



# Biodiversity-based Products (BBPs) and Biodiversity-based Value Chains – a short introduction

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**BBP** | Biodiversity-Based Products  
as an economic source for the improvement of  
livelihoods and biodiversity protection (ASEAN)

# Why the BBP project

- The ASEAN Member States accommodate about 18 % of the flora and fauna species of the Earth and three of the 18 mega biodiversity countries
- Wealth in biodiversity poses opportunities for the economic development of the region
- AMS could use this economic potential by further developing trade relations for bio-products at the national, regional, and possibly global level.
- The potential of Biodiversity-based Products (BBPs), especially for the local indigenous population in buffer zones of protected areas in the region, is not yet sufficiently analysed and their market potential often unknown.

## Balancing Ecologic and Economic Growth

### Environmental Protection

Natural resources/biodiversity are utilised and managed sustainably, generating and supporting a "green growth"

### Inclusion of the Poor

Poor people benefitting at least equally or above average from the income generated from natural resources/biodiversity ("pro-poor, inclusive growth")

# Why the BBP project

- At the policy level, BBVC help address several of the Sustainable Development Goals:
  - SDG 1 - End Poverty; 5 - Gender Equality; 8 - Decent Work and Economic Growth; 12 - Responsible Consumption and Production; and 15 - Life on Land
- Also supports various strategic goals of the Aichi Targets of the Convention on Biological Diversity (CBD).
- These efforts support the mainstreaming of biodiversity across sectors (Environment, Agriculture/Forestry, Trade, Research and Science, Health..)

## Why Biodiversity-based Value Chains?

- Development of value chains that generate income from biodiversity can help **alleviate poverty** and **conserve biodiversity**
- Contribute to **achieving several of the Sustainable Development Goals (SDGs)**, e.g. SDG 1 (end poverty), SDG 8 (inclusive and sustainable economic growth), and SDG 15 (sustainable use of terrestrial resources and halt biodiversity loss).
- Contribute to the **Aichi Biodiversity Target Strategic Goal B** to: 'Reduce direct pressure on biodiversity and promote sustainable use'

**Ecosystems and biodiversity can be protected more easily if they have economic value**

# What are Biodiversity–based products

- Can be more tangible products such as natural cosmetic, pharmaceutical and food products, additives, leather, textiles, flowers, fish products, handicrafts, and other agricultural and forest-based (non-timber) products – but also services.
- Some sample classifications:
  - Collected and cultivated food products such as fruits, herbs, and nuts
  - Biological materials such as parts of plants, oils, fibres, aromas, etc.
  - Pharmaceutical products (phytomedicine); Cosmetics and personal care products
  - Handicrafts using biological material
  - Ecotourism services (“Tourism Product”) around natural attractions such as bird watching and hiking
  - Payment for ecosystem services such as carbon sequestration certificates, water, etc.
  - Bioprospecting genetic resources of scientific and commercial value

# Why Biodiversity-based value chains

- The **market potential** of a BBP depends on its characteristics as well as the type of value chain
- To connect a particular ecosystem resource with value chain development is basically the principle of “*use it or lose it.*”
- Not so new concept:
  - 2007: Thailand: Biodiversity-Based Economy Development Office (BEDO)
  - 2010 World Tourism Organisation „Biodiversity-based Tourism Products
  - 2015 Peru's Sustainable Trade Potential: Biodiversity-based Products
  - 2017 ICRAF Review of best practices for selected biodiversity-based value chains that promotes pro-poor conservation in the Horn of Africa

# Biodiversity-based value chains

- **Sequence of related business activities** from the provision of specific inputs (raw materials) for a particular product to primary production, transformation, marketing, and up to final consumption of a BBP.
- It also includes a set of (community) enterprises that performs these functions i.e. the producers, processors, traders, and distributors of a BBP.

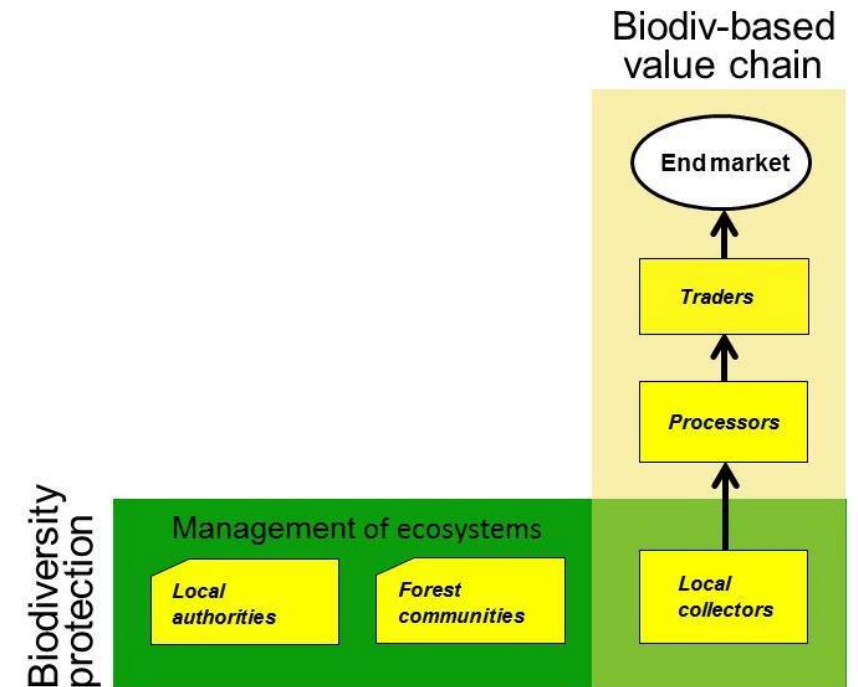
Is a series of activities that adds value to the product to make it competitive without harming the environment!



Versus



Added benefits arising from the commodification of the biodiversity will motivate all value chain actors to implement more sustainable conservation of the biodiversity



# Biodiversity-based value chains

## Steps in a biodiversity-based value chain

