



National focal points: Engaging private sector in implementation of MEAs

Geneva May 2007



Things to think about

- How to involve private sector? How to approach companies?
- What is the role of the consumers?
- What kind of tools do we have to implement the MEAs?



Things to think about when answering that question

1. What are the companies responsibilities?
2. Cost and benefits
3. What is the outreach of public sector and the outreach of private sector



Companie`s responsibilities

- We should think that a MEA should be implemented by the value chain.
- Value chain, includes final consumers
- Every actor of the value chain should be responsible and conscious, not only the processors of raw material
- Every actor implements the MEA in a different way / different responsibilities



- Not many companies in the private sector know what Cites, Ramsar or the CBD are.
- It is necessary to do awareness raising with private sector at national level.



Cost and benefits

– Cost of following MEAs:

- Organizing communities
- Management plans
- Certification / distinctive signs
- Research in native products
- Lobbying / supporting the sector

– What is required?

- Market incentives (although we are sustainable, we can't show that we are) – support to get distinctive signs
- Financial incentives (Access to credits to work in sustainable use of biodiversity) / Taxes
- Research and innovation incentives
- Access to technology
- Proper Legislation



Incentives in Colombia

- Financial incentives: Fondo Biocomercio
- Research and innovation: Colciencias / IAvH
- Natural ingredients are a priority in the national development plan 2006-2010
- Market incentives: ...???
- Legislation: ...???



Incentives that should be promoted in Colombia

- Legislation incentives:
 - Development of an adequate legislation
- Institutional incentives:
 - Support the development of private associations that promote biotrade P&C
 - Development of biodiversity clusters
- Market incentives:
 - Creating awareness of biotrade
 - Support marketing activities



Incentives to promote outside Colombia

- Legislation incentives:
 - Development of an adequate legislation
- Market incentives:
 - Creating awareness of biotrade
 - Contacting buyers associations / clusters, etc.



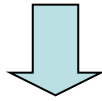
How to engage private sector?

- We need tools:
 - Understand our responsibility / When we are or are not working according to MEAs
 - Equitable and fair distribution of benefits
 - Sustainability issues
 - Legal issues with communities and buyers



Conclusions

It is necessary to tell everybody about the MEAS



- It is necessary that governments of Megadiverse countries recognise biodiversity and its sustainable use as a priority (For example National Developments plans – budget)
- It is necessary to support the consolidation of Biotrade National programs
- It is necessary to support the generation of policies at national level for the development of the sector

It is necessary to generate incentives for companies

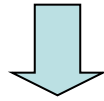


- It is necessary to support the consolidation of sector associations
- It is necessary to support differentiation strategies such as UEBT
- It is necessary to promote the idea of biotrade in consumers of developed countries



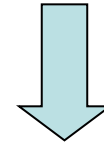
Conclusions

It is necessary to develop tools and guidelines



- Management plans
- Equitable and fair distribution of benefits
- Legal issues

UEBT



- Awareness
- Incentives
- A good platform to measure the implementation of the MEAs



Thank you

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