



# IUCN World Conservation Congress

3 to 11 September 2021, Marseille



## Thematic Stream Session

### How to reconcile biodiversity conservation and local economic development?



The development of pro-biodiversity value chains can offer **market opportunities for products from nature** and give economic value to protected areas and their surroundings, encouraging communities to protect their natural resources, and the biodiversity they shelter.

Question: what are the conditions for creating income from natural resources exploitation while ensuring the conservation of biodiversity, sustainable development and fair-trade?

This session will bring together **different stakeholders of green value chains** (from civil society organizations to enterprises involved in green sourcing and faire-trade) to **discuss about the roles, opportunities, levers and obstacles** encountered in the improvement of the contribution of value chains to biodiversity conservation.

*A session organized by Noé,  
save the date!*

# Programme



**Part 1:** A partnership for organic and fair-trade shea butter : a tool to protect biodiversity and preserve ecosystems (RESIST programme).  
*With: L'Occitane (private sector), Naturama (CSO), and Nitidæ (NGO)*



**Part 2:** Economic development driving biodiversity in Ghana, building a real public-private-civil society-community partnership towards biodiversity protection, sustainable natural resource management and development (ECONOBIO programme).  
*With: Savannah Fruit Company (private sector), WAPCA (CSO), and Noé (NGO)*



**Part 3:** Creating an economic alternative for the moabi, largest tree of the African rainforest, endangered by the wood industry, to protect the specie and forest communities' culture and resilience (Cameroun).  
*With: TFRD (CSO), Sylvain Angerand (forest engineer)*

**Date: 5th September 2021**

**Time: 4:00pm - 5:30pm**

**Room: H8-8 Pyrenees**

**Online/Onsite: Onsite & livestreamed ([see more](#))**

## To participate:

- In-person at the Congress in Marseille: [registration here](#)
- Online (Congress essentials virtual experience) : [registration here](#)



**L'OCCITANE**  
EN PROVENCE

