

BIOTRADE

A development strategy of biodiversity rich countries and regions



UNITED NATIONS CONFERENCE
ON TRADE AND DEVELOPMENT



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What is BioTrade?

BioTrade refers to those activities of collection, production, transformation, and commercialisation of goods and services derived from native biodiversity under the criteria of environmental, social and economic sustainability.

Value Chain Approach

Commercialization and trade

BioTrade creates multi-stakeholder platforms where actors have successfully engaged. As a result, BioTrade is increasingly seen as an important component in development cooperation.

Ecosystem Approach

Support organizations: academia, business, NGOs, donors, others

Government regulations
International agreements

UNCTAD BioTrade Initiative

Contribute to the conservation and sustainable use of biodiversity through the promotion of trade and investment in BioTrade products and services in line with the objectives and principles of the CBD

1 **UNCTAD is the UN agency responsible for addressing**
2 **the interface between the international trade regime**
3 **and the sustainable development agenda. UNCTAD has**
4 **a direct contribution to make on the trade, environment**
5 **and development interface.**

6 – Respect for the rights of actors involved in BioTrade activities

7 – Clarity about land tenure, use and access to natural resources and knowledge



Capture niche markets where sustainable use and social practices matter

BioTrade Market Opportunities

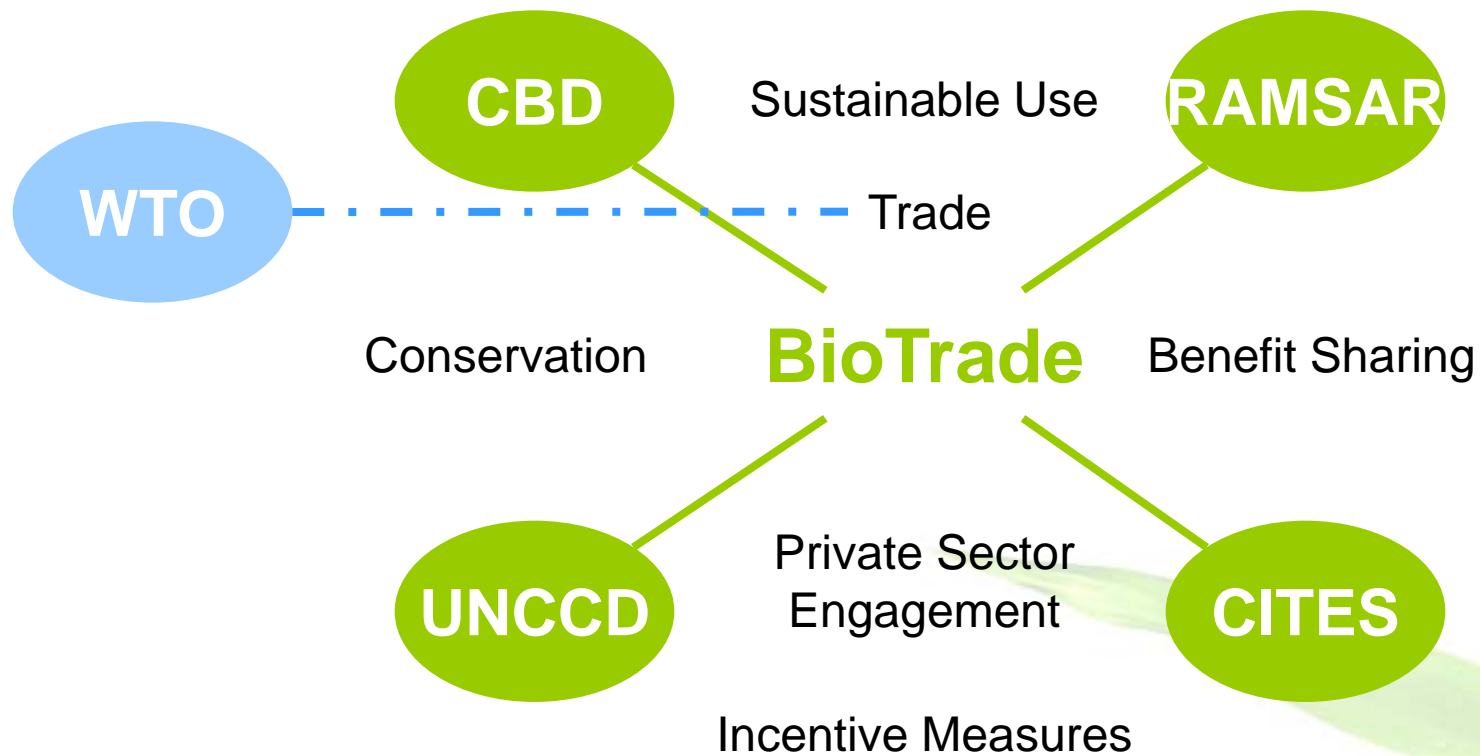
- **Increasing demand for natural products**
EU market in natural cosmetics grew by about 20% in between 2007 and 2008 and the market was estimated at €1 billion in 2007.
- **Increasing demand for natural products**
The market for “cosmeceuticals” is expected to reach €3.6 billion in the EU by the end of the year.
- **Increasing consumer awareness of environmental issues**
According to WPP agencies, around 69% of Chinese said that they expect to spend more on environmental friendly products.
- **Increasing search for deeper values**

It is becoming ever more evident that those companies that are able to adapt and place sustainable development at the centre of their business thinking will be better placed to succeed in the long term.

BioTrade Market Challenges

- Increased consumer confusion for consumers
Organic, Fair trade, “Bio”, Natural, Human Rights, Labour, etc...
- Increased market barriers for producers
Technical Issues, Trade, Environment, Development, Internal Market, Information, Human Rights
- Increased limits on trade
Sanitary Measures, Phyto-sanitary Measures, Labelling, Packaging, Handling, Claims, etc...

Multilateral Policy Context



Regional and National Context

Regional Programme

Latin America

- Bolivia
- Brazil
- Colombia
- Ecuador
- Peru
- Venezuela, Guyana, Surinam

Sector association

Africa

- Botswana
- Malawi
- Namibia
- Mozambique
- South Africa
- Uganda
- Swaziland
- Zambia
- Zimbabwe

BioTrade and Development

- 193 Member States of UNCTAD recognise that the conservation and sustainable use of biodiversity provides new opportunities for developing countries and that the trade of products and services related to biodiversity can be an important tool for preserving biodiversity and enhancing development.
- The Accra Accord acknowledges the need to consider strategies to facilitate trade in products and services related to biodiversity with the aim of promoting sustainable development and calls upon UNCTAD to continue to support the creation of an enabling policy environment to foster private sector engagement in the sustainable use and conservation of biodiversity.

BioTrade and Development

From mitigation to active enhancement of sustainable development

- economic driver – integration of marginalised communities, income and employment generation, poverty alleviation, SME promotion
- legal driver – land tenure, human rights
- conservation driver – resource management, environment, culture, costumes, traditional knowledge
- social driver – gender, equitable distribution, diversification, empowerment, increased health benefits

Thank you!



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