

# Biodiversity-based Products (BBP)

as an economic source for the improvement of livelihoods and biodiversity protection

## Project Brief

### Promoting biodiversity-based products for the improvement of livelihoods and biodiversity protection

ASEAN's rich natural resources and biodiversity offer significant potential for the region's socio-economic development. Now more than ever, it is vital to understand and acknowledge the value of biodiversity.

### Context

The ASEAN Member States accommodate about 18% of the species of the Earth; 3 of the 18 mega biodiversity countries; about 35% of the global mangrove forests; and 30% of the coral reefs. This wealth in biodiversity poses opportunities for the economic development of the region.

The AMS want to use this economic potential by further developing trade relations for bio-products (organic trade) nationally, regionally and possibly globally. However, the potential of Biodiversity-based Products (BBP), especially for the local indigenous population in buffer zones of protected areas in the region, is not yet sufficiently analyzed, and their market potential often unknown.

To promote ASEAN national policies on conservation, particularly in the framework of the United Nations Convention on Biological Diversity (CBD), ASEAN has established the ASEAN Centre for Biodiversity (ACB), an intergovernmental institution, to address the protection of biodiversity on a regional level, to develop and disseminate joint strategies as well as to explore win-win

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| Project name          | Biodiversity-based products (BBP) as an economic source for the improvement of livelihoods and biodiversity protection |
| Commissioned by       | Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung (BMZ)   |
| Country               | Cambodia, Laos and Vietnam; based in the Philippines   |
| Lead executing agency | ASEAN Centre for Biodiversity  |
| Overall term          | 2015 - 2019  |

opportunities, merging biodiversity protection with livelihood improvement for the mostly poor population.

Assisted by the German Government via the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, the BBP Project is implemented in cooperation with the ACB by GFA Consulting Group GmbH.

### Objective and Approach

The BBP project is one of three modules of the German – ACB Cooperation Program “Protection of Biological Diversity in the ASEAN Member States”. The project objective is: The ASEAN member countries (AMS) are supported by the ASEAN Centre for Biodiversity (ACB) in the promotion of biodiversity-based





**DR. DICKY SIMORANGKIR**  
Project Director  
Email: dicky.simorangkir@giz.de

**DR. MARTIN FALKE**  
Team Leader/International Coordinator  
Email: martin.falke@gfa-group.de

products (BBP for the improvement of livelihoods and biodiversity protection, according to their needs.

Methodologically, project Implementation will employ, among others, the following tools:

- GIZ Capacity WORKS as the management tool to identify and monitor the five Success factors:



- Strategy, Cooperation, Steering Structure, Processes and Learning & Innovation.
- Environmental Communication for Sustainable Development
- GIZ ValueLinks methodology on promoting pro-poor green value chains. As part of the BBP project, but on cooperation with other



biodiversity-related project around the world, a specific module on Biodiversity-based Products will be developed.

- Use state-of-the-art media and training materials to communicate, globally network and train stakeholders in the ASEAN region

Results (as of 31 December 2015):

- ACB's role as a regional policy and strategy catalyst enhanced.
- Cooperation among key stakeholders in the region strengthened.
- Program Steering Committee established and approved by the ASOEN.
- Workplans for Cambodia, Laos and Vietnam drafted with key stakeholders.
- Gap analyses for value chain development conducted in Cambodia, Laos and Vietnam.
- Representatives from AMS and GIZ projects in the region trained on the ValueLinks Approach.

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Biodiversity-based Products as an Economic Source to the  
Improvement of Livelihood and Biodiversity Protection  
3/F ERDB Building, Forestry Campus  
College, Laguna 4031 Philippines  
T +63 49 536 2865  
F +63 49 536 2865  
www.aseanbiodiversity.org  
www.giz.de

Author(s)

Norman Eric Lopez, Dr. Dicky Simorangkir

Layout

Jimmy Hilario

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Federal Ministry for Economic Cooperation and  
Development (BMZ) Division

Addresses of  
the BMZ offices

BMZ Bonn  
Dahlmannstraße 4  
53113 Bonn, Germany  
T +49 (0)228 99 535-0  
F +49 (0)228 99 535-3500  
poststelle@bmz.bund.de  
www.bmz.de

BMZ Berlin  
Stresemannstraße 94  
10963 Berlin, Germany  
T +49 (0)30 18 535-0  
F +49 (0)30 18 535-2501