

United Nations Conference on Trade and Development

# **BioTrade Initiative**

**Inputs for its Strategic Direction 2020**



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**NOTE**

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## **Acronyms and abbreviations**

|        |  |
|--------|--|
| ABS    | access and benefit sharing                                       |
| BTI    | Bio Trade Initiative   |
| BET    | business ecosystems training                                     |
| CBD    | United Nations Convention on Biological Diversity                |
| CCD    | United Nations Convention to Combat Desertification              |
| EMG    | Environment Management Group                                     |
| EU     | European Union   |
| GEF    | Global Environment Facility                                      |
| FAO    | Food and Agriculture Organization of the United Nations          |
| GIZ    | German Agency for International Cooperation                      |
| GDP    | gross domestic product   |
| ICAO   | International Civil Aviation Organization                        |
| ITTO   | International Tropical Timber Organization                       |
| MoU    | memorandum of understanding                                      |
| MDG    | Millennium Development Goal                                      |
| MEA    | multilateral environmental agreement                             |
| REDD   | reducing emissions from deforestation and forest degradation     |
| SP     | Biodiversity Strategic Plan for the 2011–2020 period             |
| TDI    | Trade and Development Index                                      |
| UEBT   | Union for Ethical BioTrade                                       |
| UNCTAD | United Nations Conference on Trade and Development               |
| UNDP   | United Nations Development Programme                             |
| UNESCO | United Nations Educational, Scientific and Cultural Organization |
| UNEP   | United Nations Environment Programme                             |
| UNFCCC | United Nations Framework Convention on Climate Change            |
| UNITAR | United Nations Institute for Training and Research               |
| UNWTO  | United Nations World Tourism Organization                        |
| WBCSD  | World Business Council for Sustainable Development               |
| WIPO   | World Intellectual Property Organization                         |
| WRI    | World Resources Institute  |
| WTO    | World Trade Organization   |

## **1. Context and purpose of the analysis**

Biodiversity is the source of many products and services used by society. Millions of rural people depend on biodiversity for food, medicine, income, ecosystem services, and cultural and spiritual needs. Currently, biodiversity provides essential inputs for diverse industries such as agriculture, cosmetics, pharmaceuticals, pulp and paper, and waste treatment. Research shows that market interest and demand for biodiversity-based products and services are growing, giving a comparative advantage to biodiversity-rich countries. The use of this biodiversity offers an opportunity for these countries, if managed sustainably and if the benefits arising from its use are shared in a fair and equitable way.

The BioTrade Initiative (BTI) of the United Nations Conference on Trade and Development (UNCTAD) aims to promote international frameworks that advance BioTrade by integrating biodiversity issues into trade and development strategies through technical assistance, knowledge creation and enhanced collaboration.

Since 1996, various sectors have been supported worldwide in partnership with BioTrade partners, including stakeholders from government, business, intergovernmental and non-governmental organizations and academia. Furthermore, in 2005, the BioTrade implementation strategy was prepared under the framework of the United Nations Convention on Biological Diversity (CBD), the UNCTAD São Paulo Consensus (2004) and the results of the World Summit on Sustainable Development (2002).

In October 2010, during the tenth Conference of the Parties (COP) of CBD, a revised and updated Strategic Plan for Biodiversity (SP), including the Aichi Biodiversity Targets for the 2011–2020 period, were agreed by all Member States and reinforced during the sixty-fifth session of the United Nations General Assembly. Furthermore, the mandates agreed during COP 10 in relation to poverty alleviation, sustainable use, private sector engagement, cooperation with other international organizations and incentive measures reinforced the role and scope of UNCTAD BioTrade.

The ongoing international processes on sustainable development, which were addressed during the United Nations Conference on Sustainable Development (Rio+20), create a framework that have an impact on the work of BioTrade at the international level. In addition to renewing the international community's commitment to sustainable development, the outcomes of Rio+20 also identified the transition towards a green economy in the context of sustainable development and poverty eradication as one of the important tools available for achieving an economically, socially and environmentally sustainable future for our planet. In this context, governments recognized the fundamental role that biodiversity and its sustainable use play as the critical foundation for human survival, sustained progress and economic prosperity. Intact ecosystems and their services are the basis of a sustainable economy; conserving them is therefore a key objective to better align our economy with the Earth's environmental systems and their ecological limits.

Within this scenario, UNCTAD and its partners are formulating a strategy to effectively contribute to these processes, while increasing sustainable development opportunities for BioTrade. The strategy should be in line with the globally agreed Strategic Plan for Biodiversity and aim to establish a clear vision and set of objectives for 2020. Potential synergies with the SP and the designation of 2011–2020 as the International Decade on Biodiversity are the justification for the chosen time frame.

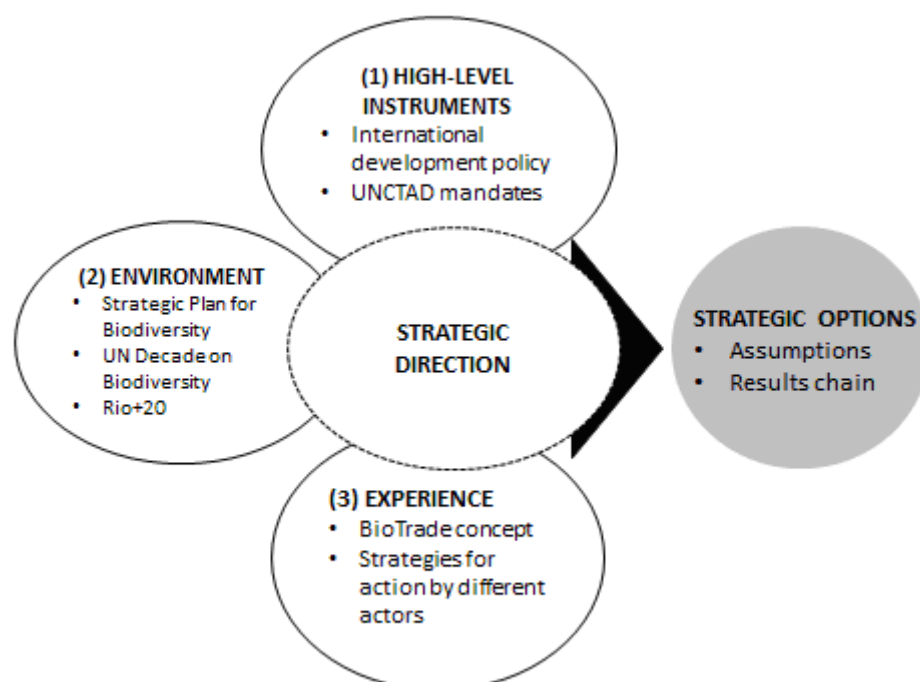
The objective of this document is to provide specific elements and recommendations for the formulation of the UNCTAD 2020 Strategy for BioTrade and identify key issues that need to be tackled in order to upscale its activities.

## 2. Methodology

The results chain tool was used to develop the BTI Strategy 2010–2020, linking the proposed activities to the expected results of the 2020 Strategy for BioTrade in a logical framework. The desired impacts and assumptions for different strategic options are described. The results chain clearly illustrates the cause-and-effect relationship between the proposed activities and expected outputs and outcomes, and defines the main goals pursued.

To structure the analysis, the three main elements representing the drivers that guide the action of BTI (see figure 1) are defined:

Figure 1. The compass, which determines the direction of the BTI, shows the drivers that influence the definition of strategic scenarios for the UNCTAD BioTrade Initiative.



The first element refers to high-level international development policy instruments. They include the Millennium Development Goals (MDGs), the Paris Declaration and its Agenda for Action and UNCTAD mandates<sup>1</sup> (Bangkok Plan of Action 2000, UNCTAD XI – São Paulo Consensus 2004, UNCTAD XII – Accra Accord 2008 and the preparatory documents for UNCTAD XIII). This study does not analyse these instruments, although it refers to some of UNCTAD's mandates in the section on its role in BioTrade.

<sup>1</sup> See annex 3.

The second element includes aspects of the international policy environment such as the following:

- The Strategic Plan for Biodiversity 2011–2020 and its Aichi Biodiversity Targets and synergies with other multilateral environmental agreements (MEAs), such as the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), the United Nations Framework Convention on Climate Change (UNFCCC), the United Nations Convention to Combat Desertification (CCD) and the Ramsar Convention;
- The creation of a new international cooperation framework for sustainable development and the building of a green economy in the context of sustainable development and poverty alleviation (United Nations Conference on Sustainable Development Rio+20).

The third element refers to the knowledge and experience of the BTI team and the interviewed players<sup>2</sup> in Latin America, Africa, Asia and Europe and to the literature available on the subject. This third element also includes cooperation relationships that BTI has maintained since 1996.

The idea is that the results and recommendations included in this study should be presented to and discussed with a selected focus group.<sup>3</sup> The feedback will be used to further establish priority actions for BTI and define the plan of action for the BTI strategy to 2020.

### **3. Analysis of the international policy environment**

Based on figure 1, the second main element for BioTrade is the international policy environment. This environment is changing, and therefore the purpose of this section is to analyse the current situation and the potential challenges to BTI.

The analysis focuses on how the BioTrade concept relates and contributes to the new Strategic Plan for Biodiversity and the concept of building a green economy in the context of sustainable development and poverty alleviation.

#### **3.1 Strategic Plan for Biodiversity and BioTrade**

CBD establishes the international legal framework for BioTrade activities.

At the tenth meeting of the Conference of the Parties of CBD (COP 10), a new implementation plan, the Strategic Plan for Biodiversity, was agreed for the period 2011–2020. The plan defines a set of priorities, and for that reason, BTI's instruments and its implementation strategy must now be reviewed, as the principles and objectives of BioTrade are closely related to those of CBD.

With a view to contributing to the implementation of the Strategic Plan for Biodiversity 2011–2020, resolution 65/161 of the United Nations General Assembly declared the period between 2011 and 2020 to be the United Nations Decade on Biodiversity. As a result, a memorandum of cooperation was signed with 28 international agencies, organizations and conventions,<sup>4</sup> including UNCTAD, for the implementation of the

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<sup>2</sup> These include transnational companies, academics and international cooperation partners. For a list of interviewees, see annex 2.

<sup>3</sup> The group of players and the further consultation mechanisms have not yet been defined.

<sup>4</sup> Signatories include the following: the United Nations Development Programme (UNDP), the United Nations Environment Programme (UNEP), the United Nations Conference on Trade and Development (UNCTAD), the United Nations Human Settlements Programme, Biodiversity International, the Food and Agriculture



plan and the achievement of the 2020 Aichi Biodiversity Targets. The memorandum created a task force to provide a platform for agencies to coordinate their activities to implement the Strategic Plan successfully and achieve the biodiversity targets.

The Strategic Plan for Biodiversity aims to contribute to achieving the vision of a world “living in harmony with nature” in which “by 2050, biodiversity is valued, conserved, restored and wisely used, maintaining ecosystem services, sustaining a healthy planet and delivering essential benefits for all people”. In order to achieve this, it sets a medium-term goal for 2020 whereby all States have taken effective measures to ensure that the rate of loss of all natural habitats is at least halved and, where feasible, brought close to zero.

The Strategic Plan for Biodiversity sets 20 targets (see annex 1) organized under five strategic goals.

#### **Goals of the Strategic Plan for Biodiversity**

- 1) Address the underlying causes of biodiversity loss by mainstreaming biodiversity across government and society
- 2) Reduce the direct pressures on biodiversity and promote sustainable use
- 3) Improve the status of biodiversity by safeguarding ecosystems, species and genetic diversity
- 4) Enhance the benefits to all from biodiversity and ecosystem services
- 5) Enhance implementation through participatory planning, knowledge management and capacity-building

Efforts by member parties to formulate concrete measures for implementation are still necessary. It is therefore up to member States and international coordination bodies and mechanisms to harmonize programmes and activities. Additional financial resources and greater international cooperation will provide an opportunity for initiatives such as BTI.

*Global Biodiversity Outlook 3*<sup>5</sup> clearly states: “For the most part, the underlying causes of biodiversity loss have not been addressed in a meaningful manner; nor

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Organization of the United Nations (FAO), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the International Civil Aviation Organization (ICAO), the International Tropical Timber Organization (ITTO), the United Nations World Tourism Organization (UNWTO) and the United Nations Institute for Training and Research (UNITAR).

Financing organizations include the Global Environment Facility (GEF) and the International Fund for Agricultural Development. Source: Memorandum of Cooperation between International Agencies, Organizations and Conventions and the Secretariat of the Convention of Biological Diversity on the Implementation of the Strategic Plan for Biodiversity 2011–2020 and the Achievement of the 2020 Aichi Biodiversity Targets. See [www.cbd.int/doc/agreements/agmt-aichi2020-aze-2011-09-20-moc-web-en.pdf](http://www.cbd.int/doc/agreements/agmt-aichi2020-aze-2011-09-20-moc-web-en.pdf).

Multilateral environmental agreements that have been signed include the Convention on International Trade in Endangered Species of Wild Fauna and Flora, the Convention on Migratory Species, the International Treaty on Genetic Resources for Food and Agriculture and the Ramsar Convention on Wetlands.

Non-governmental organizations include the Alliance for Zero Extinction, Birdlife International, Conservation International, Rare, The Nature Conservancy, the World Association of Zoos and Aquariums, World Wildlife Fund International, and the Wildlife Conservation Society.

The first meeting of the task force was in October 2012 in India, in conjunction with the high-level segment of the eleventh meeting of the Conference of the Parties to the Convention on Biological Diversity.

See <http://www.BioTrade.org/ResourcesNewsAssess/pr-2011-09-20-25GlobalPartners.pdf>.

<sup>5</sup> Global Biodiversity Outlook is the flagship publication of the Convention on Biological Diversity. Drawing on a range of information sources, including national reports, biodiversity indicators information, scientific literature

have actions been directed ensuring we continue to receive the benefits from ecosystem services over the long term ... In the future, in order to ensure that biodiversity is effectively conserved, restored and wisely used, and that it continues to deliver the benefits essential for all people, action must be expanded to additional levels and scales". This notion should be incorporated into BTI's strategy to ensure that the underlying causes of biodiversity loss are addressed and ecosystems continue to provide the essential services to human well-being.

Development strategies do not give enough consideration to trade of products and services derived from the sustainable use of biodiversity. This is a challenge for BTI to fulfil its mission of establishing links between trade and development. Adapting the BTI's strategic direction to bring it in line with the Strategy for Biodiversity 2011–2020 and the Aichi Biodiversity Targets is important, and securing the participation of the relevant groups should ensure the legitimacy of the process. The analysis carried out in this study reveals that the BTI strategy can effectively address the Aichi Targets and contribute to the move towards fulfilling them.

The proposed recommendations summarized in the table below seek to highlight challenges posed by the CBD Strategic Plan and aim to address at least two aspects:

- Analysis of each of the targets. Analysis of the strategic goals and targets to identify implementation proposals for the BTI;
- Possible indicators to measure progress towards achieving the target – baseline and 2020 targets. Presentation of possible indicators to measure the contribution of the BTI to achieving the target.

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and a study assessing biodiversity scenarios for the future [4MB], the third edition of Global Biodiversity Outlook (GBO-3) summarizes the latest biodiversity status data and trends and draws conclusions for the future strategy of the Convention. See <http://www.cbd.int/doc/publications/gbo/gbo3-final-en.pdf>.

**Table 1**

**Recommendations on possible BTI functions and strategic courses of action in line with the Strategic Plan for Biodiversity and possible indicators to measure progress towards achieving the 2020 targets and possible role of BTI**

| <i>Relevant targets for BioTrade</i>  | <i>Possible courses of action</i>   |
|---|---|
| <p><b>A. Address the underlying causes of biodiversity loss by mainstreaming biodiversity concerns across governments and society.</b> In this goal, biodiversity loss is attributed to the failure to mainstream biodiversity across government and society. Underlying causes include ignorance of the values of biodiversity, insufficient integration of biodiversity values into development strategies in the public and private sector, perverse incentives, the limited development of positive incentives for the sustainable use of biodiversity and the failure to adopt or implement plans for sustainable production and consumption. The result of these shortcomings is that biodiversity is overexploited and misused.</p> <p>BTI can make an effective contribution to addressing these problems by promoting trade in sustainably produced products and services derived from biodiversity, positioning it as a positive incentive for the sustainable use of biodiversity at different levels.</p> |   |
| <p><b>Target 1. Make people aware of the values of biodiversity</b></p> <p>The mainstreaming of BioTrade considerations into policy and society should be promoted by means of targeted awareness-raising, the introduction of reforms such as the economic valuation of ecosystem services and the implementation of measures to promote sustainable production and consumption systems.</p> <p>Action to increase awareness and communication about the positive effects and potential of BioTrade should be continued and scaled up.</p> <p>This would contribute to broadening economic objectives beyond gross domestic product (GDP) measurements, including other measures of wealth and human well-being, which take into consideration natural capital and other social and environmental concepts.</p>  | <ol style="list-style-type: none"> <li>1. Move BioTrade to the top of the international agenda (e.g. events, publications and facilitation of discussion forums).</li> <li>2. Facilitate information-sharing and communication among the secretariats of multilateral environmental agreements and the World Trade Organization (WTO) and identify issues that are relevant to different legal instruments (e.g. incentives that have an impact on biodiversity conservation and use).</li> <li>3. Earmark fund and collaboration for biodiversity trade inside UNCTAD.</li> <li>4. Promote a public–private platform for dialogue on BioTrade-related issues.</li> <li>5. Increase the awareness of donor agencies and business leaders about links between ecosystem services and biodiversity and how BioTrade can contribute to poverty reduction and sustainable development.</li> <li>6. Encourage its inclusion in surveys and studies on biodiversity-related consumption trends and the way in which biodiversity is valued (willingness to pay) in these trends, for example, in the upcoming editions of the <i>Eurobarometer</i><sup>6</sup> and the Union for Ethical BioTrade (UEBT) barometer.</li> <li>7. Promote, in cooperation with specialized agencies, measures to increase the awareness of consumers about the functional values of products derived from biodiversity and the added values that sustainable production contributes to world nature conservation and broader well-being and development goals.</li> </ol> <p>These actions should be supplemented by those specified in the section on market</p> |

<sup>6</sup> *Eurobarometer* reports are based on thematic studies carried out for various services of the European Commission and other EU institutions and integrated into the Standard Eurobarometer's polling waves. The *Eurobarometer* survey, entitled “Attitudes of Europeans towards the issue of biodiversity”, which was requested by the European Union DG Environment, asked EU citizens how familiar they were with the term “biodiversity” and the concept of *biodiversity loss*. See [http://ec.europa.eu/public\\_opinion/flash/fl\\_219\\_en.pdf](http://ec.europa.eu/public_opinion/flash/fl_219_en.pdf).

| Relevant targets for BioTrade  | Possible courses of action   |
|--|--|
|  | development.   |
| <p><b>Target 2. Integrate biodiversity values into development</b></p> <p>Measures required to achieve this target include the valuation of ecosystem services and their integration into public and private strategies in the sectors promoted by the BioTrade network.</p> <p>Ecosystem services and the ecosystem-based approach must be taken into account in BTI. This will contribute to identifying, quantifying and capturing the values of biodiversity-based products and services in BioTrade value chains and their contribution to sustainable development in countries rich in biodiversity.</p> <p>For example, an indicator could be produced or adapted to measure the development of a country and how it relates to biodiversity.</p> | <ol style="list-style-type: none"> <li>1. Contribute to building the capacities of developing countries in the use of tools for integrating ecosystem services into government and business planning, e.g. the development and dissemination of instruments and tools<sup>7</sup> for the valuation of biodiversity and assistance in estimating externalities in priority sectors supported by the BioTrade network, such as natural ingredients, food, ecotourism and fashion.</li> <li>2. Conduct valuation studies in selected chains/sectors and share the findings, with particular emphasis on the impact on biodiversity conservation and development (related to previous point).</li> <li>3. Produce or adapt an economic/social/environmental indicator to measure trade in biodiversity products and development (e.g. the human development index, green accounting and the UNCTAD trade and development index<sup>8</sup>).</li> </ol> |
| <p><b>Target 3. Eliminate incentives harmful to biodiversity and implement positive incentives</b></p> <p>BTI was created under CBD article 11, which promotes the adoption of incentive measures for the sustainable use of biodiversity. This target is therefore highly relevant.</p> <p>The underlying notion here is that people are being paid to destroy biodiversity as a result of incentive measures that are harmful to biodiversity.</p>   | <ol style="list-style-type: none"> <li>1. Identify, record and analyse specific initiatives involving the implementation of innovative public or private mechanisms, such as payment for ecosystem services and tax incentives in biodiversity value chains, identifying what works and what does not. This should include an assessment of their effectiveness (cost and impact) and their contribution within the framework of trade in biodiversity products and services, with a view to implementing them in pilot experiences.</li> </ol> <p>Based on these case studies, guidelines and manuals could be developed for implementation in priority BioTrade sectors. BTI could also contribute by implementing innovative mechanisms for payment of ecosystem services and tax incentives in strategic BioTrade value chains, drawing on global experience.</p>  |

<sup>7</sup> For example, the Business Ecosystems Training (BET) course run by the World Business Council for Sustainable Development (WBCSD); the Corporate Ecosystem Services Review from the World Resources Institute (WRI), is a structured methodology for corporate managers aimed at proactively developing strategies for managing business risks and opportunities arising from their company's dependence and impact on ecosystems; "Integrating ecosystem services into development planning", based on material produced by GIZ; see publication [http://www.naturalvalueinitiative.org/download/documents/Publications/Ecosystem\\_Services\\_Management.pdf](http://www.naturalvalueinitiative.org/download/documents/Publications/Ecosystem_Services_Management.pdf), among others.

<sup>8</sup> "The trade and development index was an attempt by the UNCTAD secretariat to capture the complex interaction between trade and development and, in the process, to monitor the trade and development performance of countries. The TDI is designed as a mechanism for monitoring the trade and development performance of countries, a diagnostic device to identify factors affecting such performance, and a policy tool to help stimulate and promote national and international policies and actions" Source: <http://www.unctad.org/Templates/webflyer.asp?docid=6443&intItemID=1397&lang=1>.

Other indicators developed by UNCTAD: Aiming to facilitate the work of researchers and policymakers, UNCTAD regularly develops new trade indicators. Most recently, three new indicators, covering all country groups for the period 1980–2010, were published in UNCTADstat: Read about seven indicators that have been developed at <http://vi.unctad.org/news-mainmenu-2/500-unctadstat12>.

| <i>Relevant targets for BioTrade</i>  | <i>Possible courses of action</i>  |
|---|--|
| <p>It is important to identify and disseminate existing positive incentives, including tax relief, access to financing and government promotion programmes, and payment for ecosystem services used to promote the conservation and sustainable use of biodiversity.</p> <p>Cases of barriers that hinder the implementation of the BioTrade Principles and Criteria in priority BioTrade sectors and the commercialization of BioTrade products and services could also be identified and disseminated.</p>  | <ol style="list-style-type: none"> <li>2. Facilitate dialogue on barriers and disincentives that hinder effective trade in products and services derived from the sustainable use of biodiversity.</li> <li>3. Promote cooperation in order to identify perverse incentives, which hinder the development of BioTrade, and promote the development of positive incentives to create a more supportive enabling environment, including compulsory and/or voluntary monitoring instruments and economic instruments.</li> </ol>  |
| <p><b>Target 4. Achieve sustainable production and consumption</b></p> <p>This target is directly linked to BioTrade, as it involves promoting the production, commercialization and consumption of sustainably produced products and services.</p> <p>The growing range of initiatives for social and environmental certification gives unclear and confusing messages to consumers. This raises the question of the need to harmonize concepts and criteria across the different initiatives and standards established for this type of product. It is an excellent opportunity to reposition the BioTrade Principles and Criteria and the Impact Assessment System. To achieve this target, it is necessary to promote a strategy to implement sustainable production and consumption plans and measure their impact, e.g. to reduce the effects of overusing natural resources and maximize benefits at the local level.</p> <p>This target places emphasis on the division of responsibilities at all levels in government, the private sector and interest groups. This target is related to target 1, which concerns increasing people's awareness of the importance of biodiversity and encouraging them to take it into account in their purchase decisions.</p> | <ol style="list-style-type: none"> <li>1. Support governments in developing and establishing enabling policy frameworks and development plans for the sustainable production of products and services derived from biodiversity.</li> <li>2. Promote public-private dialogue see“Possible course of action 4” under target 1, above) to further the implementation of BioTrade Principles and Criteria into corporate social responsibility standards in biodiversity-related businesses and the development of methodological tools and guidelines to promote biodiversity-related sectors.</li> <li>3. Promote dialogue and strengthen cooperation among programmes involving certification and/or social and environmental standards for wild products derived from the sustainable management of biodiversity.</li> <li>4. Prepare a study on the global state of the art of existing standards, principles, criteria and tools used to promote the sustainable use of biodiversity for trade (it could focus on priority sectors and cover specific products, sustainable use, trade and benefit-sharing). Those most relevant revealed by the study could be used to widen the scope of some of the certification initiatives and schemes, so that aspects of biodiversity and its sustainable use are included in a more specific way.</li> <li>5. Identify, record, analyse and disseminate good practices in biodiversity sustainable production and consumption globally, focused on BioTrade, e.g. programmes to promote sustainable consumption, public procurement policy favouring the purchase of locally and sustainably sourced biodiversity products and private initiatives promoting the sustainable supply of raw materials from biodiversity.</li> </ol> |

| <i>Relevant targets for BioTrade</i>   | <i>Possible courses of action</i>  |
|--|--|
| <p><b>B. Reduce the direct pressures on biodiversity and promote sustainable use.</b> This goal assumes that direct pressures on biodiversity are caused by the loss of natural habitats; unsustainable agriculture, aquaculture and forestry and the unsustainable use of fish stocks and aquatic plants; the pollution of aquatic environments; invasive alien species and multiple anthropogenic pressures on coral reefs and other ecosystems impacted by climate change. This could suggest an emphasis on species derived from aquatic ecosystems, and not necessarily on wild collected non timber forest species which are not “produced”; this could lead to confusion in interpretation. The consultant assumed that these could be included under target 4 or target 7 related to agricultural and forestry production, although it is not clear.</p> <p>BioTrade seeks to reduce pressures on biodiversity through its sustainable use and generate products such as oils, colorants, waxes and fibres, among others..</p> |  |
| <p><b>Target 5. Reduce the rate of loss of all natural habitats including forests</b></p> <p>The degradation of ecosystems poses a threat to the economic and social results of BioTrade value chains.</p> <p>Solid econometric models must be developed for ecosystem services, permitting the internalization of the total cost of the impact of business activities on the environment.</p> <p>BTI could contribute in this area through its work on native species and ecosystems and the role these can play in mitigating emissions caused by degradation, fragmentation and deforestation. It could also help by identifying and sharing instruments in priority BioTrade sectors</p>   | <ol style="list-style-type: none"> <li>1. Support the analysis and development of innovative mechanisms in targeted value chains (e.g. payment for ecosystem services and incentives consistent with the Reducing Emissions from Deforestation and Forest Degradation Programme (REDD+)), ensuring that the benefits of these mechanisms reach the poor.</li> <li>2. Analyse the risks and threats posed by climate change to product flows and the livelihoods of local communities in priority BioTrade value chains.</li> <li>3. Identify record, analyse and disseminate best practices for the development of incentives for biodiversity conservation, linking climate change mitigation and adaptation to habitat recovery in targeted value chains.</li> <li>4. Establish, if possible, the relationship between traded species and degraded habitats, attempting to show potential losses in the priority sectors.</li> </ol> <p>Activities established to achieve this target should be complemented by those indicated for the implementation of the ecosystem approach defined in section 4.3 below.</p> |
| <p><b>Target 6. Ensure sustainable fisheries</b></p> <p>This target addresses the assumption that overfishing is due to unregulated fishing, illegal fishing and undeclared fishing. There are interesting initiatives<sup>9</sup> that could be recorded, analysed and disseminated as good practices for sustainable trade in native fishery products.</p>   | <ol style="list-style-type: none"> <li>1. Identify, record, analyse and disseminate good practices in the commercialization of sustainably managed aquatic species, which benefit the development of traditional communities and family farming.</li> </ol>  |
| <p><b>Target 7. Ensure sustainable agriculture, aquaculture and forestry</b></p> <p>The aim is to ensure that areas under agriculture, aquaculture and forestry are managed sustainably.</p>   | <ol style="list-style-type: none"> <li>1. Identify, record, analyse and publish lessons learned about sustainable production (extraction) practices and initiatives in the priority sectors.</li> <li>2. Increase knowledge, understanding and experience in relation to the impact of certain sectors (cosmetics, food, fashion) on biodiversity and human well-being.</li> </ol>   |

<sup>9</sup> *Arapaima gigas* in the Maminaraua and Bajo Juruá Reserves; ornamental fish in the River Unini Extractive Reserve and Amanã Reserve in Brazilian Amazonia.

| <i>Relevant targets for BioTrade</i>   | <i>Possible courses of action</i>  |
|--|--|
| <p>However, it is not specific about forest extraction/wild collection, which could be a limiting factor and cause confusion.</p> <p>There are also significant discrepancies about sustainability concepts in production systems and the different certification standards. It is not clearly specified whether forest extraction products are included in this target.</p> | <p>3. Quantify areas compliant with sustainable production standards and publish the findings (linked to targets 1 and 4).</p> |

| <i>Relevant targets for BioTrade</i>  | <i>Possible courses of action</i>   |
|---|---|
| <p><b>C. Improve the status of biodiversity by safeguarding ecosystems, species and genetic diversity</b></p> <p>This goal proposes protected areas as a means of conserving biodiversity. The targets established for this goal propose measures aimed at specific biodiversity components: ecosystems, threatened species and domesticated biodiversity. Within the framework of BTI, there are categories of protected areas that allow the sustainable use of ecosystem products and services (habitats, species and landscapes), which need to be marketed in different conditions.</p> <p>The BioTrade concept and Principles and Criteria provide an opportunity for these products. Efforts to achieve this goal should be linked to the targets above.</p> |   |
| <p><b>Target 11. Extend and implement systems of protected areas</b></p> <p>BTI does not directly promote the establishment of protected areas, but there is a very close link between BioTrade products and services and conservation areas and their buffer zones.</p> <p>The BioTrade concept could contribute to improving management of the different types of conservation area and guide trade in products and services from such areas.</p>   | <ol style="list-style-type: none"> <li>1. Promote the BioTrade concept in at least three of the IUCN categories of protected areas: categories IV, V and VI.<sup>10</sup> These categories were established with a view to combining biodiversity conservation and the rational use of natural resources.</li> <li>2. Promote the BioTrade concept in the network of biosphere reserves, which are part of UNESCO's Man and the Biosphere programme,<sup>11</sup> identifying areas that could be used to implement demonstration projects and recording and analysing case studies in the different core areas of the BTI strategy, such as access and benefit-sharing (ABS), sustainable production and market access.</li> <li>3. Strengthen the capacities of the authorities responsible for protected areas in each country in relation to the BioTrade concept, exchange of information on issues relating to trade in sustainably sourced products and services, their relationship with local communities and their contribution to sustainable development. Identify and define joint actions at the regional and international level.</li> <li>4. Publish successful experiences involving trade in biodiversity-based products and services from different categories of protected areas and biosphere reserves, and so forth.</li> </ol> |
| <p><b>Target 12. Prevent the extinction of threatened species</b></p>   | <ol style="list-style-type: none"> <li>1. Support the implementation of the work of CITES to promote trade in the sustainably</li> </ol>  |

<sup>10</sup> Categories of protected areas that allow trade in biodiversity products and services, according to the IUCN classification, are: category IV – habitat/species management area; category V – protected landscape/seascape; category VI – protected area with sustainable use of natural resources.

<sup>11</sup> The Man and the Biosphere (MAB) programme is an intergovernmental scientific programme aiming to set a scientific basis for the improvement of the relationships between people and their environment globally. MAB combines natural and social sciences, economics and education to improve human livelihoods and safeguard natural ecosystems, thus promoting innovative approaches to economic development that is socially and culturally appropriate and environmentally sustainable.

The agenda of the MAB programme is defined by its main governing body, the International Coordinating Council in concertation with the broader MAB Community. Sub-programmes and activities focus on specific ecosystems: mountains; drylands; tropical forests; urban systems; wetlands; and marine, island and coastal ecosystems. Interdisciplinary and cross-sectoral collaboration, research and capacity-building are promoted. For implementation of its interdisciplinary work on-ground, MAB relies on the World Network of Biosphere Reserves and on thematic networks and partnerships for knowledge-sharing, research and monitoring, education and training, and participatory decision-making.

Source: <http://www.unesco.org/new/en/natural-sciences/environment/ecological-sciences/man-and-biosphere-programme/>



| <i>Relevant targets for BioTrade</i>   | <i>Possible courses of action</i>   |
|--|---|
| <p>The main causes of extinction are habitat loss and fragmentation (target 5), the introduction of alien species (target 9) and the unsustainable use of natural resources (several targets). Additionally, climate change is becoming an increasingly important factor and could, in the near future, be the leading cause of biodiversity loss on the planet (and therefore its link with target 5).</p>  | <p>sourced products listed in appendix II of the convention. The memorandum of understanding (MoU) between CITES and the BTI calls for joint planning<sup>12</sup> to define species, ecosystems, actions and responsibilities.</p> <ol style="list-style-type: none"> <li data-bbox="954 277 2022 400">2. Promote the incorporation of sustainable use practices (Principles and Criteria) into the value chains that use endangered species, for example, the sustainable use of reptile skins and fibres in the fashion sector, vegetable oils and aromas in the cosmetics sector and some species of food fish (e.g. <i>Arapaima gigas</i> in the Amazon).</li> </ol> |
| <p><b>Target 13. Maintain agricultural biodiversity</b></p> <p>BioTrade could be an alternative for those species that could be or have already been domesticated.</p> <p>This target raises the question of whether BioTrade covers solely native' species or whether it also covers species that have been domesticated over the years by traditional communities (i.e. not just non-timber products extracted from forests, but also some cultivated products).</p> | <ol style="list-style-type: none"> <li data-bbox="954 419 2022 480">1. Identify, record, analyse and publish lessons learned about sustainable production practices and initiatives in priority sectors (linked to target 7).</li> </ol>  |

<sup>12</sup> BTI has a MoU with the CITES secretariat. The MoU provides for a joint planning workshop to agree on the main actions, responsibilities and contributions of each party.

| <i>Relevant targets for BioTrade</i>   | <i>Possible courses of action</i>  |
|--|--|
| <p><b>D. Enhance the benefits to all from biodiversity and ecosystem services.</b> This goal addresses the assumption that the benefits of biodiversity and ecosystem services are being reduced or are not yet being enjoyed, owing to the degradation of ecosystems that provide essential services and that there is a lack of national regulation on access to genetic and biological resources and the fair and equitable sharing of benefits arising from their utilization.</p>   |  |
| <p><b>Targets 14 and 15. Restore ecosystems that provide essential services and degraded ecosystems, thereby contributing to climate change mitigation and adaptation</b></p> <p>These two targets could guide the work of BTI in relation to recovered or restored areas in ecosystems that provide special services for trade, such as the supply of raw materials for priority BioTrade sectors, such as cosmetics, food and fashion.</p> <p>BioTrade can contribute to achieving these targets through its impact on reducing emissions, preventing deforestation and the degradation of forests, promoting conservation and improving carbon stocks and sustainable forest management, which are activities related to the implementation of the REDD+ programme.</p> | <ol style="list-style-type: none"> <li>1. Work on developing the conceptual link between BioTrade and REDD+ to create incentives for the effective management and restoration of ecosystems.</li> <li>2. Work on incorporating the concept and methodological analysis tools and propose mechanisms for payment for ecosystem services, payment for conservation and payment for carbon sequestration in the promotion of value chains that market goods and services sourced from sustainably managed ecosystems.</li> </ol>  |
| <p><b>Target 16. Implement the Nagoya Protocol</b></p> <p>The Protocol establishes a legally binding framework for the fair sharing of benefits arising from the commercial utilization of genetic resources and their biochemical compounds.</p> <p>BTI has been working on this subject for a number of years, developing guidelines and researching implementation models (for biological resources). This is an opportunity to step up efforts in this area.</p>   | <p>Internationally</p> <ol style="list-style-type: none"> <li>1. Support discussion on the international benefit-sharing system, explore the implications for developing countries and traditional communities and analyse trade in biological resources and their derivatives.</li> <li>2. Build capacities to provide countries with guidance for the ongoing negotiation processes for intellectual property rights under the World Intellectual Property Organization (WIPO) and the World Trade Organization (WTO) and for the debate on environmental products and services which have direct repercussions on the CBD's ABS system.</li> <li>3. Contribute to conducting an analysis of the use of voluntary codes of conduct, guidelines, best practices and specific standards and analyse links with benefit-sharing issues and their impact in social terms.</li> <li>4. Update BTI guidelines and strategic directions on the fair and equitable sharing of benefits arising from trade in biological resources, following the guidelines of the Nagoya Protocol..</li> <li>5. Promote cooperation with the private sector for the interpretation, implementation and dissemination of practical mechanisms which generate real benefits for the countries that</li> </ol> |

| <i>Relevant targets for BioTrade</i> | <i>Possible courses of action</i>  |
|--------------------------------------|--|
|                                      | <p>supply biochemical compounds.</p> <p>Nationally</p> <ol style="list-style-type: none"> <li>1. Support developing countries in strengthening their capacities (human and institutional) to implement the protocol and in designing regional and national processes and instruments to ensure coherent benefit-sharing mechanisms and standards.</li> <li>2. Support governments and the private sector in analysing the importance of ABS regulation and its impact on the flow of products and services derived from the sustainable use of biodiversity in priority value chains/sectors, e.g. cosmetics, food, ecotourism and fashion.</li> </ol> |

| <i>Relevant targets for BioTrade</i>  | <b>Possible courses of action</b>  |
|---|--|
| <p><b>E. Enhance implementation through participatory planning, knowledge management and capacity-building</b></p> <p>BTI could develop a results-based strategy (see section 6: BioTrade Initiative – inputs to its Strategy 2010 : BioTrade initiative – Strategy 2020) for some suggested results chains which would have to be adjusted and negotiated with the main players, including government, businesses, non-governmental organizations (NGOs), research centres, and development financing agencies. The direction of the strategy should be determined by the targets of the Strategic Plan for Biodiversity and linked to national biodiversity strategies.</p> |  |
| <p><b>Target 17. Develop and implement national biodiversity strategies</b></p> <p>The BioTrade concept and its Principles and Criteria could be used as the basis for developing updated national biodiversity strategies and action plans (NBSAPs).</p> <p>This would enhance intersectoral cooperation, with the incorporation of aspects of biodiversity conservation, the sustainable use of biodiversity and trade (BioTrade) and the promotion of sustainable production and consumption patterns in national policies, plans and programmes.</p>  | <ol style="list-style-type: none"> <li>1. Training for CBD focal points on BioTrade and its contribution to achieving the three overarching aims of the CBD, with a view to incorporating BioTrade (trade in biodiversity-based goods and services) into NBSAPs.</li> <li>2. Establish a yearly or two-yearly conference bringing together the main stakeholders to discuss and plan joint action within the global BioTrade framework.<sup>13</sup></li> </ol>  |
| <p><b>Targets 18 and 19. Respect local communities and traditional knowledge and the science base and technologies relating to biodiversity</b></p> <p>Many indigenous peoples and traditional communities are involved with products and services delivered by ecosystem services.</p> <p>Priority value chains require information on the behaviour of relevant species in order to manage them sustainably.</p>  | <ol style="list-style-type: none"> <li>1. In order to address this target, it is necessary to understand the factors that influence management and conservation plans and their interaction with indigenous peoples and traditional communities. It is important to establish formal partnerships with, for example, the International Union for Conservation of Nature (IUCN) and other research organizations, such as Biodiversity International, to conduct the studies required for the priority value chains.</li> </ol> |
| <p><b>Target 20. Mobilize financial resources</b></p> <p>BTI could play an important role in supporting the channelling of resources into programmes aimed at priority species associated with trade and development in developing countries.</p> <p>COPs-CBD provides an opportunity to sell the new Strategic Plan of BTI based on the Aichi Biodiversity Targets and to</p>  | <ol style="list-style-type: none"> <li>1. UNCTAD could organize an event during COPs to report on the progress made by BTI and the Environment Management Group (EMG) and the contributions that they are making to the implementation of the Strategic Plan. This would facilitate fundraising from donors committed to contributing to the implementation of the Strategic Plan.</li> </ol>  |

<sup>13</sup> See, for example, the International Federation of Organic Agriculture Movements (IFOAM) conference on wild products.

| <i>Relevant targets for BioTrade</i>       | <b>Possible courses of action</b> |
|--|-----------------------------------|
| mobilize resources for its implementation. |                                   |

\*Notes: the BioTrade impact assessment system can provide information related to the indicators proposed in the table.(available at: [www.biotrade.org](http://www.biotrade.org))

### 3.2 The green economy and BioTrade

One of the themes of the United Nations Conference on Sustainable Development 2012 in Rio de Janeiro (Rio+20) was the green economy in the context of sustainable development and poverty eradication. The conference also has a mandate to explore emerging issues whose resolution could contribute to achieving sustainable development.

In its simplest expression, a green economy is low carbon, resource efficient and socially inclusive.  
UNEP, *Towards a Green Economy*, 2011

In a green economy, growth in income and employment are driven through public and private investments that reduce carbon emissions and pollution, while at the same time enhancing resource efficiency, with a view to conserving biodiversity and ecosystem services. This is consistent with the CBD concept, which holds that the conservation of ecosystems and biodiversity (natural capital) is at the heart of a green economy: water, food, housing and energy are the building blocks essential to livelihoods and the economic system. The term “greening the economy” refers to the process of reshaping business and infrastructure to improve the effectiveness of investments in economic, human and natural capital, while reducing gas emissions and using natural resources sustainably.

This reference framework enables initiatives that seek to promote changes in the way business is done by ensuring that biodiversity is used sustainably and that the benefits this generates are shared equitably. BioTrade offers an opportunity for biodiversity-rich countries to reduce poverty and can be seen as one sector that can facilitate the transition to a green economy. It supports to implement appropriate measures to strengthen biodiversity-based sectors and local economies, which contributes to building resilient livelihoods and creating employment in a sustainable way.

The ecosystem approach,<sup>14</sup> in conjunction with economic instruments for the valuation of biodiversity, can help businesses in the transition towards a new economy, with the identification of sustainable resource use practices and environmental externalities and their incorporation into value chains. This is important not only in business, but also in national accounting.

Based on an analysis of the relationship between the BioTrade concept and the green economy concept, the following recommendations can be made:

- The BioTrade concept should be established as an instrument to assist governments and businesses in the transition towards a *green economy* on the pathway to *sustainable development*. A stronger focus should be placed on the relationship between BioTrade and ecosystem services,<sup>15</sup> the introduction of effective tools for the valuation of sustainably sourced products and services and the internalization of social and environmental costs in targeted value chains (see next section).
- It is necessary to build bridges<sup>16</sup> to map the contributions of trade in products derived from the sustainable use of biodiversity to climate change adaptation and mitigation, for example, the development of carbon sinks and payment for ecosystem services in the area of origin of raw materials.

<sup>14</sup> I.e. the broader concept of the ecosystem approach proposed in this document and the analysis of the dependence and impact of value chains on ecosystem services.

<sup>15</sup> Mainly targets 4, 5 and 7.

<sup>16</sup> Studies, manuals, guidelines, guides and meetings, for example.

### 3.3 Conclusions

The international environment offers favourable conditions for the positioning of the BioTrade concept as an alternative for achieving several of the targets set in the CBD Strategic Plan.

It has been shown, as indicated in the introduction, that the Strategic Plan provides various opportunities around which BTI can shape its work for the future. Both the Strategic Plan and the United Nations Decade on Biodiversity provide opportunities to reposition BioTrade as a tool for improving human well-being and driving the transition towards a more sustainable economy, with an emphasis on conserving ecosystem services and drawing public attention to the need to take urgent and effective action to maintain the benefits that they provide.

(1) Through the Strategic Plan, member States undertook to scale up efforts to contribute to the three overarching CBD goals, and BioTrade is a viable and effective means of doing this. Under the Strategic Plan, the recommended courses of action and functions require cooperation among a variety of economic, government and civil society players. The cooperation system must be designed to address the priority courses of action.

(2) Indirectly, BioTrade can be used as a complementary vehicle to promote other conservation and sustainable use measures, such as protected areas and payment for ecosystem services. The recommended courses of action explain in detail how BioTrade can contribute.

(3) BTI has the opportunity to identify and analyse instruments that facilitate how to integrate the ecosystem services into developing and business planning and identify, record and analyse best practices and lessons learned, which can be used as input for preparing manuals, guides and guidelines for global dissemination. It has an important role to play in this process, which will also provide an insight into how CBD member States are working towards greening their biodiversity-based sectors, by making them more inclusive and development-led and contributing to the sustainable use of ecosystem services.

Despite the political commitment, the lack of resources and capacities means that implementation of the Strategic Plan for Biodiversity 2020 is not guaranteed. The debate on how to develop a green economy in the context of sustainable development helps to raise the awareness of decision-makers about the dependence and impact of business on ecosystem services, thereby mobilizing resources for the conservation and sustainable use of biodiversity. BTI could help ensure that the green economy concept values ecosystem services and their importance for achieving sustainable development.

#### **4. The BioTrade concept, approaches adopted and the potential role of UNCTAD**

Following the review of the guidelines determined by the CBD Strategic Plan 2011–2020 and the conceptual framework for a green economy, this section examines the lessons learned in the implementation of BioTrade activities since 1996, with particular emphasis on the role of BTI and its comparative advantages. This is followed by an analysis of the lessons learned and the challenges ahead for BTI in implementing BioTrade activities, taking into account the environment (element two). The analysis leads to the formulation of assumptions in relation to two key areas to the implementation of BioTrade activities:

- (1) The BioTrade concept, its scope and its Principles and Criteria;
- (2) Two of the three approaches adopted: the value-chain approach and the ecosystem approach.

These two areas were identified based on the analysis of the information gathered and the interviews conducted.

##### **4.1 The BioTrade concept**

The purpose of BTI is to contribute to *sustainable development* through the implementation of the Convention on Biological Diversity (CBD) and other multilateral environmental agreements, particularly the provisions relating to trade in products and services derived from the sustainable use of biodiversity. The aim of the BioTrade Principles and Criteria is to translate sustainable development goals into practical steps to guide the action of those who promote or practice BioTrade at all levels.

##### ***Assumption 1. The scope of the concept needs to be clarified***

It was agreed that clarification of the BioTrade concept was an important issue and one in which UNCTAD could play a key role by facilitating global discussion of this subject. For example, there is some uncertainty about the interpretation of the term “native products” in the definition of BioTrade. There is some question about whether the term refers solely to extractive practices or whether the domestication and management of species in agricultural and agroforestry systems is also admitted as an alternative means of scaling up production/trade and reducing the pressure of extraction on certain ecosystems.

##### ***Assumption 2. The BioTrade Principles and Criteria should be used as a framework to guide practice***

The BioTrade Principles and Criteria are sometimes regarded as a straight jacket, which excludes initiatives interested in implementing the concept, but which have not yet achieved full compliance.<sup>17</sup> It would seem that the ethical role originally conferred on the Principles and Criteria by players involved in the BioTrade arena, that of guiding them towards the ideal, that is, the ideology behind the policy, has been lost.

Some of the players interviewed recommend that the BioTrade Principles and Criteria be revised (simplified). They note that the UNCTAD BTI is globally recognized as a global benchmark in this area and should therefore play an important role in facilitating discussion on the subject in the international arena. According to the interviewees, the BioTrade Principles and Criteria are recognized as a safeguard mechanism for a market that demands products sourced from native biodiversity in an ecologically and socially sustainable manner although, in practice,

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<sup>17</sup> According to the interviews conducted up to the time of writing of this report in Ecuador, Peru and Brazil.



this is not yet the case; the volume of marketed products declared compliant with the BioTrade Principles and Criteria remains limited.

### **Recommendations for Assumptions 1 and 2**

- Facilitate global discussion with relevant interest groups on the BioTrade philosophy, the scope of the concepts involved and the scope and level of compliance with the BioTrade Principles and Criteria. UNCTAD should (re)take the leadership of this kind of discussions.

### **4.2 The value-chain approach**

BTI uses the value-chain approach as a mechanism to facilitate coordination among players in a value chain, implement good practices for the sustainable use and conservation of biodiversity and promote the equitable sharing of economic benefits among participants in the value chain.

***Assumption 3. The value-chain approach should address the development of the legal and institutional framework and the strengthening of the services required for its implementation.***

#### *Legal and institutional framework*

At the national and regional levels, the promotion of value chains for biodiversity-based products requires interdisciplinary efforts that normally involve a variety of government departments, such as agriculture, environment, forest resources, biodiversity and social welfare. Coordinated action is required to avoid the duplication of efforts, ensure coherent government policies and optimize limited resources. By the same token, at the international level, an inter-institutional mechanism is required for the exchange of information on ideas for projects and opportunities for strategic partnerships in programmes in progress, the exchange of experiences and the coordination of any joint actions undertaken.

Some individual advances have been made in the formulation of regulations and other mechanisms. There are common areas of uncertainty about new regulatory challenges, for example, those posed by the Nagoya Protocol and their implications for those involved in BioTrade value chains.

#### *Strengthening services*

In addition to economic operators and their regulatory environment, the value-chain approach must also address issues relating to operational and support services (meso level). According to those interviewed to date, although there are guidelines, methodologies and standards in place, the capacities required to provide specialized services to value-chain players at the national and regional level have not yet been sufficiently developed. These services include technical assistance to design and implement management plans for biodiversity-based products, technical experts qualified to conduct audits of the BioTrade standard verification framework and guidelines on implementing benefit-sharing contracts.

### **Recommendations for Assumption 3**

- Support governments to identify the advantages of adopting and implementing the BioTrade Principles and Criteria in activities related to trade in products and services derived from the sustainable use of biodiversity;
- Support private and/or government initiatives that address specific limitations at the macro level, for example Novel Food Regulation, REACH and GRASS;

- Assist countries in identifying and developing incentives to encourage value-chain operators commercializing biodiversity-based products to adopt more sustainable practices;
- Provide support to develop the capacities of States to interpret and implement the Nagoya Protocol in priority sectors.

***Assumption 4. There is a great need for market development***

BioTrade relies on the existence of a market for sustainably sourced biodiversity products and services and consumer desire to buy them. The overall goal of market development is to increase the share of biodiversity based products and services within targeted markets.

There is a growing market for wild and ethnic products.<sup>18</sup> According to the International Organic Accreditation Service (IOAS), for example, in June 2011 there were 28 accredited certification bodies<sup>19</sup> authorized to issue certificates for the category organic wild products.<sup>20, 21</sup> It therefore seems necessary to standardize the way in which these certification programmes treat products collected in the wild.

There is also a growing trend for environmentally friendly products in terms of CO<sub>2</sub> emission reduction, efficient water and energy consumption and fair payment to suppliers. It is important to identify mechanisms to promote dialogue and complementary linkages between the BioTrade Principles and Criteria (for example, the application of principles 1 and 2) and energy efficiency and CO<sub>2</sub> reduction.

**Recommendations for Assumption 4**

Promote differentiated marketing by:

- Promoting the development of conceptual and methodological instruments that contribute to developing value in markets for sustainably produced products;<sup>22</sup>
- Proactively promoting the cooperation and coordination among existing certification initiatives as a means of reducing inconsistent messages and consumer confusion resulting from the proliferation of biodiversity-related standards systems;
- Identifying mechanisms to promote complementary linkages between BioTrade and energy efficiency and climate change (CO<sub>2</sub> reduction) issues;
- Identifying effective mechanisms to successfully communicate the values of biodiversity;
- Supporting the development and implementation of BioTrade impact assessment system and tools.

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<sup>18</sup> Many have organic or fair trade certification.

<sup>19</sup> <http://www.ioas.org/xlistifo.pdf>.

<sup>20</sup> Categories included in accreditation scope: The certification body may certify various activities within its organic certification programme. For these activities to be included within the accreditation scope, it is necessary for IFOAM to have defined in the IFOAM standards or the IFOAM criteria the requirements for carrying out that type of certification. This means that accreditation is possible for the following categories: certification of crop production, livestock, wild products, processing, fibre processing, aquaculture, input manufacturing, retailing, grower groups and certification transference. If one of these categories is not listed, it means the certifier is not currently engaged in that activity or that the activity is still being evaluated by IOAS. Categories included by the accredited certifier in their organic programme, but which are not covered by IFOAM standards and criteria, are therefore not listed here and or included in the accreditation scope.

<sup>21</sup> "Organic wild" refers to organic agriculture products collected from wild land. As of 2005, organic wild products are collected on approximately 62 million hectares, according to the International Federation of Organic Agricultural Movements.

<sup>22</sup> For example, trademarks, origin, ecolabelling and certification.

Promote consumer awareness by:

- Supporting initiatives to promote sustainable consumption globally, always endeavouring to incorporate the BioTrade concept and Principles and Criteria, or at least taking biodiversity into account;
- Supporting initiatives to promote the monitoring of consumer preferences in relation to environmentally friendly products and dissemination of the findings.

***Assumption 5. Incentives to encourage greater involvement in BioTrade must be developed and applied***

The private business sector must be encouraged to become involved in BioTrade activities. Some rethinking is required about the way in which positive incentives created and developed to encourage the conservation and sustainable use of biodiversity support the implementation of the Strategic Plan for Biodiversity, particularly Aichi target 3 above.

**Recommendations for Assumption 5**

*Promote complementary financial mechanisms by:*

- Identifying, selecting, analysing and disseminating case studies on instruments, such as payment for ecosystem services, in which costs are internalized and the value chain is made viable (e.g. cork and chestnuts in Brazil);
- Collaborating with a REDD+<sup>23</sup> pilot project under which a type of wild product is marketed, with a view to conducting an assessment of the contribution of the carbon footprint to production costs and its impact on the final cost of the product;
- Supporting the creation of a compensation fund to promote BioTrade activities with the participation of big companies that traditionally obtain inputs from biodiversity in the natural ingredients, fashion and cork sectors, for example.

*Promote the participation of other productive sectors in BioTrade by:*

- Increasing the portfolio of value chains, based on an assessment of products already on the market,<sup>24</sup> and promoting the greening of some of the sectors or chains associated with biodiversity, for example, fibres (e.g. alpaca and vicuña) and animal skins (e.g. snake skin and lizard skin) in the fashion industry; and colorants (e.g. cochineal and *genipa americana*), waxes (e.g. carnauba) and fats (e.g. shea butter and cocoa butter) in the natural ingredients sector (e.g. for food, cosmetics and pharmaceuticals); this would contribute to boosting global BioTrade figures.

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<sup>23</sup> At least 14 developing countries: 6 in Africa (the Congo, Gabon, Ghana, Kenya, Liberia and Madagascar); 5 in Latin America (the Plurinational State of Bolivia, Costa Rica, Guyana, Mexico and Panama); and 3 in Asia (Nepal, Lao People's Democratic Republic and Viet Nam) have received funds from the World Bank to support them as they build their capacity for REDD. This support includes establishing emissions reference levels, adopting strategies to reduce deforestation and designing monitoring systems.

<sup>24</sup> In the first half of 2011, Peruvian exports of carmine lipstick rose by 122.7 per cent to \$51 million (source: <http://www.agroeconomica.pe/2011/08/crecen-exportaciones-de-carmin-de-cochinilla-en-1227/>); exports of alpaca fibre and derived products rose to \$4,028,000 in January, 202 per cent more than the same period the year before (source: [http://www.rpp.com.pe/2010-03-23-exportacion-de-fibra-de-alpaca-y-derivados-crece-202--durante-enero-noticia\\_252236.html](http://www.rpp.com.pe/2010-03-23-exportacion-de-fibra-de-alpaca-y-derivados-crece-202--durante-enero-noticia_252236.html)).

### 4.3 The ecosystem approach

According to UNCTAD's BioTrade Principles and Criteria, the ecosystem approach is based on a holistic vision that integrates ecological and social issues, as well as the interactions and processes that are involved in a productive system. In practice, the planning of productive processes related to BioTrade initiatives is undertaken according to the ecosystem approach. This guarantees that the initiatives will be environmentally and socially responsible with regard to their impact on species, habitats, ecosystems and local communities.

#### **Assumption 6. The ecosystem approach is crucial to the BioTrade concept**

The concept and scope of the approach as used in BTI should be analysed. Based on the definitions established in the Millennium Ecosystem Assessment (2005), ecosystem services associated with the BioTrade concept are provisioning services,<sup>25</sup> regulating services (e.g. regulation of climate through carbon storage and control of local rainfall) and cultural services (the spiritual value attached to particular ecosystems, the aesthetic beauty of landscapes or coastal formations that attract tourists).

These definitions make it easier to understand the relationship between the BioTrade concept and ecosystem services, as established in the CBD Strategic Plan, particularly strategic goals C and D.

Updating the conceptual relationship between BioTrade and ecosystem services is important from various perspectives: It includes global interest in climate change issues (regulating services), such as the possibility of incorporating innovative instruments to obtain additional financial resources from the value chains and contributing to the internalization of environmental and social costs at the local level through payment for conservation services and payment using carbon credits or other mechanisms that could contribute to making particular value chains for biodiversity-based products more viable.

#### **Recommendations for Assumption 6<sup>26</sup>**

- In the interpretation of the BioTrade concept, there is some uncertainty about whether to broaden the scope of the term “biodiversity products and services” to include the concept of “ecosystem services”. This could be done by highlighting the strong relationship with the provisioning, regulating and cultural services that ecosystems provide.
- Develop conceptual instruments and practical tools to internalize certain environmental costs, for example, effective management at the production stage (extraction). This could incorporate instruments such as direct payment

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<sup>25</sup> Also referred to as the supply of goods of direct benefit to people, such as timber, medicinal plants and fish, many of which are used as raw materials and ingredients in various industries.

<sup>26</sup> Note by UNCTAD: Ecosystems services have been on the BioTrade agenda since the beginning. For example, BioTrade principles 1 and 2 already include their management and actions have focused on promoting the sustainable management of landscapes and conserving biodiversity at the ecosystem, species and genetic resources levels, hence enhancing the functionality of the ecosystems and its services. In relation to regulating services (climate change mitigation), some countries such as Uganda and Ecuador have been advancing by including them in their priority sectors or developing studies on carbon sequestration for specific cultivated species under BioTrade practices, respectively. In recent years, ecosystems services have captured more attention at the international level and markets opportunities are becoming more evident for BioTrade beneficiary organizations, hence partners have also express their interest to move forward and explore other ecosystems services that have not been considered. Guidance is needed, however, on how these services can also be included and monitored within the work on BioTrade, particularly in the biodiversity value chains and small and medium-sized enterprises (SMEs) supported.

or compensation for biodiversity conservation and carbon storage. Technical documents could also be produced to serve as a reference guide for countries when implementing such mechanisms in BioTrade value chains.

## **5. Comparative advantage of UNCTAD**

By way of reference, some of the mandates granted to UNCTAD under the Accra Accord, as well guidance from the Accra Declaration<sup>27</sup> which is reaffirmed and built upon in the Doha Mandate of 2012 (UNCTAD XIII), in relation to BioTrade are, inter alia:

### Accra Declaration

- Member States commend UNCTAD as the focal point of the United Nations for the integrated treatment of trade and development and the interrelated issues in the areas of finance, technology, investment and sustainable development – for its substantial contribution to advancing the development agenda and supporting developing countries to address challenges and maximize benefits from the globalized world economy. We reiterate our commitment to UNCTAD (para. 2).

### Accra Accord

#### Policy analysis

- The conservation and sustainable use of biodiversity provide new opportunities for developing countries' trade and investment, as well as for their small and medium-sized enterprises dealing with biodiversity products. Trade in products and services related to biodiversity provides, for some countries, an important tool for preserving biodiversity and enhancing development, while acknowledging the social, cultural, legal and economic complexity of this issue (para. 59).

#### Policy responses

- The conservation and sustainable use of biodiversity provide opportunities in trade, investment and development for developing countries. Strategies to facilitate trade in products and services related to biodiversity should be considered, as appropriate, to promote trade and sustainable development (para. 84).

#### Contribution of UNCTAD

- UNCTAD, within its mandate and without duplicating the ongoing work of other organizations, should consider climate change in its ongoing work of assisting developing countries with trade- and investment-related issues in development strategies (para. 100).
- UNCTAD should continue to provide support to developing countries and countries with economies in transition on issues at the interface between trade and environment such as market access, agriculture, environmental goods and services, environmentally preferable products, and standards, including issues concerning eco-labelling and certification costs... (para. 101).
- UNCTAD should continue to build on its experience to enhance its BioTrade Initiative, which gives support to the growing market for biodiversity products and

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<sup>27</sup> UNCTAD XII. Accra Accord and Accra Declaration (2008).

services produced in a sustainable manner. The BioTrade Initiative should continue to support the creation of an enabling policy and environment to foster private sector engagement in the sustainable use and conservation of biodiversity, while acknowledging the social, cultural, legal and economic complexity of this issue (para.102).

Also relevant to the potential role of BTI are UNCTAD's key functions:<sup>28</sup>

- It functions as a forum for intergovernmental deliberations, supported by discussions with experts and exchanges of experience, aimed at consensus building;
- It undertakes research, policy analysis and data collection for the debates of government representatives and experts;
- It provides technical assistance tailored to the specific requirements of developing countries.

These three functions could be the basis for actions to be carried out under the BTI Strategy 2020. It is important to ensure the interaction of these key functions and avoid the separate or independent exercise of each one.

### 5.1 Expected role of UNCTAD

The perception of those interviewed is that BTI should assume a role as facilitator of a platform for discussion to establish an agenda, discussions with experts and exchanges of experience both nationally and regionally (Africa, Asia, Latin America), with a view to promoting the analysis and discussion of topics of interest to States<sup>29</sup> and catalysing 'linking' activities<sup>30</sup> at the regional level.

This platform could support communication and exchanges of experience among the different parties and monitor the progress of the various initiatives that promote trade in products and services derived from the sustainable use of biodiversity.<sup>31</sup>

Efforts should continue to raise awareness about the importance of BioTrade and its potential for contributing to fulfilling obligations under CBD and the Strategic Plan for Biodiversity and for moving other international policy debates forward (e.g. integration of ecosystem services into trade and development policies).

### 5.2 Conclusions

Regardless of the time that has passed since it was first launched, the BioTrade concept remains relevant. Analysis of the BioTrade concept and Principles and Criteria reveals that the BioTrade framework has addressed many of the elements contributing to conserving biodiversity, which have been moved to the fore of global discussion once again by the Strategic Plan for Biodiversity and the green economy concept. This gives BioTrade various opportunities to demonstrate its comparative advantages. One way of contributing to the implementation of the Strategic Plan is to

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<sup>28</sup> See <http://unctad.org/en/Pages/AboutUs.aspx>.

<sup>29</sup> For example, implementation of the concept, adjustments to the BioTrade Principles and Criteria, implementation of the Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilization (ABS) I, directives and guidelines for the formulation of management plans, respect for the value of the knowledge of local communities, contributions of the concept in other scenarios, such as protected areas or ecological corridors, conflict management and other issues referred to in the previous section (analysis of the Strategic Plan for Biodiversity).

<sup>30</sup> Those interviewed used the term "linking activities" on several occasions in reference to the need to orient actions at the regional level in such a way that they are linked to ongoing actions and priorities at the national level (policy and commercial level).

<sup>31</sup> Promote exchanges among countries involved in BioTrade, guide international discussion and ensure the ongoing revision and improvement of the BioTrade concept and Principles and Criteria based on specific experiences.

support governments, business and stakeholders at all levels in taking steps to implement plans for sustainable production and consumption and keeping trade in certain ecosystem services and products within safe ecological limits.

The recommendations arising from this section are specific suggestions about how BioTrade can contribute to implementing the Strategic Plan for Biodiversity. They can be summarized as follows:

1. It is important to adjust and clarify the scope of the concept and reposition the BioTrade Principles and Criteria as a guiding framework towards more sustainable trade in products and services derived from the sustainable use of biodiversity;
2. The value-chain approach on BTI should address the development of the legal and institutional framework and the strengthening of public and private service providers in BioTrade-related areas and the development (transformation) of markets that differentiate products derived from the sustainable use of biodiversity;
3. The interpretation of the ecosystem service concept within the framework of the BioTrade concept must be updated;
4. There is a need to identify, develop and implement incentives to encourage greater involvement in BioTrade at all levels (operational, services, policy, market) and the adoption of the guidelines provided by the BioTrade concept and Principles and Criteria.

Many national and international organizations are currently addressing issues related to sustainable use and markets for biodiversity products and services. In addition, there is also an important number of business and NGO-led initiatives seeking to advance the biodiversity agenda as it relates to the conservation and market interface. The comparative advantages of UNCTAD include the following:

- It has an internationally agreed mandate which links biodiversity, sustainable use and conservation to international trade from a development perspective;
- As the main focal point of the United Nations for the integrated treatment of trade and development, UNCTAD has considerable convening and facilitation power to further interaction and cooperation with a variety of stakeholders within and outside the United Nations system;
- It is recognized in the main international forums associated with biodiversity, with references in a number of COP decisions (CBD and CITES), which call on the BTI to support the work of these conventions in areas such as the promotion of positive economic incentive measures, private sector engagement, poverty alleviation, sustainable use, awareness-building and education and fostering international cooperation;
- It has a privileged position to provide a forum where technical issues can be addressed to undertake advocacy and communication activities aimed at mobilizing political will and promoting global recognition of the actions required to achieve sustainable biodiversity management;
- It has established itself as a global source of information and expertise on biodiversity and trade issues and an invaluable repository of institutional memory, knowledge and experience in supporting efforts to develop capacities in BioTrade-related policies, institutions, and economic sectors. It also provides leadership in developing best practices, standards and guidelines for sustainable trade in biodiversity products, based on worldwide lessons learned over 15 years of field experience;
- It is able to link issues relating to the sustainable use and conservation of biodiversity in the context of other global challenges, such as poverty

alleviation, reintegration of ex-combatant communities, gender empowerment and climate change mitigation.

BTI must reflect on forms of cooperation at different levels, which will allow it to have operational partners for the different courses of action. Players that have formed alliances have the impression that co-production needs to be enhanced.

It is urgent to ensure that BioTrade partners are clear about the role UNCTAD can play and the services it can provide so that they can take advantage of available opportunities and meet expectations.

## **6. BioTrade Initiative – inputs to its Strategy 2020**

### **6.1 Mission and objectives**

At the highest level, the BTI strategic direction 2020 can contribute to the following:

- The economic, social and environmental dimensions of sustainable development;
- Multilateral environmental agreements (MEAs), such as CBD and CITES;
- The Strategic Plan for Biodiversity;
- Mandates of the United Nations Conference on Trade and Development (UNCTAD).

The BTI Strategy 2020 can contribute to sustainable development by promoting the *sustainable use* of ecosystem services by humankind. In this context and in line with the new Strategic Plan for Biodiversity, the vision for 2020, which will drive the strategy of the BioTrade Initiative, is as follows:

- ❖ “States and their peoples harness the benefits of well-preserved ecosystem services in a sustainable and inclusive manner”.

Based on this vision, the development objective will ensure that:

- ❖ “States, civil society and business create and benefit from an enabling environment for trade in products and services derived from the sustainable use of biodiversity”.

The overall goal of BTI will be to:

- ❖ “Increase trade and investment in goods and services derived from the sustainable use of ecosystem services, contributing to the sustainable development of local communities”.

Three components or areas of work are established to enable the achievement the overall goal:

- Development of markets for products and services derived from the sustainable use of biodiversity;
- Creation of an enabling policy and institutional environment for trade in goods and services derived from the sustainable use of biodiversity;
- Mainstreaming of BioTrade into other policy and thematic areas.

The proposed actions that aimed at developing the role and capacities of BTI include the following:

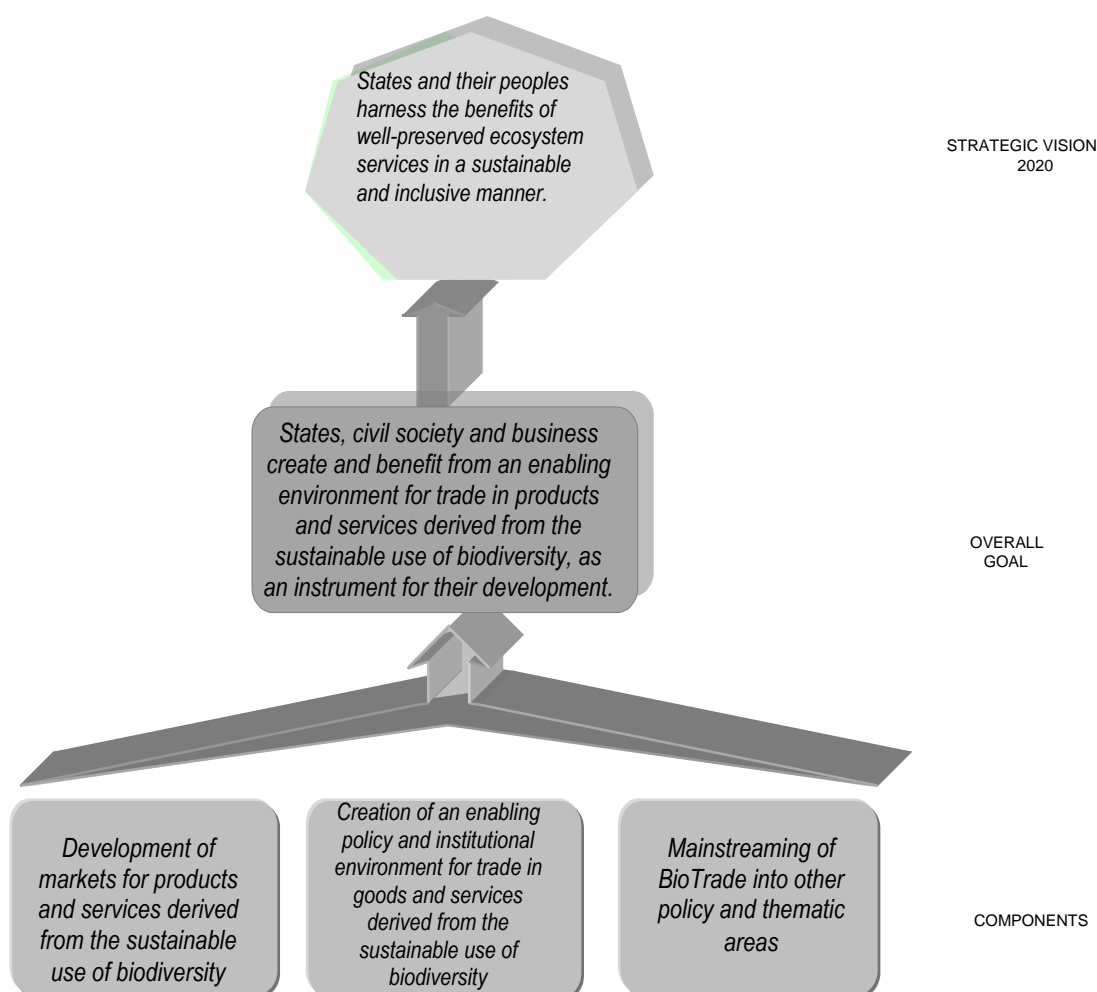
- Information-sharing and knowledge generation;
- Awareness-raising about the values derived from using biodiversity sustainably;



- Strengthening service providers to support players from the private sector in capturing growing market opportunities.

BTI could act as a hub for information and knowledge on these subjects. It could disseminate information (or assist in generating information to fill gaps) on the contribution of biodiversity to specific economic sectors (e.g. cosmetics, food, etc.). To this end, it could use valuation instruments,<sup>32</sup> such as those included in the Economics of Ecosystems and Biodiversity (TEEB) study, and help to develop pilot projects to demonstrate the concepts and mechanisms involved. BTI must record and analyse these case studies to promote knowledge generation and sharing at the regional and global levels.

Figure 2. BTI Strategy 2020



## 6.2. Development and implementation of Strategy 2020

The main participants in this strategy – governments, civil society and business – play an active part in implementing it, with BTI performing a facilitating role in some

<sup>32</sup> See, for example: Christie Mike Dr (n/d): *Use of Economic Valuation and Design Of Policy Instruments*. Available at [http://www.ecosystemassessments.net/component/docman/doc\\_download/72-mainstreaming-ecosystem-services-workshop-final-report.html](http://www.ecosystemassessments.net/component/docman/doc_download/72-mainstreaming-ecosystem-services-workshop-final-report.html) and <http://www.ecosystemassessments.net/resources/meetings-workshops/workshops-organised-by-unepl/94-mainstreaming-ecosystem-services-other-resources.html>.

of the actions. In order to carry out this role effectively, BTI must use the three functions of UNCTAD and its comparative advantages to good effect (see section 5).

It is important to mention that the BioTrade Strategy 2020 is not broken down into separate parts; rather each action must be carried out as an integral part of the whole. This means that the strategy must be implemented using a holistic approach to promote the development of biodiversity business to achieve the strategic vision 2020: “States and their peoples harness the benefits of well-preserved ecosystem services in a sustainable and inclusive manner”.

In this regard, to achieve successfully the strategic vision, there are external factors that might have an influence, which might be out of the reach of BTI and UNCTAD. This is reflected in the attribution gap (see table 2, section 6.3).

### **Component objective 1: Contribute to the development of markets for products and services derived from the sustainable use of biodiversity<sup>33</sup>**

Value chains that use biodiversity sustainably must be more profitable for all the operators. Therefore the valuation, harnessing and communication<sup>34</sup> of the values of ecosystem services at the different levels<sup>35</sup> as well as for the different functions<sup>36</sup> of the value chains, the implementation of benefit-sharing mechanisms and the promotion of public–private platform for dialogue can contribute to achieving this objective.

It is necessary to disseminate effectively through the different levels of the value chain the economic, social, environmental and functional values of products and services derived from the sustainable use of biodiversity (BioTrade). This will help increase the awareness of consumers thereof as well as of the added values that sustainable production contributes to world nature conservation, broader well-being and development goals. For example, BTI could support the development of strategies considering the interest of different players involved in order to raise consumer awareness and communicate the values of ecosystem services and BioTrade products using specialized vehicles, such as fairs, sustainability summits, documentaries and publicity campaigns.

It is also important to clarify (harmonize) the messages conveyed to consumers by the different certification programmes about native, wild and traditionally managed products. BTI can play an important role in identifying the state of the art of the various initiatives that certify wild products, conducting a cross-cutting analysis of their objectives and how they treat BioTrade products and in promoting joint efforts to adjust and adopt some of the guidelines of the BioTrade Principles and Criteria concerning such products.

The implementation of financial mechanisms, such as payment for ecosystem services (carbon sequestration, biodiversity) in the area of origin of raw materials with good forest management and complying with existing certification standards, and the development of public or private compensation funds to promote BioTrade products are measures that could be put into practice as pilot projects. The lessons learned would provide valuable input on direct incentives, which are important for sustainable management and market development.

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<sup>33</sup> Relates to Aichi targets 1, 2, 3, 4, 7, 15, 16 and assumptions: 1, 2, 3, 4, 5 and 6.

<sup>34</sup> Certification, eco-labelling, reporting and other mechanisms and campaigns.

<sup>35</sup> Economic operators, service providers and the regulatory environment.

<sup>36</sup> Production/collection, processing, marketing and consumption.

BTI could contribute to building the capacities of developing countries through the development of guides and guidelines on subjects of interest to BioTrade players, for example, how to implement benefit-sharing mechanisms in value chains based on the sustainable use of ecosystem services (supply of raw materials, payment for ecosystem services, carbon capture, instruments and tools for the valuation of biodiversity), and how to estimate externalities in priority sectors supported by the BioTrade network such as natural ingredients, food and tourism.

In order to put these measures into practice, qualified technical assistance and service providers are required to provide players in the value-chain with guidance on the different mechanisms and emerging issues relating to BioTrade. Guides, tools and guidelines on the links between the different mechanisms and relevant issues and BioTrade value chains are required to strengthen service provider capacities.

### **Component objective 2: Creation of an enabling environment for trade in goods and services derived from the sustainable use of biodiversity<sup>37</sup>**

The term “enabling environment” in this context means the set of policies, institutions, social norms and collective agreements that can be used individually or in combination by governments, businesses and other stakeholders to promote biodiversity-based businesses, particularly BioTrade. This component is linked to the first objective, as market creation requires a mix of legal and regulatory elements, which must be promoted and implemented.

BTI could take advantage of its three key functions to operate as a think tank, identifying and promoting opportunities for the development of relevant policies, regulations and special tax schemes for BioTrade businesses and building consensus on the importance of these political and institutional reforms.

The outcomes here show that governments acknowledge the value of biodiversity in development and implement effective policy instruments to promote investment and trade in products and services derived from the sustainable use of biodiversity. This includes policy frameworks, regulatory measures and voluntary initiatives.

BTI contributions to this process include the following:

- Mainstreaming BioTrade issues in World Trade Organization (WTO) commissions: It is proposed that UNCTAD support efforts to strengthen the participation of the secretariats of the MEAs most relevant to BioTrade (CBD, CITES, UNFCCC) as observers in WTO and endeavour to keep the discussion of trade and the environment on the agendas of the Committee on Trade and Environment and the Committee on Technical Barriers to Trade;
- Strengthening the capacities of trade and environmental negotiators and ministry representatives of developing and developed countries in the area of BioTrade and its relationship with emerging issues, such as environmental goods and services, ABS, incentives and ecosystem services.

As part of this component, BTI could also provide government representatives with information, knowledge, experience and capacity-building on subjects such as market-based mechanisms to promote BioTrade and innovative financial instruments (direct payment for conservation, environmental taxes, carbon markets, biodiversity offsets, innovative taxation models and fiscal incentives) to promote conservation and the sustainable use of biodiversity.

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<sup>37</sup> Relates to Aichi targets 1, 2, 4, 7, 17; 20 and to assumptions: 1, 2, 3, 5 and 6.

Governments should create and develop capacities to promote BioTrade at the national level, mainstream it into national biodiversity strategies and action plans and develop or strengthen BioTrade promotion programmes (capacity-building, financing and strong incentives) aimed at the business sector. This work should be led by national BioTrade partners with support from BTI, which could provide information about relevant cases, promote dialogue at the macro level and advocacy in selected value chains to move BioTrade to the top of the agenda.

### **Component objective 3: Mainstreaming of BioTrade into other policy and thematic areas<sup>38</sup>**

The first two goals can be achieved through the BioTrade Initiative, which combines research and analysis, consensus-building and technical assistance functions and can mainstream BioTrade into other policy and thematic areas both inside and outside UNCTAD.

This can increase awareness on the important contribution of businesses based on ecosystem services to the development of countries and to promote political and institutional reforms. Economic valuation of the contributions of the main biodiversity-based sectors (priority sectors), for example, could help bring about policy change.

The expected outcomes show BioTrade promoted as an instrument for sustainable development by relevant organizations nationally and internationally. This will involve national and international organizations harnessing synergies with the BioTrade instrument to promote the area that they are concerned with (e.g. protected areas, access and benefit-sharing, climate change, investment, development planning and peacebuilding).<sup>39</sup>

In order to scale up BTI, it is important to enlist UNCTAD divisions and branches in the process to facilitate the integration of ecosystem services in general and the contributions made by sustainable trade in goods delivered. This can be achieved by providing services (e.g. food and raw materials) and regulating services (e.g. carbon capture) and cultural services (e.g. traditional knowledge<sup>40</sup> and ecotourism) to contribute to the sustainable development of countries.

BioTrade requires a platform for dialogue, where players involved in initiatives promoting trade in products derived from the sustainable use of biodiversity can discuss different perspectives of the application of the BioTrade concept and Principles and Criteria. The development of a BioTrade clearing-house mechanism to discuss strategic BioTrade issues and priority directions for policymakers and practitioners would be useful in this area.

Other measures include the organization of and participation in international and sectoral conferences; the preparation of case studies with examples illustrating the mandates received in different MEAs (Conference of the Parties – COPs), the preparation of technical meetings and the organization of side events at COPs of the multilateral environmental agreements most relevant to BioTrade on issues relating to the BTI Strategy 2020 and the preparation of studies mapping the contribution that the sustainable use of well-managed ecosystem services makes to human well-being and showing how the contribution of BioTrade fits in.

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<sup>38</sup> UNCTAD/DITC/TED/2012/8 BioTrade Designer's Toolkit – *Fique*; Aichi targets 14, 15 and 20, and assumptions 1, 2, 3, 4 and 5.

<sup>39</sup> This is an initiative partnered with UNDP.

<sup>40</sup> According to UNEP and UNESCO. For further reference, see <http://www.unep.org/maweb/documents/document.319.aspx.pdf>.

### 6.3 Inputs for the formulation of the BioTrade Strategy 2020

The following table summarizes the inputs for the formulation of the Strategy.

**Table 2**

**Inputs for the formulation of the BioTrade Strategy 2020: Results chain and players**

|  |                                    |   |  |   |                 |
|--|------------------------------------|---|--|---|-----------------|
| What macro-level goals are being pursued?                          | <b>Indirect benefit</b>            | Sustainable development (environmental, social, economic)   | MEAs: CITES  | Strategic Plan for Biodiversity   | UNCTAD mandates |
| What impact will changes in user behaviour have?                   |                                    | States harness the benefits arising from ecosystem services in a sustainable and inclusive manner   |  |   |                 |
| <i>Attribution gap</i>   |                                    |   |  |   |                 |
| Direct benefit: What changes are desired?                          | <b>Overall goal</b>                | States, civil society and business create and benefit from an enabling environment for trade in products and services derived from the sustainable use of biodiversity  |  |   |                 |
|  | <b>Component objective</b>         | Development of markets for products and services derived from the sustainable use of biodiversity (SP goal A, Aichi target 4) (Assumptions 1, 2, 3, 4, 5 and 6)   | Creation of an enabling policy and institutional environment for trade in goods and services derived from the sustainable use of biodiversity (SP goal A, Aichi target 1) (SP goal B, Aichi target 5) (Assumptions 1, 2, 4, 5 and 6)   | Mainstreaming BioTrade into other policy and thematic areas (SP goal A, Aichi targets 1, 2 and 3) (SP goal C, Aichi targets 11 and 12)  |                 |
|  | <b>Effectiveness OUTCOMES</b>      | Value chains of products and services that use biodiversity sustainably are more profitable for all operators and value ecosystem services (SP goal A, Aichi targets 2 and 3) (SP goal B, Aichi target 5) (SP goal C, Aichi targets 14, 15 and 16)  | States recognize the value of biodiversity for development and the green economy and implement development policies for products and services derived from the sustainable use of biodiversity (particularly BioTrade) (SP goal A, Aichi target 2) (SP goal C, Aichi target 16)  | The BioTrade concept is promoted as an instrument that contributes to sustainable development by relevant organizations nationally and internationally  |                 |
| Who will use the services and how?                                 | <b>Use of services</b>             | <ul style="list-style-type: none"> <li>Value-chain players successfully capture and communicate the values derived from the sustainable use of biodiversity</li> <li>Value-chain players implement innovative financial mechanisms (e.g. payment for ecosystem services and carbon sequestration) and demonstrate their contribution to climate change</li> </ul>   | <ul style="list-style-type: none"> <li>States create capacities at the national level to promote BioTrade</li> <li>States incorporate BioTrade into national biodiversity strategies and action plans</li> <li>States provide training and development programmes for businesses</li> </ul>  | <ul style="list-style-type: none"> <li>National and international organizations harness synergies with the BioTrade instrument to promote the area they are concerned with (e.g. protected areas, access and benefit-sharing, climate change)</li> <li>UNCTAD branches/division recognize the value of the BioTrade and promote its implementation</li> </ul> |                 |
| What products or services does BTI provide to achieve the results? | <b>Products/services (OUTPUTS)</b> | <ul style="list-style-type: none"> <li>Provide information on the value of biodiversity in specific sectors (sectoral TEEB study) and support pilot projects</li> <li>Develop consumer awareness and communication strategies in conjunction with consumption initiatives (fairs, virtual market place)</li> <li>Train qualified service providers to give guidance to players in the value chain on the different methodologies and mechanisms.</li> <li>Further the conceptual development of links between environmental financing mechanisms and BioTrade value chains</li> </ul> | <ul style="list-style-type: none"> <li>Support secretariats of MEAs relevant to BioTrade for participation in WTO</li> <li>Provide governments with knowledge and experience on relevant BioTrade subjects and emerging issues (e.g. benefit-sharing and incentives)</li> <li>Provide information inter alia on links between BioTrade and ecosystem services to stakeholders</li> </ul> | <ul style="list-style-type: none"> <li>Provide information on links between BioTrade and other issues and share experiences</li> <li>Deliver papers at sectoral conferences</li> <li>Develop a BioTrade clearing-house mechanism to discuss strategic BioTrade issues and priority directions for policymakers and practitioners</li> </ul>                   |                 |

|                      |                   |   |   |   |
|----------------------|-------------------|---|---|---|
| How are inputs used? | <b>Activities</b> | <ul style="list-style-type: none"> <li>• Select relevant species/ecosystems for case studies to be used in communication strategies</li> <li>• Implement pilot cases</li> <li>• Record and analyse previous experiences</li> <li>• Take advantage of mass events to promote BioTrade (World Cup, COPs)</li> <li>• Carry out capacity-building, training and technical assistance</li> </ul> | <ul style="list-style-type: none"> <li>• Identify, record, analyse and disseminate relevant case studies</li> <li>• Promote dialogue and cooperation at the macro level in selected value chains</li> <li>• Prepare technical papers: <ul style="list-style-type: none"> <li>– contribution of BioTrade to the green economy</li> <li>– relation between BioTrade and ecosystem services and development plans</li> </ul> </li> <li>• Carry out capacity-building, training and technical assistance</li> </ul> | <ul style="list-style-type: none"> <li>• Participate in technical meetings, such as COPs and other international conferences, organize side events (e.g. discussion forums)</li> <li>• Prepare case studies and impact studies on mandates granted by MEAs</li> <li>• Hold expert meetings</li> <li>• Hold an annual conference</li> <li>• In-house/external fundraising</li> </ul> |
|----------------------|-------------------|---|---|---|

### Players:

The unsustainable use of ecosystem services affects different sectors of the population indiscriminately. The BTI Strategy 2020 should be implemented by adopting a multidisciplinary approach, with a high level of participation and engagement on the part of all relevant players. In putting the strategy into action, it is important to involve decision-makers, academics, and representatives of the public and private sectors and of civil society in the preparation and implementation of the proposed activities. Below is a list of relevant players with whom synergies could be sought in the implementation of each component.

#### Component objective 1

- ⇒ Players selected from prioritized value chains being supported by BioTrade partners, such as the cosmetics, food and fashion sectors
- ⇒ Union for Ethical BioTrade (UEBT): *Biodiversity Barometer*
- ⇒ BioTrade regional partners such as PhytoTrade Africa with their experience on market development and access
- ⇒ CITES, with the implementation of the UNCTAD-CITES MOU
- ⇒ BioTrade international partners such as International Trade Centre (ITC) as well as trade development organizations and import promotion programmes (Swiss Import Promotion Programme-SIPPO, Dutch Centre for the Promotion of Imports from developing countries-CBI)

Other organizations such as the International Institute for Sustainable Development (IISD), the World Resources Institute (2010 Global Ecolabel Monitor),<sup>41</sup> the UNEP/World Conservation Monitoring Centre (WCMC), International Social and Environmental Accreditation and Labelling (ISEAL), the International Federation of Organic Agriculture Movements (IFOAM)/Fair Trade Labelling Organization, the Research Institute of Organic Agriculture (FiBL)/IFOAM/International Trade Centre (ITC), the Organic Monitor, the United Nations Reducing Emissions from Deforestation and Forest Degradation (REDD+) Programme, the European Union Directorate-General Environment, Directorate-General Communication, and the Gallup Organization Hungary: *Eurobarometer*.

#### Component objective 2

- ⇒ National programmes and regional initiatives working in BioTrade: the Andean Community (CAN), Andean Development Corporation (CAF), the Amazon Cooperation Treaty Organization (OTCA), and PhytoTrade Africa
- ⇒ National focal points for CBD and CITES, and other relevant MEAs

<sup>41</sup> It is a comprehensive survey on the performance and organization status of ecolabels around the world. Results available at: [www.ecolabelindex.com](http://www.ecolabelindex.com)

Other players such as national economy and planning departments in beneficiary countries, OECD Environmental Economics, the UNCTAD Virtual Institute and the TrainforTrade Programme. Additionally, the work carried out within the framework of economic integration organizations in Africa and Asia should be reviewed.

**Component objective 3**

- ⇒ MEAS, particularly CBD and CITES
- ⇒ UNCTAD divisions and branches
- ⇒ National Secretaries for biodiversity, forests and protected areas, as well as other sectors (economy, planning, trade)
- ⇒ UUNESCO): Man and the Biosphere programme – biosphere reserves. Specific cases relating to products from these areas could be identified and analysed, highlighting lessons learned about their impact.
- ⇒ United Nations: various initiatives, programmes, and groups. For example via the Environmental Management Group (EMG)/Issue Management Group (IMG) on Biodiversity.

## Annexes

### Annex 1

#### **Strategic Plan for Biodiversity 2011–2020<sup>42</sup>**

The vision of the Strategic Plan is a world of “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. ”

The mission of the Strategic Plan is to “take effective and urgent action to halt the loss of biodiversity in order to ensure that by 2020 ecosystems are resilient and continue to provide essential services, thereby securing the planet’s variety of life, and contributing to human well-being, and poverty eradication. To ensure this, pressures on biodiversity are reduced, ecosystems are restored, biological resources are sustainably used and benefits arising out of utilization of genetic resources are shared in a fair and equitable manner; adequate financial resources are provided, capacities are enhanced, biodiversity issues and values mainstreamed, appropriate policies are effectively implemented, and decision-making is based on sound science and the precautionary approach.”

#### ***Strategic goal A. Address the underlying causes of biodiversity loss by mainstreaming biodiversity across government and society***

*Target 1:* By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably.

*Target 2:* By 2020, at the latest, biodiversity values have been integrated into national and local development and poverty reduction strategies and planning processes and are being incorporated into national accounting, as appropriate, and reporting systems.

*Target 3:* By 2020, at the latest, incentives harmful to biodiversity, including subsidies, are eliminated, phased out or reformed in order to minimize or avoid negative impacts, and positive incentives for the conservation and sustainable use of biodiversity are developed and applied, consistent and in harmony with the Convention and other relevant international obligations, taking into account national socioeconomic conditions.

*Target 4:* By 2020, at the latest, governments, business and stakeholders at all levels have taken steps to achieve or have implemented plans for sustainable production and consumption and have kept the impacts of use of natural resources well within safe ecological limits.

#### ***Strategic goal B. Reduce the direct pressures on biodiversity and promote sustainable use***

*Target 5:* By 2020, the rate of loss of all natural habitats, including forests, is at least halved, and where feasible, brought close to zero, and degradation and fragmentation are significantly reduced.

*Target 6:* By 2020, all fish and invertebrate stocks and aquatic plants are managed and harvested sustainably, legally and applying ecosystem-based approaches, so that overfishing is avoided, recovery plans and measures are in place for all depleted species, fisheries have no significant adverse impacts on threatened species and vulnerable ecosystems and the impacts of fisheries on stocks, species and ecosystems are within safe ecological limits.

*Target 7:* By 2020, areas under agriculture, aquaculture and forestry are managed sustainably, ensuring conservation of biodiversity.

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<sup>42</sup> See <http://www.cbd.int/decision/cop/?id=12268>.



*Target 8:* By 2020, pollution, including from excess nutrients, has been brought to levels that are not detrimental to ecosystem function and biodiversity.

*Target 9:* By 2020, invasive alien species and pathways are identified and prioritized, priority species are controlled or eradicated, and measures are in place to manage pathways to prevent their introduction and establishment.

*Target 10:* By 2015, the multiple anthropogenic pressures on coral reefs, and other vulnerable ecosystems affected by climate change or ocean acidification are minimized, so as to maintain their integrity and functioning.

***Strategic goal C. Improve the status of biodiversity by safeguarding ecosystems, species and genetic diversity***

*Target 11:* By 2020, at least 17 per cent of terrestrial and inland water areas, and 10 per cent of coastal and marine areas, especially areas of particular importance for biodiversity and ecosystem services, are conserved through effectively and equitably managed, ecologically representative and well-connected systems of protected areas and other effective area-based conservation measures, and integrated into the wider landscapes and seascapes.

*Target 12:* By 2020, the extinction of known threatened species has been prevented and their conservation status, particularly of those most in decline, has been improved and sustained.

*Target 13:* By 2020, the genetic diversity of cultivated plants and farmed and domesticated animals and of wild relatives, including other socioeconomically as well as culturally valuable species, is maintained, and strategies have been developed and implemented for minimizing genetic erosion and safeguarding their genetic diversity.

***Strategic goal D. Enhance the benefits to all from biodiversity and ecosystem services***

*Target 14:* By 2020, ecosystems that provide essential services, including services related to water, and contribute to health, livelihoods and well-being, are restored and safeguarded, taking into account the needs of women, indigenous and local communities, and the poor and vulnerable.

*Target 15:* By 2020, ecosystem resilience and the contribution of biodiversity to carbon stocks have been enhanced through conservation and restoration, including restoration of at least 15 per cent of degraded ecosystems, thereby contributing to climate change mitigation and adaptation and to combating desertification.

*Target 16:* By 2015, the Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilization is in force and operational, consistent with national legislation.

***Strategic goal E. Enhance implementation through participatory planning, knowledge management and capacity-building***

*Target 17:* By 2015, each Party has developed, adopted as a policy instrument, and has commenced implementing an effective, participatory and updated national biodiversity strategy and action plan.

*Target 18:* By 2020, the traditional knowledge, innovations and practices of indigenous and local communities relevant for the conservation and sustainable use of biodiversity, and their customary use of biological resources, are respected, subject to national legislation and relevant international obligations, and fully integrated and reflected in the implementation of the Convention with the full and effective participation of indigenous and local communities, at all relevant levels.

*Target 19:* By 2020, knowledge, the science base and technologies relating to biodiversity, its values, functioning, status and trends, and the consequences of its loss, are improved, widely shared and transferred, and applied.

*Target 20:* By 2020, at the latest, the mobilization of financial resources for effectively implementing the Strategic Plan for Biodiversity 2011–2020 from all sources, and in accordance with the consolidated and agreed process in the Strategy for Resource Mobilization, should increase substantially from the current levels. This target will be subject to changes contingent to resource needs assessments to be developed and reported by Parties.

## Annex 2

### List of interviews

| <b>Name</b>          | <b>Institution</b>   |
|----------------------|--|
| Kate Larsen          | Burberry Ltd   |
| Maria Teresa Becerra | CAN  |
| Juan Carlos Vasquez  | CITES  |
| Ana Carolina Benitez | Corporación de Promoción de Exportaciones Ecuador<br>Proyecto Biocomercio Economics, Trade and Incentive Measures<br>CBD |
| Markus A. Lehmann    |  |
| Sam Suuti            | Export Promotion Office – Uganda   |
| Eduardo Ferre        | Instituto Peruano de Productos Naturales   |
| Alexander Kasterine  | International Trade Center<br>Trade, climate change and environment  |
| Michel Mane          | Mane   |
| Maria Arguello       | Ministerio de Ambiente – Ecuador   |
| Tedy Escarabay       | Ministerio de Ambiente – Ecuador   |
| Miriam Cerdan        | Ministerio de Ambiente – Perú  |
| Jaime Cardenas       | Programa GEF-CAN-UNEP  |
| Roberto Duarte       | Programa Perú Biodiverso GIZ- Perú   |
| Leticia Pina         | Programa Regional GIZ-OTCA   |
| Vanessa Ingar        | PROMPERU   |
| Rik Kutsch           | UEBT   |
| Lucas Assuncao       | UNCTAD BioTrade Initiative   |
| Eduardo Escobedo     | UNCTAD BioTrade Initiative   |
| Lorena Jaramillo     | UNCTAD BioTrade Initiative   |
| Glaucia Boyer        | UNDP BCPR  |
| Hans W. Steisslinger | Weleda Group   |
| Elise Rebut          | Yves Rocher – NRSC   |

In addition, during BTFP II partners meeting in May 2011, the consultant discussed with and inputs were received from representatives from: PhytoTrade Africa, International Finance Corporation, UEBT, ITC and UNCTAD.

## **Annex 3**

### **UNCTAD mandates**

Established in 1964, UNCTAD is the focal point within the United Nations system with respect to issues on the integrated treatment of trade and development and interrelated issues regarding finance, technology, investment and sustainable development, with a view to assisting in the development-friendly integration of developing countries into the global economy. UNCTAD currently serves as a forum for intergovernmental discussions and deliberations aimed at consensus-building, undertakes policy research and analysis and data collection, and provides technical assistance to developing countries with respect to such issues.

Mandates are established for UNCTAD to work in the area of BioTrade in the Plan of Action Bangkok 2000, UNCTAD XI – São Paulo Consensus 2004 and UNCTAD XII – Accra Accord 2008.

#### ***Extracts from Doha Declaration (UNCTAD XIII)***

The Doha Mandate (2012) reaffirms and builds upon the Accra Declaration (2008) which remains valid and relevant.

#### ***Extracts from the Accra Declaration and the Accra Accord (UNCTAD XII)***

##### ***Accra Declaration***

- We commend UNCTAD – as the focal point of the United Nations for the integrated treatment of trade and development and the interrelated issues in the areas of finance, technology, investment and sustainable development – for its substantial contribution to advancing the development agenda and supporting developing countries to address challenges and maximize benefits from the globalized world economy. We reiterate our commitment to UNCTAD (para. 2).

##### ***Accra Accord***

- In an increasingly complex global economy, UNCTAD has an important role to play as an institution with universal membership and a mandate to serve as the focal point of the United Nations for the integrated treatment of trade and development and interrelated issues in the areas of finance, technology, investment and sustainable development (para 8).
- UNCTAD, within its mandate, should make a contribution to the implementation and follow-up to the outcomes of relevant global conferences. It should continue to contribute to the achievement of the internationally agreed development goals, including the Millennium Development Goals. With all aspects of its work, it will help to implement the global development agenda and pave the way to 2015. It should also contribute to the implementation of specific actions requested in the 2005 World Summit, the Programme of Action for the Least Developed Countries for the Decade 2001–2010, the Monterrey Consensus of the International Conference on Financing for Development, the Johannesburg Plan of Implementation agreed at the World Summit on Sustainable Development, and the Declaration of Principles and the Plan of Action of the World Summit on the Information Society. It should also contribute to furthering the implementation of the internationally agreed goals in the Doha Ministerial Declaration and other relevant decisions (para. 11).

##### ***Policy analysis***

- The conservation and sustainable use of biodiversity provides new opportunities for developing countries' trade and investment, as well as for their small and medium-sized enterprises dealing with biodiversity products. Trade in products and services related to biodiversity provides, for some countries, an important tool for preserving biodiversity and

enhancing development, while acknowledging the social, cultural, legal and economic complexity of this issue (para. 59).

### **Policy response**

- The conservation and sustainable use of biodiversity provide opportunities in trade, investment and development for developing countries. Strategies to facilitate trade in products and services related to biodiversity should be considered, as appropriate, to promote trade and sustainable development (para. 84).

### **UNCTAD's Contribution**

- UNCTAD, as the focal point within the United Nations system for the integrated treatment of trade and development and interrelated issues in the areas of finance, technology, investment and sustainable development, should conduct research into and analysis of macroeconomic policies, trade, investment, finance, debt and poverty, and their interdependence. Such research should be used to help developing countries to meet their development goals, including poverty eradication, to improve the welfare of their citizens and to address the opportunities and challenges created by globalization (para. 35).
- UNCTAD should continue its important role and specificity in delivering policy analysis and identifying policy options at the global and national levels. In its work on globalization and development strategies, UNCTAD should focus on (para. 36):
  - (a) Identifying specific needs and measures arising from the interdependence between trade, finance, investment, technology and macroeconomic policies from the point of view of its effect on development;
  - (b) Contributing to a better understanding of coherence between international economic rules, practices and processes, on the one hand, and national policies and development strategies, on the other;
  - (c) Supporting developing countries in their efforts to formulate development strategies adapted to their specific circumstances and to the opportunities and challenges of globalization;
  - (d) Addressing the complex and wide-ranging special needs and problems faced by landlocked developing countries, small island developing States and other structurally weak, vulnerable and small economies;
  - (e) Contributing to the global development policy debate by highlighting the interlinkages between globalization, trade and development indicators based on reliable and timely statistics.
- UNCTAD's expertise should be used to explore how globalization can support inclusive and equitable development, sustainable growth and appropriate development strategies, including an enabling environment for the private sector. It should also contribute to the objective of promoting full and productive employment by examining, in cooperation with the International Labour Organization (ILO) and other relevant international organizations, the contribution of trade to growth, employment creation and poverty reduction (para. 37).
- At the international level, UNCTAD's work should contribute to increasing coherence in global economic policymaking, particularly in terms of the interdependence and consistency of international trade, investment and financial policies and arrangements, with a view to helping developing countries to integrate successfully into the global economy and to reap greater benefits from globalization. (para. 38)
- At the national level, areas to which UNCTAD should give special attention include (para. 39):
  - (a) The impact of growth- oriented macroeconomic and financial policies on development;
  - (b) The creation of an enabling environment for the private sector and entrepreneurial investment;

- (c) Policies to enhance the productive capacity of developing countries, particularly the least developed countries (LDCs), and improve their ability to compete in the global economy;
  - (d) Poverty eradication, income distribution and public revenue systems;
  - (e) Strengthening development-relevant domestic institutions.
- UNCTAD, within its mandate and without duplicating the ongoing work of other organizations, should consider climate change in its ongoing work of assisting developing countries with trade and investment-related issues in development strategies (para. 100).
  - UNCTAD should continue to provide support to developing countries and countries with economies in transition on issues at the interface between trade and environment, such as market access, agriculture, the transfer of environmentally sound technology, environmental goods and services, environmentally preferable products and standards, including issues concerning eco-labelling and certification costs, and follow-up on trade-related issues contained in the Johannesburg Plan of Implementation. It should strengthen work on the United Nations Environment Programme (UNEP)-UNCTAD Capacity-Building Task Force on Trade, Environment and Development (para. 101).
  - UNCTAD should continue to build on its experience to enhance its BioTrade Initiative, which gives support to the growing market for biodiversity products and services produced in a sustainable manner. The BioTrade Initiative should continue to support the creation of an enabling policy and environment to foster private sector engagement in the sustainable use and conservation of biodiversity, while acknowledging the social, cultural, legal and economic complexity of this issue (para. 102).

As a United Nations initiative, BTI should contribute to the implementation of some key aspects of the Paris Declaration and the Accra Agenda for Action, notably to improving donor harmonization and aid effectiveness, and thereby better developing the potential interface between sustainable natural resources management, trade and governance and poverty alleviation.

#### ➤ **The Paris Declaration**

Outlines the following five fundamental principles for making aid more effective:

1. Ownership: Developing countries set their own strategies for poverty reduction, improve their institutions and tackle corruption.
2. Alignment: Donor countries align behind these objectives and use local systems.
3. Harmonization: Donor countries coordinate, simplify procedures and share information to avoid duplication.
4. Results: Developing countries and donors shift focus to development results and results get measured.
5. Mutual accountability: Donors and partners are accountable for development results.

#### ➤ **The Accra Agenda for Action**

Designed to strengthen and deepen implementation of the Paris Declaration, the Accra Agenda for Action (AAA, 2008) takes stock of progress and sets the agenda for accelerated advancement towards the Paris targets. It proposes the following main areas for improvement:

Ownership: Countries have more to say about their development processes through wider participation in development policy formulation, stronger leadership on aid coordination and more use of country systems for aid delivery.

Inclusive partnerships: All partners – including donors in the OECD Development Assistance Committee and developing countries, as well as other donors, foundations and civil society – participate fully.

Delivering results: Aid is focused on real and measurable impact on development.

Capacity development – To build the ability of countries to manage their own future – also lies at the heart of the AAA.

Source: <http://www.oecd.org/dataoecd/11/41/34428351.pdf>.

### ➤ **Multilateral environmental agreements**

UNCTAD's work on BioTrade is in line with the three objectives of the Convention on Biological Diversity (CBD). It frames the implementation of its activities within the global conservation and development objectives established under the Millennium Development Goals, the Commission on Sustainable Development (CSD), the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), the United Nations Convention to Combat Desertification and the Ramsar Convention on Wetlands. It is also in line with trade-related aspects of CBD, specifically article 10 on the sustainable use of components of biological diversity, article 11 on incentive measures and several decisions adopted at recent COPs.

## References

| <i>Year</i> | <i>Author</i>   | <i>Title</i>  | <i>Abstract</i>   | <b>Available at</b>   |
|-------------|---|---|---|---|
| 2004        | UNEP  | Economic Instruments in Biodiversity-Related Multilateral Environmental Agreements                      | <p>This study looks at the current and potential role, as well as the possible limitations of economic instruments in the context of CBD, CITES and the Ramsar Conventions. Illustrates the main types of economic instruments for biodiversity protection and identifies the three MEAs principal provisions and negotiations on economic instruments.</p> <p>Using examples, the study suggests some thematic areas where the use of economic instruments could be further developed and discusses some of the conditions for the successful implementation of such instruments. There are significant further opportunities to realize synergies on the local, national and international levels. This includes the application of economic instruments that can assist in implementing more than one Convention and the further identification of capacity-building needs of developing countries for the design and effective use of appropriate economic instruments in the future.</p> | <a href="http://www.unep.ch/etb/publications/EconInst/econInstBioMea.pdf">http://www.unep.ch/etb/publications/EconInst/econInstBioMea.pdf</a>   |
| 2008        | Third High-level Forum on Aid Effectiveness   | Accra Agenda for Action   | Government ministers of developing and donor countries responsible for promoting development and heads of multilateral and bilateral development institutions endorsed a statement to accelerate and deepen implementation of the Paris Declaration on Aid Effectiveness.   | <a href="http://siteresources.worldbank.org/ACCRAEXT/Resources/4700790-1217425866038/AAA-4-SEPTEMBER-FINAL-16h00.pdf">http://siteresources.worldbank.org/ACCRAEXT/Resources/4700790-1217425866038/AAA-4-SEPTEMBER-FINAL-16h00.pdf</a> |
| 2009        | Cosbey A, Trade and Investment Programme, International Institute for Sustainable Development | A Sustainable Development Roadmap for the WTO   | The impasse in the Doha negotiations offers both grounds for concern about the current regime's model, and the breathing space in which to thoughtfully consider how that model might better serve today's needs. This short book argues that WTO has committed to sustainable development as one of its basic objectives and asks what the Organization would look like if that objective were rigorously pursued. The answers (that range across areas as diverse as dispute settlement, accession, trade and environment, trade and development, and the negotiation process) identify what needs to be done and what role WTO should play. The result is a timely roadmap for helping WTO achieve its full economic, environmental and social potential.  | <a href="http://www.iisd.org/publications/pub.aspx?id=1196">http://www.iisd.org/publications/pub.aspx?id=1196</a>   |
| 2009        | Treves A and Jones SM   | Market Financing for Biodiversity Conservation and Strategic Tradeoffs for Wildlife-Friendly Eco-Labels | Consumers buying products labelled "eco-friendly" may hope to help conserve the environment, yet the credibility of eco-labels varies. Wildlife conservation poses special challenges for eco-label claims because wild animal populations fluctuate naturally and field verification of impacts can be slow, complex and costly. This brief defines three types of eco-labels according to their potential to conserve wildlife and examines the obstacles to convincing consumers of eco-label claims.  |   |



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| 2005 | Beattie AJ                          | Ecosystems and Human Well-Being: Current State and Trends, chapter 10, New products and industries from biodiversity | This chapter explores modern and emerging biodiversity-based products and industries and largely excludes traditional ones that have been developed throughout history. However, traditional uses of biodiversity are included when they have contributed to new ventures.  | <a href="http://www.maweb.org/documents/document.279.aspx.pdf">http://www.maweb.org/documents/document.279.aspx.pdf</a>   |
| 2010 | BioTrade Initiative PNUD            | Biotrade Potential for Growth and Sustainability   | This publication was prepared by Lorena Jaramillo Castro, Project Officer of the BioTrade Initiative of United Nations Conference on Trade and Development (UNCTAD) as a contribution to the United Nations Development Programme (UNDP) Regional Initiative entitled "Latin America and the Caribbean: A Biodiversity Superpower".   | <a href="http://web.undp.org/latinamerica/biodiversity-superpower/Supplementary_Papers_Biotrade/UNCTAD_BioTrade_Paper.pdf">http://web.undp.org/latinamerica/biodiversity-superpower/Supplementary_Papers_Biotrade/UNCTAD_BioTrade_Paper.pdf</a> |
| 2008 | Bishop J et al.                     | Building Biodiversity Business   | This report, the fruit of collaboration between IUCN and Shell International Limited, aims to identify potential market-based mechanisms and new business opportunities to conserve biodiversity. It represents the results of consultation with more than 60 organizations, including commercial banks and insurance companies, private foundations, multilateral and bilateral aid agencies, NGOs, think tanks, academics and investment fund managers. There is a need to build on existing initiatives, recruit additional investors and entrepreneurs, and raise the bar in terms of both the scale and conservation benefit of private investment. To this end, three separate but related institutional functions must be fulfilled: namely the development of appropriate enabling policy, the provision of technical and managerial support tailored to biodiversity business and access to appropriate finance from investors who understand the particular constraints and opportunities of creating new businesses and markets. | <a href="http://data.iucn.org/dbtw-wpd/edocs/2008-002.pdf">http://data.iucn.org/dbtw-wpd/edocs/2008-002.pdf</a>   |
| 2005 | Pires CFB                           | Comercio e meio ambiente e a Organizacao Mundial do Comercio   | O objetivo do artigo e mostrar como vem se dando a discussao sobre a relacao comercio/meio ambiente no ambiente do Gatt/OMC e como estao sendo conduzidos os trabalhos na organizacao para procurar um equilibrio ente os dois temas.   |   |
| 2001 | Bräuer I et al.                     | The Use of Market Incentives to Preserve Biodiversity  | Market based instruments (MBIs) are increasingly discussed in the political debate over future strategies for biodiversity conservation. The reasons for this are twofold. Firstly, MBIs offer policymakers new ways to reach conservation objectives more cheaply, as MBIs use market forces to pass on incentives. Secondly, MBIs can complement traditional regulatory measures, for example, by generating revenue to fund public conservation management. The objective of this scoping study was to research how MBIs are currently used for biodiversity conservation and to assess the success or failure of these instruments and their potential for further use  | <a href="http://ec.europa.eu/environment/enveco/biodiversity/pdf/mbi.pdf">http://ec.europa.eu/environment/enveco/biodiversity/pdf/mbi.pdf</a>   |
| 2010 | Brazil Ministry of the Environment, | Fourth National Report to the Convention on  | Brazil's Fourth National Report to CBD presents the country's progress in the achievement of this global target and the current status of the Brazilian ecosystems and biodiversity.  | <a href="http://www.cbd.int/doc/world/br/br-nr-04-en.pdf">http://www.cbd.int/doc/world/br/br-nr-04-en.pdf</a>   |

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|      | Secretariat of Biodiversity and Forests | Biological Diversity Brazil   |   |   |
| 2007 | Business for Social Response BSR        | The New Markets for Services: A Corporate Manager's Guide to Trading in Air, Climate, Water and Biodiversity Assets | This resource guide introduces corporate decision-makers to the broad suite of market-based mechanisms related to the environment, with a specific focus on formal markets. It is intended to assist corporate managers in assessing the potential risks and opportunities of engagement within these markets. It is not intended to compare various economic mechanisms related to environmental restoration and conservation (such as markets versus taxes), nor does it imply a preference for markets versus other economic incentives. Rather, this resource guide seeks to offer corporate managers with the background information needed to begin assessing the relevance, risks and opportunities associated with the growing domain of environmental markets. | <a href="http://www.bsr.org/reports/BSR_Trading-Biodiversity-Assets-Guide.pdf">http://www.bsr.org/reports/BSR_Trading-Biodiversity-Assets-Guide.pdf</a>   |
| 2010 | Pires CFB                               | Comercio e Meio Ambiente e a Organizacao Mundial do Comercio  | Comercio e Meio Ambiente e a Organizacao Mundial do Comercio  | <a href="http://www.cedin.com.br/revistaeletronica/artigos/COM%20O%20E%20MEIO%20AMBIENTE%20%20A%20ORGANIZACAO%20MUNDIAL%20DO%20COMERCIO%20Camila%20Pires.pdf">http://www.cedin.com.br/revistaeletronica/artigos/COM%20O%20E%20MEIO%20AMBIENTE%20%20A%20ORGANIZACAO%20MUNDIAL%20DO%20COMERCIO%20Camila%20Pires.pdf</a> |
| 2010 | Carbon Neutral Planet                   | Basket of Ecosystem Products and Services: Sierra Gorda Biosphere Reserve, Queretaro, Mexico                        | This is a living model of community-based conservation management where 35,000 residents have received training, organized thousands of small actions in restoration, recycling, education and productive development for the last 25 years. Conservation of the ecosystems and the services they provide is only sustained by the opportunities generated locally, which leads to the conclusion that fighting global warming and fighting poverty go hand in hand.  | <a href="http://www.carbonneutralplanet.org/basket-short.pdf">http://www.carbonneutralplanet.org/basket-short.pdf</a>   |
| 2010 | CBD                                     | Plan Estratégico para la Diversidad Biológica 2011–2020 y las Metas de Aichi  | El Plan Estratégico se compone de una visión compartida, una misión, objetivos estratégicos y 20 metas ambiciosas pero alcanzables, conocidas como las Metas de Aichi. El Plan Estratégico sirve como un marco flexible para el establecimiento de objetivos nacionales y regionales y promueve la aplicación coherente y eficaz de los tres objetivos del Convenio sobre la Diversidad Biológica.  | <a href="http://www.cbd.int/doc/strategic-plan/2011-2020/Aichi-Targets-ES.pdf">http://www.cbd.int/doc/strategic-plan/2011-2020/Aichi-Targets-ES.pdf</a>   |
| 2011 | CBD – GIZ                               | Biodiversity and Livelihoods: REDD+ benefits  | This brochure demonstrates how measures and policies can be shaped to simultaneously address climate change, biodiversity loss and poverty. It identifies opportunities for synergies and mutual enhancement of the objectives of international agreements, particularly the United Nations Framework Convention on Climate Change (UNFCCC) and the Convention on Biological Diversity (CBD), as well as decisions taken by the United Nations General Assembly following the recommendations of the United Nations Forum on Forests (UNFF).  | <a href="http://www.cbd.int/doc/publications/for-redd-en.pdf">http://www.cbd.int/doc/publications/for-redd-en.pdf</a>   |

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|------|----------------------------|---|---|---|
| 2010 | CBD Alliance               | The Nagoya Access and Benefit Sharing Protocol  | The CBD Alliance is a global network of civil society groups that focuses on the Convention on Biological Diversity. The Alliance brings the views, concerns and demands of civil society to the United Nations and to the media.   | <a href="http://undercovercop.org/wp-content/uploads/2010/10/briefing3_top10forCOP10_ENG.pdf">http://undercovercop.org/wp-content/uploads/2010/10/briefing3_top10forCOP10_ENG.pdf</a> |
| 2010 | CITES                      | CITES Electronic Permits and Certificates: Lessons Learned for the Development of a Permit or Certificate to Regulate Access to Genetic Resources | Working Draft v.1 Parties to CITES recognized the need for reducing document and data requirements and aligning them to international standards and norms. Indeed, simplified trade documents and procedures that are aligned with international standards facilitate and expedite trade transactions, as they provide a common basis for similar measures applied by different countries and regions. Similarly, CITES permits and certificates offer Parties a common procedural mechanism for comparable measures that are recognized globally. The need to adapt the CITES permit and certificate paper format to an electronic version was understood quickly by the Parties.  | <a href="http://www.cites.org/common/prog/e/ABS-CITES-final.pdf">http://www.cites.org/common/prog/e/ABS-CITES-final.pdf</a>   |
| 2009 | CONE                       | Consumer Interest in Environmental Purchasing Not Eclipsed by Poor Economy  | Even amid the recession, interest of United States citizens in the environment has not waned, and as a result, many consumers are inclined to hold companies accountable for their environmental commitments today and in the future: 35 per cent have higher interest in the environment today than they did one year ago, 35 per cent have higher expectations for companies to make and sell environmentally responsible products and services during the economic downturn and 70 per cent indicate that they are paying attention to what companies are doing with regard to the environment today, even if they can only buy in the future.   |   |
| 2009 | Cone                       | Releases 2009 Consumer Environmental Survey   | Consumer interest in environmental purchasing not eclipsed by poor economy .As consumer confidence in companies dips to record lows, trust in environmental messages remains surprisingly resilient. Nearly two thirds (63 per cent) of United States citizens say they trust companies to tell them the truth in their environmental messaging. There is one caveat: Most consumers (85 per cent) believe companies should communicate their environmental commitments year round.   |   |
| 2010 | Cone Cause Evolution Study | Cone Cause Evolution Study  | The 2010 Cone Cause Evolution Study presents the findings of an online survey among a demographically representative sample in the United States of 1,057 adults comprising 512 men and 545 women who are 18 years of age and older. The fervour with which mothers and Millennials, among many other consumers, are embracing cause branding signals a field ripe for continued innovation and growth. Companies' and consumers' commitment to doing good withstood turbulent times, proving social and environmental responsibility is not a fair-weather friend, but a business strategy that can stand the test of time. As more organizations realize, cause marketing can help build brands, and leading companies and non-profit must continue to innovate to ensure their programmes offer an original consumer experience, tackle tough new issues and make unprecedented strides. |   |

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| 2009 | Cone Consumer Environmental Survey                               | Consumer Interest in Environmental Purchasing Not Eclipsed by Poor Economy: “ More than one third of consumers more likely to buy environmentally responsible products today” | The 2009 Cone Consumer Environmental Survey presents the findings of an online survey conducted 29 and 30 January 2009 by Opinion Research Corporation among a demographically representative sample in the United States of 1,087 adults, comprising 518 men and 569 women 18 years of age and older. Despite the dire state of the economy, 34 per cent of American consumers indicate they are more likely to buy environmentally responsible products today, and another 44 per cent indicate their environmental shopping habits have not changed as a result of the economy. Fewer than one in 10 (8 per cent) say they are less likely to buy.  |   |
| 2011 | Consejo Nacional de Política Económica y Social. CONPES Colombia | Política para el desarrollo comercial de la biotecnología a partir del uso sostenible de la biodiversidad   | Esta política tiene como objetivo crear las condiciones económicas, técnicas, institucionales y legales que permitan atraer recursos públicos y privados para el desarrollo de empresas y productos comerciales basados en el uso sostenible de la biodiversidad, específicamente de los recursos biológicos, genéticos y sus derivados.   | <a href="http://www.andi.com.co/Archivos/file/Gerambiental/conpes3697biotecnologia.pdf">http://www.andi.com.co/Archivos/file/Gerambiental/conpes3697biotecnologia.pdf</a> |
| 2011 | Consumers International  | Website   | Consumers International is involved in United Nations processes such as the sessions of the Commission on Sustainable Development and the Rio Earth Summit 2012. To advocate the consumer perspective on sustainability, it also participates in international coalitions, for example the Green Economy Coalition.  |   |
| 2011 | Convention on Biological Diversity                               | Nagoya Protocol on Access and Benefit-sharing   | The 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 is an international agreement which aims at sharing the benefits arising from the utilization of genetic resources in a fair and equitable way, including by appropriate access to genetic resources and by appropriate transfer of relevant technologies, taking into account all rights over those resources and to technologies, and by appropriate funding, thereby contributing to the conservation of biological diversity and the sustainable use of its components. It was adopted by the Conference of the Parties to the Convention on Biological Diversity at its tenth meeting on 29 October 2010 in Nagoya, Japan. | <a href="http://www.cbd.int/abs/text/">http://www.cbd.int/abs/text/</a>   |

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|      | Convention on Biological Diversity  | Awareness-raising material on ABS   | The need to raise awareness and to build capacity with respect to access to genetic resources and benefit-sharing has been recognized by the Conference of the Parties on numerous occasions. Awareness-raising and capacity-building has become even more important in light of the adoption of the Nagoya Protocol in order to support its early ratification and implementation. As part of the Global Environment Facility-funded Medium-sized Project (GEF-MSP) on Capacity-building for the early entry into force of the Nagoya Protocol on Access and Benefit-sharing, the Secretariat has developed communication materials; as well as updated existing materials, in order to assist Parties and other stakeholders in their efforts to raise awareness on access and benefit-sharing within their constituencies. | <a href="http://www.cbd.int/abs/awareness-raising/">http://www.cbd.int/abs/awareness-raising/</a>   |
| 2010 | Convention on Biological Biodiversity   | Strategic Plan for Biodiversity 2011–2020, including Aichi biodiversity targets   | In decision X/2, the tenth meeting of the Conference of the Parties, held from 18 to 29 October 2010, in Nagoya, Aichi Prefecture, Japan, adopted a revised and updated Strategic Plan for Biodiversity, including the Aichi Biodiversity Targets, for the 2011–2020 period. This new plan will be the overarching framework on biodiversity, not only for the biodiversity-related conventions, but for the entire United Nations system.  | <a href="http://www.cbd.int/sp/">http://www.cbd.int/sp/</a>   |
| 2008 | Corporación Andina de Fomento<br>Gobierno del Estado Plurinacional de Bolivia<br>The Nature Conservancy | Memoria Taller Regional:<br>Conservando los Servicios Ambientales para la Gente y la Naturaleza   | CAF y TNC realizaron un taller regional andino en el Estado Plurinacional de Bolivia. En él participaron autoridades ambientales, municipios y asociaciones de municipios, gobiernos regionales, especialistas en el tema y representantes de ONG nacionales e internacionales del Estado Plurinacional de Bolivia, Colombia, Chile, Ecuador, Perú y la República Bolivariana de Venezuela. El taller permitió observar el avance diferenciado que ha tenido este tema en la región a partir de unas 40 iniciativas.  | <a href="http://publicaciones.caf.com/media/1268/91.pdf">http://publicaciones.caf.com/media/1268/91.pdf</a>   |
| 2011 | Correa C<br>UNCTAD – BioTrade Initiative  | Implications for BioTrade of the Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilization | The purpose of this paper is to discuss the possible implications that the Nagoya Protocol may have for the UNCTAD BioTrade Initiative as well as for BioTrade players along different points of the value chain.   | <a href="http://www.biotrade.org/ResourcesPublications/UNCTAD_DITC_TED_2011_9.pdf">http://www.biotrade.org/ResourcesPublications/UNCTAD_DITC_TED_2011_9.pdf</a> |

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| 2009 | Cosbey A, IISD                      | A Sustainable Development Roadmap for the WTO  | This paper aims to measure the success of WTO in achieving its objectives in six major areas: trade and the environment, trade and development, the negotiation process, multilateral governance, dispute settlement and the accession process. In each of these, the analysis assesses progress and lays out a roadmap of areas in which WTO needs to work—or collaborate with others, as the case may be—in order to achieve its basic objectives  | <a href="http://www.iisd.org/pdf/2009/sd_roadmap_wto.pdf">http://www.iisd.org/pdf/2009/sd_roadmap_wto.pdf</a>   |
| 2009 | Duncan E                            | Business Biodiversity Efforts in Key Industry Sectors: A Background Note                     | Draft background discussion paper for Session 2: The Business Case for Biodiversity: A Sectoral Overview of the Biodiversity and Business conference, a joint event combining the Third Business and the 2010 Biodiversity Challenge Conference and DTIE's 2009 Business and Industry Global Dialogue  | <a href="https://www.cbd.int/doc/meetings/biodiv/b2010-03/official/b2010-03-01-unep-background-note-en.pdf">https://www.cbd.int/doc/meetings/biodiv/b2010-03/official/b2010-03-01-unep-background-note-en.pdf</a> |
| 2007 | EarthWatch Institute                | Engaging Businesses with Biodiversity; Guidelines for Local Biodiversity Partnerships        | This publication was prepared by Earthwatch Institute (Europe) as part of the Business and Biodiversity Resource Centre, which is supported by DEFRA's Environmental Action Fund and a number of businesses. Earthwatch has over 10 years of experience of working with the business sector, engaging a variety of different companies in a wide range of biodiversity related activities, from research to education, enabling the Institute to contribute towards achieving a sustainable environment. | <a href="http://www.businessandbiodiversity.org/pdf/LBAPdocument.pdf">http://www.businessandbiodiversity.org/pdf/LBAPdocument.pdf</a>   |
| 2002 | EarthWatch Institute – IUCN – WBCSD | Business and Biodiversity: The Handbook for Corporate Action                                 | Earthwatch Europe, IUCN, and WBCSD bring this Handbook to the 2002 World Summit on Sustainable Development as a contribution to the increasingly important agenda on business and biodiversity. This report outlines the business case for biodiversity, identifies corporate biodiversity issues and provides guidance for developing biodiversity corporate action. This Handbook also indicates how a business can identify priority biodiversity issues and develop a biodiversity management plan.  | <a href="http://www.bdnj.org/pdf/BBhandbook.pdf">http://www.bdnj.org/pdf/BBhandbook.pdf</a>   |
| 2010 | eftec, IEEP et al.                  | The Use of Market-Based Instruments for Biodiversity Protection: The Case of Habitat Banking | This project defines habitat banking as “a market where the credits from actions with beneficial biodiversity outcomes can be purchased to offset the debit from environmental damage. Credits can be produced in advance of, and without ex ante links to, the debits they compensate for, and stored over time”. Biodiversity credits in the context of this project include both habitats and species.  | <a href="http://ec.europa.eu/environment/enveco/index.htm">http://ec.europa.eu/environment/enveco/index.htm</a>   |

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| 2010 | Environment Management Group  | Advancing the Biodiversity Agenda: A United Nations System-wide Contribution  | The current report by the Environment Management Group explains why biodiversity matters to sectors, and how the different policy sectors can help maintain biodiversity and ecosystem services. The joint efforts have yielded a joint statement by the United Nations system, which serves to illustrate that opportunities for improved mainstreaming exist, and that public institutions, such as the United Nations, can help set the framework conditions for actions by the private sector, households and individuals to act.   | <a href="http://www.unemg.org/Portals/27/Documents/IMG/Biodiversity/BIODIVERSITY_Agenda_Corrections_finales_.pdf">http://www.unemg.org/Portals/27/Documents/IMG/Biodiversity/BIODIVERSITY_Agenda_Corrections_finales_.pdf</a> |
| 2007 | European Commission   | Flash Eurobarometer: Attitudes of Europeans towards the Issue of Biodiversity   | This Flash Eurobarometer survey on “Attitudes towards biodiversity” (No 219), requested by DG Environment, asked citizens of the European Union to indicate how familiar they were with the term “biodiversity” and the concept of “biodiversity loss”. The survey also dealt with various aspects relating to biodiversity loss such as the level to which they feel informed about biodiversity issues, the preferred information sources for learning more about biodiversity loss, opinions about the major causes of biodiversity loss, the perceived seriousness of biodiversity loss at the domestic and global levels and awareness of the Natura 2000 network. | <a href="http://ec.europa.eu/public_opinion/flash/fl_219_en.pdf">http://ec.europa.eu/public_opinion/flash/fl_219_en.pdf</a>   |
| 2010 | European Commission, The Gallup Organization, upon request of Environment Directorate-General | Flash Eurobarometer Series, No. 290: Attitudes of Europeans towards the Issue of Biodiversity, Analytical Report – Wave 2 | Survey requested by the Environment Directorate-General, and coordinated by the Communication Directorate-General. This Flash Eurobarometer survey on attitudes towards biodiversity is part of a trend survey. This report presents data comparing results of the present wave with those of the previous wave published in 2007 (Flash Eurobarometer No. 2192).   | <a href="http://ec.europa.eu/public_opinion/flash/fl_219_en.pdf">http://ec.europa.eu/public_opinion/flash/fl_219_en.pdf</a>   |
| 2011 | European Commission, The Gallup Organization, upon request of Directorate-General Environment | Special Eurobarometer No. 365–EB75.2, Attitudes of European Citizens towards the Environment                              | Fieldwork: 13 April–8 May 2011, PPT<br>This survey was conducted by TNS Opinion and Social at the request of the Environment Directorate-General. It was coordinated by the Directorate-General for Communication (Research and Speechwriting Unit). Main Results: Some 72 per cent of Europeans (compared with 75 per cent in 2007) are willing to pay more for products that are specifically environmentally friendly. However, 69 per cent believe that they are not doing enough to use natural resources efficiently.   | <a href="http://ec.europa.eu/public_opinion/archives/ebs/ebs_295_en.pdf">http://ec.europa.eu/public_opinion/archives/ebs/ebs_295_en.pdf</a>   |
| 2008 | European Commission   | Special Eurobarometer: Attitudes of European Citizens towards the Environment   | The survey tackled various themes, including general attitudes towards the environment – first associations and main concerns, personal relationships with the environment – attitudes and behaviour and opinions on environment policies – acceptability of sustainable development.   | <a href="http://ec.europa.eu/public_opinion/archives/ebs/ebs_295_en.pdf">http://ec.europa.eu/public_opinion/archives/ebs/ebs_295_en.pdf</a>   |

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| 2010 | Free Management Library               | All about Strategic Planning   | Strategic planning determines where an organization is going over the next year or more, how it will get there and how it will know whether it got there or not. The focus of a strategic plan is usually on the entire organization, while the focus of a business plan is usually on a particular product, service or programme. There are a variety of perspectives, models and approaches used in strategic planning. The way that a strategic plan is developed depends on the nature of the organization's leadership, its culture, the complexity of its environment, its size and the expertise of planners. | <a href="http://managementhelp.org/search/management_help_search.html?zoom_query=All+About+Strategic+Planning">http://managementhelp.org/search/management_help_search.html?zoom_query=All+About+Strategic+Planning</a>   |
| 2010 | Futerra                               | Branding Biodiversity: The New Nature Message  | Futerra is a communications agency that has focused exclusively on green issues, corporate responsibility and sustainability since its foundation in 2001.   | <a href="http://www.futerra.co.uk">www.futerra.co.uk</a>  |
| 2010 | Futerra Sustainability Communications | Branding Biodiversity: The New Nature Message  | This booklet is for biodiversity campaigners, policymakers and media people who are open to radically changing the biodiversity message, in order to radically increase action.  | <a href="http://www.futerra.co.uk/downloads/Branding_Biodiversity.pdf">http://www.futerra.co.uk/downloads/Branding_Biodiversity.pdf</a>   |
| 2007 | Gauthier-Hetú K                       | Economic Instruments for Biodiversity Conservation   | One reason why Biodiversity loss is still widespread is that markets generally fail to incorporate the total value associated to biodiversity (especially not market values) which generate externalities and lead to what is known as market distortions. This will often lead to unsustainable practices and discourage long-term investments favouring natural resources conservation. With the internalization of all externalities, the market can achieve its role and allocate resources efficiently. This can be done using economic instruments.  | <a href="http://www.usherbrooke.ca/biologie/fileadmin/sites/biologie/documents/Programmes_d_etudes/Ecologie_internationale/Gauthier-Hetu_Karine_essai_version_finale.pdf">http://www.usherbrooke.ca/biologie/fileadmin/sites/biologie/documents/Programmes_d_etudes/Ecologie_internationale/Gauthier-Hetu_Karine_essai_version_finale.pdf</a> |
| 2003 | Hoffman U                             | Specific Trade Obligations in Multilateral Environment Agreements and Their Relationship with the Rules of the Multilateral Trading System: A Developing Country Perspective | Subregional brainstorming workshop on the trade and environment issues contained in paragraphs 31 and 32 of the WTO Doha Ministerial Declaration.  |   |
| 2011 | IFOAM Web Site                        | About the International Federation of Organic Agriculture  | In March of 2002, IFOAM obtained observer status with UNCTAD, and in addition received classification in a special category to participate in the meetings of the Commission on Trade on Goods and Services and Commodities, the Commission on Enterprise, Business Facilitation and Development and the meetings of the UNCTAD Trade and Development Board.   | <a href="http://www.ifoam.org/about_ifoam/index.html">http://www.ifoam.org/about_ifoam/index.html</a>   |



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|      |   | Movements (IFOAM)  |   |   |
| 2011 | IISD partnership  | Sustainable Markets and Responsible Trade (SMART)  | The Sustainable Markets and Responsible Trade Initiative aims to improve the sustainability of international trade by promoting economies of scale, efficiency, equity and transparency in the design and implementation of voluntary supply chain initiatives.   | <a href="http://www.iisd.org/markets/">http://www.iisd.org/markets/</a>   |
| 2007 | IISD/ SECCO   | ABS-Management Tool: Best Practice Standard and Handbook for Implementing Genetic Resource Access and Benefit-sharing Activities | The ABS-Management Tool (ABS-MT) is a best practice standard and a handbook that provides voluntary guidance and tools on ABS practice to help companies, researchers, local and indigenous communities and governments ensure compliance with the Bonn Guidelines and ABS requirements under CBD. It provides users and providers of genetic resources with a structured process, and fair and equitable means of participating in—and making decisions about—ABS negotiations and the implementation of ABS agreements for access to and agreed use of genetic resources.   | <a href="http://www.iisd.org/pdf/2007/abs_mt.pdf">http://www.iisd.org/pdf/2007/abs_mt.pdf</a>   |
| 2011 | Institute for marketecology<br>IMO  | IMO Certification Schemes for Wild Collection  | IMO has been active in the field of quality assurance of wild production since many years. Numerous projects entrust IMO with their certification worldwide; e.g. in Bosnia and Herzegovina as well as in Albania, the Plurinational State of Bolivia, Brazil, Bulgaria, Chile, China, Ghana, Kazakhstan, the former Yugoslav Republic of Macedonia, Mongolia, Peru, the Dominican Republic, the Russian Federation and Turkey. These projects offer a great variety of raw and processed materials for the food, cosmetics and pharmaceutical industry. The organic regulations of the major markets (European, of the United States and Japanese) are equally vague about the requirements of organic wild collection and how to ensure sustainability. This results in different handling procedures and requirements through different certifiers, and in turn, an irregular quality of certification. Because these requirements lack uniformity and organic regulations only foresee the certification of wild collected plants for food purposes, IMO was forced to diversify its certification schemes. | <a href="http://www.imo.ch/imo_services_wildcollection_en.29025.998.html">http://www.imo.ch/imo_services_wildcollection_en.29025.998.html</a> |
| 2010 | International Institute for Sustainable Development (IISD)<br>International Institute for Environment and Development (IIED). | The State of Sustainability Initiatives Review 2010: Sustainability and Transparency   | A Joint Initiative of IISD, IIED, aidenvironment, UNCTAD and ENTWINED.<br>The State of Sustainability Initiatives (SSI) project is facilitated by the Sustainable Commodity Initiative (SCI) and has been directly managed by aidenvironment, the International Institute for Environment and Development (IIED), the International Institute for Sustainable Development (IISD) and the United Nations Conference on Trade and Development (UNCTAD).   | <a href="http://www.iisd.org/pdf/2010/ssi_sustainability_review_2010.pdf">http://www.iisd.org/pdf/2010/ssi_sustainability_review_2010.pdf</a> |

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| 2008 | International Institute for Sustainable Development (IISD); United Nations Conference on Trade and Development (UNCTAD); AIDEnvironment; and International Institute for Environment and Development (IIED) | The Sustainable Commodity Initiative SCI Rationale and Road-map: 2008–2011       | A multi-stakeholder alliance for building effectiveness in market-based approaches to sustainable commodity production and trade.   | <a href="http://www.iisd.org/pdf/2007/sci_roadmap.pdf">http://www.iisd.org/pdf/2007/sci_roadmap.pdf</a>   |
| 2010 | ISEAL Alliance  | The ISEAL 100: A Survey of Thought Leader Views on Sustainability Standards 2010 | <p>The 2010 ISEAL-100 survey captures the views of thought leaders from organizations that are at the forefront of corporate social and environmental responsibility. ISEAL contracted On Earth to conduct telephone interviews with 80 business and 20 government and NGO respondents. The findings show that social and environmental standards are increasingly a widely used tool to implement corporate social and environmental responsibility. Two thirds of the respondents use Fairtrade, FSC, MSC, Rainforest Alliance, organic standards or a combination of the five. But 73 per cent would consider using more standards to achieve their objectives.</p> <p>Four out of five respondents mention the value of using standards to increase operational efficiency. Other uses of standards systems include marketing and assessing and improving sustainability performance. Credible verification, multi-stakeholder standard-setting and good governance increase trust in standards systems and promote their use.</p> <p>Frustrations mentioned include the cost involved in using standards, a lack of effectiveness of individual systems and the complexity and overlap in the standards systems landscape. Still, half of all respondents speak out against a catch-all ecolabel. Many encourage harmonization and order among existing standards.</p> | <a href="http://www.pacinst.org/topics/globalization_and_environment/public_policy/iseal100.pdf">http://www.pacinst.org/topics/globalization_and_environment/public_policy/iseal100.pdf</a> |

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| 2011 | IUCN Environmental Policy and Law Paper | An Explanatory Guide to the Nagoya Protocol on Access and Benefit-sharing                    | In this publication, the IUCN Environmental Law Centre and the IUCN Global Policy Unit present the results of a one-and-a-half-year process of cooperation and consultation for developing the Explanatory Guide to the Nagoya Protocol. It includes inputs from ABS experts from different regions and international institutions. IUCN hopes to offer through this Guide an adaptable tool for future ABS capacity-building and awareness raising initiatives, as well as an important reference for countries in their efforts to implement the Nagoya Protocol and operationalize ABS in practice.  | <a href="https://cmsdata.iucn.org/downloads/an_explanatory_guide_to_the_nagoya_protocol.pdf">https://cmsdata.iucn.org/downloads/an_explanatory_guide_to_the_nagoya_protocol.pdf</a>   |
|      | IUCN web page                           | Sustainable Use Specialist Group (SUSG)  | The IUCN Sustainable Use Specialist Group (SUSG) was first developed to implement the IUCN Sustainable Use Initiative, founded in 1995 to enhance and share knowledge of the social and biological factors affecting the sustainable use of wild renewable resources. Today, the SUSG's mission is to promote the conservation of biological diversity and alleviation of poverty by improving the understanding of the social and biological factors that enhance the sustainability of uses of wild living resources; promoting that understanding to IUCN's members, decision-makers, and others; and assisting IUCN members, partner organizations, and governments in the application of that understanding.   | <a href="http://data.iucn.org/themes/ssc/susg/">http://data.iucn.org/themes/ssc/susg/</a>   |
|      | IUCN web page                           | The time for biodiversity business   | (IUCN) has been promoting this concept for some time, recognizing that the solution to the loss of biodiversity is to found in a mix of measures that include public policies and market-based instruments, among others. In the realm of market-based approaches, the ultimate instrument is the creation of markets that can reward products and services that enhance biodiversity conservation and allow the establishment of biodiversity businesses in the process.   | <a href="http://cmsdata.iucn.org/downloads/newspaper_web_en_final.pdf">http://cmsdata.iucn.org/downloads/newspaper_web_en_final.pdf</a>   |
| 2011 | Jaramillo L, UNCTAD/UNDP                | Biotrade Potential for Growth and Sustainability   | This paper is divided in seven sections. The first section refers to the framework of the BioTrade Initiative, providing an overview of its programmes and outcomes, particularly in Latin America. The second section describes the market potential of biodiversity-based products and proposes the value-chain approach as a way to capture this potential. Section three presents the business case for biodiversity with four BioTrade case studies in Latin America. International issues related to BioTrade are described in section four, and challenges and opportunities to develop BioTrade are shown in section five. Access and benefit-sharing, intellectual property rights and their relevance to BioTrade are presented in section six. Finally, conclusions and recommendations are provided in section seven. | <a href="http://web.undp.org/latinamerica/biodiversity-superpower/Supplementary_Papers_Biotrade/UNCTAD_Biotrade_Paper.pdf">http://web.undp.org/latinamerica/biodiversity-superpower/Supplementary_Papers_Biotrade/UNCTAD_Biotrade_Paper.pdf</a> |
| 2010 | Houdet J                                | Integrating Biodiversity into Business Strategies: The Biodiversity Accountability Framework | Orée – Entreprises, Territoires et Environnement.<br>“The concept of biological diversity, or biodiversity, presents a real challenge to businesses. In response to this challenge, in February 2006 the Institut français de la biodiversité (IFB, one of the two organizations that merged to give rise to the Fondation pour la recherche sur la biodiversité, FRB) and Orée set up a working group tasked with determining how to integrate biodiversity into business strategies. Some 30 businesses, including both multinationals and small and medium-sized enterprises, as well as local governments and representatives of non-profit organizations and government ministries, participated in the study group.   |   |

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| 2010 | Bishop J   | The Economics of Ecosystems and Biodiversity for Business and Enterprises                    | The report provides practical guidance on the issues and the opportunities created by the inclusion in mainstream business practices of ecosystem- and biodiversity-related considerations.   | <a href="http://www.teebweb.org/ForBusiness/tabid/1021/Default.aspx">http://www.teebweb.org/ForBusiness/tabid/1021/Default.aspx</a> |
| 2010 | ten Kate K et al. Technical Report for European Commission, DG Environment | The Use of Market-based Instruments for Biodiversity Protection: The Case of Habitat Banking | This is the technical report of the consortium led by Economics for the Environment Consultancy Ltd (effec) and the Institute for European Environmental Policy (IEEP) commissioned by the European Commission Directorate-General Environment on the use of market-based Instrument for biodiversity protection with a focus on habitat banking (ENV.G.1/ETU/2008/0043). It examines the potential use of habitat banking in the European Union as an economic instrument for biodiversity protection and identifies describes experience with habitat banking from around the world and provides an institutional analysis for practical implementation. It aims to guide future European policy options. | <a href="http://ec.europa.eu/environment/enveco/index.htm">http://ec.europa.eu/environment/enveco/index.htm</a> .                   |
| 2005 | Millennium Ecosystem Assessment: Ecosystems and Human Well-being           | Report: Opportunities and Challenges for Business and Industry                               | This report synthesizes the take-home messages of MA for the business community throughout the industrial and developing world. It begins by highlighting key MA findings with particular relevance for large and small businesses. The report then provides an interpretation of the significance of these findings for business and industry, including a checklist of questions designed to help tailor the general findings of MA to a particular business.   | <a href="http://www.maweb.org/documents/document.353.aspx.pdf">http://www.maweb.org/documents/document.353.aspx.pdf</a>             |
| 2011 | Lawrence M and Yohannan J  | 2011 Cone Green Gap Trend Tracker, Balancing Consumer Perception with Environmental Reality  | United States citizens continue to misunderstand phrases commonly used in environmental marketing and advertising, giving products a greater halo than they may deserve. At the same time, most are willing to punish a company for using misleading claims.  |   |
| 2005 | Millennium Ecosystem Assessment website                                    | Guide to the Millennium Assessment Reports   | Various MA reports.   | <a href="http://www.maweb.org/en/index.aspx">http://www.maweb.org/en/index.aspx</a>   |
| 2007 | Najam A et al., IISD – ICTSD – RING  | Trade and Environment: A Resource Book   | This book provides relevant information as well as pertinent analysis on a broad set of trade and environment discussions while explaining as clearly as possible the key issues from a trade and environment perspective, the most important policy debates surrounding them and the different policy positions that define these debates. This publication is a resource for policy practitioners, scholars and activists, giving them a clear and easy-to-use map of ongoing and upcoming trade and environment discussions.   | <a href="http://www.iisd.org/pdf/2007/trade_and_environment.pdf">http://www.iisd.org/pdf/2007/trade_and_environment.pdf</a>         |
| 2001 | Nunez P, Fondazione Eni Enrico Mattei                                      | Policy Instruments for Creating Markets for Biodiversity : Certification and Ecolabelling    | This article presents a comprehensive view and discussion on certification and ecolabeling policy instruments for creating markets for biodiversity. It starts with the identification and characterization of the range of biodiversity non-market benefits and externalities and then focuses on the evaluation of the public good nature of most of the biodiversity benefits and its impacts on the market failure. It reviews alternative policy instruments for biodiversity market creation and looks at certification policy relating to  | <a href="http://papers.ssrn.com/sol3/papers.cfm?abstract_id=286834">http://papers.ssrn.com/sol3/papers.cfm?abstract_id=286834</a>   |

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|      |  |   | biodiversity.   |   |
|      | OECD website   | Economics and Policies for Biodiversity: OECD's Response                      | OECD supports governments by providing the analytical foundation required to develop biodiversity policies that are economically efficient, environmentally effective and equitably distributed. Its policy analysis focuses on the economic valuation of biodiversity and ecosystem services, and the use of economic incentives and market-based instruments to promote the conservation and sustainable use of biodiversity and associated ecosystem services. This work also supports the United Nations Convention on Biological Diversity.  | <a href="http://www.oecd.org/document/15/0,3746,en_2649_34285_44709391_1_1_1_1,00.html">http://www.oecd.org/document/15/0,3746,en_2649_34285_44709391_1_1_1_1,00.html</a>   |
|      | OECD website   | Biodiversity, Water and Natural Resource Management                           | Biodiversity is fundamental to sustaining life. To promote biodiversity conservation and sustainable use, OECD works on ecosystem services valuation and on the creation of economic incentives and markets. Better water management is needed to meet human needs, sustain economic activities and achieve environmental goals. OECD works on institutional and policy responses to the water challenge and fosters policies to ensure the sustainable use of natural resources such as agricultural land and fisheries.   | <a href="http://www.oecd.org/topic/0,3699,en_2649_34285_1_1_1_1_37465,00.html">http://www.oecd.org/topic/0,3699,en_2649_34285_1_1_1_1_37465,00.html</a>   |
| --   | OECD – Development Cooperation Directorate (DCD-DAC) | Paris Declaration and Accra Agenda for Action                                 | The Paris Declaration and Accra Agenda for Action are founded on five core principles, born out of decades of experience of what works for development and what does not. These principles have gained support across the development community, changing aid practice for the better: It is now the norm for aid recipients to forge their own national development strategies with their parliaments and electorates (ownership), for donors to support these strategies (alignment) and work to streamline their efforts in-country (harmonization), for development policies to be directed to achieving clear goals and for progress towards these goals to be monitored (results), and for donors and recipients alike to be jointly responsible for achieving these goals (mutual accountability). | <a href="http://www.oecd.org/document/18/0,3746,en_2649_3236398_35401554_1_1_1_1,00.html">http://www.oecd.org/document/18/0,3746,en_2649_3236398_35401554_1_1_1_1,00.html</a>   |
| 2003 | OECD   | Harnessing Markets for Biodiversity: Towards Conservation and Sustainable Use | This publication provides a conceptual framework to help users in the identification and use of markets for biodiversity products and services that can promote their conservation and sustainable use. It is aimed at policymakers, potential investors, non-governmental organizations (NGOs) and practitioners. The publication is illustrated with examples of successful market creation and discusses some of the main policy issues that arise in the market creation process.   | <a href="http://www.peblids.org/files/Publications/OECD/OECD_Harnessing_Markets_for_Biodiversity.pdf">http://www.peblids.org/files/Publications/OECD/OECD_Harnessing_Markets_for_Biodiversity.pdf</a>                           |
| 2004 | OECD   | Handbook of Market Creation for Biodiversity : Issues in Implementation       | Contains a synthesis of market approaches to biodiversity aimed at making biodiversity protection as compatible as possible with economic development. Like the earlier work, it is oriented towards policymakers and other interested parties who are working to set up the framework and context within which biodiversity-friendly markets will operate. To that end, it provides considerable discussion of the underpinning of market institutions and their role in facilitating sustainable use of biodiversity. It also provides some practical advice and many examples and case studies on implementation, so that the work is not purely an abstract treatment of the subject.   | <a href="http://www.peblids.org/files/Publications/OECD/OECD_Handbook%20of%20Market%20Creation_implementation.pdf">http://www.peblids.org/files/Publications/OECD/OECD_Handbook%20of%20Market%20Creation_implementation.pdf</a> |

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|      | Organic Monitor website   | Organic Monitor  | Organic Monitor is a specialist research, consulting and training company that focuses on the global organic and related product industries. Business services portfolio include research publications, customized research, business and technical consulting, as well as seminars, workshops and summits.  | <a href="http://www.organicmonitor.com/">http://www.organicmonitor.com/</a>   |
| 2010 | OTCA Organización del Tratado de Cooperación Amazónica                            | Agenda Estratégica de Cooperación Amazónica Aprobada en la X Reunión de Ministros de Relaciones Exteriores del TCA | La Nueva Agenda Estratégica incluye la visión, misión y objetivos estratégicos de la OTCA, a partir de dos ejes de abordaje transversal (conservación y uso sostenible/sustentable de los recursos naturales renovables y desarrollo sostenible/sustentable). Establece el rol y las directrices de actuación de la SP, el ciclo de proyectos propio de la OTCA, la estructura institucional para la gestión de la Agenda y las distintas modalidades de financiamiento consideradas. Adicionalmente, presenta un abordaje temático que integra los ámbitos del TCA, tales como: bosques; recursos hídricos; gestión, monitoreo y control de especies de fauna y flora silvestre amenazadas; áreas protegidas; uso sostenible de la biodiversidad y promoción del biocomercio; asuntos indígenas; gestión del conocimiento e intercambio de informaciones; gestión regional de salud; infraestructura y transporte; navegación comercial; y; turismo, además de temas emergentes como desarrollo regional, cambio climático y energía. | <a href="http://www.otca.info/portal/admin/upload/publicaciones/AECA_esp.pdf">http://www.otca.info/portal/admin/upload/publicaciones/AECA_esp.pdf</a> |
| 2011 | Partnership: Bird Life International, IUCN, UNEP-WCMC, Conservation International | IBAT: Integrated Biodiversity Assessment Tool  | IBAT for business is an innovative tool designed to facilitate access to accurate and up-to-date biodiversity information to support critical business decisions. The tool is the result of a ground-breaking conservation partnership among BirdLife International, Conservation International, the International Union for Conservation of Nature and the UNEP World Conservation Monitoring Centre.   | <a href="https://www.ibatforbusiness.org/login">https://www.ibatforbusiness.org/login</a>   |
| 2004 | Potts J, UNCTAD/IISD  | Building a Sustainable Coffee Sector Using Market-Based Approaches: The Role of Multi-stakeholder Cooperation      | A background paper for the Meeting of Sustainable Commodity Initiative: Sustainability in the Coffee Sector: Exploring Opportunities for International Cooperation – Assessment and Implementation   | <a href="http://www.iisd.org/pdf/2004/sci_coffee_background2.pdf">http://www.iisd.org/pdf/2004/sci_coffee_background2.pdf</a>                         |
| 2010 | Potts J et al.  | The State of Sustainability Initiatives Review 2010: Sustainability and Transparency                               | A Joint Initiative of IISD, IIED, aidenvironment, UNCTAD and ENTWINED. As the number and market share of voluntary sustainability standards and initiatives grow, there is also a growing need among stakeholders to better understand how the different initiatives are designed and implemented. The SSI Review 2010 provides an overview of the system characteristics and market trends regarding 10 of the most mature voluntary sustainability initiatives in the forestry, coffee, tea, cocoa and banana sectors.   | <a href="http://www.iisd.org/publications/pub.aspx?pno=1363">http://www.iisd.org/publications/pub.aspx?pno=1363</a>                                   |
| 2009 | Kutter RW   | Information Strategies in Websites for Sustainable Consumption   | Master of Science Thesis   |   |

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| 2009 | Secretariat of the Convention on Biological Diversity                         | Biodiversity, Development and Poverty Alleviation: Recognizing the Role of Biodiversity for Human Well-being | This booklet on biodiversity, development and poverty alleviation aims to encourage development outlooks and practices that conserve and sustainably use biodiversity and promote access and benefit-sharing arising from the use of genetic resources.   | <a href="http://www.cbd.int/doc/bioday/2010/idb-2010-booklet-en.pdf">www.cbd.int/doc/bioday/2010/idb-2010-booklet-en.pdf</a>  |
| 2010 | Secretariat of the Convention on Biological Diversity.                        | REDD-plus and Biodiversity   | CBD Technical Series No. 59. REDD-plus efforts could have both positive and negative impacts on biodiversity and ecosystem services; in turn, biodiversity plays an important role for effective and long-term carbon storage in forests, depending on species composition and resting on the importance of key functional relationships.   | <a href="http://www.cbd.int/doc/publications/cbd-ts-59-en.pdf">http://www.cbd.int/doc/publications/cbd-ts-59-en.pdf</a>   |
| --   | Sierra Gorda Biosphere Reserve  | Basket of Ecosystem Products and Services  | GEF-PNUD-Bosques Sustentables ec – Grupo Ecológico Sierra Gorda Queretaro, Mexico   | <a href="http://www.carbonneutralplanet.org/basket.pdf">http://www.carbonneutralplanet.org/basket.pdf</a>   |
| 2009 | Slingenberg A et al., European Commission Directorate-General for Environment | Study on Understanding the Causes of Biodiversity Loss and the Policy Assessment Framework                   | This report examines some real world situations where causes of biodiversity loss are explained by an interaction of a variety of socioeconomic forces and poor decision-making and policy choices for a range of ecosystem contexts. By concentrating on marine, coastal, wetlands and forest ecosystems, the focus in this study is on real examples and giving perspective to the substantial literature and ongoing research on biodiversity loss taking place at the moment.   | <a href="http://ec.europa.eu/environment/enveco/biodiversity/pdf/causes_biodiv_loss.pdf">http://ec.europa.eu/environment/enveco/biodiversity/pdf/causes_biodiv_loss.pdf</a>   |
| 2004 | South Centre  | The Unctad XI Sao Paulo Consensus: Defining Unctad's Mandate   | This analytical note has been prepared in order to give a concise overview of the salient points of the Sao Paulo Consensus of the United Nations Conference on Trade and Development (UNCTAD) at its eleventh session. The note seeks to outline the implications of the Sao Paulo Consensus for UNCTAD mandates and its work programme, in particular, and on developing countries, in general, insofar as the Sao Paulo mandates may be relevant to developing countries' issues and interests in the international trade and development policymaking arena.  | <a href="http://southcentre.org/index.php?option=com_content&amp;view=article&amp;id=351%3Athe-unctad-xi-sao-paulo-consensus-defining-unctads-mandate&amp;catid=58%3Aunited-nations-system-governance&amp;Itemid=67&amp;lang=en">http://southcentre.org/index.php?option=com_content&amp;view=article&amp;id=351%3Athe-unctad-xi-sao-paulo-consensus-defining-unctads-mandate&amp;catid=58%3Aunited-nations-system-governance&amp;Itemid=67&amp;lang=en</a> |
| 2011 | Stoddart H et al., Stakeholder Forum Commonwealth Secretariat                 | A Pocket Guide to Sustainable Development Governance   | The guide was initiated by Stakeholder Forum and the Commonwealth Secretariat in response to the perceived knowledge gap in the history and dynamics of global governance for sustainable development. As the institutional framework for sustainable development has been identified as one of the two core themes for the United Nations Conference on Sustainable Development (UNCSD 2012), it is hoped that the guide will provide the necessary background information on global sustainable development governance to allow both governmental and non-governmental stakeholders to familiarize themselves | <a href="http://www.stakeholderforum.org/fileadmin/files/sdg-pocketguide-FINAL-no%20crop%20marks.pdf">http://www.stakeholderforum.org/fileadmin/files/sdg-pocketguide-FINAL-no%20crop%20marks.pdf</a>   |

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|      |  |   | with the key issues more comprehensively.   |   |
| 2011 | ABS Capacity Development Initiative for Africa       | Access and Benefit-sharing (ABS): Background Reader – Current Status and Future Prospects   | A working paper compiled by the Secretariat of the ABS Capacity Development Initiative.   |   |
| 2011 | The World Bank Institute                             | Steps for Designing a Results-Focused Capacity Development Strategy: A Primer for Development Practitioners Based on the Capacity Development and Results Framework | Results-focused capacity development is a strategic and country-led approach that emphasizes the use of knowledge and learning in empowering local agents to advance change. It extends beyond individuals and organizations to collective action across society in strengthening institutional capacity in support of the development goal. The WBI Capacity Development and Results Framework (CDRF) provides the conceptual foundation and a suite of customizable diagnostic and planning tools to guide this approach. It emphasizes the empowerment of all sectors of society through knowledge, learning and innovation to advance results. In this guide WBI presents operational steps to help a project leader or task team facilitate stakeholders in designing a capacity-development strategy. | <a href="http://www.capacity.org/capacity/export/sites/capacity/documents/topic-readings/Steps_for_Designing_a_Results_Focused_Capacity_Development_Strategy.pdf">http://www.capacity.org/capacity/export/sites/capacity/documents/topic-readings/Steps_for_Designing_a_Results_Focused_Capacity_Development_Strategy.pdf</a> |
| 2009 | Treves A and Jones S, USAID, University of Wisconsin | Market Financing for Biodiversity, Conservation and Strategic Tradeoffs for Wildlife Friendly Ecolabels   | Consumer-buying products labelled “eco-friendly” may hope to help conserve the environment, yet the credibility of eco labels varies. Wildlife conservation poses special challenge for eco-label claims because wild animal population fluctuate naturally and field verification of impacts can be slow, complex and costly. This brief defines three types of eco-labels according to their potential to conserve wildlife and examines the obstacles to convincing consumers of eco-label claims.   | <a href="http://minds.wisconsin.edu/handle/1793/37468">http://minds.wisconsin.edu/handle/1793/37468</a>   |
| 2011 | UEBT   | Key findings of the UEBT Biodiversity Barometer   | For the first time in UEBT’s Biodiversity Barometer, research on biodiversity awareness was conducted in seven countries. Seven thousand respondents across France, Germany, the United Kingdom of Great Britain and Northern Ireland, the United States, Brazil, the Republic of Korea and Japan shared what they knew about biodiversity and related notions. And the results show that people are aware of biodiversity across the globe.  | <a href="http://www.ethicalbiotrade.org/dl/BAROMETREpourWeb_2011_EN.pdf">http://www.ethicalbiotrade.org/dl/BAROMETREpourWeb_2011_EN.pdf</a>   |
| 2011 | UN-REDD Programme FAO/UNDP/UNEP                      | Social and Environmental Principles and Criteria, version 1   | The Update on Social and Environmental Principles (UNREDD/PB5/2010/12) was presented to the UN-REDD Programme Policy Board in November 2010. This document presents version 1 of the combined Social and Environmental Principles and associated Criteria. This set of Principles and Criteria was developed as the UN-REDD Programme’s response to the safeguards for REDD+ agreed at UNFCCC COP 16 in Cancun1.  |   |
| 1969 | United Nations Treaty                                | Vienna Convention on the Law of Treaties  | The Vienna Convention on the Law of Treaties (or VCLT) is a treaty concerning the international law on treaties between States. It was adopted on 22 May 1969 and opened for signature on 23 May 1969. The Convention entered into force on 27 January 1980. The VCLT has been ratified by 111 States as of November 2010. Some countries that have not ratified the Convention recognize it as a restatement of customary law and binding upon them as such.   | <a href="http://untreaty.un.org/ilc/texts/instruments/english/conventions/1_1_1969.pdf">http://untreaty.un.org/ilc/texts/instruments/english/conventions/1_1_1969.pdf</a>   |



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| 2007    | UNCTAD  | Trade and Development Index   | The TDI is an outcome of the secretariat's analysis to identify the complex interdependence of current economic conditions in both developing and developed nations. It offers a comprehensive review of the global trade and development performance of different countries and identifies the strengths and weaknesses of their institutional and policy environment. It showcases not only the tremendous progress that many developing countries have achieved in recent years, but also raises several pertinent issues that will require further attention in formulating trade and development policies. The TDI also aims to provide policymakers and researchers with a new tool for policy analysis and formulation by presenting an analytical framework to understand how to enhance the enabling environment for trade and development | <a href="http://unctad.org/en/docs/ditctab20072_en.pdf">http://unctad.org/en/docs/ditctab20072_en.pdf</a>   |
| 2007    | UNCTAD BioTrade Initiative                              | BioTrade Principles and Criteria  |   | <a href="http://www.unctad.org/en/docs/ditcted20074_en.pdf">http://www.unctad.org/en/docs/ditcted20074_en.pdf</a>   |
| 2005    | UNCTAD, Corporación Andina de Fomento, Comunidad Andina | Biocomercio en la Sub-región andina: Oportunidades para el Desarrollo     | La presente publicación, diseñada en conjunto por la Iniciativa Biotrade de la UNCTAD, la Dirección de Medio Ambiente y su programa BioCAF de la Corporación andina de Fomento, y el Programa Ambiental de la SGCAN, espera contribuir en la creación de condiciones para fortalecer el uso sostenible de la biodiversidad de los países andinos, en esta ocasión, mediante la difusión de experiencias exitosas de biocomercio, bionegocios o también conocidos como negocios verdes. Esta publicación que aspira poner en evidencia que el comercio de los bienes y servicios provenientes de la biodiversidad – con criterios de sostenibilidad – es hoy una realidad en el Estado Plurinacional de Bolivia, Colombia, Ecuador, Perú y la República Bolivariana de Venezuela.  | <a href="http://www.comunidadandina.org/public/libro_42.htm">http://www.comunidadandina.org/public/libro_42.htm</a>   |
| 2007    | UNEP  | Trade-related Measures and Multilateral Environmental Agreements          | The objective of this paper is to contribute to ongoing negotiations at WTO by analysing MEA trade-related measures in the context of the overall objective of MEAs. In particular, the paper provides a detailed review of the main provisions and specific trade-related measures found in six core MEAs, which are the MEAs most frequently identified in WTO as relevant to the negotiations.   | <a href="http://www.unep.ch/etb/areas/pdf/MEA%20Papers/TradeRelated_MeasuresPaper.pdf">http://www.unep.ch/etb/areas/pdf/MEA%20Papers/TradeRelated_MeasuresPaper.pdf</a> |
| no date | UNEP  | The Trade and Environmental Effects of Ecolabels: Assessment and Response | This report reviews what is known about ecolabelling as an environmental policy tool and as a potential trade barrier. It focuses on five well-known ecolabelling programmes that incorporate environmental requirements: the Blue Angel programme (Germany), the programmes associated with the Forest Stewardship Council (FSC), the Marine Stewardship Council (MSC), Fairtrade Labelling Organizations International (FLO) and the International Federation of Organic Agriculture Movements (IFOAM).   | <a href="http://www.unep.ch/ETB/publications/Ecolabelpap141005f.pdf">http://www.unep.ch/ETB/publications/Ecolabelpap141005f.pdf</a>                                     |
| 2011    | UNEP  | Green Economy Report: A Preview   | The report explains the core principles and concepts underlying a green economy and makes the case for the more sustainable use of natural, human and economic capital. It also examines the actions governments can take to facilitate the transition to a green economy.  | <a href="http://www.unep.ch/etb/publications/Green%20Economy/GER%20Preview%20v2.0.pdf">http://www.unep.ch/etb/publications/Green%20Economy/GER%20Preview%20v2.0.pdf</a> |
| 2012    | United Nations Conference on Trade and                  | UNCTAD XIII: Doha Mandate   | The Doha Mandate reaffirms and builds upon the Accra Declaration. It also affirms the Organization's core activities and is a declaration of member States' solidarity in quest for a prosperous world.   | <a href="http://unctad.org/meetings/en/SessionalDocuments/td500_Add">http://unctad.org/meetings/en/SessionalDocuments/td500_Add</a>                                     |

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|      | Development UNCTAD  |   |   | <a href="#">1en.pdf</a>   |
| 2010 | Union of Ethical BioTrade UEBT                            | Access and Benefit Sharing (ABS) Basic Information Sheet  | The fair and equitable sharing of benefits derived from the use of biodiversity is at the core of Ethical BioTrade and constitutes one of the key elements of the work of UEBT. ABS principles are included in the Ethical BioTrade standard, both expressly and in the context of broader benefit-sharing requirements. The UEBT third-party verification system assesses company policies and their implementation, and determines any necessary changes that need to be gradually implemented to comply with Ethical BioTrade practices, including on ABS. In addition, UEBT provides technical advice and support on ABS issues, including through practical tools and workshops. By addressing ABS in its outreach activities, UEBT is also helping to raise awareness of ABS within industry.   | <a href="http://ethicalbiotrade.org/dl/UEBT_ABS_Basic_Info.pdf">http://ethicalbiotrade.org/dl/UEBT_ABS_Basic_Info.pdf</a>   |
| 2008 | United Nations Conference on Trade and Development UNCTAD | UNCTAD XII: Accra Accord and the Accra Declaration  | The Accra Accord builds upon the São Paulo Consensus while providing updated policy analysis and policy responses as well as guidelines to strengthen UNCTAD and to enhance its development role, its impact and its institutional effectiveness. UNCTAD should examine new and long-standing issues that can foster a better understanding of the feasible ways and means of ensuring that the positive impact of globalization and trade on development is maximized.   | <a href="http://unctad.org/en/docs/iaos20082_en.pdf">http://unctad.org/en/docs/iaos20082_en.pdf</a>   |
| 2010 | Vélez E   | Brazil's Practical Experience with Access and Benefit-sharing and the Protection of Traditional Knowledge                                       | Policy Brief No 8. June 2010. ICTSD Project on Genetic Resources . Access to genetic resources and benefit sharing (ABS) is a recent theme with a new perspective that is still little practiced. So far, few countries have developed specific laws and policies on ABS. Brazil has made some progress on ABS, although its experience is still recent, and therefore incomplete. Before ABS legislation, negotiations about bioprospection were treated with deep suspicion, raising questions and heated public debates. Lack of clarity about who the beneficiaries should be, the legitimacy of stakeholders to negotiate contracts, the level of confidentiality of the contracts and the role of the State and private players in these activities gave rise to uncertainty that discouraged sustainable business around biodiversity. | <a href="http://ictsd.org/downloads/2011/12/brazils-practical-experience-with-access-and-benefit-sharing-and-the-protection-of-traditional-knowledge.pdf">http://ictsd.org/downloads/2011/12/brazils-practical-experience-with-access-and-benefit-sharing-and-the-protection-of-traditional-knowledge.pdf</a> |
| 2010 | WBCSD/WRI/ Meridian Institute                             | The Corporate Ecosystem Services Review: Guidelines for Identifying Business Risks and Opportunities Arising from Ecosystem Change, Version 2.0 | This publication provides corporate managers with a proactive approach to making the connection between ecosystem change and their business goals. It introduces the Corporate Ecosystem Services Review – a structured methodology to help businesses develop strategies for managing risks and opportunities arising from their dependence and impact on ecosystems. It is a tool for corporate strategy development and can augment existing environmental management systems.   |   |

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|      | Website  | Sustainable Markets and Responsible Trade (SMART): Reducing Production and Consumption Impacts                  | <p>There has been a rapid expansion of standards-based and voluntary markets for sustainable products. The rise of fair trade, organic and a wide variety of other social and environmental labels is testament to growing consumer and industry awareness of the importance of individual decision-making power and responsibility in achieving sustainable development.</p> <p>With the growing awareness, mainstream markets are also increasingly tapping into voluntary initiatives as a basis for reducing the production and consumption impacts global of economic activity.</p> <p>As the presence and multitude of such initiatives grows, policymakers and supply chain stakeholders alike are faced with an increasing array of opportunities, but also a growing number of questions as to which actions, initiatives or policies are the most appropriate means for addressing core sustainable development issues.</p> | <a href="http://www.iisd.org/markets/">http://www.iisd.org/markets/</a>   |
|      | Website  | Sustainable Cosmetics Summit 2011   | <p>Some of the leading organizations involved in natural and organic cosmetics and sustainability met at the Sustainable Cosmetics Summit.</p> <p>Major topics on the agenda included sustainable sourcing, natural and organic beauty certification schemes, creating positive environmental and social impacts, green formulations, biodynamic cosmetics, CEO roundtables, ethical retailing, and marketing and distribution innovations.</p>   | <a href="http://www.sustainablecosmeticssummit.com/index.htm">http://www.sustainablecosmeticssummit.com/index.htm</a>   |
|      | Website  | Sustainable Foods Summit 2011   | <p>Global sales of sustainable food products have exceeded \$ 60 billion. What is the future direction of eco-labels in a food industry that is increasingly looking at the triple bottom line? Are eco-labels going far enough in meeting consumer needs for sustainable food and drink products? How can sustainable ingredients contribute to the ecological / social footprint of such products? What are the sustainability best practices in the food industry?</p>   | <a href="http://www.sustainablefoodssummit.com/index.htm">http://www.sustainablefoodssummit.com/index.htm</a>   |
| 2010 | Website  | European Business and Biodiversity Campaign   | <p>The European Business and Biodiversity Campaign was initiated by a consortium of European NGOs and companies led and coordinated by the Global Nature Fund to strengthen private sector commitment for biodiversity and ecosystem services. The campaign is supported by the European Union Life+ Programme. A strong consortium led by the Global Nature Fund, including competent partners from Belgium, Germany, the Netherlands and Spain, demonstrates how businesses can include biodiversity concerns in their business model.</p>  | <a href="http://www.business-biodiversity.eu/default.asp">http://www.business-biodiversity.eu/default.asp</a>   |
| 2008 | Will M, Global Facilitation Unit for Underutilized Species (GFU), Rome | Promoting Value Chains of Neglected and Underutilized Species for Pro-Poor Growth and Biodiversity Conservation | <p>With this publication, GFU presents guidelines and good practices for value chain development (VCD) of neglected and underutilized species (NUS). It complements manuals on VCD and guidelines for agrobiodiversity conversation with due consideration for the specific features of value chains of NUS.</p>  | <a href="http://www.underutilized-species.org/documents/PUBLICATIONS/promoting_vc.pdf">http://www.underutilized-species.org/documents/PUBLICATIONS/promoting_vc.pdf</a> |

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| 2011 | Willer H,<br>FIBL-IFOAM             | Organic Agriculture Worldwide: Key Results from the Global Survey on Organic Agriculture 2011 | Twelfth survey on organic agriculture worldwide carried out by the Research Institute of Organic Agriculture and the International Federation of Organic Agricultural Movements.  | <a href="http://www.organic-world.net">www.organic-world.net</a>  |
| 2011 | World Bank Institute,<br>Washington | Steps for Designing a Results-Focused Capacity Development Strategy                           | This primer for development practitioners based on the capacity development and results framework is a step-by-step guide for working with stakeholders to design an effective strategy.  | <a href="http://wbi.worldbank.org/wbi/document/steps-designing-results-focused-capacity-development-strategy">http://wbi.worldbank.org/wbi/document/steps-designing-results-focused-capacity-development-strategy</a> |
| 2010 | World Resources Institute           | Global Ecolabel Monitor   | The ecolabel and eco-certification landscape is fragmented and confusing to institutional buyers as well as individual consumers. Confusion has grown due to competing claims on what makes a product green, especially when there are two or more competing schemes for the same sector or product. The purpose of the 2010 Global Ecolabel Monitor was to increase the transparency of the different ecolabels for the benefit of both producers and consumers and to reduce confusion among ecolabels so that certifications could be more easily compared and institutional buyers could recognize the different attributes of using one ecolabel or another.   | <a href="http://www.wri.org/publication/global-ecolabel-monitor">http://www.wri.org/publication/global-ecolabel-monitor</a>   |
| 2009 | WTO-UNEP                            | Trade and Climate Change  | WTO-UNEP Report   | <a href="http://www.wto.org/english/res_e/booksp_e/trade_climate_change_e.pdf">http://www.wto.org/english/res_e/booksp_e/trade_climate_change_e.pdf</a>   |
| 2009 | Young T et al.,<br>IUCN             | Contracting for ABS: The Legal and Scientific Implications of Bioprospecting Contracts        | Environmental Policy and Law Paper No. 67/4<br>This fourth book in our Series, entitled Contracting for ABS: The Legal and Scientific Implications of Bioprospecting Contracts, is designed to provide two types of information that have sometimes been in short supply. First, it focuses on contractual issues – analysis of ABS Agreements as legal contracts, and legal advice regarding the ways that they are different from (and more difficult to negotiate than) other types of legal instruments and contracts. Second, it attempts to fill a significant gap in the awareness and information available to persons negotiating the contracts regarding the scientific, technical, and practical activities that the users will be undertaking – activities that must be addressed by the Agreement. | <a href="http://data.iucn.org/dbtw-wpd/edocs/EPLP-067-4.pdf">http://data.iucn.org/dbtw-wpd/edocs/EPLP-067-4.pdf</a>   |
| 2010 | A-Z of Biodiversity Terms           | Glossary  | The A to Z is designed to provide definitions of commonly used terms and acronyms that are related to biodiversity.   | <a href="http://www.biodiversity-z.org/">http://www.biodiversity-z.org/</a>   |

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| no date | IIED | Is the Market the Answer for the Forests? | <p>In this video, supporters and opponents of market-based mechanisms for conserving forests put their arguments. Should there be payments for reducing deforestation, conserving biodiversity? Or do these build in perverse incentives to degrade first in order to profit later? Are the new carbon-trading markets the friend or the foe of forests and the people who rely on them? Finally, how can the United Nations REDD programme help? This is one of the Canopy of Friends video clips, created under the Growing Forest Partnership (GFP) initiative, aiming to stimulate debate on new ways to manage the world's forests.</p> | <a href="http://vimeo.com/16958816">http://vimeo.com/16958816</a> |
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