

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

**UNCTAD**



# 20 years of BioTrade

Connecting people, the planet and markets



UNITED NATIONS

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For further information on UNCTAD's BioTrade Initiative please consult the following website:

**<http://www.unctad.org/biotrade>**

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## Acknowledgements

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## Acronyms

<b>ABP</b>	Andean BioTrade Project	<b>MINAM</b>	Ministry of Environment (Peru)
<b>ABS</b>	access and benefit sharing	<b>MINCETUR</b>	Ministry of Foreign Trade and Tourism (Peru)
<b>AGR</b>	access to genetic resources	<b>MoU</b>	memorandum of understanding
<b>B2B</b>	business-to-business	<b>NBSAPs</b>	national biodiversity strategies and action plans
<b>BIG</b>	BioTrade Implementation Group (Viet Nam)	<b>NFR</b>	novel food regulation
<b>BT P&amp;C</b>	BioTrade Principles and Criteria	<b>NGO</b>	non-governmental organization
<b>CAF</b>	Development Bank for Latin America	<b>NTB</b>	non-tariff barriers
<b>CBD</b>	Convention on Biological Diversity	<b>NTF</b>	non-timber forest
<b>CEI</b>	communitarian ecotourism initiatives	<b>NTMs</b>	non-tariff measures
<b>CEPNN</b>	Communitarian Ecotourism Programme in National Parks (Colombia)	<b>NWFP</b>	non-wood forest products
<b>CITES</b>	Convention on International Trade in Endangered Species of Wild Fauna and Flora	<b>PCP</b>	Python Conservation Partnership
<b>COP/CoP</b>	Conference of the Parties	<b>PIC</b>	prior informed consent
<b>CORPEI</b>	Corporación de Promoción de Exportaciones e Inversiones (Ecuador)	<b>PNN</b>	National Natural Parks (Colombia)
<b>COSIRA</b>	Competitiveness of the Private Sector in Rural Areas (Kosovo)	<b>PROMPERU</b>	Export and Tourism Promotion Agency of Peru
<b>CSR</b>	corporate social responsibility	<b>PTA</b>	PhytoTrade Africa
<b>EFSA</b>	European Food Safety Authority	<b>R&amp;D</b>	research and development
<b>EU</b>	European Union	<b>REACH</b>	Registration, Evaluation, Authorization and Restriction of Chemicals (EU)
<b>FAO</b>	UN Food and Agriculture Organization	<b>REDD+</b>	Reducing Emissions from Deforestation and Forest Degradation, conservation, sustainable management of forests and enhancement of forest carbon stocks
<b>FDA</b>	Food and Drug Administration (USA)	<b>SDGs</b>	Sustainable Development Goals
<b>FEKIHD</b>	Federación Kichwa Huallaga Dorado (Peru)	<b>SECO</b>	State Secretariat for Economic Affairs (Switzerland)
<b>FSAI</b>	Food Safety Authority of Ireland	<b>SFCP</b>	Suruí Forest Carbon Project (Brazil)
<b>GACP</b>	good agriculture and collection practices	<b>SMEs</b>	small and medium-sized enterprises
<b>GEF</b>	Global Environment Facility	<b>SPS</b>	sanitary and phytosanitary
<b>GHG</b>	greenhouse gas	<b>SSIT</b>	Sete de Setembro Indigenous Territory (Brazil)
<b>GIIB</b>	BioTrade Research and Innovation Group (Peru)	<b>TBT</b>	technical barriers to trade
<b>GIZ</b>	Die Deutsche Gesellschaft für Internationale Zusammenarbeit (German Agency for Cooperation)	<b>TK</b>	traditional knowledge
<b>GMP</b>	good manufacturing practice	<b>UEBT</b>	Union for Ethical BioTrade
<b>GRAS</b>	Generally Recognized As Safe (USA)	<b>UNCCD</b>	United Nations Convention to Combat Desertification
<b>HACCP</b>	hazard analysis and critical control points	<b>UNCTAD</b>	United Nations Conference on Trade and Development
<b>IDP</b>	internally displaced person	<b>UNDP</b>	United Nations Development Programme
<b>ILCs</b>	indigenous and local communities	<b>UNEP</b>	United Nations Environment Programme
<b>INP</b>	indigenous natural product	<b>UNFCCC</b>	United Nations Framework Convention on Climate Change
<b>IPBES</b>	Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services	<b>UNOCACE</b>	Unión de Organizaciones Campesinas Cacaoteras del Ecuador (Union of Peasants Organizations of Cocoa of Ecuador)
<b>ISO</b>	International Organization for Standardization	<b>UNWTO</b>	United Nations World Tourism Organization
<b>ITC</b>	International Trade Centre	<b>VIETRADE</b>	Viet Nam Trade Promotion Agency
<b>IUCN</b>	International Union for Conservation of Nature	<b>WHO</b>	World Health Organization
<b>JECFA</b>	Joint FAO/WHO Expert Committee on Food Additives		
<b>MAFRD</b>	Ministry of Agriculture, Forestry and Rural Development (Kosovo)		
<b>MAT</b>	mutually agreed terms		
<b>MEA</b>	multilateral environmental agreement		





## Foreword



Twenty years ago, the BioTrade Initiative was launched as the UNCTAD response to implementing the 1992 Earth Summit's Agenda 21, the blueprint for sustainable development action into the twenty-first century. The BioTrade Initiative aims at promoting the conservation and sustainable use of biological resources through international trade and investment. UNCTAD coined the term "BioTrade", which has become recognized in efforts to promote sustainable development and poverty alleviation through trade and investment.

The BioTrade Initiative facilitates and supports national, regional and international BioTrade programmes, partnerships and businesses that have contributed to fighting biodiversity loss while ensuring the sustainable use of biological resources and ecosystems. Activities are implemented in close cooperation with the secretariats of the Convention on Biological Diversity and the Convention on International Trade in Endangered Species of Wild Fauna and Flora on the development of regulatory and institutional frameworks to prevent illicit trade in natural species and to safeguard them.

The experiences, lessons and successes in the articles shared by BioTrade practitioners in this commemorative publication attest to the reach of BioTrade and the BioTrade Initiative. There are now ongoing BioTrade activities in over 20 countries. Efforts cover a range of products and services in a variety of biodiversity-based sectors.

Building sustainable livelihoods, particularly for rural communities and marginalized groups, in biodiversity-rich developing countries is central to the conservation and sustainable use of nature's resources. Thus, UNCTAD collaborates with Governments, the private sector and international organizations in developing and promoting BioTrade programmes and businesses that adhere to sustainable development principles, ethical sourcing of biological resources, access and sharing of benefits, proper traceability of products derived from biodiversity and awareness raising of the value of nature. Improving income earning opportunities for rural communities can also bring added dividends such as consolidating peacebuilding in post-conflict areas.

Most recently, at the fourteenth session of the United Nations Conference on Trade and Development in Nairobi in July 2016, member States agreed on how the institution should contribute to achievement of the 2030 Agenda for Sustainable Development and its Sustainable Development Goals by fostering inclusive trade and sustainable development policies. In the Conference's outcome document, the Nairobi Maaikiano, they agreed specifically to "promote sustainable trade in biodiversity products and services to strengthen the sustainability of biodiversity and foster sustainable growth, in close cooperation with other relevant agencies where appropriate". The agreement marks a new milestone in the evolution of BioTrade and will serve as a platform through which UNCTAD will act on the 2030 Agenda, especially Sustainable Development Goal 15 which seeks to "protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss".

Since 1996, UNCTAD has contributed to the evolution of a group of producers, processors and retailers committed to conserving the biodiversity wealth of countries and guaranteeing sustainable use of biological resources under fair and equitable conditions. Going forward, Sustainable Development Goal 15 sets a path for UNCTAD and the international community to use tried and tested approaches, such as those consistent with the BioTrade Initiative's vision, to conserve and use nature sustainably to meet the needs of present populations without jeopardizing those of future generations.

**Mukhisa Kituyi**

Secretary-General

United Nations Conference on Trade and Development







For over a decade, Switzerland, through the State Secretariat for Economic Affairs SECO has been partnering with UNCTAD and other international and national partners in the fields of the sustainable use of biodiversity. It has done this from a trading perspective through the BioTrade Initiative and in support of the objectives of the Convention on Biological Diversity.

The importance of biodiversity cannot be highlighted enough. Located mainly in rural areas, it provides for the basic needs of the poor as well as essential resources and services to industries. Currently, strong consumption trends

favor demand for sustainably sourced products and services, thus generating new opportunities for biodiversity products and services, including BioTrade.

However, biodiversity is decreasing at accelerating rates, reducing ecosystems' capacities to provide their essential services for humans, affecting in particular those who depend most and directly on those resources. Furthermore, in many developing countries rich in biodiversity, conservation efforts are often not sufficiently taken into consideration. One promising way to address this is to attribute economic value to biodiversity, by developing incentives both for conservation and for sustainable use. Trade, if sustainably managed, can be a positive incentive by generating income for local communities who sustainably manage their resources.

The BioTrade conceptual framework and approach, with their set of principles and criteria for the sustainable use of biodiversity, can be a real change maker in favor of ecosystems and livelihoods for the poor. The global sales of BioTrade value added products and services reached €4.3 billion in 2015. A previously niche green market is transforming into a robust subsector of the economy of many developing countries. Small and medium-sized enterprises, grassroots associations and cooperatives, in particular, are the direct beneficiaries of this commercialization. They benefit from increases in their income and improvements in their livelihoods.

In the coming years, SECO intends to continue and deepen its engagement with national and international partners at different levels and on different issues. This is in line with Switzerland's commitment to double its financial engagement in favor of biodiversity by the year 2020.

The effort to harness the enormous market opportunities by engaging in trade of biodiversity products is not an easy task. Establishing sustainable BioTrade value chains requires coordinated and sustained work by a large variety of actors, from the public, private and academic sectors as well as civil society. UNCTAD's BioTrade Initiative supports partners – governments, companies and civil society alike – to address these challenges and capitalize on the opportunities offered by BioTrade. Only by joining forces at all levels, we can seize such opportunities in favor of ecosystems and the livelihoods of the poor. This is a direct contribution to the implementation of the Agenda 2030 and the SDG targets.

**Raymund Furrer**

Ambassador

Head of Economic Cooperation and Development

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Switzerland





UNCTAD, through its BioTrade Initiative is one of the oldest partners contributing to the implementation of the Convention on Biological Diversity (CBD). Formal cooperation between the CBD Secretariat and UNCTAD on BioTrade goes back to October 1997.

There are good reasons for this long-standing cooperation. Parties to the CBD recognized early on that BioTrade – which comprises all economic activities related to the production and trade of biodiversity based products under sustainability criteria – can provide important incentives towards the conservation and sustainable use of biodiversity. In circumstances where

the risk of converting natural landscapes to other purposes is high, encouraging sustainable use of natural resources can provide incentives to conserve biodiversity. Ensuring that the right incentives are in place to promote sustainable use is critical for the effective implementation of the Convention. In Article 11, the Convention encourages measures that act as incentives for conservation and sustainable use, including measures that promote BioTrade.

The decisions and work programmes of the Conference of the Parties of the Convention contain frequent references to BioTrade activities, including appreciative language with regard to the activities of the UNCTAD BioTrade Initiative and invitations to continue its good work. There is a growing number of BioTrade programmes at national and subregional levels. The BioTrade Initiative and its partners have also supported the development of products based on fauna, food, fashion, personal care products, nature-based tourism and REDD+ projects. In 2007, global guidance on BioTrade, the BioTrade Principles and Criteria, was published, and other sector-specific guidance material has also been produced. There is a growing network of BioTrade partners, including the United Nations Development Programme (UNDP), the Union for Ethical BioTrade (UEBT), Development Bank of Latin America (CAF) and PhytoTrade Africa, among others.

The BioTrade Principles and Criteria also include a reference to fair and equitable benefit sharing, thus referring to the third objective of the Convention, and the focus of the Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of the Benefits from their Utilization to the CBD. The entry into force of the Nagoya Protocol in 2014 creates opportunities for developing business models that rely on sustainable use and increased knowledge of the value of natural resources. It creates incentives for preserving genetic diversity, and biodiversity more broadly, as well as associated traditional knowledge while providing the conditions for continuous research and development on genetic resources.

With the middle of the United Nations Decade on Biological Diversity reached, and enormous work ahead of us if we are to achieve the Strategic Plan for Biodiversity 2011–2020, BioTrade provides an opportunity for scaling up sustainable use of biodiversity. Thus, taking steps to strengthen markets for BioTrade and putting in place supportive policies would help leverage the contribution that BioTrade can make to meeting the objectives of the Convention. The need to further enable the environment for BioTrade remains an important challenge, as we move to the next 20 years.

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