



# Private Business Action for Biodiversity

## A new tool to measure how forest management contributes to biodiversity protection

### Situation

The açaí berry is a reddish, black-purple fruit of the acai palm tree, native to the Amazon and northern South America, which has been consumed in the region around the Amazon river basin for centuries. Nowadays, the fruit is processed and sold as frozen pulp, juice and powder, or used as an ingredient in various products from beverages, smoothies, foods to cosmetics and supplements.

As the global demand for the fruit – and subsequently açaí production in plantations – expanded in the last ten years, Amazonian ecosystems are increasingly under pressure and there is the necessity to improve and value biodiversity-friendly management practices.

### Objective

The ‘Private Business Action for Biodiversity’ project pursues to identify and analyze promising mechanisms and instruments for promoting biodiversity-friendly production and commercialization and to test pilot approaches in three partner countries – Brazil, India and Mexico. The project aims to learn from the pilot implementation to further develop the mechanism and instruments where required and to systematize the experiences gained in a way that enables both the private and public actors to use them. The results will be discussed on national and international level.

In Brazil, the project supports a new tool to measure biodiversity impacts within forest management certification. This approach shall help to promote biodiversity as an asset for açaí marketing strategies.

Biodiversity is the diversity of life, comprising the wealth of species, genes and ecosystems on Earth. It provides the basis for functioning ecosystems, which in turn deliver services such as fertile soils, clear water, pollination or climate regulation. The loss of biodiversity is progressing faster than ever before, and it is increasingly jeopardizing human livelihoods. Businesses can play an important role in combatting the causes of biodiversity loss and a promising approach is to promote biodiversity-friendly production and commercialization.

### Approach

The project has selected an initiative that successfully implements forest management practices, the cooperative AmazonBai, which was founded by traditional producers from Bailique. Located in the state of Amapá, the Bailique archipelago is formed by eight islands with an approximate population of 10.000 people, distributed in about 50 communities. Their main activities are fishing and extraction of forest products, of which açaí berry extraction is the main source of income. In 2014, the communities established their Community Protocol (the first in Brazil), an instrument supported by the Convention on Biological Diversity (CBD) that considers different aspects of livelihood and recognizes the right of these communities to participate in decisions related to their territory, empowering them to have a more balanced relation with external stakeholders and supporting the conservation of natural resources. In order to differentiate their açaí production on the mar-

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ket, communities in Bailique have implemented Forest Stewardship Council (FSC) Community Certification on their areas in 2016, searching for ways to value their management practices and the quality of product.

The project has partnered with stakeholders such as FSC Brasil, Imaflora and Instituto Terroá, in order to strengthen the Bailique communities in differentiating their traditionally produced açai on the market and increasing the generated value, as well as the financial self-sustainability of the communities.

The project tests a new procedure developed by FSC as part of the certification, which helps small-scale producers from Bailique to demonstrate the positive impacts of their forest management activities on selected ecosystem services. These positive impacts can be used in marketing strategies by companies buying açai from the region or also investors, who are interested in seeing a positive biodiversity return on investment.

The procedure will be tested for “biodiversity” and “carbon”. Methodologies and indicators which have been internationally developed will be adapted to the Bailique reality and açai production. The projects supports

the exchange with producers and experts on biodiversity monitoring in order to develop low-cost and efficient methods for biodiversity monitoring and thereby create recommendations for the FSC procedure. The lessons learnt are reflected in according learning materials.

Furthermore, the project aims at creating interest within the private sector with regard to these co-benefits of açai production, thereby promoting new markets for ecosystem services.



### Contribution to CBD and 2030 Agenda



The project contributes to the Convention on Biological Diversity (CBD) and the Sustainable Development Goals (SDGs), namely SDG 12 to ensure sustainable consumption and production patterns and SDG 15 to protect, restore and promote sustainable use of terrestrial ecosystems.

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