Promoting practical tools for biodiversity conservation through BioTrade

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About CAF

- **Sustainable development** and **regional integration** are the cornerstones of CAF’s institutional mission.

- CAF believes that the main contribution of the environment dimension to sustainable development is directed toward recognition of the conservation and sustainable use of the region’s nature environment as a basis for improving **societies quality of life**, **overcoming poverty**, and promoting **long-term economic development** and **spiritual wellbeing**.
BioTrade Andean Project


Coverage and Partners:

Objectives:

✓ **General**: To protect biodiversity throughout its sustainable use in the Andean Region supporting BioTrade P&C.

✓ **Strategic**: To strengthen biotrade using biological resources at local, national and regional levels as a strategy for the conservation and sustainable use of biodiversity with global significance.
197 regional pilots to conserve the biodiversity and ensure the sustainability of businesses through BioTrade principles.
Specific tool

Key areas:

Governance and enabling business environment
Sustainable supply development
Market access for BioTrade products and services

National regulatory setting
• 8 technical documents on regulatory issues.
• 7 technical documents to overcome barriers to market access.
• Sanitary and phytosanitary measures associated with biotrade products.
• Document - Access to genetic resources.
• Productive Transformation Program - PTP.
• Route novel food.
• Environmental legal guide.
• Extraction of timber and non-timber forest products; ecotourism; wildlife and sustainable fisheries.

Institutionalization of biotrade in national public policies
• Updating the National Strategy for Green Business and Biotrade.
• 5 Regional Plans for Green Business.

Strengthened capacity for regulation and promotion of biotrade nationally and internationally
• 564 people trained. Three levels:
  2) National: policy guidelines.
  3) Regional: concrete for the management of environmental authorities in biotrade business actions.
Specific tool

Key areas:

Governance and enabling business environment
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Market access for BioTrade products and services

Network regional business with knowledge and skills strengthened

- Three entities offering services in business development.
- Foundation for Business and Social Development; Rainforest Alliance and Union of cocoa farmers organizations.
- 42 initiatives trained in areas of business development.
- 11 initiatives launched to the market through incubation programs.

Availability of financial tools to leverage the biotrade in the region

- 2 lines and financing schemes with PROCREDIT and CORPEI CAPITAL.
- 3 credit lines which has been opened for biotrade.

Technical tools of sustainable use practices

- Knowledge and Andean practices.
- Criteria for determining categories of management of species of wild flora subject to marketing in Ecuador.
- Database wildlife species commercialized.

Pilot projects

- 51 pilots retain 45,782.6 hectares, benefiting directly to 12,963 people.
Specific tool

Key areas:
- Governance and enabling business environment
- Sustainable supply development
- Market access for BioTrade products and services

Assessment and access to information
- Market cosmetics based on natural products for US.
- Ecotourism sector profile.
- Omega - 3 Foods and Beverages. Functional and Natural Ready to Drink Beverages in the US.
- Energy Drinks, Sport Drinks, Functional Waters, RTDA Tea and Coffees.
- Yogurt Drinks and Smoothies and Natural.
- Organic Foods and Beverages in the US.
- Collaboration to the company and research center.

Investment in applied research
- Knowledge bases to overcome trade barriers.
- Strengthening the registration of trademarks and patents.
- Investment in research and development.
- Process innovation to increase competitiveness.
- Experience in multi-sectoral collaboration.

Adoption of new channels of marketing and diversification
- 7 products developed from research.
- 37 companies participated in 15 trading platforms.
- 189,982 users of existing information systems.
- Participation in national fairs (Expoalimentaria, Mistura) and international fairs (BioFach, Supply side west).
Impact and Results

More than US$ 3 thousand invested in regional pilots

Co-financing was overcome by CAF and countries in more than 50%, with a total value in excess of US$ 18 million.

197 initiatives implemented business management model to directly benefiting 29,072 people.

116,962 ha were managed with sustainability criteria, with an average compliance of P&C - 73%.

Increase in sales between 2011 and 2013 in 30%.

Source: www.avendacom.com
Lessons learned

- Weakness to establish effective mechanisms to operationalize policies.
- Working with pilot projects is important to evaluate the needs and scale to the governing authorities.
- Create opportunities for discussion and planning institutional strategies to promote national biotrade.

- Networking and spaces for conversation and exchange between business.
- Technological missions for good practice initiatives to enter new markets.
- Need to improve knowledge components crossing every step of every product value chain.

- Weakness in accounting issues.
- Business value attributes such as agility, deadlines, flexibility over fees.

- To strengthen the model of alliances and networks between public and private sector.
- To implement standards of quality, safety and access to sustainability certifications.
Thank you!

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