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# Sustainable use of biodiversity as a strategy to boost the Principles and Criteria of BioTrade.

**Alejandro Bañol Salazar**

**Ministry of Environment and Sustainable Development**

**Colombia**



# BioTrade Principles

P1: Conservation of biodiversity

P2: Sustainable use of biodiversity

P3: Fair and equitable sharing of benefits

P4: Socioeconomic sustainability

P5: Legal compliance

P6: Respect for actors rights

P7: Right to use and access natural resources

# Green and Sustainable Businesses

1. Economic viability of the business (P4)

2. Positive environmental impact of the good or service (P2)

3. Good or service life cycle approach (P2)

4. Useful life (P2)

5. No use of hazardous substances or materials (P1)

6. Recyclability of materials and use of recycled materials (P1)

7. Efficient and sustainable use of resources for the production (P3)

8. Social responsibility within the company (P5)

9. Social and environmental responsibility in the company's value chain (P3)

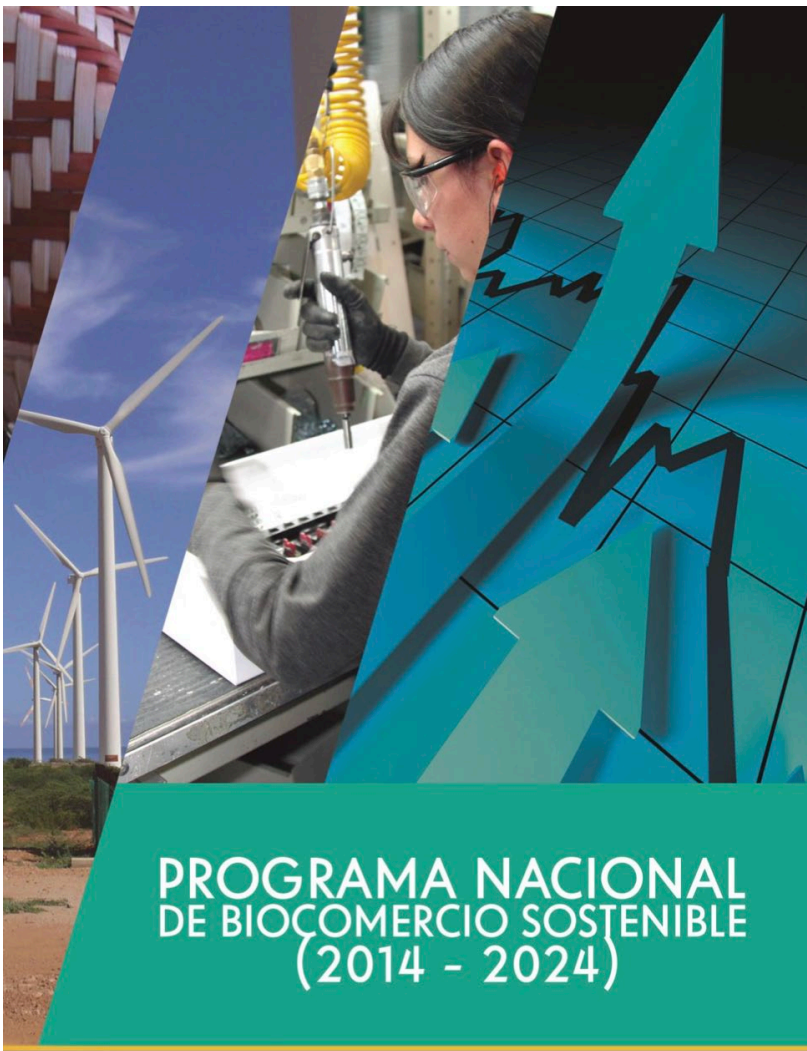
10. Social and environmental responsibility outside the company (P7)

11. Communication of social or environmental attributes associated with the good or service (P6)

12. Environmental or social schemes, programs or recognitions implemented or received (P4)



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National Sustainable BioTrade Program



4.898 Green and Sustainable  
Businesses of 12.630 (2030)

80% GSB  
BioTrade

20% GSB  
Tourism

GSB in the GEF projects  
PDET projects (1.011 GSB)

Anchor Companies