group	BBP National Coordinator	Laos
PHIMMAKON KONGCHAY	Ministry of Science and Technology	Deputy Director, Department of Science	Laos
PATHAMMAVONG SOUKSAMONE	Ministry of Environment and Natural Resources	Deputy Director-General of Planning and Cooperation	Laos
KHAMLAY SIPASEUATH	Provincial Agriculture and Forestry Office, Luang Namtha	Director	Laos
DUANGTAVANH SUNNTI DR.	Green Community Development Association	Director	Laos
CHANTHAVISOUK KHAMKHAN	Governor of Luang Prabang province		Laos
CHANTAVONG VISOUDA	GFA Consulting Group	BBP Office Manager	Laos
BOUNVILAY LAFENG	Nam Ha AHP	Technical staff, BBP field coordinator	Laos
KHAING WUT HMONE	Ministry of Natural Resources and Environmental Conservation	Staff Officer, Forest Department	Myanmar
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CHAMPAWONG SUPHASIT	Biodiversity-Based Economy Development Offic (BEDO)	Director of Business Development and Marketing Group	Thailand
TRUONG THI THU THUE	San Ha Cooperative	Director	Vietnam
TRAN THANH THUY	Hung Dung Company	Director	Vietnam
TRAN QUOC NAM	Hoang Lien AHP	Deputy of Hoang Lien Forest Ranger Station	Vietnam
TRAN LE TRA	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH	Programme on Conservation and Sustainable Use of Forest Biodiversity and Ecosystem Services in Vietnam	Vietnam
PHUNG THU THUY	Ministry of Natural Resources and Environment	Biodiversity Conservation Agency (BCA)	Vietnam
PHAM VAN NAM	Ba Be AHP	Vice Director	Vietnam
PHAM QUOC TUAN	GFA Consulting Group	BBP National Coordinator	Vietnam
NGUYEN VAN HIEU	Thai Nguyen University of Agriculture and Forestry (TUAF)	Director of GeoInformatics Research Center	Vietnam
NGUYEN THI TU ANH	GFA Consulting Group	BBP Office Manager	Vietnam
NGUYEN THANH TAM	Hoang Lien AHP	Deputy head of Financial Planning	Vietnam
LE ANH DUNG	Ministry of Natural Resources and Environment	Biodiversity Conservation Agency (BCA)	Vietnam
BUI VAN QUANG	Ba Be AHP	Director	Vietnam