

First BioTrade Congress

18 June 2012 - Hotel Novo Mundo (Praia do Flamengo, 20), Rio de Janeiro, Brazil

I. Background

The **First BioTrade Congress** is organized on the occasion of the United Nations Conference on Sustainable Development (Rio+20 Conference) during the Days of Dialogue on sustainable development. The Summit seeks to secure renewed political commitment for sustainable development, and one of the two issues considered is the role of the Green Economy in the context of sustainable development and poverty alleviation.

Biodiversity, ecosystems, species, and genetic resources are the foundation of a sustainable/green economy and society. Global biodiversity of flora and fauna contributes to strengthening essential ecosystem services, such as fresh water, productive soils and clean air, which underpin sustainable economic development and quality of life for humankind. Efforts to value biodiversity and ecosystems resulted in the publication of the TEEB, which illustrates the economic contribution of biodiversity and ecosystem services to all aspects of the global economy. The 2011-2020 Strategic Plan of the Convention on Biological Diversity (CBD) and the Aichi Targets is a key roadmap to guide actors in the biodiversity arena.

Ensuring that development is sustainable, equitable and inclusive is key to a future that will provide opportunities for all. Innovative and promising solutions that balance a healthy and productive environment with the demands of growth for human development, are needed to accomplish this. The sustainable management and conservation of biodiversity resources is imperative and efforts to ensure this are underway by national and international stakeholders.

Sixteen years after UNCTAD launched the BioTrade Initiative with the aim of promoting trade and investment in biodiversity as a means of furthering sustainable development, a number of countries, regions and national and international stakeholders have made remarkable progress in embracing BioTrade concepts and principles as integral parts of their strategies. Furthermore, BioTrade is being recognized as a tool to address poverty alleviation and to support sustainable livelihoods in developing countries.

Objective

The **First BioTrade Congress** is a platform where BioTrade and biodiversity stakeholders can share their experiences and lessons learned, and establish further cooperation in implementing sustainable practices in the path to "greening" biodiversity-based sectors. The congress will present practical BioTrade examples that are implemented in a variety of sectors and regions with the aim to guide private actors, governments and civil society in their efforts to achieve sustainable development.

II. Output

It is expected that the congress will gather and compile the best practices, experiences and lessons learned in the 16 years of experience of BioTrade partners and practitioners in developing sustainable biodiversity-based businesses. The results of the event will be compiled in a special web page where all documentation including reports, papers and presentation and lists of participants will be available. Furthermore, it is expected that the outcomes could also be shared during the Rio +20 Summit.

III. Organization of the Congress

The Congress is convened by the BioTrade Initiative of UNCTAD, with the support of the Swiss State Secretariat for Economic Affairs (SECO), Yves Rocher and the Natural Resources Stewardship Circle (NRSC). Additional partners include the General Secretariat of the Andean Community (SGCAN), International Trade Centre (ITC), Colombian Ministry of Environment and Sustainable Development, Peruvian Ministry of Environment, PhytoTrade Africa, Union of Ethical BioTrade, and the Bureau of Crisis Prevention and Recovery of the United Nations Development Programme.

Participants

A wide range of actors will attend and discuss the challenges and opportunities arising in sustainably transforming their biodiversity-based sectors to support the fair and responsible development of countries and regions. It is an invitation only event with a capacity of 50 participants.

III. Programme of the Congress

Taking advantage of the expertise and background of all partners, the event is organized in four sessions covering the following topics:

1. Policy frameworks
2. Information exchange and awareness raising
3. Value chain enhancement
4. Market creation and development

Within each session, panelists are invited to present their views on the issues considered, and the sessions are chaired by BioTrade partners.

18 June (morning)			
08:30 – 10:00	<p style="text-align: center;">Welcoming and Policy Frameworks</p> <p style="text-align: center;">Welcoming Remarks:</p> <p style="text-align: center;">Mr. Supachai Panitchpakdi, Secretary General, United Nations Conference on Trade and Development/UNCTAD</p> <p style="text-align: center;">Ms. Sigrid Kaag, Assistant Secretary-General and Assistant Administrator and Director of the Partnerships Bureau of the United Nations Development Programme/UNDP</p> <p style="text-align: center;">Keynote Speakers:</p> <p style="text-align: center;">Mr. Braulio Dias, Executive Secretary, Convention on Biological Diversity/CBD</p> <p style="text-align: center;">Mr. John Scanlon, Secretary General, Convention on International Trade in Endangered Species of Wild Fauna and Flora/CITES</p> <p style="text-align: center;">Mr. Hans-Peter Egler, Head of the Division for Trade Promotion, Swiss State Secretariat for Economic Affairs/SECO</p>		
10:00 – 10:30	Coffee break		
10:30 – 11:30	Panel/ Working Group Discussions		
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 5px;"> <p>How can BioTrade contribute to meet the “Biodiversity Strategic Plan 2011-2020 and the Aichi Targets”?</p> <p style="text-align: center;">Chair: Ms. Alejandra Torres, Ministry of Environment and Sustainable Development (Colombia)</p> <p style="text-align: center;">Speakers:</p> <p>*Convention Biological Diversity/CBD (Canada) Ms. Lorena Jaramillo, UNCTAD (Switzerland) Mr. Jaime Cárdenas, Regional Coordinator GEF/CAF/UNEP project (Peru) Ms. Brigitte LG Baptiste</p> </td> <td style="width: 50%; padding: 5px;"> <p style="text-align: center;">Equitable sharing of benefits in the ethical sourcing of biodiversity</p> <p style="text-align: center;">Chair: Ms. María Julia Oliva, Union for Ethical BioTrade/UEBT (Switzerland)</p> <p style="text-align: center;">Speakers:</p> <p style="text-align: center;">Ms. Vania Rudge, Centroflora (Brazil) Mr. Gus Le Breton, Bio-Innovation Zimbabwe (Zimbabwe) Mr. Sergio Talocchi, Natura Cosmetics (Brazil)</p> </td> </tr> </table>	<p>How can BioTrade contribute to meet the “Biodiversity Strategic Plan 2011-2020 and the Aichi Targets”?</p> <p style="text-align: center;">Chair: Ms. Alejandra Torres, Ministry of Environment and Sustainable Development (Colombia)</p> <p style="text-align: center;">Speakers:</p> <p>*Convention Biological Diversity/CBD (Canada) Ms. Lorena Jaramillo, UNCTAD (Switzerland) Mr. Jaime Cárdenas, Regional Coordinator GEF/CAF/UNEP project (Peru) Ms. Brigitte LG Baptiste</p>	<p style="text-align: center;">Equitable sharing of benefits in the ethical sourcing of biodiversity</p> <p style="text-align: center;">Chair: Ms. María Julia Oliva, Union for Ethical BioTrade/UEBT (Switzerland)</p> <p style="text-align: center;">Speakers:</p> <p style="text-align: center;">Ms. Vania Rudge, Centroflora (Brazil) Mr. Gus Le Breton, Bio-Innovation Zimbabwe (Zimbabwe) Mr. Sergio Talocchi, Natura Cosmetics (Brazil)</p>
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11:30 - 11:45	Seating		
11:45 – 12:00	<p style="text-align: center;">Information Exchange and Awareness Raising</p> <p style="text-align: center;">Speaker: María Helena Cendales, General Secretariat of the Andean Community/GSCAN (Peru)</p>		
12:00 – 13:00	Panel/Working Group Discussions		
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18 June (afternoon)			
13:00 – 15:00	LUNCH		
15:00 – 16:15	<p style="text-align: center;">Value Chain Enhancement</p> <p>Chair: Ms. Katie Beckett, PhytoTrade Africa (United Kingdom - presence in Botswana, Malawi, Mozambique, Namibia, South Africa, Swaziland, Zambia and Zimbabwe)</p> <p style="text-align: center;">Speakers: Mr. Hans Peter Egler, SECO (Switzerland) Mr. Giovanni Ginatta, BioTrade Programme (Ecuador) *National BioTrade Programme (Colombia)</p>		
16:15 – 16:30	<p style="text-align: center;">2012 UEBT Biodiversity Barometer: Consumers, biodiversity and sustainable development</p> <p style="text-align: center;">Speaker: Mr. Rik Kutsch Lojenga, UEBT (Switzerland)</p>		
16:30 – 16:45	<p style="text-align: center;">Market Creation and Development</p> <p style="text-align: center;">Speaker: Mr. Claude Fromageot, Yves Rocher Group/ Yves Rocher Foundation (France)</p>		
16:45 – 17:15	Coffee break		
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18:15 – 19:00	<p style="text-align: center;">Closing remarks</p> <p style="text-align: center;">Speaker: Mr. Guillermo Valles, UNCTAD (Switzerland)</p>		