

Meeting proceedings

The Business of BioTrade: Using biological resources sustainably and responsibly¹

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

Palais des Nations, Geneva, 24 November 2009

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1. Background information

BioTrade refers to the collection, production, transformation, and commercialisation of goods and services derived from native biodiversity (species and ecosystems) under criteria of environmental, social and economic sustainability. To give a more complete meaning to this concept, UNCTAD (United Nations Conference on Trade and Development) – together with international partners and practitioners at the country level – has defined seven BioTrade Principles. Together, these principles provide an integrated framework for addressing the three objectives of the CBD (Convention on Biological Diversity) in the broader context of sustainable development and responsible business.

The BioTrade Initiative was launched by UNCTAD in 1996 to support the implementation of the CBD through the promotion of sustainable and responsible trade in biological resources. Since then, the UNCTAD BioTrade Initiative has established partnerships with a number of national and regional organisations to develop BioTrade programmes in Africa, Asia, and Latin America². It has also worked in the European context on facilitating imports of BioTrade products from developing countries.

The BioTrade Initiative derives its mandate primarily from UNCTAD's Programmes/Substantive Agenda³ and from the trade-related aspects of the CBD, specifically

¹ Activities were implemented with the support of the Swiss Federal Office for the Environment (FOEN):

² BioTrade beneficiary countries are Bolivia, Brazil, Colombia, Ecuador, Peru and Uganda. Furthermore, it works in Southern Africa through PhytoTrade Africa (Botswana, Malawi, Namibia, Mozambique, South Africa, Swaziland, Zambia and Zimbabwe). BioTrade programmes are under development in Vietnam and Indonesia.

³ Key UNCTAD conferences: Bangkok, 2000; Sao Paulo, 2004; and Accra, 2008



Article 10 on the sustainable use of components of biodiversity and Article 11 on social and economic incentive measures for conserving biodiversity.

The Initiative also works towards the objectives of other biodiversity-related conventions such as CITES (Convention in International Trade in Endangered Species of Wild Fauna and Flora), Ramsar (Convention of on Wetlands), and the UNCCD (UN Convention to Combat Desertification). With the inclusion of REDD (Reduced Emissions through Degradation and Deforestation) in the Bali roadmap under the climate negotiations and the possible support to REDD programmes in developing countries, ways should be found to relate BioTrade activities to climate-friendly policies for example, by strengthening local economic activities in forest buffer zones. Together these conventions provide the multilateral framework for developing and promoting BioTrade.

Specifically, with respect to the CBD, two decisions of COP 9 (9th Conference of the Parties) – Decision 6 on incentive measures and Decision 26 on promoting business engagement – provide a direct mandate for further work by the UNCTAD BioTrade Initiative. This reinforces former decisions VIII/26 on incentive measures and VIII/17 on private sector engagement.

In this respect, an information paper has been drafted. It explored how efforts developed within the BioTrade Initiative provide incentives for business to conserve biodiversity through using biological resources sustainably and responsibly. Through a review and assessment of eight case studies, the paper identifies the actual, practical, bottom-up incentives generated by BioTrade partners and practitioners. This paper provided the background for the international workshop on BioTrade incentive measures, which took place on 24 November 2009 at the United Nations in Geneva, Switzerland.

The goal of this workshop was to create a platform to share experiences, challenges and opportunities, with a special focus on incentive measures that promote private sector involvement in the conservation and sustainable use of biodiversity. Furthermore, it helped to review the framework used in the background paper and the assessments of the case studies. It concluded with proposed recommendations for the next steps forward to support the implementation of the CBD.

2. Participants and agenda

The workshop participants came from the CBD, CITES and Wetlands secretariats, the private sector, academia, government ministries, civil society and international organisations, as was BioTrade practitioners at the country level. The full list of participants is included in Annex 1.

The one-day workshop started with welcome remarks from UNCTAD and an overall presentation of the background document. Later, discussion groups were established that were followed by a round table discussion. Afterwards, two presentations were made, one on the results of the study "*Business case for biodiversity & the European Biodiversity Finance Compendium*" and "*BioTrade and the Green Development Mechanism*". Finally, concluding remarks were made and future steps were discussed. A description of the sessions is described below and the final agenda is included in Annex 2.

Welcome remarks

The workshop was opened by Lucas Assunção, Chief of the Biodiversity and Climate Change Section at UNCTAD. The context of the workshop was introduced, including an overview of past BioTrade events organised on the engagement of the private sector.

Session 1: Incentive measures and BioTrade

In the first session, Markus Lehmann and Stephen Nash, respectively from the CBD and the CITES Secretariats, presented the programme of work of the two conventions on incentive measures and private sector engagement.

The background document of the workshop was then introduced by Marion Klein, consultant for the UNCTAD BioTrade Initiative. The proposed BioTrade framework for incentive measures is based on the value chain and sustainable livelihoods approaches and is based on the practical experience of private actors in Latin America and Africa. In particular, six incentive categories were defined:

- Market incentives refer to actions that promote access to markets and differentiation of products on markets;
- Social incentives refer to activities that enhance human capital (i.e. skills, knowledge and abilities) and social capital (i.e. a supportive and cohesive environment that fosters the adoption of sustainable practices throughout a value chain);
- Financial incentives refer to activities that facilitates access to finance or financial compensation for sustainable practices;
- Physical incentives refer to those activities that enhance production facilities, provide access to equipment and transport;
- Property rights refer to activities related to access and rights to own, use or manage biodiversity resources; and
- Fiscal incentives refer to budgetary measures such as taxes and subsidies.

The measures were illustrated through the use of eight BioTrade case studies.

Session 2: Challenges and opportunities for the engagement of the private sector

In this session, participants were invited to express their thoughts on the six categories of incentives proposed for the BioTrade incentive measures framework: finance, market, property rights, social, fiscal and physical capital.

Session 3: Private experiences with incentive measures - review of the BioTrade case studies

For this session, participants were divided into smaller groups (Box 1) to analyze the specific case studies in light of three questions:

- 1) In the cases under review, what measures are actually driving biodiversity responsibility? What are the pre-conditions needed for success?
- 2) What measures are less effective or not working at all? Please explain the reason/s.

- 3) Are these cases sustainable, and what is needed to ensure sustainability at the regional, national, and international levels?

Afterwards, each group presented their results in a plenary session, allowing for further discussions with all workshop participants. Detailed information on the discussions can be seen in Section 3.1 Results of the workshop: BioTrade Incentive framework.

Box 1: Case studies analyzed per group

Group A: Access to funding

- Case studies: Fondo Biocomercio (Colombia) and Funbio (Brazil)

Group B: Supply chain management

- Case studies: PhytoTrade Africa (Southern Africa) and TreeCrops (Malawi)

Group C: Market access and differentiation

- Case studies: The Union for Ethical BioTrade (International) and Nativa and Cosmetic Valley (Colombia and France)

Group D: Sustainable management of flora and fauna

- Case studies: BioTrade and *Caiman yacare* (Bolivia) and Jambi Kiwa (Ecuador)

Session 4: Lessons learned from Europe, with a special focus on Switzerland

The European Centre for Nature Conservation (ECNC) has developed various projects related to private sector engagement in the conservation and sustainable use of biodiversity. During this session, Vineta Goba from ECNC presented the first results and lessons learned from the project entitled the "Business case for biodiversity", and funded by the Swiss Federal Office for the Environment (FOEN). She also briefly presented a second FOEN-funded project entitled "European Biodiversity Finance Compendium".

The first project aims to promote the business case for biodiversity in Europe through mainstreaming biodiversity concerns in the business operations of selected companies. Achievements to date include the establishment of a dialogue with a number of companies such as Nestlé, Syngenta and COOP. Concrete measures were implemented including training and capacity building programmes, assistance for the development of corporate statements on biodiversity, and advice was given on corporate policies and practical tools. Efforts were also directed towards up-scaling best practices and giving public recognition to businesses for their contribution to the conservation and sustainable use of biodiversity.

The second project, the "European Biodiversity Finance Compendium", is intended to facilitate discussions on the practical implementation of biodiversity financing mechanisms and instruments. It builds on experience gained in the framework of the European Biodiversity Resourcing Initiative and related activities and projects.

Session 5: BioTrade and the Green Development Mechanism

Francis Vorhies from Earthmind presented a new initiative funded by the Dutch government and aimed at creating a Green Development Mechanism (GDM). The project aims to present a CDM (Clean Development Mechanism)-like mechanism for biodiversity at the CBD COP 10 in Nagoya in October. This trading / financing mechanism would allow enhanced private sector engagement in international biodiversity finance. BioTrade principles and criteria could be part of this GDM. Some issues still need to be further explored; a few of them are mentioned below:

- **Metrics:** In the case of the CDM, carbon quantities are relatively easy to measure, whereas in the case of a GDM, it might be more difficult to measure quantities of biodiversity or nature.
- **Development impacts:** The development impacts of a GDM project could perhaps be easier to establish than the development impact of a CDM project as evidenced by BioTrade experiences
- **Financing:** The idea proposed by Francis Vorhies is to find a mechanism to get financial resources from the market. Large companies would need to do a biodiversity assessment and if they qualify, they could become supporters of the GDM. The company's effort would then be recognized by a stamp certifying their engagement in respecting the conservation and sustainable use of biodiversity. Again, this has a potential link to the BioTrade principles and criteria.
- **South-south mechanism:** The GDM could also be used as a South-South mechanism to encourage financial flows among developing countries

Session 6: Recommendations to enhance private sector engagement in biodiversity conservation - an open discussion

During the last sessions, participants were able to provide recommendations to the CBD, and other biodiversity-related conventions as well as to national governments, private sector actors and conservation and development NGOs. Those recommendations are summarised in the conclusion of this report (section 4).

Concluding remarks

Closing remarks were made by Lucas Assunção.

3. Results of the workshop

The workshop provided a platform to assess the proposed BioTrade incentives framework and to review the case studies.

3.1. BioTrade incentives framework

Participants analyzed UNCTAD's proposed framework for incentive measures, considering the challenges and opportunities for each incentive, and provided general comments on each category. The next section summarized the findings made by the participants:

- **Market:**

Market incentives: access to markets and differentiation of products in markets.

Businesses face various challenges to access markets and are resilient to market changes. National and international regulations should be easier for companies to follow.

In order to differentiate themselves in markets, a number of biodiversity branding schemes are available to companies. However, branding schemes are overcrowded which can cause confusion for consumers. Educating consumers and companies about sustainably produced products and labels, such as organic and fair-trade, and building common terminology so that BioTrade makes more sense to customers, is part of the solution to overcome this confusion.

SMEs and large multinational companies can adopt various targeted marketing strategies to facilitate access to markets and secure supply chains. One of these strategies is the clustering of biodiversity products and activities.

Finally, ecosystem services need to be linked with goods. Cost calculation should also be introduced along value chains.

- **Social:**

Social incentives: enhancement of human capital (i.e. skills, knowledge and abilities) and social capital (i.e. a supportive and cohesive environment that fosters the adoption of sustainable practices throughout a value chain).

Participants stressed that the link between social and human capital is unclear in the proposed framework and needs further analysis. Furthermore, social and environmental concerns should be balanced.

In order to design sound social incentive measures, the social challenges of success and human nature need to be considered. Furthermore, behaviour is driven by recognition and social measures should therefore address ways to provide recognition. One of the possibilities mentioned is ISO standards. Finally, the notion of equity is also an important one to be taken into account in socially sound measures.

In order to enhance human capital, participants mentioned a number of measures including technical capacity building at local level as well as guidance, technical assistance and capacity building for SMEs.

One of the challenges to overcome is the resilience of some stakeholders groups. In order to create a supportive and cohesive environment, stakeholders need to be engaged at all stages of the value chain. Academic researchers and private companies should also interact more. Coordination at local levels should be enhanced in order to avoid duplication and institutions are needed to avoid conflicts on resource use. Finally it is important to work with traditional authorities. Thanks to the strengthening of social capital, the sharing of experiences and "lessons learned" can be facilitated across projects.

- **Financial:**

Financial incentives: facilitation of access to finance or financial compensation for sustainable practices.

Participants observed the need of access to credit lines tailored to BioTrade (e.g. scale of funding requested). Interest of banks for biodiversity and the CBD should be enhanced. Some specific funding facilities for biodiversity investment have already been developed but more facilities are still needed. A project pipeline could also be developed to facilitate "investment of scale". Funding for R&D also needs to be addressed.

Companies face challenges in providing the documentation required to access funds and to overcome the costs associated with assessments, audits, management and work plans. Another challenge observed is the difficulty of measuring the economic value of biodiversity, which has an impact on the way banks consider and evaluate BioTrade businesses. Because of the difficulties to measure the economic value of biodiversity, it will be hard for BioTrade companies to prove the economic potential of their activities and hence provide the guarantees asked for by traditional banks.

BioTrade principles could be articulated in a manner to prove good practices which will define good businesses and hence good investments.

Finally, venture capital investment and microcredit from private companies were mentioned as potential financial schemes adapted to BioTrade businesses. The combination of private and public funds, as well as Public Private Partnerships (PPPs) could also facilitate biodiversity investment.

- **Physical capital:**

Physical incentives: enhancement of production facilities, access to equipment and transport.

The following challenges were raised concerning physical capital:

- How to maintain the production "extensive"/sustainable?
- How to prevent "single resource" conservation?
- How to transform biodiversity-based products directly within the countries where they are found? And how to allow local value-adding? How to maximise profits?
- How to access to appropriate technology (e.g. physical equipment and biotechnology)?

The strengthening of physical capital could improve business planning and increase competitiveness.

The inclusion of "e-capital" was also suggested to include in the physical capital category. Through internet-based information systems, the generation of market and species information that supports a monitoring and assessment centre could be facilitated.

Within the framework proposed, natural capital should also be included as the basis upon which the products and services are developed. Furthermore, the benefits generated drive the sustainable use and conservation of biodiversity, but the ownership of natural capital allows to access to those benefits. For this reason, natural capital is not only related to physical capital but also to property rights.

- **Property rights:**

Property rights: access and rights to own, use or manage biodiversity resources.

To address how should/can intellectual property rights should be applied and traditional knowledge recognised, the following was proposed:

- ABS needs to be considered in companies' intellectual property rights policies
- Survey of traditional knowledge
- Disclosure requirements in intellectual property rights applications

The protection and enforcement of intellectual property rights are necessary for innovation and technical transfer.

The lack of clarity or transparency on land ownership might reduce the participation of communities in an activity or value chain. The rights of communities to access natural resources need therefore to be recognised. In each case study presented, there is a need to think about the specificities concerning the underlying property rights on which BioTrade projects are acting. An example was given from Bolivia, where indigenous communities can legally use the natural resources from their land for subsistence but they need a permission to use them for trade purposes.

Finally, the incoherence between national and international property rights legislation needs to be addressed.

- **Fiscal:**

Fiscal incentives: budgetary measures such as taxes and subsidies.

Natural resources may only be marginally profitable and taxes might be too high. A challenge highlighted by participants is how to define optimal profitability.

"Green economy" measures such as tax breaks on imported equipment, trainings and other type of sustainability measures might generate fiscal incentives for private sector engagement in sustainable practices (e. g. monitoring, evaluation and reporting).

Finally, trade policies that are supportive of BioTrade, such as preferential tariff schemes, phasing out non-tariff measures and special tax regulations for community-based initiatives, should be enhanced.

3.2. BioTrade case studies

During Session 3, participants were divided into four groups, each of them focusing on two case studies. The main remarks of the session are highlighted hereunder.

Group A: Access to funding

- *Fondo Biocomercio, the BioTrade Fund from Colombia*
- *Funbio, the Brazilian Biodiversity Fund*

The following interrogations should be addressed when dealing with access to finance for BioTrade and other biodiversity-based companies:

- How many BioTrade products have commercial value and what is the size of the market for those products?
- What is the size of the companies?
- Is the supply of raw materials reliable?

The type of financial mechanism then needs to be adapted to the type, size and needs of companies and markets. For instance, in the case of cocoa in Ecuador, it was easy to get funds from the Dutch bank Rabobank. However, in the case of small SMEs such as Jambi Kiwa, this kind of loan is more difficult to obtain and the creation of a revolving fund was more adapted.

Both funds under study (Fondo Biocomercio and Funbio) use only public funding and access to commercial funds seems to remain a challenge. Another major challenge is the scaling up of investment and what is the best way to achieve it.

Companies need both loans and technical assistance and those specific needs have created a niche for intermediaries. Fondo Biocomercio and Funbio have entered this niche; alongside financial services, they also offer technical assistance to their beneficiaries.

In the case studies, it appears that the funds are going from supporting "wild" to cultivated species. This might raise legal and institutional debates given differing legal and governance arrangements for regulating wild versus cultivated biological resources.

Finally, the development of an international enabling environment (BioTrade supportive trade policies) should also facilitate the access to funding.

Group B: Supply chain management

- *PhytoTrade Africa, the Southern Africa Natural Products Trade Association*
- *TreeCrops, a private company from Malawi specialised in the commercialisation of baobab; member of PhytoTrade Africa.*

In the case studies, the following key drivers and pre-conditions for the success of initiatives and the engagement of private actors in the sustainable use of biodiversity were mentioned:

- **Market requirements/demand:**
In order to be successful, business strategies need to take into account the market demand /requirements for the commercialised products. When PhytoTrade Africa's members want to access international markets, for instance through contacts with big companies, they need to demonstrate their ability to provide certain quantities. Furthermore, PhytoTrade Africa has a marketing office in London, which has helped connect members with The Body Shop. To guarantee successful initiatives, they need to take into account the existence of market requirements and ensure that they can satisfy their demand.
- **Income that can be generated by the sustainable activity**

- Fair benefit sharing
- Level of ownership on lands and natural resources
- Organisation of value chain actors:
Local actors need to get organised and work together locally to promote active participation among all actors of the value chain. For instance, the participation of harvesters is particularly important in the definition of sustainable harvesting quotas for the species, as well as in the development of sustainable management plans.
- Commitment to sustainability:
When companies become a member of PhytoTrade Africa, they have to sign a sustainability charter. This charter states that companies should not work with species susceptible to extinction but they should focus on common and widespread species.
- Efficiently targeted grant money / investment that responds to a clear strategy
- Other benefits:
PhytoTrade Africa tries to build capacities at the local level and connect value chain actors. Furthermore, its support is focused on building profitable value chains. Thanks to those approaches, a number of PhytoTrade Africa members have become economically sustainable and to date, many of them no longer rely on the trade association. Some of the successes have been replicated in other areas of Southern Africa.
- Reduction of risks:
PhytoTrade Africa often works with diverse products, which reduces risks associated with seasonal changes and changes in the market. Furthermore, the diversification of products reduces transaction costs and externalities.

Another question raised is to what extent a strategy promoting the commercialisation of biodiversity-based products can change people's behaviour and their perceptions on landscape use and on the environment.

Group C: Market access and differentiation

- *Union for Ethical BioTrade, a membership based association providing a mechanism to demonstrate ethical and responsible sourcing of native biological resources*
- *Partnership between Nativa (Colombian sector association of BioTrade companies involved in native natural ingredients) and Cosmetic Valley (French competitiveness cluster for perfumes and cosmetics)*

Two types of incentives were distinguished: a) incentives that promote an enabling environment, and b) incentives that facilitate access to markets.

Furthermore, the role of each actor and their needs must be clearly defined and taken into account when designing incentive measures. Incentives should be geared towards institutions that engage in trade (e.g. companies, communities). In the Nativa- Cosmetic Valley case study, it should be more clear that its members are the final beneficiary of the incentive.

The establishment of collaborative platforms to implement activities is important. In both case studies, the UEBT and the Nativa-Cosmetic Valley partnership, have created platforms for the implementation of legal frameworks as well as for management and business planning.

Differentiation mechanisms can be used to enable security across the value chain. In the case of BioTrade, those mechanisms need to ensure to buyers that companies' practices are effective and incorporate its principles and criteria. Furthermore, associations such as the UEBT focus not only on the supply but also on the conditions and the type of supplies that are involved within its members' value chains.

An important aspect to respond to the market demand is to connect the different suppliers to the different buyers. Furthermore, it is hard to develop a business if supply is not guaranteed.

There are challenges surrounding BioTrade awareness building. Awareness needs to be built both at the company and at the consumer level. Consumers are often confused because so many different kinds of labels exist in the market place. Trust needs to be built and value chain actors need to work together in order to better communicate terminologies surrounding BioTrade.

There is also a challenge with innovation as demand might be temporary and private actors might then be reluctant to innovate.

Participants also highlighted risks of failure when businesses engage in sustainable practices. Because of such risks, the private sector is sometimes reluctant to invest in activities related to the conservation and sustainable use of biodiversity. Who shoulders these risks? The concept of "Access and Benefit Sharing" introduces the notion of sharing among stakeholders. On the same model, participants noted that it might be useful to introduce a concept of "Access and Risk Sharing".

Finally, two important aspects were considered for the promotion of the sustainable use of biodiversity:

- Firstly, biodiversity is a source of innovation and can be considered as innovation assets. The recognition of this potential innovation capital might provide incentives to use biodiversity sustainably.
- Secondly, trade contacts generated in the two case studies allowed the promotion of BioTrade products.

Group D: Sustainable management of flora and fauna

- *Sustainable management of the appendix 2 CITES-listed species Caiman yacare supported by BioTrade in Bolivia*
- *Jambi Kiwa: medicinal plants producers' association*

A first remark that arose when comparing the two case studies is that it is easier to work with flora than with fauna, because of the negative public perceptions that can be associated to fauna-based products. Negative perceptions are further enhanced when the species are clearly distinguished in the final product (e.g. herbal tea vs. crocodile skin product).

In the case of *Caiman yacare*, the connection between caiman trade and illegal trade is often made. The public views the species as endangered even though it can be managed sustainably. Even if the facts and the science guarantee the environmental sustainability of the initiative, it is difficult to access markets when there is a negative public perception of the product. Furthermore, there is intense competition in the market, not only with producers from other countries but also with fake products (counterfeiting).

BioTrade was primarily focused on flora-based products. Can lessons learned from plant species be transferred to fauna? The perception of trade in certain fauna species is also often linked to cultures. While for some cultures it is normal to eat a specific meat, others may be shocked.

The conservation message should perhaps not only focus on species but also more broadly on habitat, landscape, and ecosystems.

Group D observed that findings from the case study on *Caiman yacare* are transversal. For instance, the fact of getting value chain actors to trust each other is applicable to other case studies. Concerning lessons learned listed in the background document, the wide results are not limited to crocodiles but are applicable to a broad range of BioTrade activities. In conclusion, challenges are very specific to the circumstances of this case study but the results are general.

There are risks associated with working with CITES-listed species. If species become threatened with extinction due to illegal activities and enter into the CITES Appendix I, businesses would be forbidden from trading their raw material and could close down. At the same time, opportunities might arise: by trading CITES species, access to multilateral support might be enhanced as well as a captive market for legal products.

The diversification of activities can be a strategy to ensure the sustainability of the business initiative. For instance, by developing ecotourism activities in an area where biodiversity-based products are collected and produced, thus showing tourists how the species can be managed sustainably. But in order to be successful, this strategy needs to analyse, on a case by case basis, the feasibility of the complementary activity.

4. Conclusions and next steps

Through the workshop, participants were able to share their experiences and lessons learned from implementing sustainable use initiatives such as BioTrade. Markus Lehmann from the CBD Secretariat recognised that the BioTrade Initiative - through the background document and this workshop - is fulfilling its mandate under Decision IX/26 on *Promoting business engagement*, especially with regards to "the compilation and dissemination of information on the business case for biodiversity, including (BioTrade) experiences".

In the definition of the possible next steps, participants proposed the following:

- **Development of a BioTrade incentive measures framework:** Building on the cases of the information paper and the preliminary framework presented, an enhanced-structured framework of BioTrade incentive measures could be drafted. The COP 10 of the CBD will be a key moment to discuss incentives for the sustainable use of biodiversity.

- **BioTrade as part of the CBD programme of implementation:** BioTrade is already recognised by the CBD and it could still be enhanced. For instance, work could focus on having BioTrade recognised as being part of the CBD programme of implementation.
- **BioTrade and other forums besides the CBD:** To strengthen the work with CITES and BioTrade, the following was suggested:
 - BioTrade case studies and lessons learned could be shared with CITES
 - Feedback from different CITES-stakeholders could provide added value to BioTrade research, publications and methodologies
 - A sort of BioTrade menu could be developed to address value chain actors' needs when dealing with CITES-listed species
 - Further work could be done towards an enabling policy environment
- **BioTrade and REDD:** BioTrade could represent an opportunity for REDD. It could provide a framework to facilitate the sustainable use of forests. In Bolivia, for instance, ways of linking BioTrade to REDD are already being explored.
- **BioTrade and IPBES:** Connections between BioTrade and the Intergovernmental Platform on Biodiversity and Ecosystem (IPBES) could be explored.
- **BioTrade policy development at the national level:** BioTrade could further strengthen its work with national government. Some governments do not know about BioTrade and others do not yet understand its benefits.
- **Recognition of the BioTrade potential:** "Trade people" often focus on amounts being traded and it is hard for them to think about potential. The BioTrade Impact Assessment System can be a way to obtain figures to demonstrate the potential of BioTrade activities.
- **BioTrade and scale (e.g. big businesses):** How is BioTrade applied on different scales? It could also be interesting to link BioTrade with other existing biodiversity approaches. For instance, enhance the sustainable use of biodiversity in big businesses or encouraging the creation and development of biodiversity businesses.
- **Report on biodiversity "capital" and BioTrade impacts on biodiversity conservation:** In this regard, a report should focus on concrete biodiversity indicators. This could also be considered within the BioTrade Impact Assessment System.

Annex 1: List of participants

Name	Organisation
Lucas Assunção	UNCTAD
Nicolas Bertrand	UNEP
Brett Caroll	Nestlé S.A.
Klaus Duerbeck	SIPPO and FairWild Foundation
Alexia Dufour	Ramsar Secretariat
Eduardo Escobedo	UNCTAD
Vineta Goba	ECNC
Ghislaine de Hartingh-Boca	French Ministry of Ecology
Véronique Herrenschmidt	French Ministry of Ecology
David Huberman	IUCN
Vanessa Ingar	Promperu (Peru)
Lorena Jaramillo	UNCTAD
Marion Klein	UNCTAD
Souleymane Konaté	University Abobo-Adjamé (Côte d'Ivoire) Tropical Ecology research Station of LAMTO B-Development
Markus Lehmann	CBD Secretariat
Alfonso Llobet	FAN (Bolivia)
Stephen Nash	CITES Secretariat
Maria Julia Oliva	UEBT
Pierre du Plessis	CRIAA SA-DC (Namibia)
Brooks Schaffer	ICTSD
Diana Toscano	Fondo Biocomercio (Colombia)
Francis Vorhies	UNCTAD Earthmind



Annex 2: Agenda
"The Business of BioTrade:
Using biological resources sustainably and responsibly"

24 November 2009, Room A.502, Palais de Nations, Geneva, Switzerland

Moderator: Francis Vorhies - Consultant Biodiversity and Climate Change Section, UNCTAD	
0830 - 0900	Registration
0900 - 0920	Welcome remarks Mr. Lucas Assuncao, Chief Biodiversity and Climate Change Section, UNCTAD
0920 - 1000	Incentive measures and BioTrade - Quick overview of the CBD programme on incentive measures - Mr. Markus Lehmann, Economist, CBD Secretariat (10') - Quick overview of the CITES programme on incentive measures - Mr. Stephen Nash, Chief of the Capacity Building Unit, CITES Secretariat (10') - BioTrade as an incentive measure, quick overview of the background document and case studies - Ms. Marion Klein, Consultant Biodiversity and Climate Change Section, UNCTAD (10')
1000 - 1115	Challenges and opportunities for the engagement of the private sector <i>Discussions in small groups (45') followed by a round table discussion (30')</i> What are the challenges and opportunities for conserving biodiversity within businesses and value chains?
1115 - 1130	Coffee break: Delegates lounge
1130 - 1300	Private experiences with incentive measures - review of the BioTrade Case studies <i>Discussions in small groups (60') looking at the case studies followed by a round table discussion (30')</i> In the BioTrade case studies, which incentives motivated private actors conserve biodiversity by using biological resources responsibly and sustainably? What works and what does not work?
1300 - 1430	Open Lunch
1430 - 1500	Lessons learned from Europe, with a special focus on Switzerland Brief presentation from ECNC on the first results of the "Business case for biodiversity" and the Finance Compendium projects from a BioTrade incentives perspective - Ms. Vineta Goba, Programme manager at the European Centre for Nature Conservation (ECNC) Question & Answers
1500 - 1530	BioTrade and the Green Development Mechanism Brief presentation from Earthmind on the development of the GDM and the potential role for BioTrade - Mr. Frank Vorhies, Director of Earthmind Questions & Answers
1530 - 1545	Coffee break: Delegates lounge
1545 - 1730	Recommendations to enhance private sector engagement in biodiversity conservation - an open discussion Recommendations to the CBD (especially for COP 10) and other biodiversity-related conventions, to national governments, to private sector actors and to conservation and development NGOs
1730 - 1745	Concluding remarks Thank you and future steps (dissemination of results at CBD events (Jakarta, Bonn), COPs, TEEB, others.
1800	Reception