

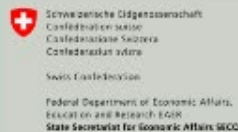


Biodiversity and Trade Webinar I

*'Sustainable guidelines
for biodiversity-based value chains'*



UNCTAD and ITC
23 September 2020



Welcome to the webinar

- Please use the Chat to send any questions or comments
- All presentations and background material will be available in the webinar website:

<https://unctad.org/en/pages/MeetingDetails.aspx?meetingid=2469>

- This webinar is being recorded

- Follow us on Twitter:

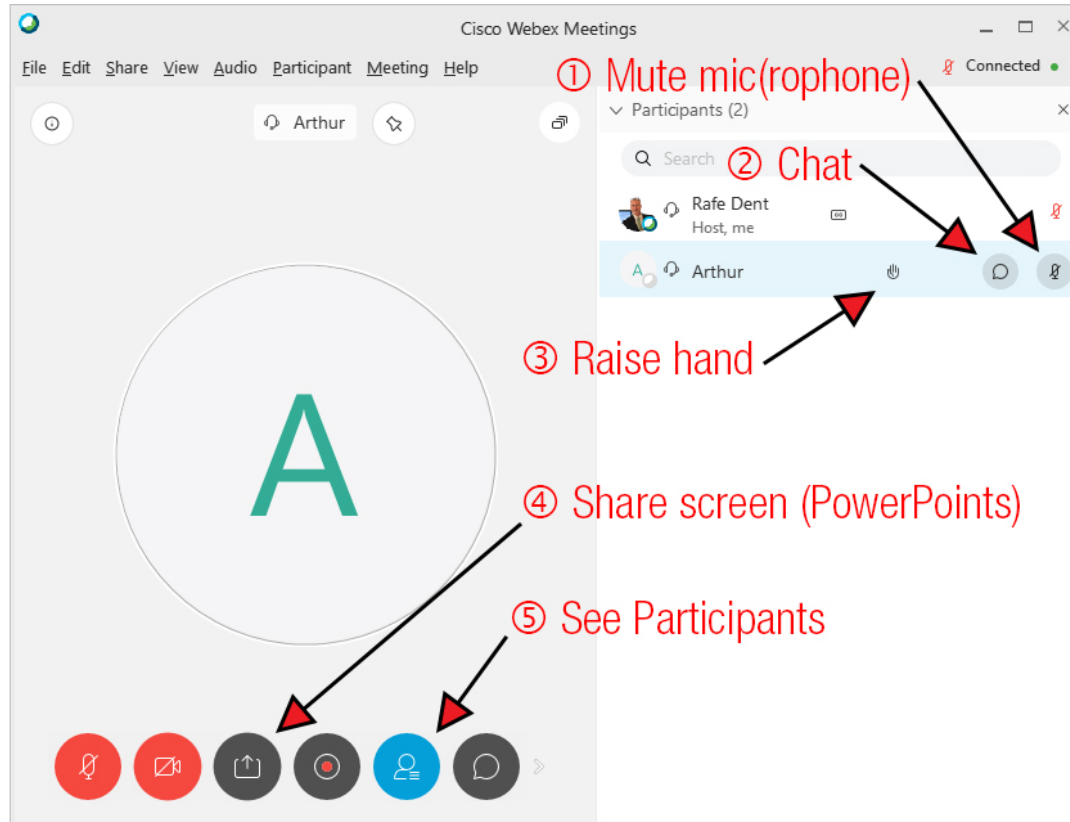


@BioTradeGroup (UNCTAD BioTrade)

@ITC_sustainable (ITC Trade for Sustainable Development)

@Helvetas (Helvetas Swiss Intercooperation)

How to use Webex





Webinar series 'Biodiversity and Trade' by UNCTAD and ITC

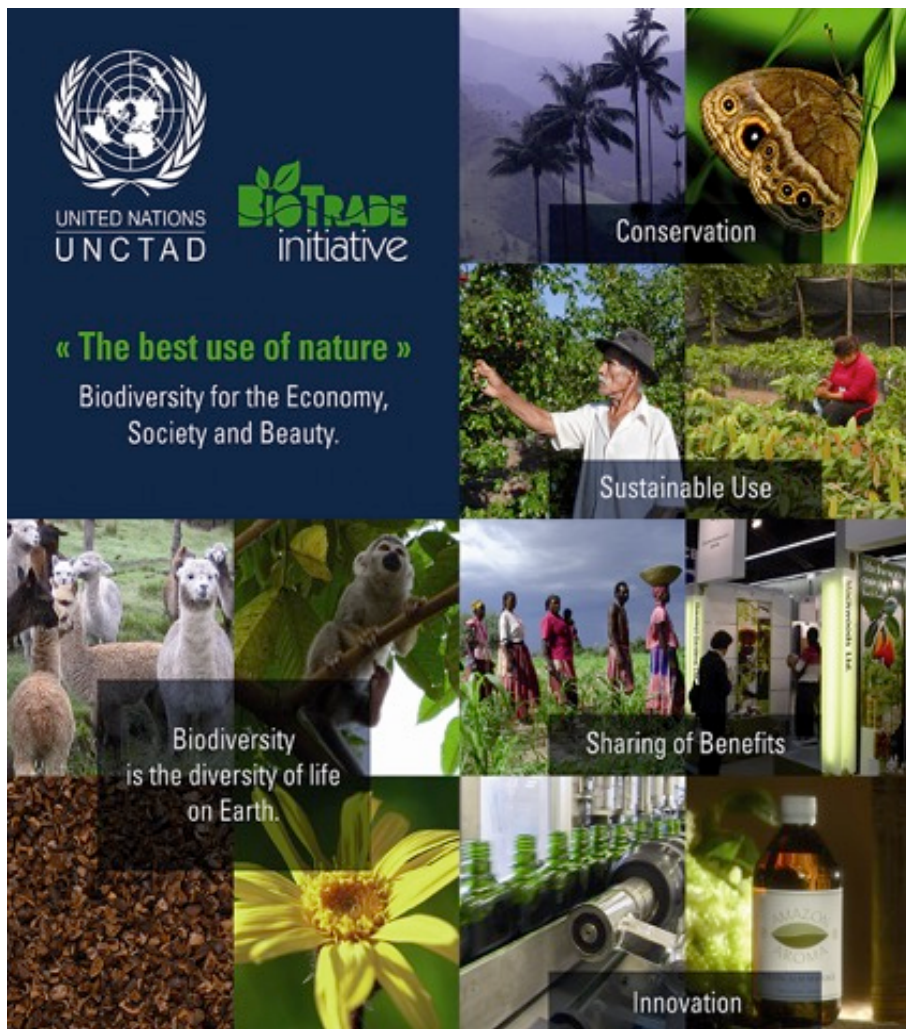
Webinar I: "Sustainable guidelines for biodiversity-based value chains"

Agenda

Moderator: Ivana Padierna, UNCTAD

- | | |
|------------------|---|
| 10:00 – 10:05 am | Welcome remarks and instructions on the use of Webex |
| 10:05 – 10:20 am | Presentation on guidelines for sustainable sourcing and production of biodiversity-based value chains
<i>Ms. Lorena Jaramillo, UNCTAD</i> |
| 10:20 – 10:25 am | Q&A |
| 10:25 – 10:40 am | Presentation on examples of sustainable business models integrating biodiversity conservation and ethical trade principles from Southeast Asia
<i>Mr. Andrew Wilson, Helvetas Swiss Intercooperation</i> |
| 10:40 – 10:45 am | Q&A |
| 10:45 – 11:00 am | Presentation on ITC's Sustainability Map
<i>Ms. Ana Batalhone, ITC</i> |
| 11:00 – 11:05 am | Q&A |
| 11:05 – 11:25 am | Q&A |
| 11:25 – 11:30 am | Closing |

More information on the webinar at: <https://unctad.org/en/pages/MeetingDetails.aspx?meetingid=2469>



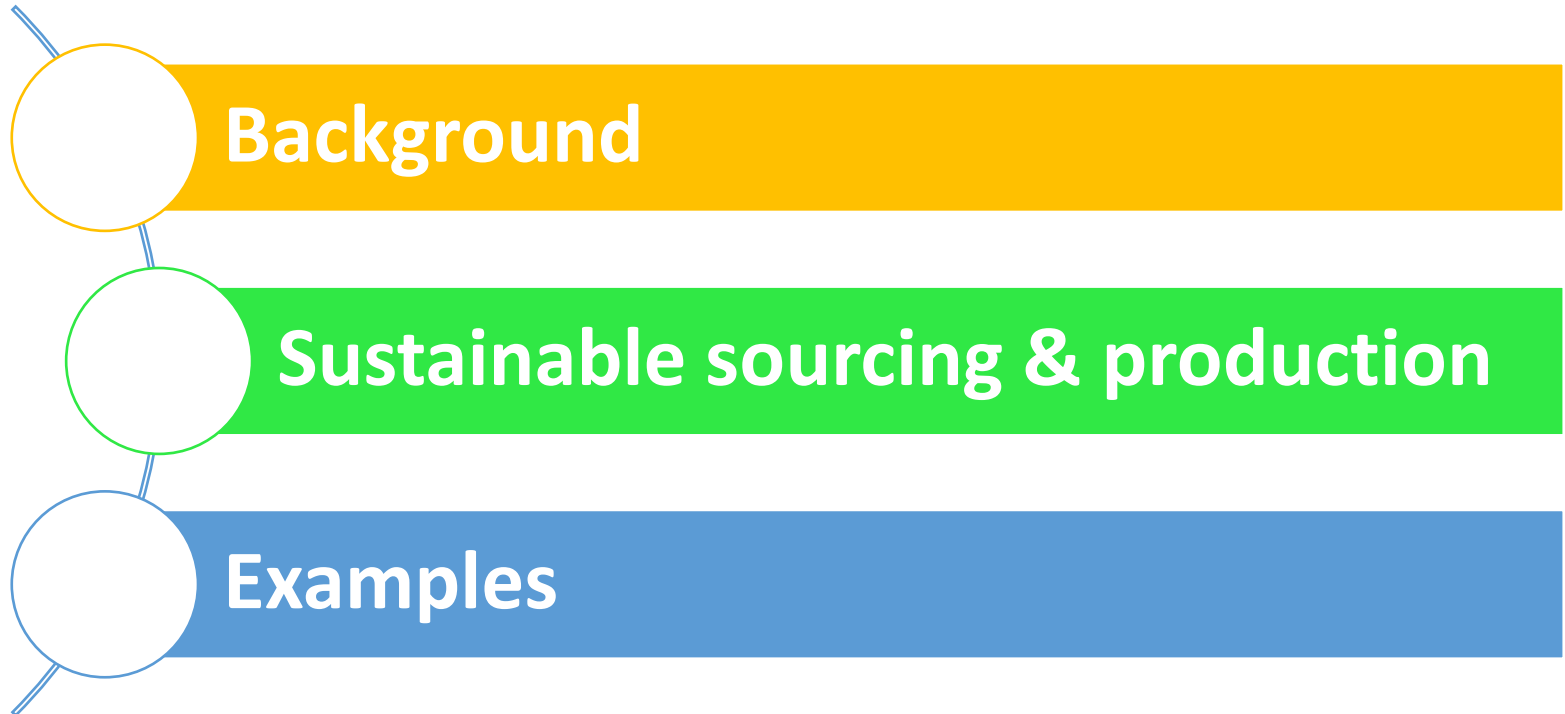
Webinar series: Biodiversity & Trade
Session 1: Sustainable guidelines for biodiversity-based value chains

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

Lorena Jaramillo, biotrade@un.org,
www.biotrade.org

Economic Affairs Officer
TED/DITC

Content



Definitions

Biodiversity

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

Biodiversity-based product and service

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

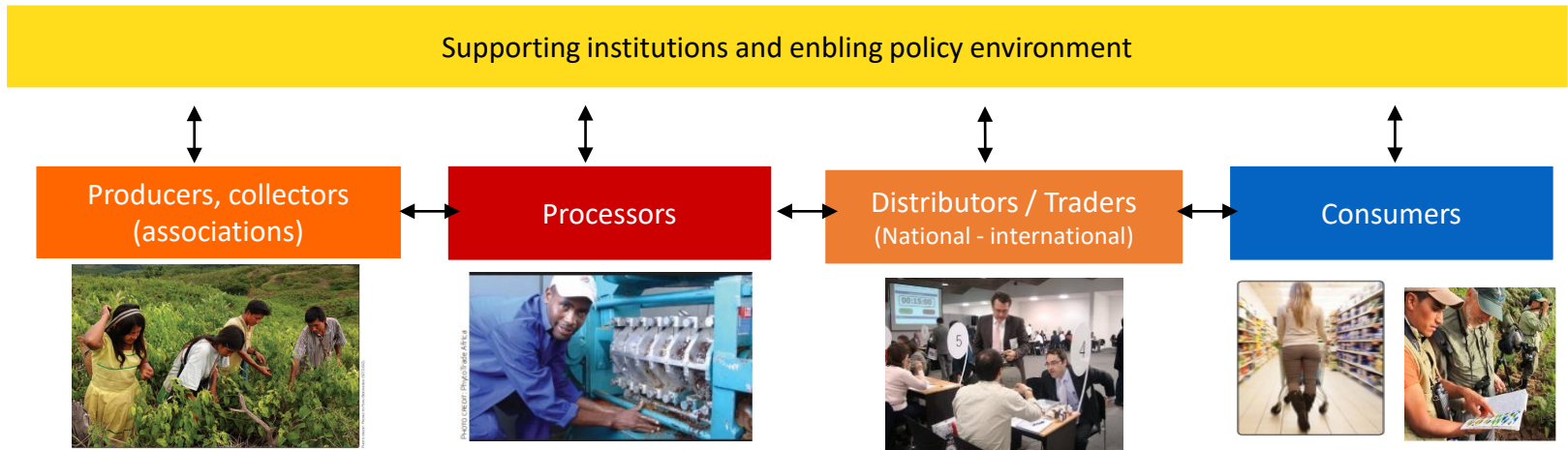
Sustainable use of biodiversity

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

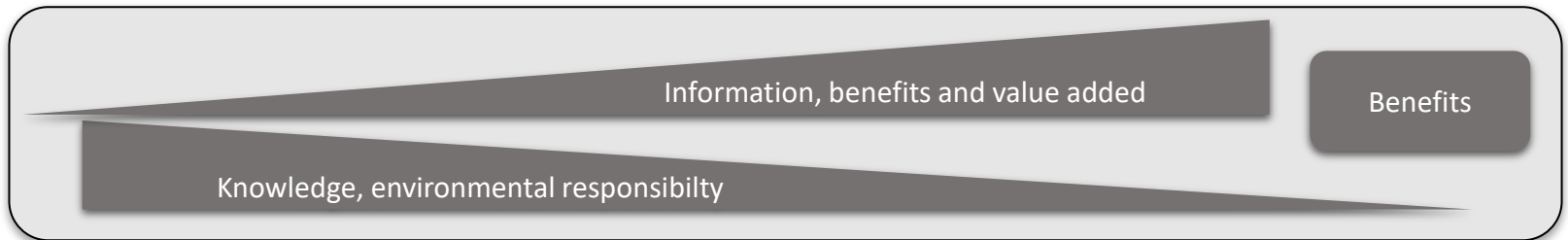
Value chain

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

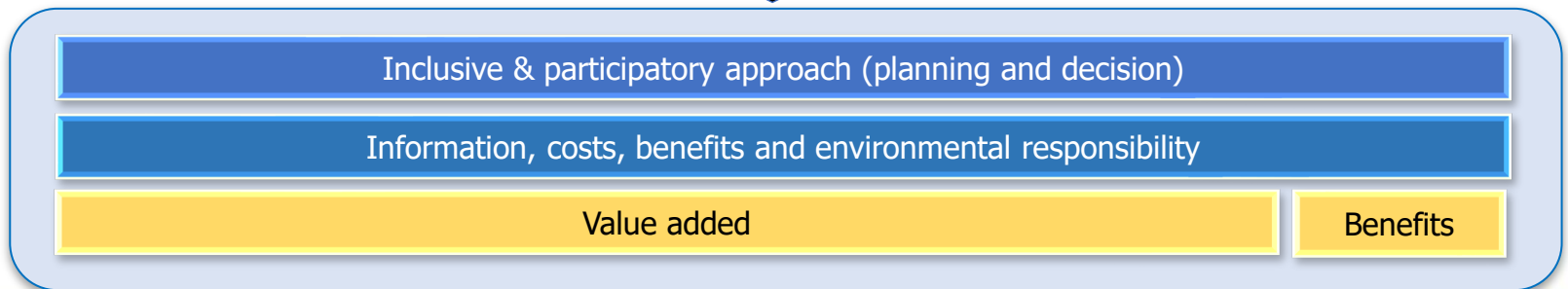
Value chain – current vs ideal



Current



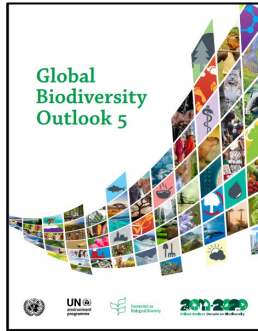
Ideal



Biodiversity - why it matters

Environmental crisis

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



Biodiversity is threatened

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

Livelihoods

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

Contribute to many sectors

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

Affect businesses & BD services they use

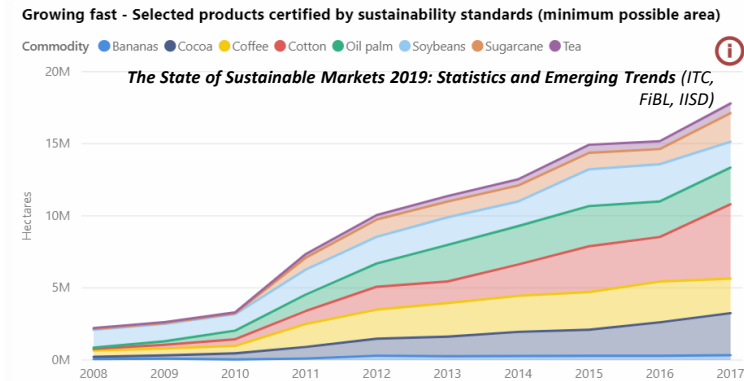
- USD 40 trillion (50% GDP) depends on nature & its services (WEF & EU)
- Deforestation = USD2-5 trillion lost value (WBCSD)
- Biodiversity loss = CEO's top five risks (WEF)

Consumers, businesses and policies

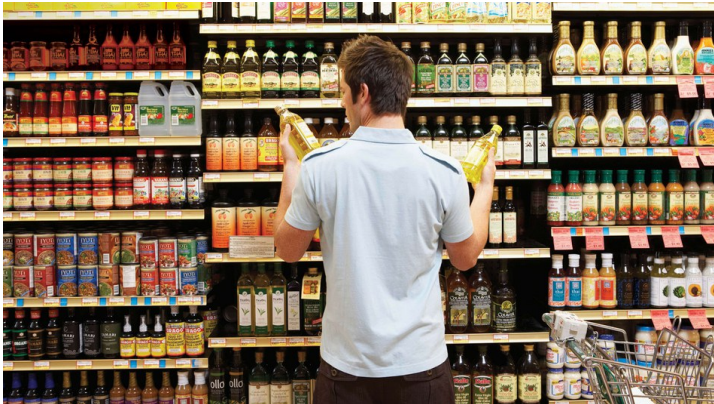
Health (COVID-19), social, environment, economic, technology,..

Consumer concerns / demand & Policy frameworks

- Increased interest & action: **governments** (e.g. *post 2020 GBF*), **businesses** and **civil society**
- Voluntary sustainability standard
- Global plant extracts market: USD 23.7 bn in 2019, projected USD 59,4 bn (2025, 16.5%) (Vitafoods May 2020)



Sustainability: Consumers & businesses



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Nearly **6 in 10** consumers are **willing to change their shopping habits to reduce environmental impact**

Over **7 out of 10** consumers consider sustainability **very important** are willing to pay a **premium for brands** (35% in average) that support sustainable practices

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

Global brands and retailers

France, Germany, Italy, the Netherlands and Spain

98.5% of retailers consider sustainability as a factor in product sourcing (based on survey of 1'832 companies)

96% of retailers have sustainable sourcing strategies & **76%** have sustainable sourcing commitments (based on interviews with 550 companies)

Source: ITC. 2019. The European Union market for sustainable products.



Launched: 21 Sept 2020



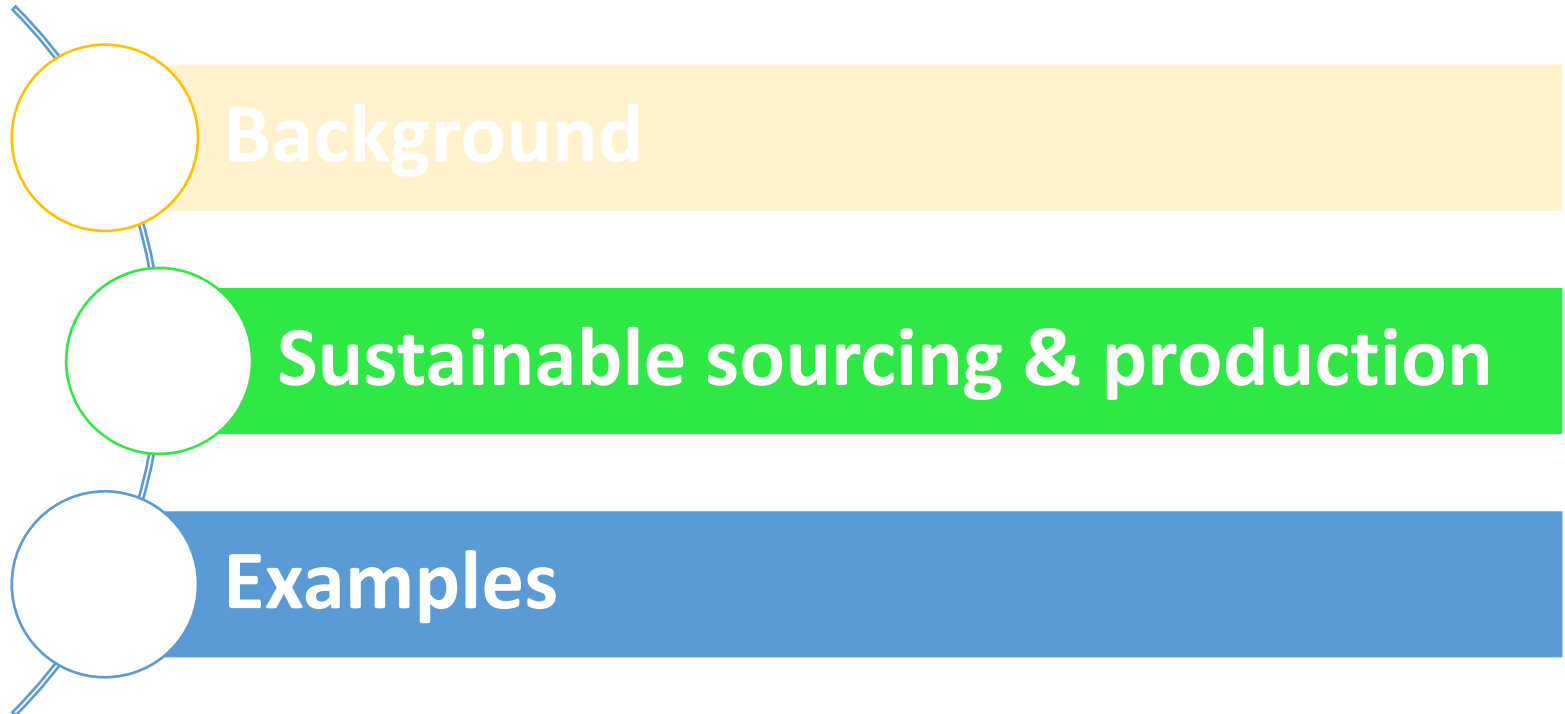
@BioTradeGroup

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

UNCTAD



Content



United Nations Conference on Trade and Development (UNCTAD)



UNITED NATIONS
UNCTAD

195 member States

Created 1964

www.unctad.org

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

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



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



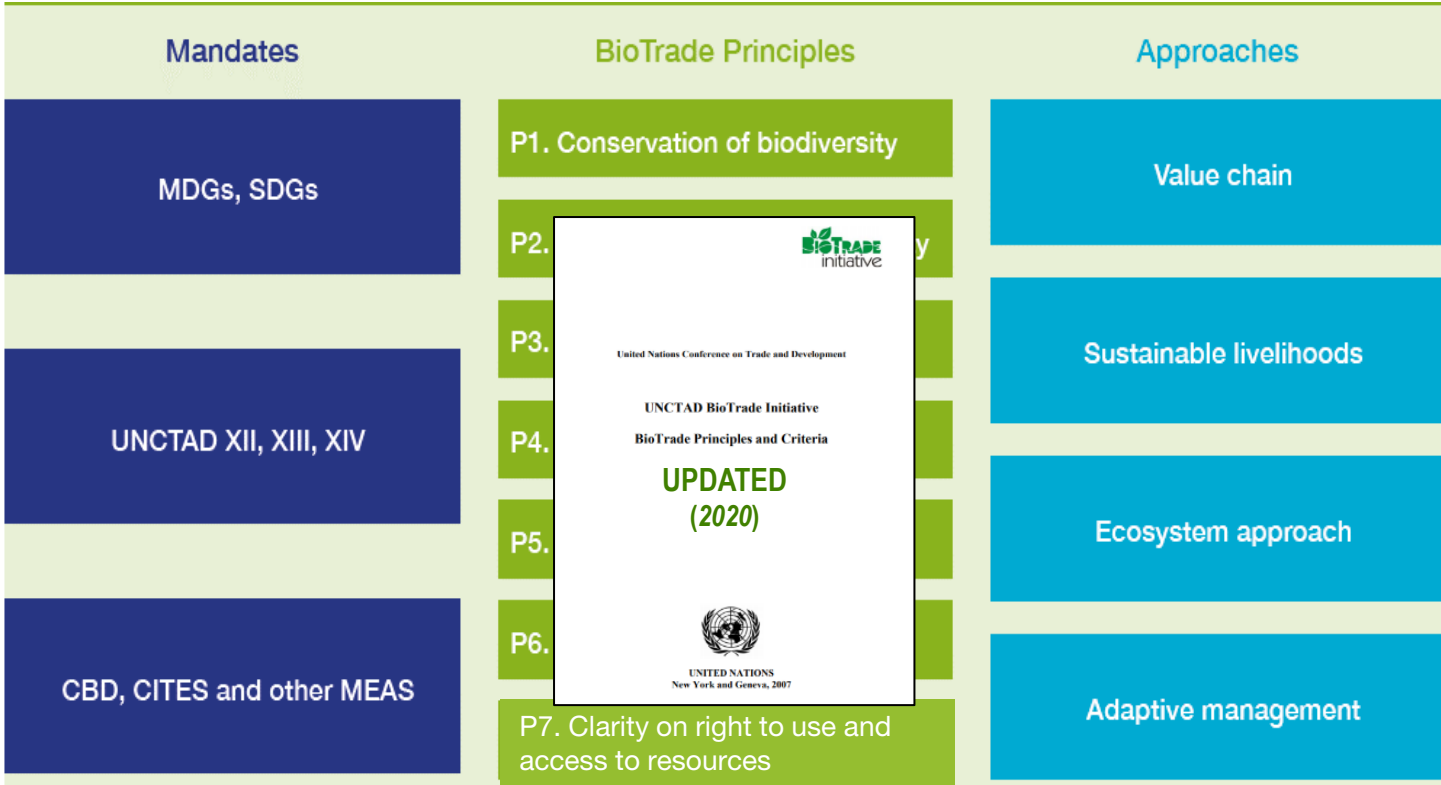
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UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

UNCTAD



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



BioTrade Principles & Criteria are used for terrestrial, marine and other aquatic biodiversity-based products and services

How to translate this into practice



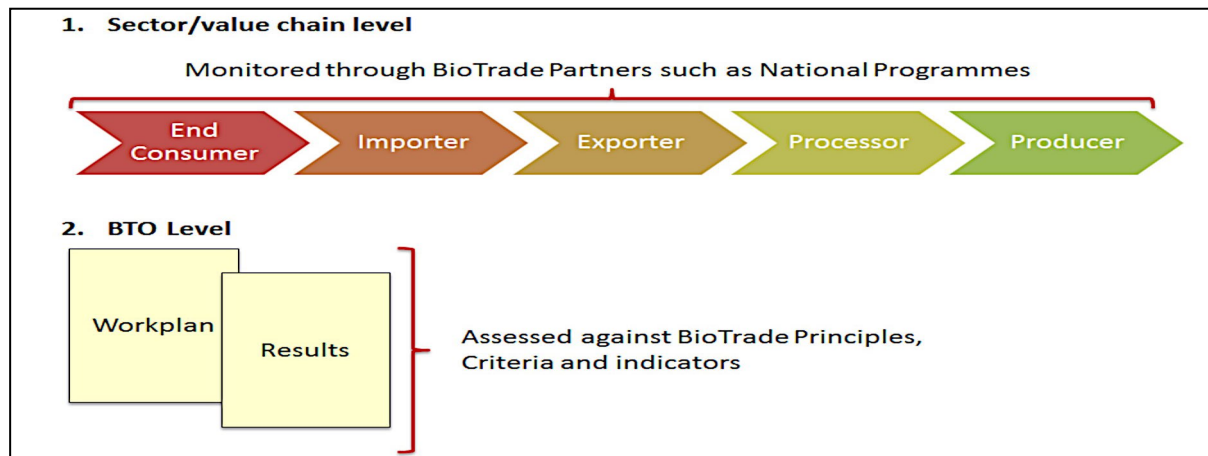
Sustainable development – SDGs, MEAs,
UNCTAD mandates

BioTrade Principles and Criteria

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



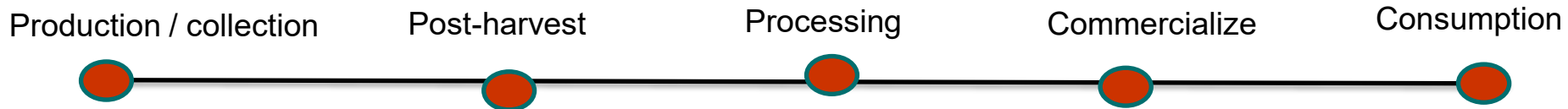
*Contribute
with practical
experiences*



BioTrade is implemented through partnerships

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

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



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



Examples of support provided

Harvest, collect,
cultivate, hunt

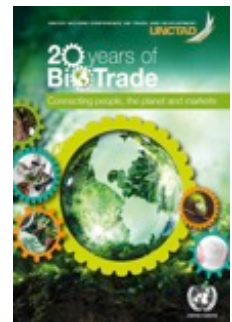
Post-harvest

Processing

Commercialize

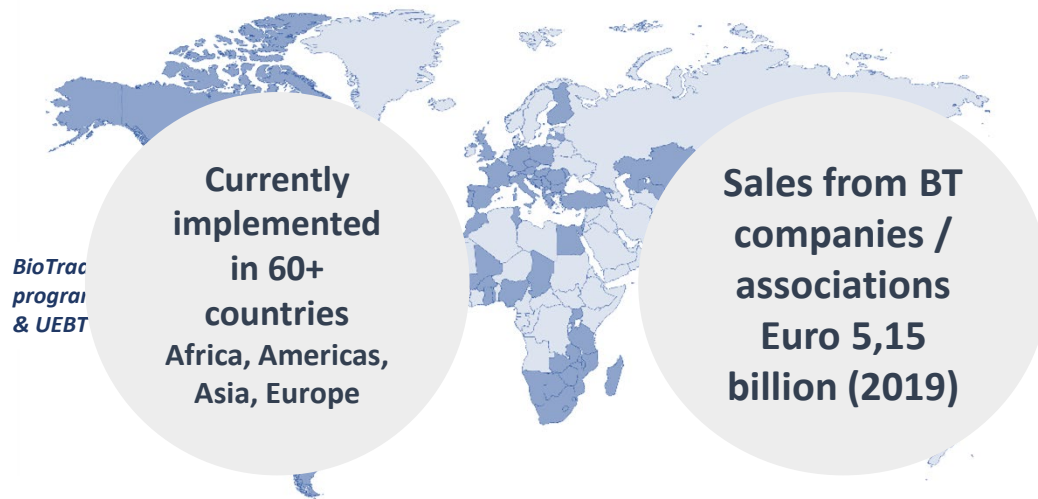
Consumption

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

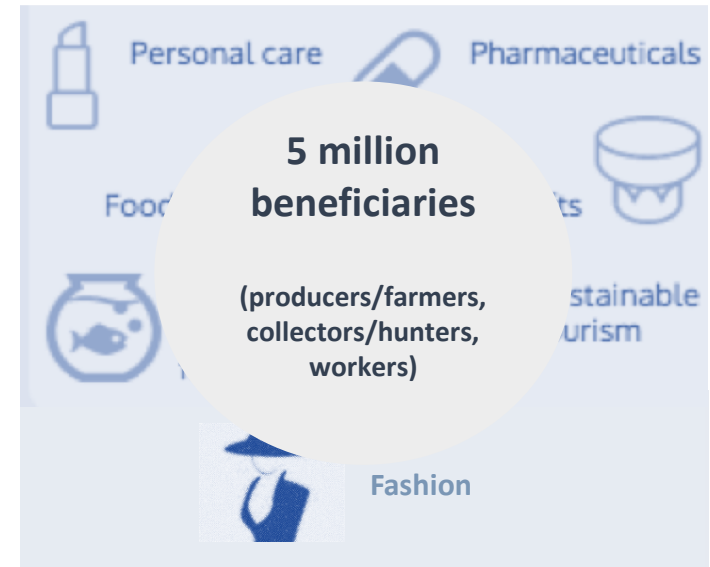


Where do we work

Countries implementing BioTrade P&C and/or UEBT standard



Sectors implementing BioTrade



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

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

biotrade@un.org

Questions and answers



Thank you very much

www.biotrade.org and biotrade@un.org

Find all of our
publications here:





Q&A (5 min)

Please use the Chat to send any questions or comments



HELVETAS

**VIETNAM
LAOS
MYANMAR**



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

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

BIOTRADE IN MEKONG REGION



Regional Biotrade I and II



- Second four year phase of a program funded by the Swiss State Secretariat for Economic Affairs (SECO)
- Goal is to promote growth of sustainable trade that benefits people and the environment through BioTrade
- Previous phase covered Vietnam, Laos and Myanmar, while the new phase starting this month will also add Cambodia
- Dealt with 15 different products exported by 35 companies, and planning to expand

Cinnamon in Vietnam



- Deal with cassia cinnamon, and Saigon cinnamon
- Companies seeking to escape less profitable, low-value export markets in S. Asia to Europe and N. America
- Started with environmental focus, but shifting to social & economic sustainability
- Experience with the common cassia species is encouraging diversification into the rarer, endemic and more valuable Saigon cinnamon
- Sales growth has led to a continuous pipeline of producers shifting to sustainable production

Indian prickly ash in Laos



- *Zanthoxylum rhetsa*, a common feature in traditional long-fallow shifting agriculture
- Used as a spice, but demand is limited
- Peppery citrus/lemon smell is also attractive for fragrances and personal care
- Currently two companies exporting
- Developing new markets benefits highly excluded groups with limited economic opportunities
- Research on sourcing, harvest and handling critical to use in fragrances
- Related species from the same genus have different scent profiles and could also be developed

Thanaka in Myanmar



- A tree in the citrus family, with bark used as a traditional cosmetic product in Myanmar
- Companies and producers face stagnant domestic market, want to grow internationally
- Proven to have anti-aging and skin smoothing properties, but traditional formulations not suitable for modern cosmetics
- Research showed that best quality bark for extraction came from trees grown in “wild” conditions
- Co-investments in environmental and economic sustainability by producers and companies
- Long-term process to introduce to international markets



Q&A (5 min)

Please use the Chat to send any questions or comments



International
Trade
Centre

TRADE IMPACT
FOR GOOD

Sustainability Map

A practical tool to navigate voluntary sustainability standards

Ana Batalhone, Associate Programme Officer

22 September 2020



Presentation overview

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



UNCTAD

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



WTO OMC

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



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

Our mission

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

Sustainability Map - www.sustainabilitymap.org

Standards Map

Virtual Network

Market Trends

Login



Our Solutions ▾

Our Users

Collaborations ▾

T4SD Hubs ▾

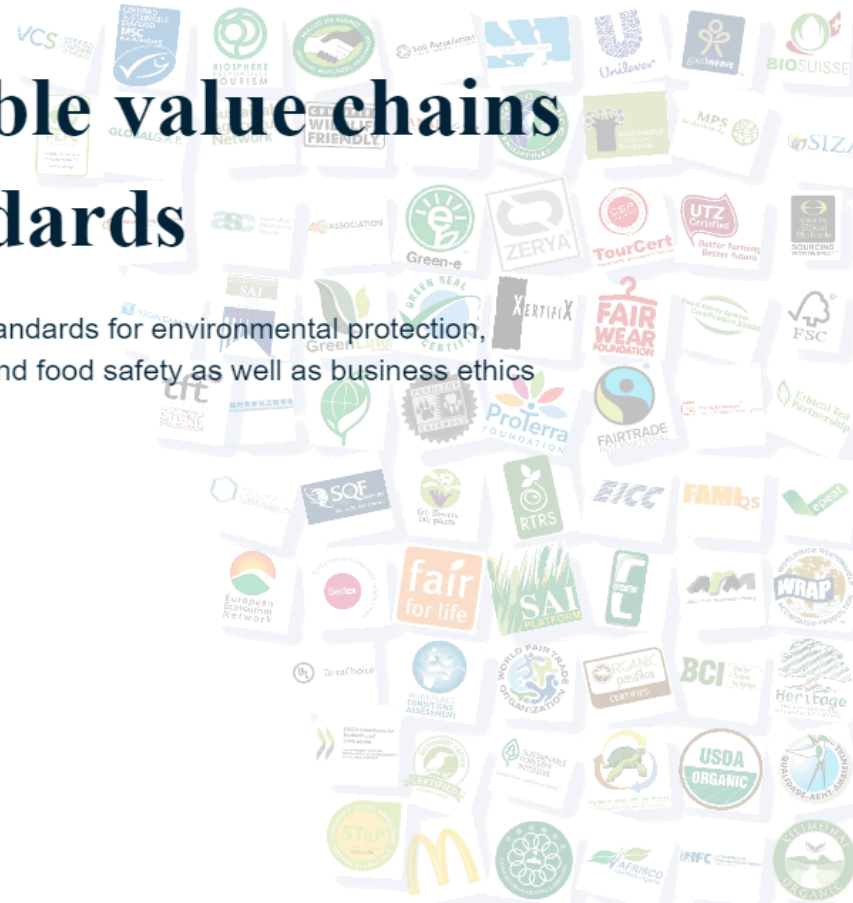
Resources ▾

Expertise in sustainable value chains & sustainability standards

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

LEARN MORE

OUR IMPACT



Sustainability Map – Standards Map module

Standards Map

Virtual Network

Market Trends

Login



Our Solutions ▾

Our Users ▾

Collaborations ▾

T4SD Hubs ▾

Resources ▾

Sustainability Map modules:

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

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

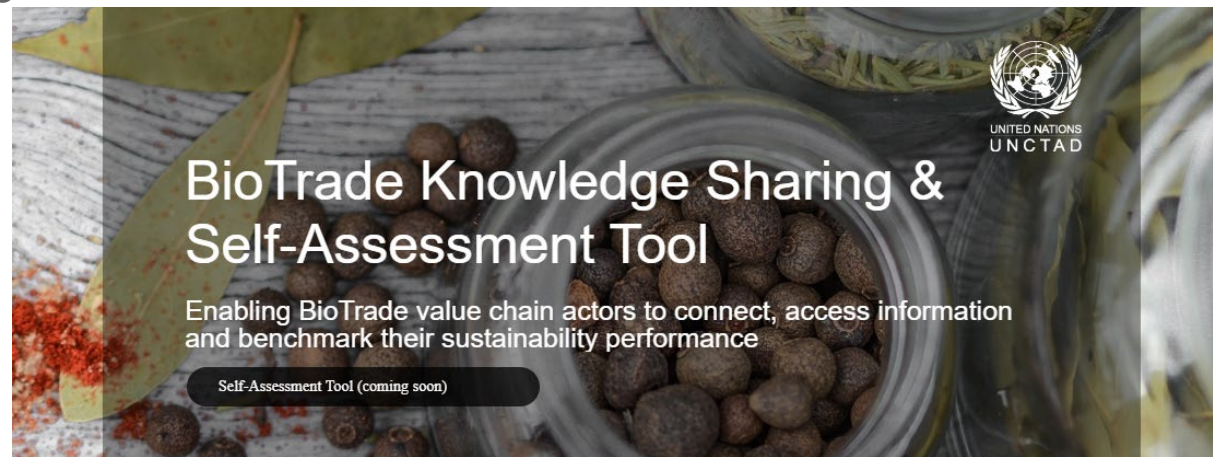
Market Trends – offers comprehensive information on market trends in forestry and eight agri sectors



BioTrade Self-assessment Tool

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

Stay tuned for the launch of the tool this semester, to be hosted at the page of the BioTrade Knowledge Sharing.



Supported by:

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

1- Create a profile at www.sustainabilitymap.org



Citrícola Lucato

Company Type : Primary Production

Company GLN

7898921261012

Address

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

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

Contact information

Contact Name : Gilson Lucato Junior

@ See the email

☎ See the phone number

🌐 <http://www.citricolalucato.com.br/>

📘 <https://www.facebook.com/LucatoCitricola>

Company size : 250 employees

GEOLOCATION PRODUCTION CERTIFICATION MEDIA



Citrícola Lucato

Description

Empresa produtora de frutas cítricas.

Company Type	Company Size
Producer	250

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

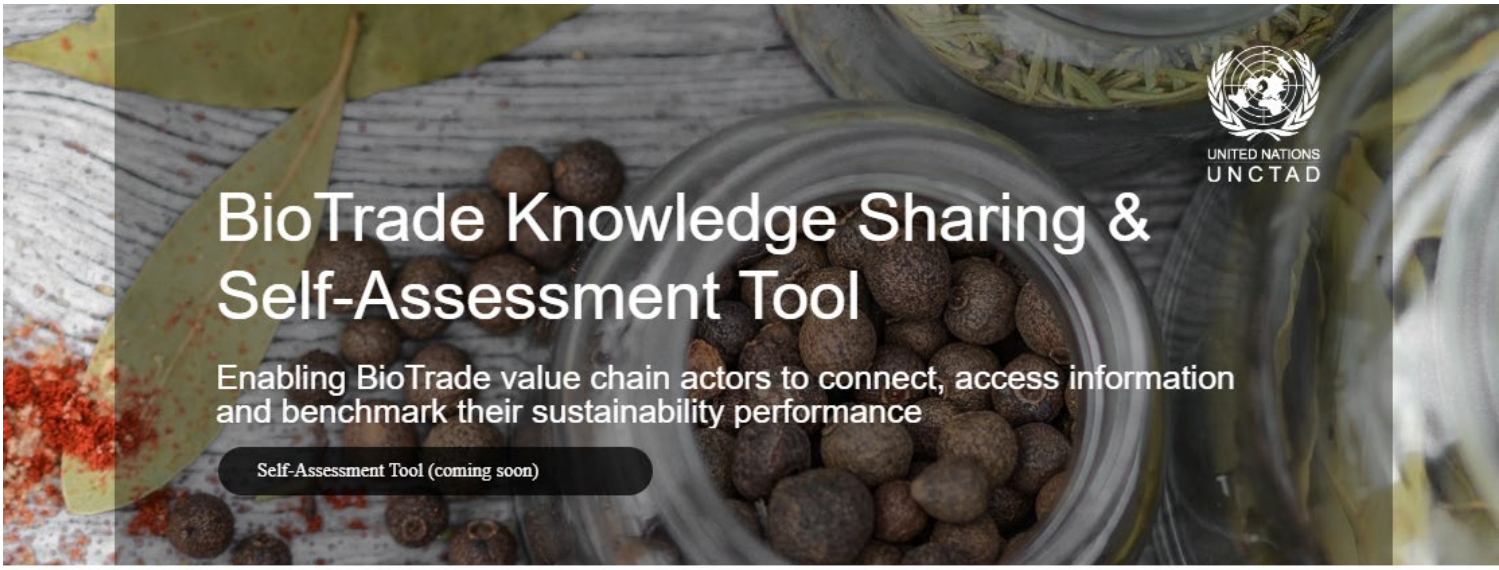
Products / Services	City
Oranges Mandarins (fresh)	São Paulo

Existing Certification

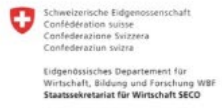


Step-by-step: BT P&C Self-Assessment Tool

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



Supported by:



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

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

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

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

Save and continue Preview Finalize

Environment Social Management Quality Ethics

Inputs Waste Water Energy Climate - Carbon

(13 of 13) questions

Hide questions already answered or covered by existing compliance to standards

Are there policies in place relating to waste management?

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

Yes No

Comments

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

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

GEOLOCATION

PRODUCTION

CERTIFICATION

ASSESSMENT

MEDIA

Lineamientos basicos para un Cacao Sostenible - Organizaciones



Completed on: May 6, 2019

OVERALL



ENVIRONMENT



SOCIAL



ECONOMIC



QUALITY



ETHICS




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

5- Understand your results

No image available

Your answers



Made in Green by
OEKO-TEX®

Environment

Inputs

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

Thank you!

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

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



[@ITC_sustainable](https://twitter.com/ITC_sustainable)



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[ITC Sustainability](https://www.linkedin.com/company/ITC_Sustainability)

Invite to join ITC's

The Good Trade Summit

7 & 8 October, online

Registration & programme
bit.ly/GoodTradeSummit2020





Q&A (5 min)

Please use the Chat to send any questions or comments



Q&A (20 min)

Please use the Chat to send any questions or comments

Thank you for your participation



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