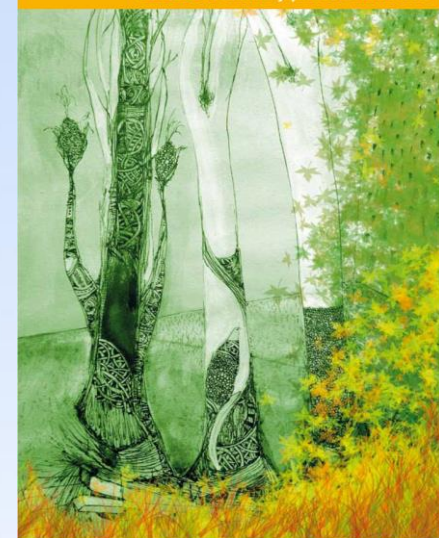


Ecuador National Green Export Review

Findings, the National Plan of Action and recent developments

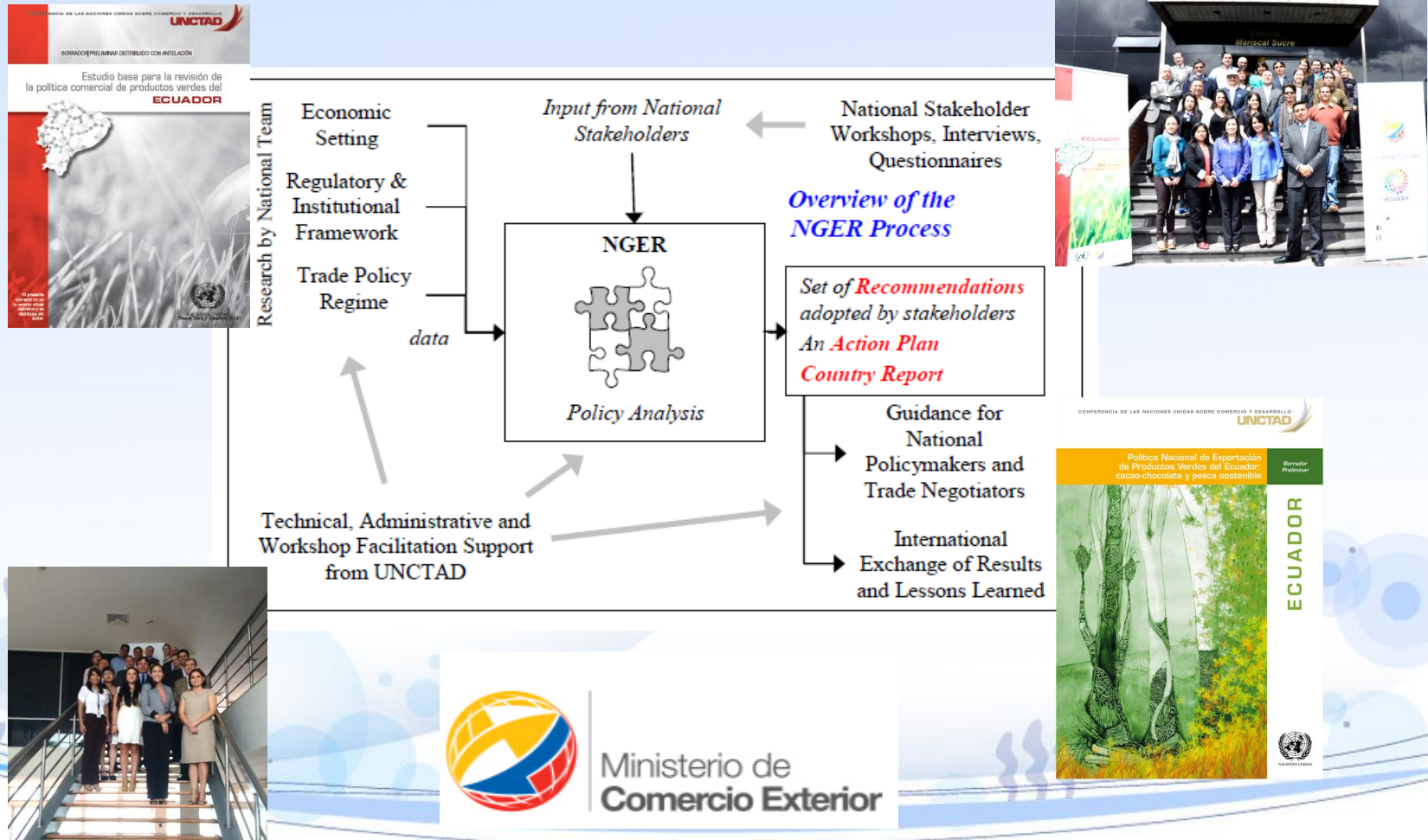
Ad Hoc Expert Meeting on Trade in Sustainable Fisheries
UNCTAD/Commonwealth
29 of September - 01 October

David Vivas Eugui Legal Officer, UNCTAD

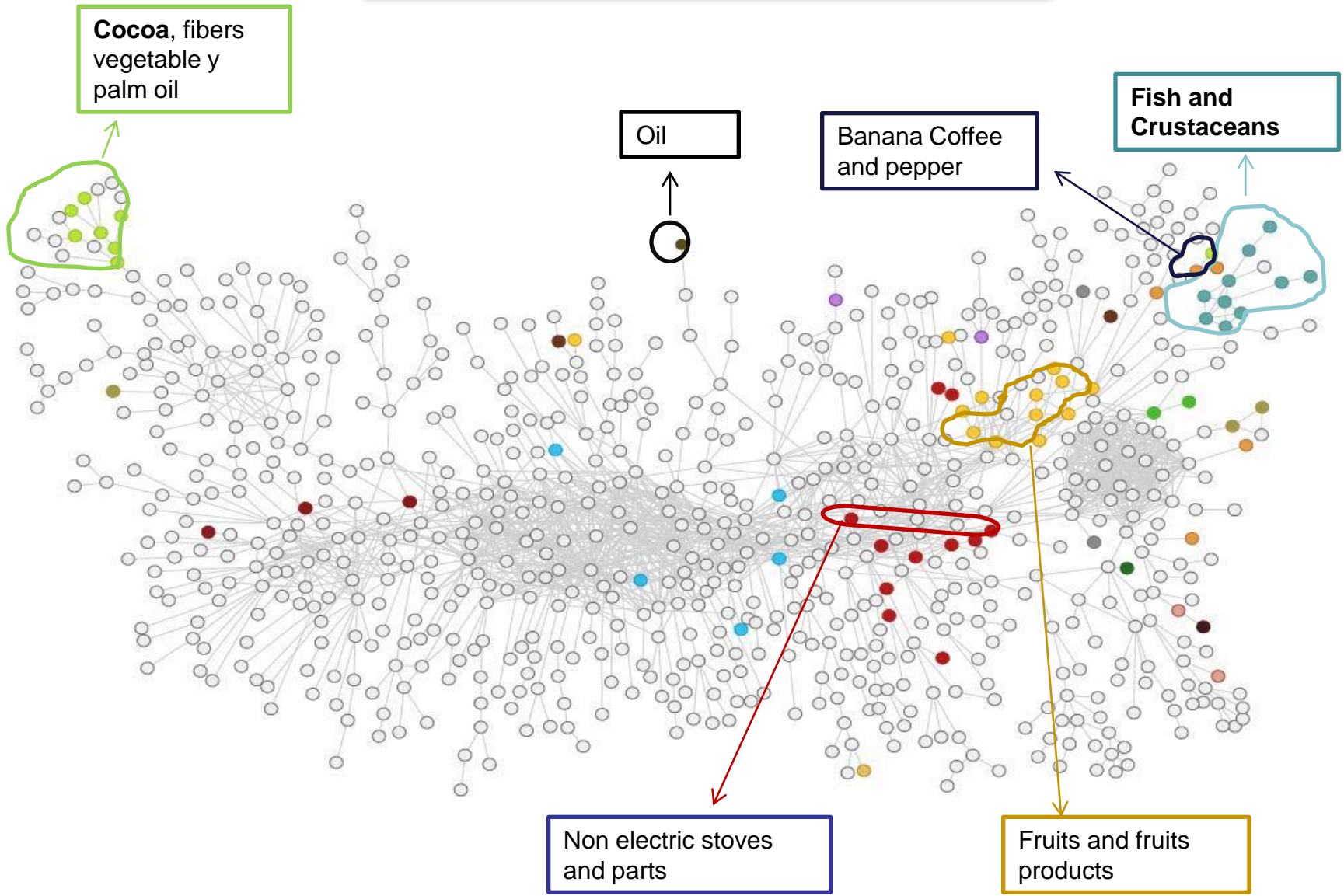


What is a National Green Export Review (NGER)?

An NGER is an UNCTAD tool that guides national stakeholders through a structured process to identify and develop new export opportunities in green goods and services.



Green produce space map Ecuador



Source: UNCTAD (2014), based on database of the Observatory of Economic complexity of the Massachusetts Institute of Technology (MIT). Ver <http://atlas.media.mit.edu/>

Fish and fish products exports by Ecuador (2010-2013) in US thousands

SITC. Rev4	HS 2007	Description	2010	2011	2012	RCA 2012
341	0301.10-0302.70	Fish and fresh fish meat	46.265	52.091	67.374	17
342	0304.91-0304.99	Fish Frozen (no fillets)	62.165	106.726	90.171	3
344	1806.21-1806.29	Fish fillets frozen	55.349	53.815	79.110	5
345	0304.11-0304.19	Fish fillets fresh or frozen	73.858	83.298	89.589	11
351	0305.30-0305.51	Fish dry or salted	3.434	4.770	2.587	1
354	0305.20	Fish libbers dried or salted	485	715	861	2
361	0306.11-0306-19	Crustaceans frozen	847.817	1.172.582	1.276.492	72
362		Crustaceous different than frozen	2.869	3.870	3.274	1
363	0307.10-0307.99	Molluscs and water invertebrates	1.812	2.910	2.067	-
371	1604.11-1604.20	Fish preparations	598.269	870.254	1.112.774	60
372	1605.90	Other crustaceans or molluscs	5.470	9.787	12.882	1
Total			1.699.802	2.362.831	2.737.181	

Findings of the assesment in Ecuador (1)

- Ecuador's fishing fleet is one of the largest of the East Pacific Ocean. Fish harvesting (industrial and artisanal) and processing generates more then 300'000 jobs
- 90 per cent of fishing activities are regulated. Ecuador follows main principles under the FAO Code on Sustainable Fisheries and applies obligations under Inter-American Tropical Tuna Commission (IATTC/CIAT)
- Several tuna producers are developing voluntary sustainability standards
- Ecuador already has several management plans: sharks, sea bream and the “pomada” shrimp
- Several producers enjoy of dolphin-free and organic aquaculture certification. Ecuador recently introduced modern regulation on organic production including aquaculture
- Most stakeholders see opportunities in building competitiveness around sustainability. However, there are concerns over Non-Tariff Measures
- Climate change is seen as a significant treat to the fisheries sector (El Niño)

Green Exports National Action Plan (fisheries)

- **Objective 1: Creation and strengthening of a solid regulatory, economic technological base for sustainable fisheries (items listed are examples)**
- **Regulation:**
 - Update regulatory framework fisheries and evaluate ratification of relevant international treaties (e.g. UN Fish Stocks Agreement, the FAO Compliance Agreement or the FAO Port Measures (not yet in force) Agreements)
 - Align organic, fair trade, biotrade and sustainable production and consumption programmes
 - Develop management plans for non-covered commercial species
- **Innovation:**
 - Improve quality control, testing and traceability systems
 - Diffuse sustainable harvesting and fishing practices and technologies
- **Associativity:**
 - Strengthen small fishermen associations and exporters associations
 - Create capacities and develop producers' voluntary standards for sustainable practices
 - Assist providers in incorporating sustainability criteria (Value chains)
- **Incentives:**
 - Support sustainable entrepreneurs and enable access to credit
 - Strengthen internal consumption of healthy sustainable fisheries products

Green Exports National Action Plan (fisheries)

Objective 2: Improvement of market access conditions in third countries

• Market promotion

- Promote Ecuador's sectoral trademarks (e.g. quality, social, environmental, value addition, R&D and new market creation criteria), fair trade labels and geographical indications for tuna, shrimp and lobster products
- Support commercial offices and improve data on sustainable supply of fish products
- Promote the recognition of Ecuador as an organic shrimp producer

• Address of tariff and non-tariff measures

- Address negative incentives at the multilateral level: fish subsidies
- Seek technical support and institution building to improve efforts against IUU
- Map most relevant non-tariff measures for fish products in developed and emerging markets

Recent developments

Ecuador adopted their national action plan for green exports in July 2015 (Ministry of Commerce of Ecuador)

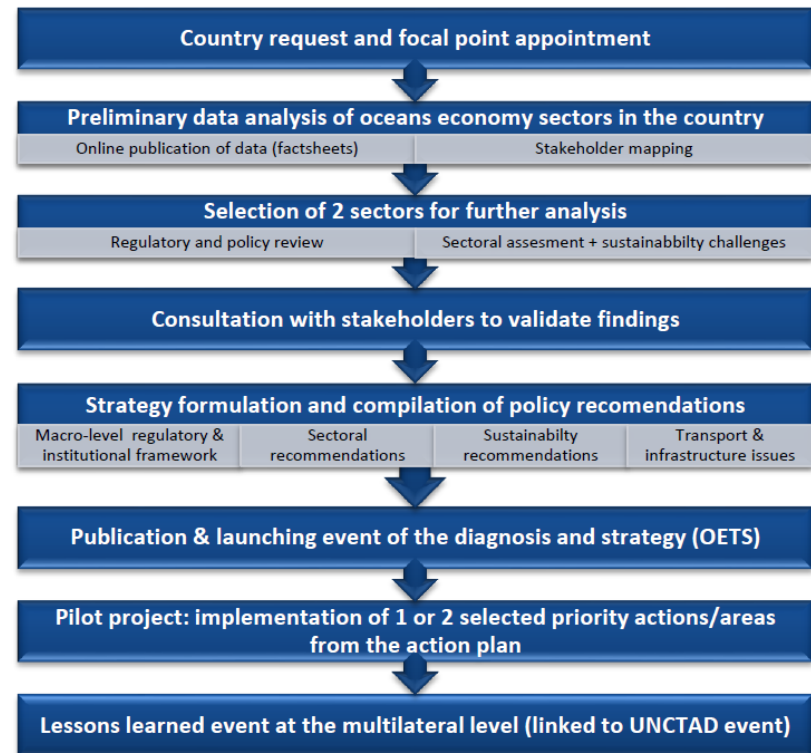
- Ecuador is considering the ratification of relevant UN and FAO fisheries conventions
- Ecuador requested the FAO to make a regulatory review in light of relevant international conventions and soft law. An FAO workshop will be held in October 2015.
- Ecuador is developing national management plans for tuna, hake and small pelagic fish
- Work toward the sectoral country mark in advancing (e.g. quality, social, environmental, value addition, R&D and new market creation criteria)
- The code of conduct for responsible management of the tuna value chain was recently adopted (2015) (led by the CEIPA and other business associations)
- UNCTAD will undertake a third mission to evaluate results and support fundraising efforts for the implementation of the Ecuador NGER



Ocean Economy and Trade Strategies (OETS) in coastal developing countries

Objective:

To support coastal developing countries in creating an enabling policy and regulatory environment to promote the sustainable trade of products and services in ocean-based sectors.





Monumento al Atún, Manta 2015

Many thanks for your attention