



**Contribution to further the implementation of CBD COP 9 Decisions IX/6
Incentive measures and IX/26 Promoting business engagement by
supporting the dissemination of businesses cases and practices**

PROJECT BRIEF

I. Background

Since its inception in 1996, the BioTrade Initiative has been supporting the implementation of the objectives of the Convention on Biological Diversity (CBD) and sustainable development by the promotion of trade and investment in biological resources. In particular, it has established partnerships with national and regional institutions that aimed to develop programmes that work in the field to further develop and implement the BioTrade concept, its Principles and Criteria. Several BioTrade experiences have already been developed in Latin American, African and Asian countries. The table below overviews the various products supported and the BioTrade beneficiary countries.

Table 1. BioTrade beneficiary countries and products supported

BioTrade Countries	Products and services supported
Bolivia	<ul style="list-style-type: none"> ○ Natural ingredients and products for cosmetics: essential oils, natural dyes, soaps, creams and butters, moisturizers, etc ○ Natural ingredients and products for pharmaceuticals: extracts and infusions from medicinal plants, natural medicine capsules, etc ○ Natural ingredients and products for food: fruits, cereals, grains, tuberos, nuts, cocoa, fish products, jams, sweets and snacks, jellies, pulps and juices, spices and sauces, teas and infusions, food supplements, etc ○ Wildlife for trade: chameleons, snakes, tortoise, etc. ○ Flowers and foliage: heliconias and other tropical flowers ○ Crocodile products: meat and skin from caiman ○ Fish products: paiche (<i>Arapaima gigas</i>) ○ Handicrafts: furniture, decoration objects, jewelry, garments ○ Sustainable tourism: ecotourism, nature-based
Brazil	
Colombia	
Ecuador	
Peru	
Southern Africa: <i>Bostwana, Malawi, Namibia, Mozambique, South Africa, Swaziland, Zambia and Zimbabwe</i> (through PhytoTrade Africa)	
Uganda	
<i>Under development:</i>	
Vietnam	
Indonesia	

	tourism, birdwatching, etc
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The BioTrade Initiative has provided a platform where representatives from government, businesses and those involved in the conservation and sustainable use of biodiversity (e.g. academia, NGOs, indigenous communities, etc.) have converged and work together to contribute to sustainable development, and the CBD and the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) objectives in particular.

Several lessons have been learned and methodologies and practices have been developed in order to fulfill BioTrade objectives. For instance, in supporting the compilation and dissemination of experiences, manuals based on the best practices of BioTrade practitioners in Africa and Latin America have already been developed, in particular the "Guidelines for the Development and Implementation of Management Plans for Wild-collected Plant Species used by Organizations Working with Natural Ingredients" and the "Guidelines for a Methodology to Support Value Chains for BioTrade Products". But other important experiences and tools need to be compiled and disseminated, in particular those of private sector actors (companies and communities) that have been actively involved in BioTrade.

During the ninth Conference of the Parties (COP9) to the CBD in Bonn, Germany, in May 2008, the BioTrade Initiative has been invited "to continue its work on trade promotion for biodiversity-based products which are produced in a sustainable manner and compatible with the three objectives of the Convention on Biological Diversity, through capacity-building, enhancing market access, promoting enabling environments and engaging relevant public and private actors" (Decision IX/6).

Furthermore, as requested by the Parties of the CBD through the Decision IX/26 Promoting Business Engagement, business cases, tools and best practices for biodiversity are being sought and aimed to be disseminated worldwide. In this Decision, UNCTAD has been called to share cases, tools and best practices of BioTrade supported companies that link conservation within their businesses while contribute to achieving CBD objectives. Other biodiversity-related MEAs encounter challenges in translating conservation goals into feasible and biodiversity-responsible private sector practices and could therefore benefit from the dissemination of tools and best practices for biodiversity.

To further define the plan of work to implement the two CBD COP9 Decisions relevant to UNCTAD, a meeting was established between the CDB Secretariat and the UNCTAD BioTrade Team and as a result, this project was developed.

II. Objectives and expected results

General objective:

Contribute to the implementation of CBD COP9 Decision IX/6 and IX/26 through a strategic follow-up roundtable and the preparation of studies that will compile the business case that translate conservation goals and efforts into viable private sector practices, in the scope of the BioTrade Initiative of UNCTAD.

Specific objectives:

- 1) Exchange of information and practices used by MEAs focal points, biodiversity-related private sector and BioTrade focal partners through a roundtable meeting;

- 2) Support the further compilation and dissemination of the results of the roundtable and other business cases by presenting them at the CBD International Workshop on the removal and mitigation of perverse and the promotion of positive, incentive measures (Decision IX/6 §6) and also through the CBD's clearing-house mechanism and newsletters.

III. Activities

1. Organize a roundtable meeting between private companies, MEAs focal points from developed and developing countries, BioTrade partners and others, in order to share approaches that have been implemented in linking conservation goals with business practices in biodiversity-related sectors. This would not only allow the exchanging of information and lessons learned regarding good practices but also identify tools used and other drivers behind the engagement of private sector.
2. Compile the results of the roundtable and record the experiences of private sector engagement in a publication that will be disseminated through MEAs and UNCTAD's channels. This could present a comparison of successful business-engagement strategies, lessons learned and guidelines and tools for focal points, as well as examples of incentive measures being undertaken within biodiversity-related sectors.
3. Share the cases compiled by UNCTAD at identified CBD events (e.g. 3rd Business and 2010 Biodiversity Challenge" meeting).