

Biodiversity-based Products (BBP)

as an economic source for the improvement of livelihoods and biodiversity protection

Project Brief

Promoting biodiversity-based products for the improvement of livelihoods and biodiversity protection

ASEAN's rich natural resources and biodiversity offer significant potential for the region's socio-economic development. Now more than ever, it is vital to understand and acknowledge the value of biodiversity.

Context

The ASEAN Member States (AMS: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam) accommodate about 18% of the species of the Earth; 3 of the 18 mega biodiversity countries; about 35% of the global man-grove forests; and 30% of the coral reefs. This wealth in biodiversity poses opportunities for the economic development of the region.

The AMS want to use this economic potential by further developing trade relations for bio-products (organic trade) nationally, regionally and possibly globally. However, the potential of Biodiversity-based Products (BBP), especially for the local indigenous population in buffer zones of protected areas in the region, is not yet sufficiently analyzed and their market potential often unknown. In the promotion of BBP for the improvement of livelihoods and the conservation of biodiversity, the AMS do not get sufficient support.

To promote ASEAN national policies on conservation, particularly in the framework of the UNITED NATIONS Convention on Biological Diversity (CBD), ASEAN has established the ASEAN Centre for Biodiversity (ACB), an intergovernmental institution, to address the protection of biodiversity on a regional level, and to develop and disseminate joint strategies as well as to explore win-win opportunities, merging biodiversity protection with livelihood

Project name	Biodiversity-based products (BBP) as an economic source for the improvement of livelihoods and biodiversity protection
Commissioned by	Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung (BMZ)
Project region	ASEAN Member States (AMS), Pilot Implementation in selected ASEAN Heritage Parks (AHP) and National Parks in Cambodia (1), Lao RDR (1) and Vietnam (2)
Lead executing agency	ASEAN Centre for Biodiversity (ACB), assisted by ACB focal Points in the Ministries of Environment in the Cambodia and Viet Nam; and in the Ministry of Agriculture and Forestry in Lao PDR
Duration	03/2015 - 06/2019

improvement for the mostly poor population. One major program of the ACB consists of the currently 40 **ASEAN Heritage Parks (AHP)**, which are selected National Parks or Protected Areas in the ASEAN Member States.

On behalf of the German Government via the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, the BBP Project is implemented by GFA Consulting Group GmbH in cooperation with the ACB.

Objective and Approach

The BBP project is one of three modules of the German – ACB Cooperation Program “Protection of Biological Diversity in the ASEAN Member States”. The project contributes to the overall Program Objective, but also has its specific Project Objective and respective impact indicators.

The specific Project Objective of the BBP is: The ASEAN member countries (AMS) are supported by the ASEAN Centre for Biodiversity (ACB) in the promotion of biodiversity-based products (BBP) for the improvement of livelihoods and biodiversity protection, according to their needs.





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The Outputs of the BBP Project are:

- A strategy to support BBP Value Chains as well as policies for AMS / ASEAN are implemented
- The central Information Platform of ACB, the Biodiversity Information Management (BIM), provides information for the development of BBP Value Chains for the public, private and civil sector in the AMS.
- Selected BBP Value Chains contribute to the improvement of livelihoods and protection of Biodiversity.
- Competences in the development of BBP Value Chains in the private sector of AMS are improved.

Methodologically, project Implementation will imply, among others, the following tools:

- **Capacity WORKS** as the GIZ management tool to identify and monitor the five Success factors: Strategy, Cooperation, Steering Structure, Processes and Learning & Innovation. 
- **Environmental Communication** for Sustainable Development
- **GIZ ValueLinks** methodology on promoting pro-poor green value chains. As part of the BBP project, but in cooperation with other biodiversity-related projects around the world, a specific module on Biodiversity-based Value Chains will be developed. 
- State-of-the-art **media and training materials** to communicate, globally network and train stakeholders in the ASEAN region

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GIZ is responsible for the content of this publication.

Results as of March 2019

- A draft Policy Document on “Mainstreaming of Biodiversity Across Relevant Sectors through Biodiversity Based Value Chains” was submitted to ASEAN Working Group on Biodiversity and Nature Conservation (AWGNCB) for further refinement.
- A central information platform with Help Desk feature is online <http://bbp.aseanbiodiversity.org/> and is regularly updated.
- In situ and ex situ planting measures support biodiversity conservation and sustainable use
- Organizational strengthening of the households into clubs or associations is completed or underway including organizational by-laws and regulations and capacity building in business planning and sustainable management of natural resources as input material.
- In Lao PDR, bamboo furniture and handicraft are being produced and sold by villagers around Nam Ha AHP. The One District One Product (ODOP) certification for the bamboo products was awarded in early 2019.
- In Vietnam the range of biodiversity value chains include honey, giao co lam tea, bo khai vegetable and medicinal bath herbs. Sales-purchase agreements with private sector partners in Ba Be AHP and Hoang Lien AHP provide higher a price to households than the local market.
- In Cambodia, black ginger medicinal tea and vine handicraft products were developed with local producer groups from Phnom Kulen National Park/ Siem Reap and private sector business partners and are marketed between Siem Reap and Phnom Penh.
- Video documentation of the BBP pilot measures produced and promotion material developed.
- Diverse capacity-building measures were conducted to promote knowledge and understanding of biodiversity value chain development among ACB and CLV project stakeholders and partners through training of facilitators, workshops, and learning visit.



In cooperation with

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