



The EU B4Life Flagship Initiative

Biodiversity and the green economy: the potential contribution of BioTrade

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The B4life Initiative can bring significant opportunities for the emergence and consolidation of **biodiversity driven green economy sectors** by...



Conserving **biodiversity**, introducing sustainable practices and reducing prospects for unsustainable exploitation

Creating **green jobs**, eradicating poverty and preserving livelihoods



Developing **natural ingredients, inputs and services** used by different businesses in different sectors



The B4life Initiative is line with market trends

Market opportunities	Market size (US\$ per annum)		
	2006	Estimated 2020	Estimated 2050
Certified agricultural products (e.g., organic, conservation grade)	\$40 billion (2.5% of global food and beverage market)	\$210 billion	\$900 billion
Certified forest products (e.g., FSC, PEFC)	\$5 billion	\$15 billion	\$50 billion
Bio-carbon (e.g., CDM, REDD+)			\$10+ billion
Payments for ecosystem services (e.g., water, carbon, biodiversity)			\$20 billion
Payments for biodiversity (e.g., conservation, sustainable use)			\$10 billion
Other payments (e.g., government-supported)			\$15 billion
Mandatory biodiversity offsets (e.g., US mitigation banking)	\$3.4 billion	\$10 billion	\$20 billion
Voluntary biodiversity offsets	\$17 million	\$100 million	\$400 million
Bio-prospecting contracts	\$30 million	\$100 million	\$500 million
Private land trusts, conservation easements (e.g., North America, Australia)	\$8 billion in U.S. alone	\$20 billion	Difficult to predict

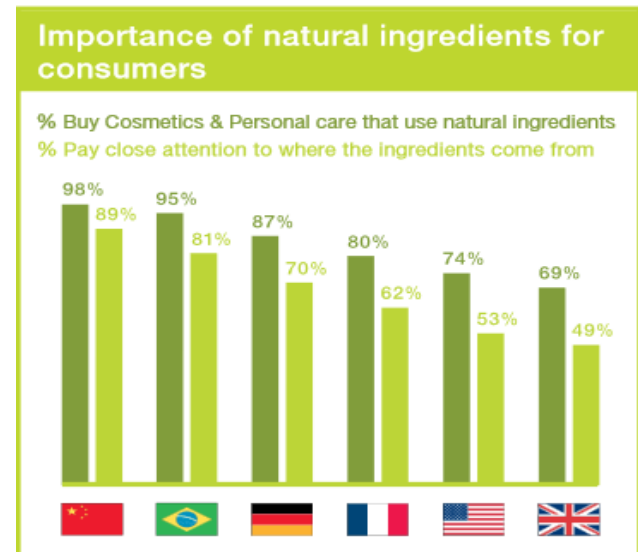
By 2050 sustainability-related global business opportunities in natural resources (energy, forestry, food and agriculture, water and metals) has been estimated at US\$ 2 trillion

Source: Adapted from Forest Trends and the Ecosystem Marketplace (2008)²⁷

Source: TEEB – The Economics of Ecosystems and Biodiversity. Report for Business - Executive Summary 2010

What do companies say about biodiversity?	Beauty companies		
	Top 100	Top 20	
	2009	2014	Variation
Companies reporting on sustainable development	44	60	+ 16
Companies reporting on biodiversity	13	31	+ 18
Companies reporting on biodiversity sourcing practices in supply chains.	9	27	+ 18
Companies mentioning biodiversity related issues like traditional knowledge or intellectual property rights.	2	6	+ 4

Basis: UEBT analysis based on WWD top 100 beauty companies (August 2016).

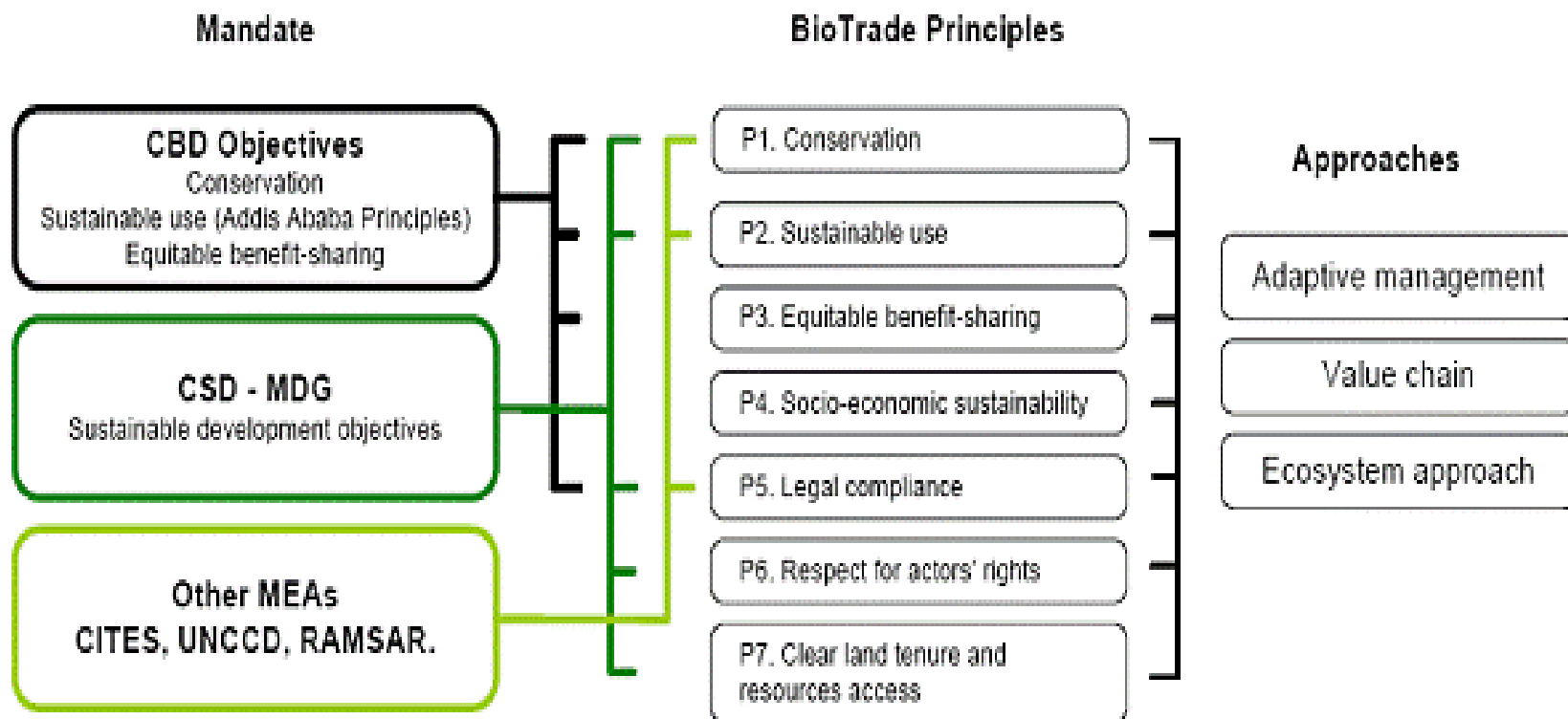


Basis: All respondents - Feb 2013 - France, Germany, UK, USA, Brazil, China

Source: UEBT Barometer (2013 and 2014)

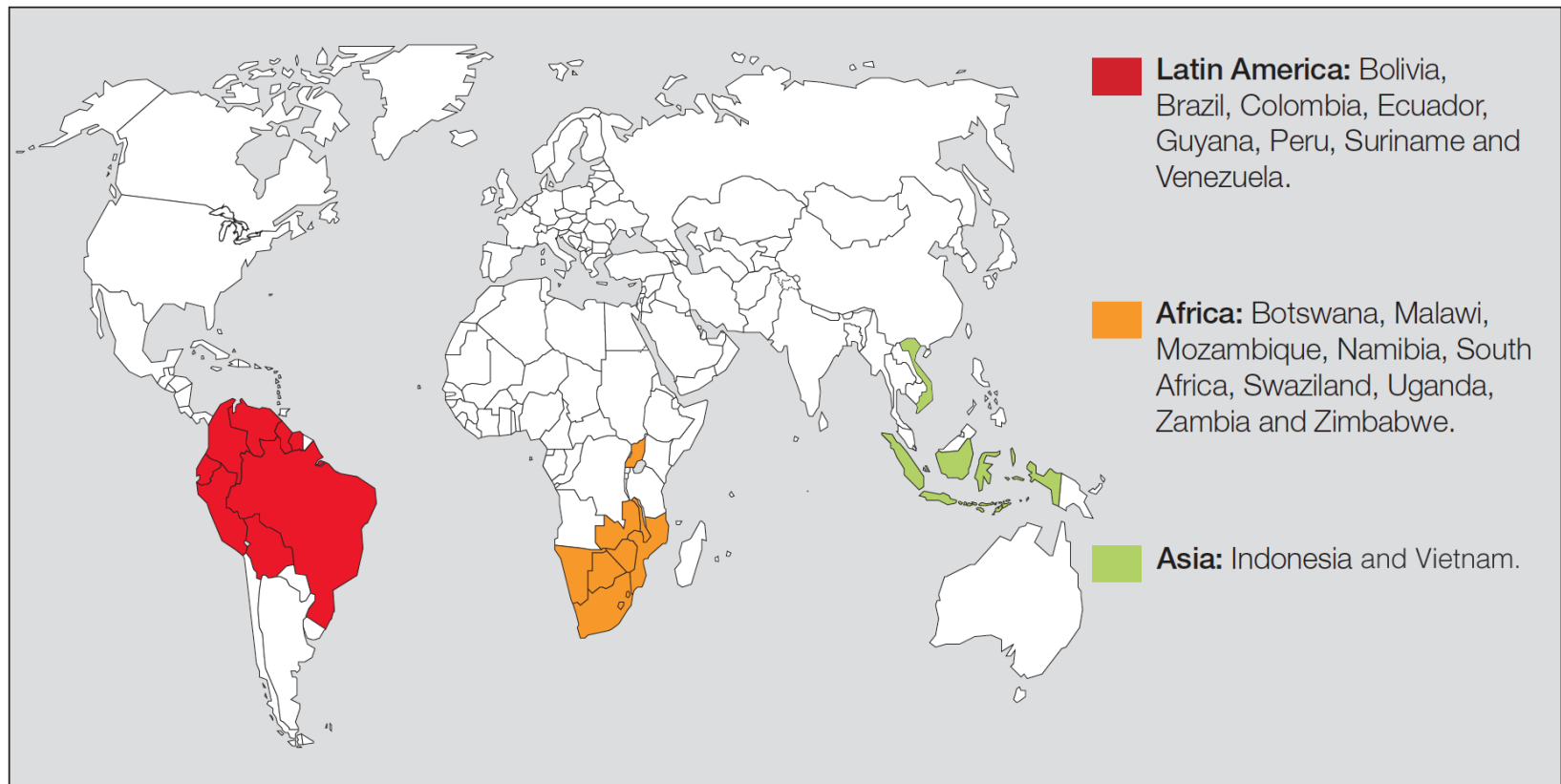
Biotrade as green economy solution

BioTrade refers to trade and investment in goods and services derived from native biodiversity (species & ecosystems) under environmental, social and economic criteria.



Supporting countries

Activities are implemented by national, regional and international partners that foster BioTrade, its Principles and Criteria



Sectors supported

Impact 2012

- Employment 30,000+ individuals @ first stage of the value chain (suppliers)
 - Sales US\$4.2 billion (€3.2 billion)
 - Area of influence: 19,3+ million ha

Further support of Biotrade is more than aid, it is a green investment



Questions and answers



Thank you

For further information: www.biotrade.org

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