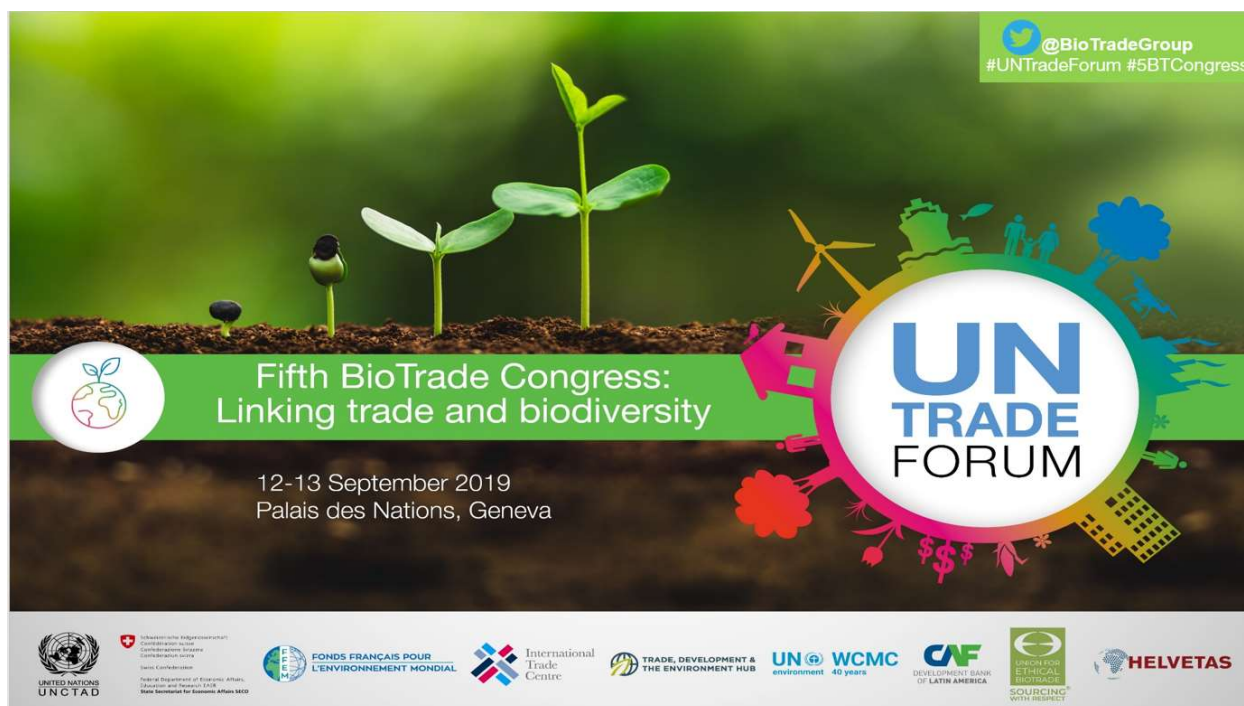




## Contributions from the 5<sup>th</sup> BioTrade Congress on the Post-2020 Global Biodiversity Framework



### Overview

UNCTAD's mandate to work on sustainable trade and biodiversity and its extensive BioTrade experience led to the organization of the [5th BioTrade Congress](#), which convened the trade and biodiversity communities to discuss and brainstorm messages to feed into the Post-2020 Global Biodiversity Framework (GBF) negotiations. Participants discussed and provided key messages, potential recommendations and priorities on developing the positive role of sustainable trade and private sector actions in support of achieving the three objectives of the CBD and the post-2020 GBF.

The BioTrade Congress provided inputs for the trade, biodiversity and development actors to conceptualize and share ideas on pressing issues to address our biodiversity crisis. It also bridged the gaps between various stakeholder groups and engaged them in interactive and constructive discussions for the development of the GBF as shown in this note.

The [BioTrade Initiative](#) was established by the [United Nations Conference on Trade and Development \(UNCTAD\)](#) in 1996 --three years after the entry into force of the Convention on Biological Diversity (CBD)- to promote sustainable trade and investment in biological resources for development in alignment with the objectives of the CBD. In 2007, the BioTrade was defined as the “activities related to the collection or production, transformation, and commercialization of goods and services derived from native biodiversity (genetic resources, species and ecosystems) according to criteria of environmental, social and economic sustainability.”<sup>1</sup> Furthermore, the [BioTrade Principles and Criteria \(P&C\)](#) provides a framework and guidelines on sustainable practices on conservation and sustainable use of biodiversity.

<sup>1</sup> UNCTAD *BioTrade Initiative BioTrade Principles and Criteria*, [https://unctad.org/en/Docs/ditcted20074\\_en.pdf](https://unctad.org/en/Docs/ditcted20074_en.pdf)

As the United Nations agency focusing on trade, UNCTAD is steering, engaging and consulting with BioTrade partners and key stakeholders to contribute to the GBF. This Congress focused on the question of how to involve businesses and trade in generating the transformational change needed to bend the curve on biodiversity loss. It provided a platform for substantive discussion among trade and biodiversity stakeholders including decision-makers, experts and practitioners, where they could share lessons learned and best practices, and propose innovative models and recommendations on how to achieve the 2030 Agenda and its SDGs, and the 2050 Vision for Biodiversity. Six panels were held over the course of two days, featuring over 40 trade and biodiversity practitioners hailing from over 20 countries.

First held in 2012, the [BioTrade Congress](#) has evolved into a unique global forum for policy dialogue and exchange of experiences on sustainable trade and biodiversity, bringing together actors from the trade, business and biodiversity communities with the goal of making trade and business work for biodiversity and sustainable development. The 5th BioTrade Congress was held on 12-13 September 2019 during the first UN Trade Forum<sup>2</sup> organized by UNCTAD in Geneva, Switzerland.

### **Key Issues addressed from the 5th BioTrade Congress to the Post 2020 process and the GBF**

The summary below provides an overview of the discussions over the two days. It addresses the questions posed by Open-Ended Working Group (OEWG) Co-Chair Basile van Havre and CBD Executive Secretary Cristiana Paşca-Palmer in their video messages, as well as recommendations from speakers and participants on the contribution and support of sustainable trade and private sector engagement in the design and achievement of the post-2020 global biodiversity framework. Key issues addressed were:

- 1. The sustainable use of biodiversity and ecosystems as a basis for long-term development, particularly addressing if ecosystems are the basis or a barrier for development.**
- 2. Private sector engagement, including the mainstreaming of sustainable business practices which are supportive of the biodiversity, conserves the survival of species and habitats, and provides environmental goods and services.**
- 3. Sustainable and legal trade of biodiversity-based products and services addresses the indirect drivers of biodiversity loss through halting unsustainable consumption and production patterns**
- 4. Finally, recommendations were discussed for integrating sustainable trade and the private sector in the post-2020 GBF and conversely how the GBF may be integrated into trade frameworks and business initiatives.**

### **1. The sustainable use of biodiversity and ecosystems as a basis for long-term development**

Participants recognized that biodiversity and ecosystems are the basis for sustainable development, not an obstacle. Future human development must be based on a model that is consistent with safeguarding biodiversity while also generating socio-economic benefits and livelihood opportunities. Conservation of biodiversity needs to relate to social and economic development in a balanced manner, this is also reflected in the three CBD objectives. Actions to generate conservation and sustainable use of biodiversity and ecosystems may include:

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<sup>2</sup> The 5<sup>th</sup> BioTrade Congress was part of the week-long UN Trade Forum on Climate Change and the Sustainable Development Goals (SDGs). It highlighted the interconnection of climate and biodiversity and strengthened the call to address both crises jointly, recognizing that nature can provide more than 1/3 of the solution to climate change (IPBES), while climate change is a strong driver of biodiversity loss and ecosystem degradation.

- *Creating an enabling policy environment:* Foster an enabling legal and policy environment is needed to support the creation of biodiversity-friendly businesses and generate economic and financial incentives for investors and livelihoods for communities. An enabling environment is also needed to increase the awareness of consumers, government actors, and companies of the value of biodiversity, and to engage them in actions to promote sustainable production and consumption for a circular economy that starts bending the curve on biodiversity loss. Moreover, enforcement frameworks are needed with appropriate penalties in cases of non-compliance. For this, policymakers need to provide incentives and building capacity at all levels for sustainable use and sustainable trade and ABS, particularly in developing countries. It is important to highlight and include the sustainable use and trade, BioTrade and ABS into national bioeconomy strategies, the SDGs and the Aichi and the new GBF. Coordination and coherence among governmental actors are paramount to provide a regulatory and institutional framework conducive to halting biodiversity loss. Moreover, BioTrade P&C is currently being updated to recent developments in international law and policy including the Nagoya Protocol.
- *Fostering cross sectoral cooperation for sustainable use and trade, and private sector engagement:* Enhancing sustainable trade frameworks and encouraging this type of trade are paramount, which allows investment and financial reforms that foster biodiversity-friendly business and limit excessive speculation on markets that affect biodiversity outcomes. Building sustainable livelihoods and ABS schemes are essential for biodiversity conservation when considering trade in biodiversity, particularly benefiting rural communities that can sustainably use, add value, trade and conserve biodiversity. BioTrade companies and partners can put forward good practices and demonstrate how to bridge the gaps in order to put sustainable use and sustainable trade into practice while enhancing livelihoods through ABS schemes. Moreover, BioTrade links the trade and investment with the objectives of the CBD through the BioTrade P&C. These P&C can be adapted into practical tools, national and sector strategies and workplans. They have been used to help governments, companies (including transnational corporations as well as small and medium enterprises), producers' associations, NGOs, and standard setting bodies to work in favor of biodiversity while also supporting rural communities. Thus socio-economic development based on conserving and sustainably using biodiversity and ecosystems is distinctly possible; however, an enabling environment is also needed.
- *Biodiversity-friendly businesses:* Efforts are needed to continue enabling and promoting business models and practices that foster biodiversity-friendly activities that generate livelihoods directly in rich biodiversity areas, such as BioTrade and access and benefit-sharing mechanisms, as well as voluntary standards that comply with international best practices. While many collaborative partnerships and other sorts of business-related initiatives exist, private sector actors need concrete and practical actions to help them in engaging in the transition towards sustainable use and sustainable trade. Partnerships, coalitions and collaborative approaches such as: the "Business for Nature" coalition of the World Economic Forum (WEF) and World Business Council for Sustainable Development (WBCSB) as founder organizations; WEF's Nature Action Agenda; and UNCTAD's BioTrade Initiative and its partners can play an important role. It is also paramount to adopting policies and incentives for, and reporting on, the sustainable use of natural resources, including the use of new technologies, standards, ecolabelling, green purchase credits, on-pack information, corporate social responsibility (CSR) measures. Similarly, fostering sustainable production patterns should consider a circular economy and the 4R model (reduce, reuse, recycle and recover) that limits the use of additional natural resources and reduces waste, while foster R&D ownership and value locally and develop horizontal and vertical business partnerships.

- *Biodiversity-friendly sustainable consumption:* Market trends show that consumers are willing to pay to protect biodiversity. Therefore, consumer behavioral change can help address this indirect driver of biodiversity loss caused by unsustainable consumption patterns. It can also spur sustainability transitions, but better consumer literacy is needed, particularly on the impact of purchasing behaviors on the conservation of biodiversity. A positive narrative that targets consumers should highlight the impacts, as well as the benefits of sustainable use and trade of biodiversity. Business and governments may encourage and facilitate green consumer choice. Businesses and policy makers need to raise consumer awareness about biodiversity loss and encourage more sustainable consumption patterns.
- *Engagement of all stakeholders is needed:* Everyone has a role and a responsibility to play in saving our nature and our biodiversity. Bridges must be built between, and collaborative actions taken by, different stakeholders in different communities. There is a need to promote high impact collaboration through positive dialogue among stakeholders, particularly with a focus on encouraging connections between small and big businesses, and businesses and consumers.
- *A common platform is needed to bridge communities together:* The 5th BioTrade Congress provided the first step to bridge various communities together. UNCTAD, through the Congress, provided an important venue to bring together the trade and biodiversity communities to discuss and brainstorm on potential recommendations and priorities on the positive role of sustainable trade and private sector actions in support of achieving the three objectives of the CBD and the future post-2020 GBF.

## **2. Private sector engagement**

Businesses are key to generating the change needed to address the biodiversity crisis and mainstream biodiversity friendly practices within their businesses as well with their providers and supply chains. Business models need to be inclusive of conservation needs and activities, so that biodiversity and its sustainable use is mainstreamed into the operations and business models of enterprises at all scales.

Business practices based on the sustainable use and trade of biodiversity-based products and services can form a basis for species and ecosystem conservation. These practices must be built on a foundation of legality and sustainability, guaranteeing that biological resources are used without depleting them. To ensure that business practices play this role, the application of sustainability criteria such as the BioTrade P&C is key. Doing so assures that sustainable socio-economic benefits are generated and equitably distributed, creating economic incentives that contribute to the survival of species and the continued provision of environmental goods and services. Moreover, the revised P&C will reflect evolving legal and policy frameworks as well as expand its scope to highlight marine/coastal realms and climate change.

There are examples on how businesses have incorporated sustainable practices by developing enterprise level biodiversity action plans, and medium to long-term programmes to increase their social and environmental benefits. Value chains based on social, economic and environmental sustainability principles and criteria have led to more efficient resource use, better and more diverse products, and income opportunities for farmers/producers/collectors/hunters in developing countries – including women. Experiences with BioTrade have shown potential for sustainably using biodiversity and conserving ecosystems while providing for socio-economic development (see Box 1). Moreover, fostering biodiversity-based products provides new opportunities for upstream value addition and generate a

global business model, in which profits are balanced with local value creation, and agriculture is increasingly intertwined with biodiversity.

#### **Box 1: Experiences of BioTrade companies in India, Brazil and Mozambique**

To mainstream private sector practices in the natural ingredients, **Biodiversity Action Plans** were developed to support companies implement practices on the sustainable use and conservation on biodiversity and support the compliance with the Union for Ethical BioTrade Standard, which is based on UNCTAD BioTrade P&C<sup>3</sup>. The **World Spice Organization in India**, through the implementation of Biodiversity Action Plans, is supporting biodiversity conservation and livelihoods at the local level through sustainable spices cultivation, standardization and collective marketing. Sustainable biodiversity management practices in the spice sector are being applied for the first time in India, mobilizing businesses to improve soil, health, water management, enhance species diversity and reduce ecological impact.

Businesses are key to generating the change needed to address the biodiversity crisis and mainstream biodiversity friendly practices such as BioTrade. **Natura Cosmetics** –a BioTrade practitioner and leading cosmetics company in Brazil has developed an Innovation Platform Strategy by partnering with traditional communities to generate high value-added products, produce economic results, share benefits, initiate local development projects and implement the SDGs. This strategy has thus far benefited over 37 communities (21,000 inhabitants), covering an area of 1.8 million hectares, based on 22 native species, and leading to over 80 ABS contracts.

SMEs are in the frontline of fighting biodiversity loss and can be multipliers of the change needed to address the biodiversity crisis. **Eco-MICAIA Ltd.**, a BioTrade SME working in Mozambique on honey and bee products and baobab, aims to enable people living in biodiversity-rich but threatened areas to have access to a basket of livelihood opportunities that are based on creating value out of existing biodiversity. Through its honey value chain in the buffer zone of the Chimanimani National Reserve, a critically important area for biodiversity struggling with increased deforestation. From buying 2.4 tons of honey in 2014, the company bought 27 tons in 2018. The Reserve authorities, monitoring annual fires, have now confirmed that there has been a distinct reduction in frequency and scale of uncontrolled fires in the beekeeping areas.

**Source:** Interventions made by Venugopal K.J. Menon (World Spice Organization, India), João Teixeira (Natura Cosmetics) and Andrew Kingman (Eco-MICAIA Ltd.), 13 September 2019 at the 5th BioTrade Congress

However, transformative change is needed in the business culture. Many businesses still see biodiversity as a barrier to business or a risk to its operations, not as a generator of opportunities or the basis for corporate survival. This mindset needs to change, including in decision-making processes within companies, and starting by mainstreaming and enhancing the understanding of the value of biodiversity

<sup>3</sup> These guidelines were developed by the Union for Ethical BioTrade with the support of several organizations, including Global Fund for Nature, UNCTAD under the SECO funded the Global BioTrade Programme: Linking trade, biodiversity and sustainable development. Further information available at:

<https://static1.squarespace.com/static/58bfcaf22994ca36885f063e/t/5c90b5b2eb39312d6e36eb2d/1552987572298/BAP+fact+sheet+final-March+2019.pdf>

within companies. Moreover, engagement and collaboration within all departments and levels of the businesses needs to follow, particularly between the management, sourcing, research and development, corporate social responsibility and financial teams is needed to strategize on ways that the company can make business decisions that benefit and value biodiversity. This will also help the development of new businesses cases, as well as improving traceability and transparency in value chains.

Transparency and accountability are also important factors for the private sector to work on. Developing transparency at the community level is readily achievable, while transparency and traceability in the commodities supply chain may pose a bigger challenge. For example, companies must work with supply chain actors to help them understand why a lack of transparency poses risks to biodiversity and ecosystems, and to the sustainability of their own businesses. There are numerous cases within CITES and the BioTrade practitioners that demonstrate that legal, sustainable and traceable trade can help halt biodiversity loss by improving livelihoods based on biodiversity. These include cases in industries ranging from leather and luxury goods, sustainable tourism, pharmaceuticals, cosmetics, fashion, ornamental flora and fauna, medicinal plants, furniture and musical instruments. Also, the development of products based on the sustainable and legal utilization of genetic resources provides another opportunity to create biodiversity-based businesses. These sustainable uses of biological and genetic resources support species survival and the provision of ecosystem goods and services through fair and equitable benefit-sharing.

Cooperation between businesses also needs to raise awareness and exchange ideas. Partnerships should be built, and synergies enhanced to efficiently use existing human and financial resources. Sustainable business practices must be strengthened and upscaled, and lessons learned from challenges faced in implementing these practices must be shared and disseminated. BioTrade business models need to be encouraged and enabled, with tools deployed to help businesses implement those models. Yet, multiple enablers are needed to help the private sector offset the economic costs of transitioning to sustainable business practices, such as a critical mass of consumers and access to non-business expertise. Two key enablers are the use of platforms for pre-competitive collaboration, and business roundtables.

Businesses – particularly developing country SMEs - require support in areas where they face shortcomings, such as reducing and/or supporting them in navigating non-tariff trade barriers, fostering differentiation schemes for sustainably sourced products, providing adequate data to the investment community to help guide better pro-BioTrade investment approaches. The wide dissemination of the BioTrade P&C could be useful for businesses to differentiate their activities and products from regular biodiversity-based trade, and from businesses that do not commit to the sustainable use of biological resources. Technical assistance, knowledge, tools and finance are still needed to upscale these sustainable business practices to broaden their benefits to species and ecosystems.

Strengthening and building the resilience of SMEs, their suppliers and local communities, is crucial to generate the transformative change needed as they are on the ground trying to reconcile the conservation of biodiversity and the generation of livelihoods based on its use. In addition, concrete support especially is needed to make businesses and SMEs more resilient, build networks and partnerships, and generate incentives and an enabling policy environment supportive of businesses based on the sustainable use of biological resources.

Public-private partnerships and collaboration are also essential to bridging between the needs and expectations within each actor and be able to design and implement win-win strategies and actions. In particular, the need for creating an enabling policy environment are essential elements for fostering the sustainable use and trade and private sector engagement. Public-private partnerships can also provide

businesses access to key developmental expertise and financial resources that would not otherwise be available.

Policymakers also play a significant role in supporting businesses and trade that safeguard biodiversity by establishing supportive regulatory and institutional frameworks that unlock the potential for the sustainable use of biodiversity to drive export diversification, reduce poverty and promote innovation. These policy frameworks should be designed to enable and empower connectivity between CSR activities, the SDGs, and the objectives of the CBD as well as national development and trade strategies. Policymakers can also promote high impact collaboration through positive multi-stakeholder dialogue, with a particular focus on encouraging connections between small and big businesses. Attention must be paid to avoiding over-regulation, and effective and transparent coordination arrangements established to limit the complexity and uncertainty generated by the multiplicity of relevant public actors and their sometimes-conflicting mandates and priorities. Ultimately, policies and programmes must be financially viable and self-sustaining for the private sector to engage. The result would be practical engagement through pragmatic policies and frameworks that guide actions that can make a noticeable impact, making positive change possible.

### **3. Trade as part of the solution for biodiversity loss**

Participants acknowledged and recommended that the positive and essential role of trade based on the sustainable use of biodiversity be mainstreamed into the post-2020 GBF, further strengthening the second pillar of the CBD. Additionally, discussions were held on the need to ensure that trade contributes positively to biodiversity, people and the post-2020 GBF. Three fundamental principles for sustainable trade emerge from the discussions, being a trade that is legal (e.g. compliant with national and international legislation and agreements), traceable, and sustainable. Experiences on a trade that is legal, sustainable and traceable exist, such as those developed under CITES (see Box 2) and UNCTAD BioTrade (see Box 1 above).

Sustainable trade can be part of the solution to conserve biodiversity and cannot be developed without social and economic dimensions. The sustainable trade of biodiversity-based products and services creates income to people and communities - particularly in rich biodiversity areas, motivating them to conserve and wisely use biodiversity, guaranteeing their source of livelihoods. Economic value from biodiversity is generated, which translate into incentives for its conservation, and engages with the private sector and sourcing communities in conserving biodiversity and ecosystems. This trade needs to be fostered, upscaled and communicated to businesses, consumers and the broader community.

#### **Box 2. CITES experiences on legal, sustainable and traceable international wildlife trade**

Legal, sustainable and traceable international wildlife trade embraced by CITES supports biodiversity conservation. Of the 36,000 species listed under CITES, 97% are traded through over one million CITES permits issued per year, making it a multibillion-dollar legal trade. CITES also contributes to human wellbeing, livelihoods and the achievement of the SDGs. Additionally, their recently adopted CITES Strategic Vision for 2021–2030 will contribute to the post-2020 GBF. Enhancing livelihoods is essential for biodiversity conservation when considering trade in biodiversity, particularly from the rural communities that can sustainably use, trade and conserve biodiversity. Many interesting CITES case studies illustrate the connection between biodiversity, legal trade and livelihoods in the leather and luxury goods, pharmaceutical, cosmetics, fashion, medicinal plants, construction, furniture and music instruments. For example, the population of the once endangered vicuñas in Peru and Bolivia recovered



from 5,000 to around 500,000. The trade estimates for Queen Conch in the Caribbean are US\$60 million per year.

**Source:** Intervention made by Juan Carlos Vásquez, CITES Secretariat, at the 5<sup>th</sup> BioTrade Congress, 12 September 2019.

Sustainable trade, such as BioTrade, has also promoted the mainstreaming of biodiversity into the economy of countries. In Peru, the sustainable trade of biodiversity-based products under the National BioTrade Programme has mainstreamed biodiversity into different government sectors (agriculture, foreign trade, industry, forestry, environment) and the private sector (export association, chambers of commerce), academia and development cooperation through the implementation of its National BioTrade strategy. This governance and related actions enabled the mainstreaming of biodiversity in different sectors and mobilized the country to come together to talk about business, trade, sustainable use and conservation of biodiversity. This experience could be promoted, upscaled and replicated through cooperation with other countries to build capacity and awareness to develop an enabling policy environment that advances the implementation of both the SDGs and the post-2020 GBF.

A positive narrative on trade which highlights the benefits of sustainable trade must be fostered to address the biodiversity crisis. This narrative should recognize the potential for legal and sustainable to form part of the solution to biodiversity loss and ecosystem degradation. This positive narrative needs to target consumers and businesses beyond the converted if biodiversity-friendly consumption and production patterns are to be fostered across society. As consumers are key actors in driving trade, consumer awareness needs to be raised about biodiversity loss associated with trade, sustainable consumption patterns encouraged, and a circular economy promoted. An opportunity for this exists due to increasing global trends in consumer preferences for “natural” and “green” products, and for eco-tourism. Yet, education is needed to ensure that consumers understand the impacts of their purchasing patterns on biodiversity. One way to educate consumers is through new signaling tools, such as eco-labels and green purchase credits.

Fostering and implementing legal and sustainable trade in biodiversity-based products and services is complex and faces many challenges. Alliances must be built between different actors and sectors, synergies created, and lessons learned from successful experiences and challenges faced. While many collaborative partnerships and other sorts of business-related initiatives exist, private sector actors need concrete and practical actions to help them engage in the transition towards sustainable use and sustainable trade.

#### **4. Recommendations for integrating sustainable trade and the private sector into the post-2020 GBF**

While providing inputs and recommendations to the post-2020 GBF process was considered throughout the two days of the Congress, specific roundtable discussions were held to discuss sustainable trade and private sector engagement. The specific recommendations and discussions that were presented from the two groups are below:

- **Promotion of sustainable trade needs to be emphasized**

The participants recommended that the sustainable use of biodiversity should become more prominent on the CBD agenda. They agreed that the post-2020 GBF should explicitly recognize the



potential benefits of sustainable trade in wild and cultivated resources to biodiversity and people. This sustainable, traceable and legal trade can support the implementation of the post-2020 GBF and contribute to generating the positive change needed to curb biodiversity loss. It can be an important means of implementation for the new GBF, as it can promote the sustainable use of biodiversity and create an incentive for conservation by enhancing livelihoods. Specifically, the importance on the role of sustainable trade in sustainably produced biodiversity-based products and services could be integrated into the post-2020 framework through the following means:

- **Prominence of the sustainable use of biodiversity:** Sustainable use is the basis for sustainable trade activities. The post-2020 GBF should explicitly recognize the potential benefits of sustainable trade in wild and cultivated resources to biodiversity and people.
- **Prominence of private sector engagement in implementation of the GBF:** The private sector is a key actor for ensuring sustainable trade. For greater effectiveness, any trade elements of the future post-2020 GBF should be relevant to all companies (large and small), to both domestic and international markets, to livelihoods and local communities.
- **Mainstream biodiversity into sectors important for trade and investment:** Trade in biodiversity-based products and services can be an important tool for mainstreaming biodiversity, its conservation and sustainable use and ABS, into economic sectors and business practices. Sustainable trade principles need to be mainstreamed into various sectors (trade in agricultural products, food, cosmetics, etc.).
- **Recognition of the role of trade as a tool for resource mobilization.** Additional resources are needed from all sources to supply adequate funds for the implementation of the post-2020 framework. Sustainable trade can be one way in which these financial resources can be mobilized.
- **Creation of positive incentive measures:** Incentive measures need to be developed to promote the conservation and sustainable use of biodiversity. BioTrade is an example of a positive economic incentive for sustainably produced biodiversity-based products and services.

- **Targets**

To generate the change needed, the GBF and its targets need to be relevant, enhance resiliency of actions, and resonate: The GBF and its targets need to be simple and strategic, ambitious and affordable, and meaningful to producers and consumers. The private sector will need to engage in target setting to maximize buy-in and uptake, and sector-relevant approaches are needed to support and encourage biodiversity-friendly production. Issues discussed included:

- **3Rs:** There was a strong agreement among participants that the private sector needs to engage in target setting for the post-2020 framework. Specifically, participants recommended the prioritized target setting according to the “3Rs”:
  - *Relevance:* Targets should be relevant to small and large companies, local markets, communities (to increase their livelihoods and reduce poverty), and to policy makers. Targets also need to be SMART: Strategic, Measurable, Achievable, Realistic, and Time-bound. If the targets are to implicate the private sector, they should be formulated together with the private sector;
  - *Resilience:* Targets need to make a difference. For example, how can the benefits shared through ABS bring down production costs (improved quality, productivity, reduced waste) and how can biodiversity-friendly actions prevent destruction while reducing costs. Resilience (to remain “in business”) is not only key for farming communities, first level producers, SMEs particularly in developing countries, but also throughout the extended value chain; and

- *Resonate*: Consumers are increasingly aware and willing to pay an affordable price that can generate living incomes for communities, support affordable biodiversity interventions and keep biodiversity-friendly products available. The “perfect price” is about values, not just financials. This must also resonate in domestic markets for biodiversity-based products, not just to international buyers.
  - **Data and analysis are needed for targets**: Further analysis and discussion of the feasibility of these and/or other targets and indicators is needed, particularly with and by CBD Parties. It is worthy to also note that UNCTAD is also working to provide further information on trade-related data that could be used by CBD Parties for any future target related in the post-2020 GBF.
  - **Simplicity is key**: If any future apex target for the post-2020 GBF is defined, it should be sufficiently simple and easily understandable by the business/trade sector to allow them to use the target as a reference in corporate and trade policies and strategies (e.g. equivalent to the 2° objective under UNFCCC). Additionally, there is a need to have simple, readable, overarching targets that businesses and the trade sector can use internally and to communicate to the public through external reporting. This can facilitate the production of a consistent message on efforts to address biodiversity loss for consumers and investors. At the same time, they should be sufficiently simple and understandable by the public for businesses to use them in their external reporting strategies.
  - **Targets need to be balanced**: It was also recommended that private sector targets need to be balanced, with voluntary commitments for progressive front runners, and regulatory compliance for laggards. For example, by envisioning penalties for non-compliance, levying taxes to disincentivize activities harmful to biodiversity, creating positive economic incentives to promote biodiversity-positive activities, and foster sustainable consumption, among others.
  - **Targets should be applicable on various levels**: Careful thought should be given as to how global, sectoral, national and regional targets can be aligned to encourage the desired outcomes and actions while matching different realities. The outcome should support and encourage biodiversity-friendly production and consumption on sector and region-based levels.
- **Foster the engagement and participation of private actors**  
 The important role of the private sector was discussed at length, recommending that the post-2020 GBF should provide for a strong role of the private sector, without which transformative change and sustainable trade cannot happen. Crucial issues to consider in the future framework include:
    - **Support is needed for the private sector**: This is needed particularly for SMEs and sourcing communities that are in the frontline of biodiversity conservation - to actively engage and have a common voice in the process. Eco-MICAIA highlighted this role of SMEs which need further support to access information and build networks and platforms that can facilitate collaborative action in implementing the post-2020 GBF.
    - **Multi-stakeholder partnerships**: Partnerships are an important means of implementation for the CBD, such as the partnership between UNCTAD and its BioTrade partners, which includes governments, and private sector, academia, and civil society actors. While many collaborative partnerships and other sorts of business-related initiatives exist, private sector actors need concrete and practical actions to help them engage in the transition towards sustainable businesses as well as sustainable trade. In recent months, the private sector has

been stepping up its engagement in the post-2020 process in order to catalyze public and private actors in the period leading to COP 15.

- **The post-2020 framework needs to be a framework for all actions on biodiversity:** This means that it must be linked to an agenda beyond the CBD, such as Agenda 2030 and the SDGs. This will allow for the creation of synergies with other biodiversity-related MEAs, different communities such as trade (e.g. UNCTAD 15 Ministerial in 2020) and the sustainable development agenda more broadly. Such an approach will help highlight the fact that biodiversity and ecosystems are the basis for sustainable development to actors across government and society, and help set a more detailed agenda for the achievement of certain SDGs (e.g. SDGs 12, 13, 14, 15, and 17). The BioTrade Initiative is taking this approach in revising its BioTrade P&C to align them more closely with Agenda 2030 and the SDGs.

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Further detailed information on the discussions of the 5<sup>th</sup> BioTrade Congress are available in the enclosed report and will also be available at: <https://unctad.org/en/pages/MeetingDetails.aspx?meetingid=2093> and [www.biotrade.org](http://www.biotrade.org)

*The UNCTAD BioTrade Initiative and its partners will continue engaged in providing inputs and supporting the post-2020 GBF process, conveying the positive role that sustainable trade can make in safeguarding biodiversity to CBD Parties and other relevant stakeholders. As the United Nations trade agency, UNCTAD is steering, engaging and consulting with BioTrade partners and key trade and biodiversity stakeholders to contribute to the GBF. Emphasis is being placed on providing substantive inputs in relation to lessons learned, experiences and information related to (1) BioTrade and sustainable trade of biodiversity-based goods and services; (2) private sector engagement; (3) sustainable use of biodiversity; and (4) incentive measures. Once the GBF is adopted, efforts will be channeled to support its implementation.*