



# Private sector engagement in Biodiversity related conventions

**Natural ingredients for Cosmetics and Food Industries**

**National Focal Points :**

**What should they do to engage the private sector**

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# National Focal Points

- ➔ **1. BioTrade interests for Cosmetics**
2. Current actions of French focal points
  3. Private sector obstacles / needs
  4. Proposals for French focal points



# National Focal Points

## 1. BioTrade interests for Cosmetics

### Past :

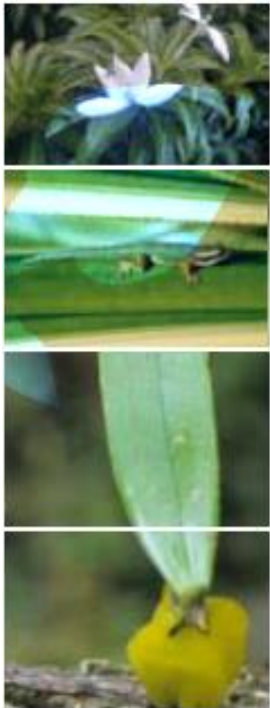
- Traditional knowledge and **wealth** of biodiversity **applications**

### Present :

- **Safe** and natural ingredients
- Scientific exciting developments and **new** products

### Future :

- **Necessity** to protect Biodiversity. A matter of surviving





# National Focal Points

## 1. BioTrade interests for Cosmetics

On the Customer side

- Demand for **healthy natural** Products
- **Ethical** behaviour
- Wish for constant **novelties**
- Fear for **petrochemicals**



 BioTrade products fulfil these desires

# National Focal Points

## 1. BioTrade interests for

### Cosmetics BioTrade with a larger Philosophy

- Natural/organic ingredients, 100% vegetable
- Respect for sustainable development
- ✓ Fairtrade
- ✓ Renewable resources, Biodiversity
- ✓ Green chemistry
- Alternatives to petrochemicals
- Quality control



Sustainable development at each step





# National Focal Points

1. BioTrade interests for Cosmetics

➔ **2. Current actions of French focal points**

3. Private sector obstacles / needs

11/05/07

4. Proposals for French focal points



# National Focal Points

## 2. Current actions of French focal points

### 1. French Focal Points :

- Ministry of Ecology & Sustainable Development
- National Museum of Natural History

### 2. Orientations:

- Towards national Biodiversity protection
- No support on international Bio Trade yet.



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et du Développement Durable





# National Focal Points

## 1. Current initiatives of French focal point



### 3. Actions being realised

- Scientific search
- Natural sponsorship promotion
- Promotion of private initiatives
- Methodology to include biodiversity protection
- Biodiversity offsets compensation



Efforts on side effects of business activities





# National Focal Points

1. BioTrade interests for Cosmetics
2. Current actions of French focal points

**➔ 3. Private sector obstacles / needs**

4. Proposals for French focal points



# National Focal Points

## 2. Private sector obstacles / needs



### 1. Bilateral co-operation

- Interaction with Focal Points
- Information and updates



Need for national information and coordination



# National Focal Points

## 2. Private sector obstacles / needs

### 2. Public Market differentiation

- Intrinsic **added value** brought by bioTrade
- No external **means** to differentiate products
- Mean for **differentiation** : UEBT Standard



**Need for Differentiation and Visibility**



# National Focal Points

## 2. Private sector obstacles / needs

### 3. Recognition & support

- Huge efforts and **investments**
- Greater **risks** endured
- Active **protection** of global **environment**



Need for recognition and a return on investments



# National Focal Points

1. BioTrade interests for Cosmetics
2. Current actions of French focal points
3. Private sector obstacles / needs

**➔ 4. Proposals for French focal points**



# National Focal Points

## 3. Proposals for Focal points

### 1. Raise awareness within Focal Points

- Present the **BioTrade Initiative & UEBT**
- Introduce UEBT **Members** to Focal Points
- Implement **workshops** for BioTrade support





# National Focal Points

## 3. Proposals for French focal points

## 2. Raise awareness within companies

- BioTrade in **methodologies**
- Extension of **sponsorship** promotion to BioTrade.





# National Focal Points

## 3. Proposals for French Focal points

### 3. Raise consumers'

#### awareness

- BioTrade in **promotion** for sustainable development
- **Frames** for companies to communicate on Biotrade
- **Official recognition** of UEBT standards





# National Focal Points

## 3. Proposals for French focal points

## 4. Financial support for BioTrade Products

- Implement **tax** advantages on BioTrade products
- Extend **compensation** of Biodiversity offsets to Biotrade



# National Focal Points

## CONCLUSION

- No focus on **BioTrade** yet
- Need for **promotion** and **recognition**
- Need for **coordination**
- Need for **tax** incentives

