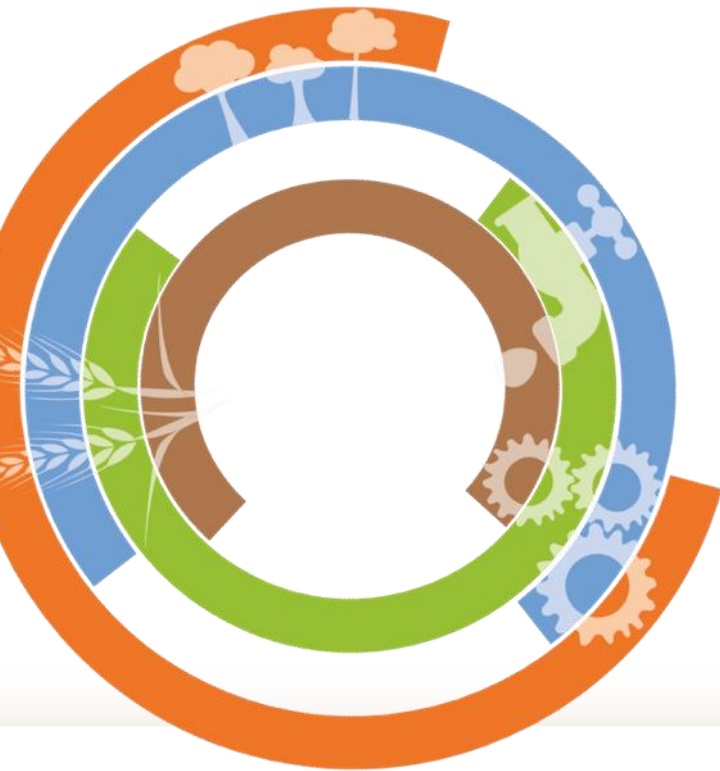


Overcoming social and biodiversity challenges in the carnauba value chain





Supported by:



based on a decision of the German Bundestag



Private Business Action for Biodiversity (PBAB) project

Global project (Brazil, India, Mexico) financed by the German Environmental Ministry (BMU) / International climate initiative (IKI) and implemented by GIZ with ministries from partner countries. In the value chains carnaúba, açai, agaves and spices we identify instruments and mechanisms that promote **biodiversity-friendly production and commercialization** and improve and systematize these approaches.



UEBT

Vision: Companies' innovation and sourcing of natural ingredients contribute to a world in which people and biodiversity thrive.

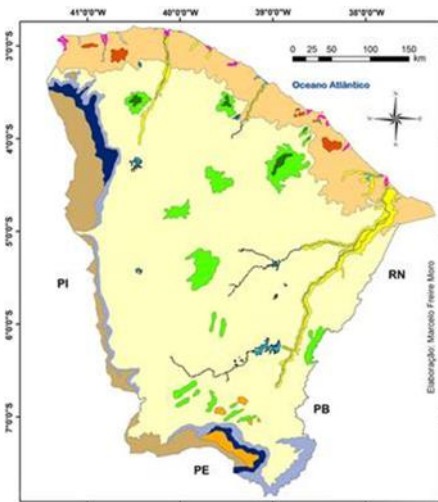
Mission: To support and validate practices of companies committed to ethical sourcing and innovation of natural ingredients for the benefit of people and biodiversity.





Background on Carnauba

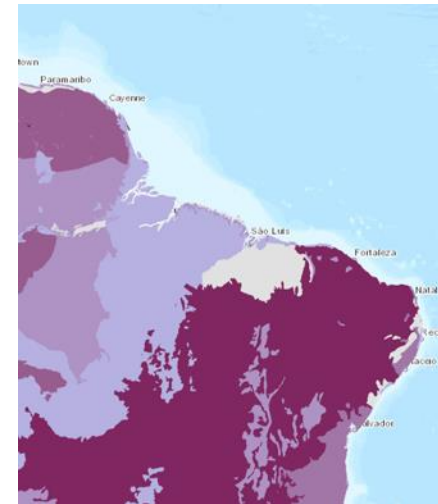
Water sheds



Erosion



Endemism & habitats



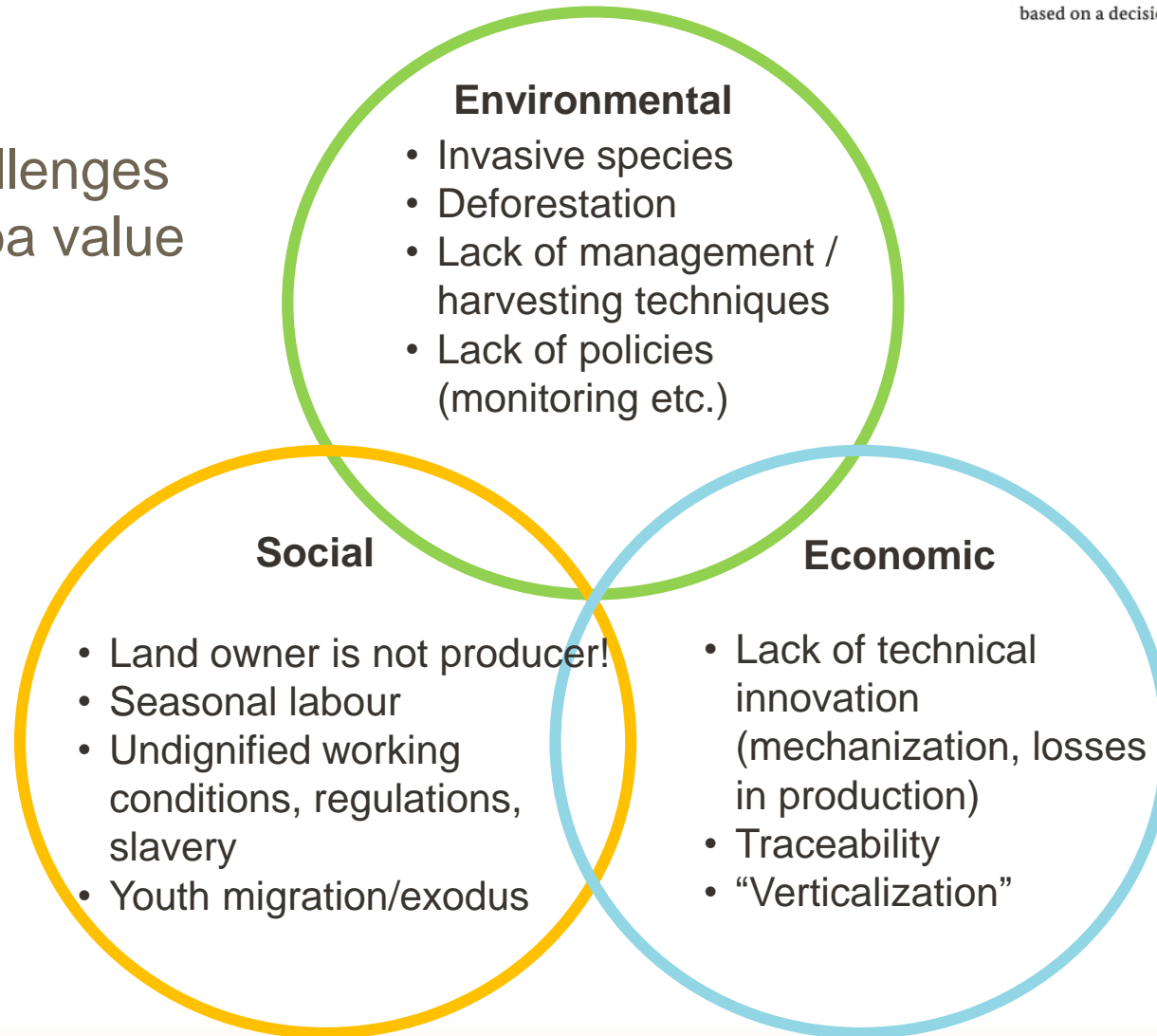
Economic and Cultural values



Markets: USA, EU, Japan, China

Products: Food, Cosmetics, Car and Furniture Polish

Key challenges Carnauba value chain



Initiative for Responsible Carnauba

Foster responsible Carnauba wax production that respects people and biodiversity in the Carnauba wax producing areas in the semi-arid (Caatinga) biome of northeast Brazil.

Sector dialogue and definition of good practices

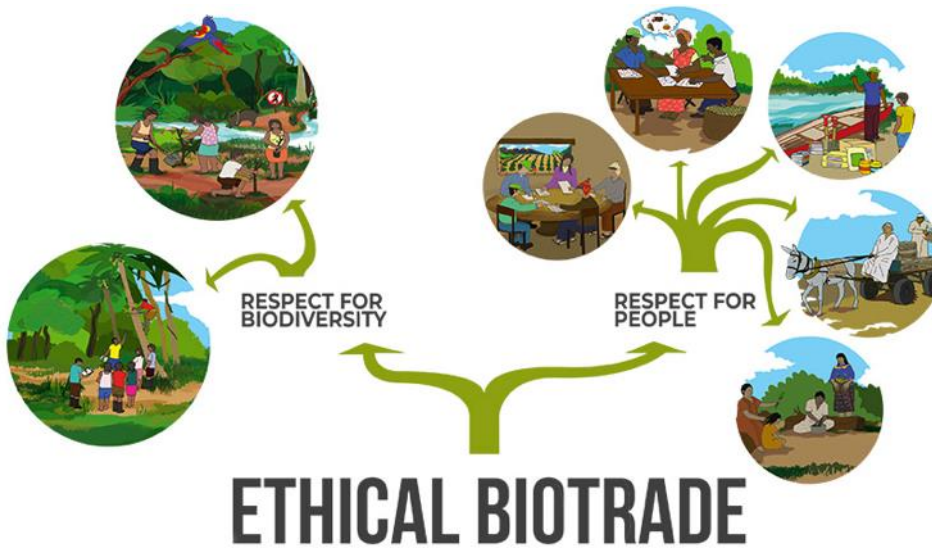
Verification of local wax processing companies' supply chains

Preferential supplier program

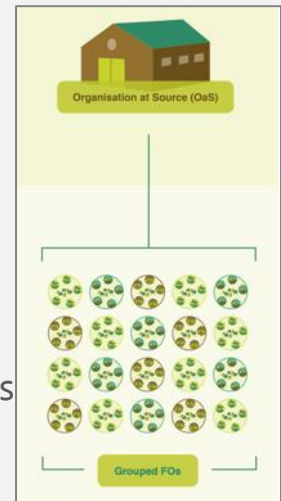


Current participants from industry and civil society to the Initiative for Responsible Carnauba are:





- Processing companies
 - Supply chains
- ✓ Human rights
 - ✓ Working conditions
 - ✓ Traceability
 - ✓ Good agricultural practices
 - ✓ Equitable trade relationships
 - ✓ Local development
 - ✓ Sustainable use
 - ✓ Biodiversity conservation



BIODIVERSITY ACTION PLANS

Guidelines
to set up and implement a BAP for
farming activities



Version 1.0
January 2019

WHAT A BAP SHOULD CONTAIN

A Biodiversity Action Plan is ingredient-specific. It concerns the areas where raw material for natural ingredients is farmed and the surrounding landscapes. It includes the following elements:

- ☑ **Baseline information** to describe the existing situation with respect to biodiversity in the area where natural resources are farmed and in the surrounding areas. It should include the sites and species important for biodiversity, the location and structure of the farms and the threats and opportunities for biodiversity on and around farms.
- ☑ **Goals and targets** are the ambitions for biodiversity that are set out to be achieved. They should tackle threats and enhance opportunities for biodiversity on farms and in surrounding areas.
- ☑ **Measures** are the concrete actions that can be taken by farmers in collaboration with other stakeholders. They could include protection of ecosystems; creation of priority areas, natural structures and corridors for biodiversity; or maintenance of good soil and water conditions.
- ☑ **A Workplan** includes the roadmap for all the actions to be implemented to reach the goals, including the timeline, who is responsible for the actions, any risks, and back up actions.
- ☑ **A Monitoring and Evaluation system** to assess if the plan is properly implemented and if the impact on biodiversity is achieved.



Thank you for your interest!

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More about the Initiative for Responsible Carnauba:
<https://www.ethicalbiotrade.org/initiative-for-responsible-carnauba>