

## Project Approach

Using the Market Systems Development (MSD) approach, the Project works with market system actors such as Business Support Organizations (BSO), private service providers, consultants to achieve the following outcomes:



Efficiently link buyers & sellers of BioTrade products



Improve management capacities & supply chains of companies following BioTrade principles



Increase awareness of BioTrade to foster an enabling environment for BioTrade production and consumption

## Potential Sectors



Spices



Food & Beverage



Herbs, Essential oil, Natural extracts

SUSTAINABLE SOURCING AND USE OF BIODIVERSITY IS THE EXPECTATION OF CONSUMERS WORLDWIDE, AND COMPANIES ARE TO RESPOND!

Sustainable development has become an inevitable global trend as the world faces the threats of biodiversity loss and climate change.

Sustainable sourcing and commercialization of biodiversity-based products is a strategy for companies to differentiate and enhance their competitiveness in demanding high-end markets.

**96% retailers**

consider sustainability a factor to consider when making procurement and prioritize sustainable products.

(International Trade Center, 2019)

Increasingly more companies are paying attention to sustainable sourcing and use of natural ingredients. More companies have included biodiversity in their annual reports.

**“**To Symrise, biodiversity is more than a source of precious natural raw materials, it also serves as an invaluable source of innovation & inspiration for flavors, fragrances and cosmetic and functional ingredients. **”**

(Symrise - Global Strategic Partner on fragrance of Estee Lauder, Victoria's Secret)

**6/10 consumers**

willing to change their shopping behaviour and to pay more for brands that have sustainable practices.

(IBM Institute for Business Value, 2020)

**“**The H&M Group pledges to use 100% recycled or sustainably-sourced materials in its products by 2030. **”**

(H&M Group - the world leader in sourcing organic cotton and recycled materials)

**BioTrade SECO**

### REGIONAL BIOTRADE PROJECT IN SOUTH EAST ASIA

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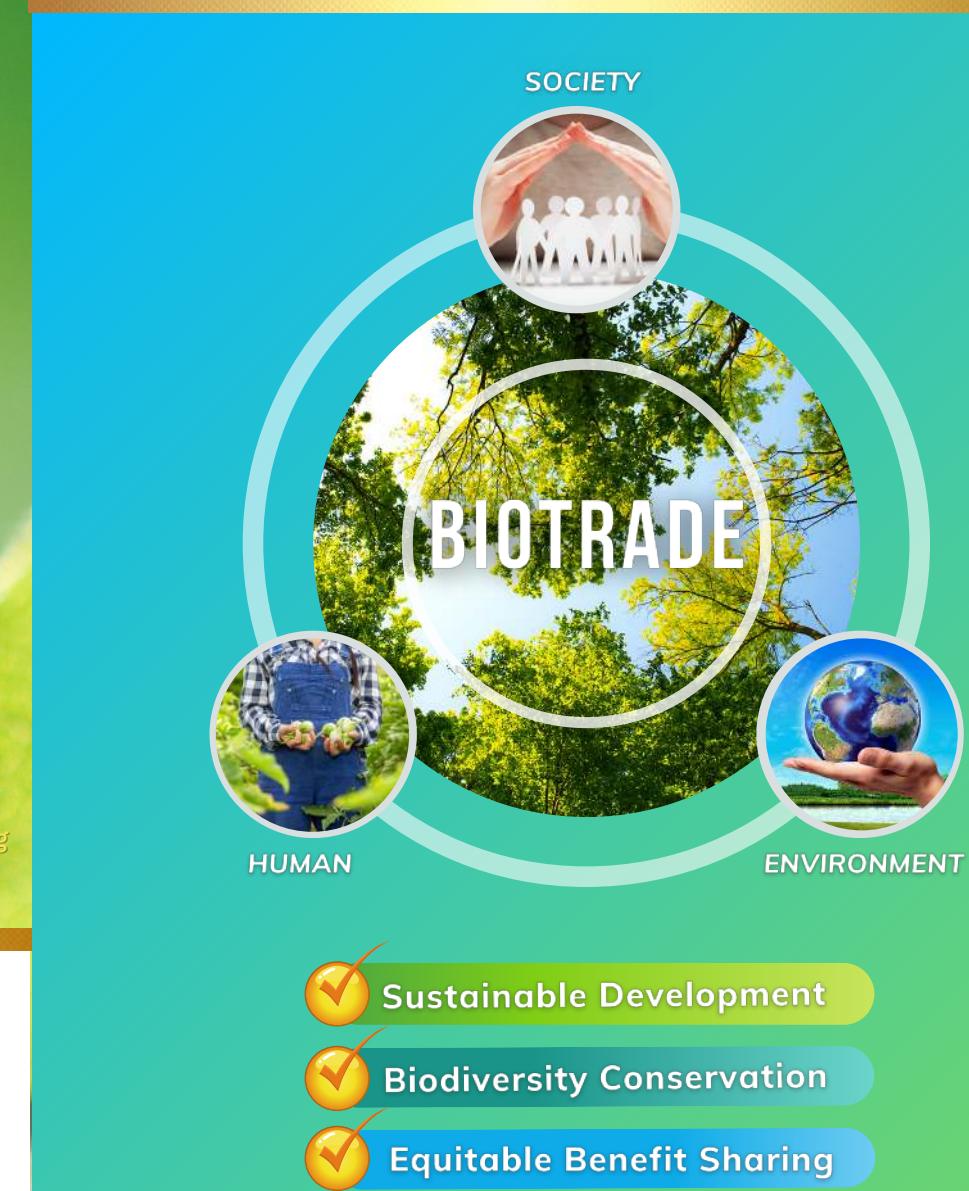
Schweizerische Eidgenossenschaft  
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Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
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HELVETAS  
VIETNAM

CRED  
Center for Rural Economic Development



# ABOUT BIOTRADE

In 1996, the United Nations Conference on Trade and Development launched the BioTrade Initiative.

**BioTrade refers to the collection, production, transformation & commercialization of goods and services derived from native biodiversity under environmental, social & economic sustainability criteria.**

BioTrade products and services are commonly used in sectors such as food, cosmetics, pharmaceuticals, handicrafts, sustainable tourism. As of 2020, BioTrade has been implemented in more than 60 countries globally.

## 07 Biotrade Principles

**1** Conservation of biodiversity

**2** Sustainable use of biodiversity

**3** Fair & equitable sharing of benefits derived from the use of biodiversity

**4** Socio-economic sustainability

**5** Compliance with national & international regulations

**6** Respect for the rights of actors involved in BioTrade activities

**7** Clarity about land tenure, use and access to natural resources and knowledge

## Benefits for Companies

### RESOURCE MANAGEMENT

- Production system by international standards
- Secured sustainable supply of natural ingredient inputs
- Opportunities for financial funding

### SALES & MARKET ACCESS

- Enhanced brand value
- Enhanced business competitiveness
- Export opportunity
- Participation in global BioTrade network

### SECTOR PERFORMANCE

- Policies better enable business operation

## REGIONAL BIOTRADE PROJECT IN SOUTH EAST ASIA - PHASE II

Project Areas Vietnam, Laos, Myanmar, Cambodia

Project Duration September 2020 - August 2024

Donor Swiss State Secretariat for Economic Affairs (SECO)

Implementing Agencies HELVETAS Vietnam, Laos, Myanmar  
Center for Rural Economic Development (CRED)

Overall Goal Conservation of biodiversity through sustainable trade of biodiversity products in a manner that integrates local exporters / producers into global value chains and increases income for the rural population of women and men that depend on biodiversity resources for their livelihoods in the Mekong region.

## Benefits for Consumers



✓ Healthy & safe products



✓ Assured quality of products



✓ Provision of choices of products

## BIOTRADE-RELATED SUSTAINABLE STANDARDS



Rainforest Alliance



UEBT



FAIRTRADE



EU Organic



USDA Organic



JAS