

Project 9: Strengthening conservation and sustainable production of selected CITES Appendix II species in North America		Operating Year(s): 2015–2016
Planned Budget for Two Years: C\$300,000 Year 1: C\$65,000 Year 2: C\$235,000		
Strategic Priorities / Subthemes <ul style="list-style-type: none">• Green Growth / Sustainable Production and Consumption• Sustainable Communities and Ecosystems / Priority Species and Ecosystems; Sustainable Communities• Climate Change Mitigation and Adaptation		
How will this project address the cross-cutting themes? <ul style="list-style-type: none">• <i>Learning from and assisting vulnerable groups and indigenous communities:</i> By taking into account scientific and traditional ecological knowledge (TEK), where applicable, in line with Resolution Conf. 16.6 on CITES and Livelihoods and Resolution Conf. 16.7 on Non-detriment Findings, support CITES implementation by involving indigenous and local communities in legal, traceable and profitable activities associated with the sustainable use of selected species from Appendix II of the Convention.• <i>Enhancing the alignment of environmental regulatory standards, enforcement and compliance:</i> Long-term implementation of effective actions to strengthen and improve collaboration among CITES authorities throughout the region.• <i>Enhancing information sharing, transparency, capacity building and communication:</i> By improving the exchange of information on priority species of regional interest and promoting legal, sustainable and traceable value-added and production chains, and enhancing the capacities of relevant stakeholders.		
Project Summary (including a clear statement of project goal) <p>Portray trade of selected regional species that are listed in Appendix II to promote their legal, sustainable and traceable trade, through:</p> <ul style="list-style-type: none">• Phase 1 (Task 1 and Task 2): Identification and prioritization of highly traded Appendix II species; followed by a comprehensive trade analysis aimed at identifying implementation challenges and opportunities for improvement (bearing in mind TEK-based elements, when applicable);• Phase 2 (Task 3): Establishment and launch of action plans to strengthen and improve regional collaboration and information exchange of selected species listed in Appendix II, from their identification issues; through source and purpose codes; to non-detriment findings and their link with conservation, sustainable use, and development opportunities for indigenous and local communities (including TEK elements, when appropriate). <p>Main activities:</p> <ul style="list-style-type: none">• Develop a prioritized list of Appendix II species of regional interest (Phase 1).• Conduct a comprehensive trade analysis of Appendix II priority species (Phase 1).		

- Propose measures (i.e., action plans) to improve the overall implementation of CITES provisions for Appendix II priority species (Phase 2).
- Organize a stakeholders' workshop—including representatives from indigenous and local communities—to discuss action plans (Phase 2).
- Launch action plans (Phase 2).

Deliverables:

- Report (Phase 1) that includes:
 - Priority list of CITES Appendix II species of regional interest
 - Comprehensive trade analysis of value and production chains of these priority species
 - Recommendations to improve the Appendix II priority species sustainable, legal and traceable trade
- Action plans (Phase 2) for priority species of regional interest (based on recommendations from the above report and stakeholders' workshop).
- Progress report on the implementation of action plans (approximately 10 action plans launched by the end of the project).

Short-term Outcomes (at halfway point)

Phase 1 (Task 1 and Task 2):

- Prioritized list of species of common regional interest validated by regional CITES authorities; and
- Report of the comprehensive analysis of the value and production chains of the agreed-upon species of regional interest. The report will include recommendations to improve the sustainable production and consumption of the concerned species, through legal and traceable trade.

Phase 2 (Task 3):

- Establishment of an action plan for each of the species agreed to under Phase 1, with specific goals, activities and progress indicators (among others to be defined);
- Stakeholders' workshop to gather feedback on proposed actions plans; and
- Launch of action plans at the regional level, which might cover, *inter alia*: generation of scientific information and technology exchange, cooperation between *ex situ* and *in situ* conservation and production, training and capacity building, market incentives, communication and awareness campaigns, strengthening of management schemes.

Long-term Outcomes (by the end of the project)

Phase 2 (Task 3):

- Six-month assessment of the launch of action plans at the regional level (considering an adaptive management approach, as needed)

Longer-term, Environmental Outcome (post-project)

Favorable and constant trends in the conservation status of all species of regional interest agreed to under Phase 1 and their habitats. This is expected to result from the long-term implementation (and further improvement) of the action plans produced in Phase 2.

Performance Measures (quantified SMART measures)

The project addresses the long-term improvement of: the conservation status of species of regional interest; their habitats; and the fair and equitable sharing of benefits of their value and production chains among the key stakeholders (in particular, indigenous and local communities).

Considering the relatively short timeframe of the project (two years), we propose the following approach to assess its performance in terms of the percentage of:

- 1) Fulfilled project outputs
- 2) Deliverance of outputs in accordance with the task program (below)
- 3) Budget expenditure (balance) according to the expected exercise of resources
- 4) Production and value chains on priority species which have successfully incorporated the following elements (always in compliance with the agreed-upon action plans):
 - a. Sustainable use principles and approaches (e.g., as in Resolution Conf. 16.7);
 - b. Compliance with regulations (or legality);
 - c. Traceability schemes; and
 - d. Engagement of stakeholders such as local communities including indigenous communities, and industry

The project will be led and implemented by focal points of the regional CITES authorities (management, scientific, and enforcement), and the above indicators will be measured according to the task program below.

Tasks necessary to reach the environmental outcome:

- 1) From Appendix II, identify and prioritize a list of species of common regional interest to the North American countries;
- 2) Perform a comprehensive analysis of the value- and production-chains of the agreed-upon species; and
- 3) Establish and launch actions to strengthen and improve information-exchange and collaboration among the three countries on CITES implementation issues, to further enhance conservation and sustainable use of the species and their habitats, while generating benefits to all stakeholders in the value-chain

Task #1) From Appendix II, identify and prioritize a list of species of common regional interest to the North American countries

Prior to this task, activities and guidance will be defined to produce a trade analysis to identify and prioritize the list of species of common regional interest from Appendix II. This work will result in Terms of reference to contract a consultant.

Subtask	Project outputs	How does the subtask/output move the project towards the environmental outcome	Timing	Budget (C\$) (activities)
1.1 Develop a list of priority Appendix II species of common regional interest (consulting assistance required)	Report on proposed priority species' list for Phase 2	Will select the priority species for the list, together with the rationale behind their selection	1 month, Jun 2015	Year 1: \$10,000
1.2 Seek validation of the priority species' list by regional CITES authorities (and in this process, take into account the feedback provided by other relevant stakeholders, including indigenous and local communities and producers) (meeting)	Final list of priority species	Will ensure regional consensus on the species' list and its prioritization	2-day meeting, Jul 2015	Year 1: \$10,000
Subtotal Task 1				\$20,000

Task #2) Perform a comprehensive analysis of the value- and production-chains of the agreed-upon species of regional interest

Prior to this task, guidelines for a consultant to perform a comprehensive analysis of priority species will be developed. These will result in terms of reference and will take into consideration:

- *TEK and Resolution Conf. 16.6 on CITES and Livelihoods;*
- *Resolution Conf. 16.7 on Non-detriment Findings;*
- *characterization of production- and value-chains;*
- *sustainable-use principles and approaches;*
- *existing, applicable regulations and requirements of the North American countries;*
- *traceability schemes;*
- *engagement of stakeholders;*
- *identification of areas of opportunity;*
- *effective actions; and*
- *relevant stakeholders.*

Subtask	Project outputs	How does the subtask/output move the project towards the environmental outcome	Timing	Budget (C\$) (activities)
2.1 Comprehensive analysis of priority species (consulting assistance required)	Report on the comprehensive analysis of priority species	Will compile detailed data on the species, characteristics of their value and production chains, in addition to recommendations of “next steps” for the implementation of Phase 2	4 months, Jul–Oct 2015	Year 1: \$30,000
2.2 Validation of comprehensive analysis report (meeting)	Final result of Phase 1	Regional consensus on the comprehensive analysis, which will serve as the basis for the development of action plans in Phase 2	2-day meeting, Nov 2015	Year 1: \$10,000
2.3 Publication of Phase 1 results	Digital and/or printed publication of Phase 1 results	Will provide baseline information and starting points for a collaborative framework between the three countries for conservation and sustainable use of agreed-upon species of regional interest	3 months, Nov 2015–Jan 2016	Year 1: \$5,000 Year 2: \$5,000
Subtotal Task 2				\$50,000
<p>Task #3) Establish and launch actions to strengthen and improve information-exchange and collaboration among the three countries on CITES implementation issues, in the service of furthering the conservation and sustainable use of the agreed-upon species of regional interest and their habitats, while generating benefits to all stakeholders in the value and production chains.</p> <p><i>Prior to this task, basic elements (index of action plans) and approach to action plans for the agreed-upon species will be defined. These will result in terms of reference and will provide detailed (and regionally agreed-upon) guidance for development of the action plans.</i></p>				
Subtask	Project outputs	How does the subtask/output move the project towards the environmental outcome	Timing	Budget (C\$) (activities)
3.1 Transform areas of opportunity, proposed actions, and relevant stakeholders identified in Phase 1 into action plans for the agreed-upon species of regional interest, considering Traditional Ecological Knowledge and Resolution	Proposed action plans for priority species	Will compile the specific actions, deadlines, stakeholders, coordination and information exchange schemes, and expected results with indicators for each priority species (or group of species)	5 months, Feb–Jun 2016	Year 2: \$40,000

Conf. 16.6 on CITES and Livelihoods and Resolution Conf. 16.7 on Non-detriment Findings (consulting assistance required)				
3.2 Feedback from relevant stakeholders on action plans (stakeholder workshop)	Action plans agreed upon with relevant stakeholders	Incorporation of stakeholders into action plan feedback sessions	2-day workshop	Year 2: \$30,000
3.3 Validation of action plans (meeting)	Finalize action plans for priority species	Agreement between the three countries on the action plans	2-day meeting, Jul 2016	Year 2: \$10,000
3.4 Launch and implementation of action plans	Progress report	Assess implementation of action plans through management indicators on the selected species of regional interest, as well as through communication and collaboration among CITES authorities for the region	6 months, Jul–Dec 2016	Year 2: \$150,000
Subtotal Task 3				\$230,000
TOTAL				\$300,000

Explain how this project meets the selection criteria adopted by Council in the Strategic Plan (see below)

The goal of all projects funded by the CEC will be to support the efforts of the Parties to conserve, protect and/or enhance the North American environment. The following criteria will guide the Secretariat, Working Groups, Committees, and other appropriate officials of the Parties in considering cooperative activities for Council approval under operational plans. These selection criteria do not apply for activities to be funded through the NAPECA grant program.

- **How does the project contribute to achieving Council's strategic objectives as described within the current Strategic Plan, or as related to other priorities subsequently confirmed by Council?**

Given its scope, the project will contribute to the achievement of strategic objectives 1, 2 and 4, on: increased resilience of ecosystems; improved environmental health of vulnerable communities; and strengthening regional environmental and wildlife law enforcement.

Adequate management of species of common regional interest listed in Appendix II must ensure their legal, sustainable and traceable trade; which in turn requires non-detrimental extraction rates that go hand-in-hand with the conservation of their wild populations and habitats, and, in consequence, with improvement in the health of ecosystems and the services they provide. To achieve this, involvement and capacity building of key stakeholders and, in particular, indigenous and local communities in the value and production chains are crucial and shall be according to benefit-sharing schemes. These actions and activities will require a finely coordinated collaboration between management and scientific and enforcement authorities throughout the region.

- **Are the proposed objectives North American in scope? In other words, how are the proposed results relevant to protecting the environment in North America? (For example, what would Council members announce to the press at the successful completion of this project?)**

The project (its objectives and outcomes) are 100% regionally oriented: a) The target species for this project will be species of common regional interest and priority, selected from the list in CITES Appendix II, and agreed-upon and validated by the three countries. b) Action plans developed through this project will allow close and direct cooperation among CITES authorities of the region, and results/outputs will be useful at local, national, and regional scales, as they will be proposed considering the natural habitats of the species by indigenous and local communities in the area, to national producers, managers, and exporters/importers, among others. Moreover, this approach and its achievements could be replicated with other species in the future and shared as best practice, useful to other countries.

- **What specific, clear and tangible results will be achieved and how will progress toward each result be measured over time? Identify performance measures to be used to indicate success at reaching all outcomes and/or performance.**

[See outcomes, performance measures and outputs detailed in the table of tasks, above.]

- **Explain why the CEC is the most effective vehicle for the Parties to use in undertaking the project, considering these points:**
 - **The value-added of doing it under the CEC cooperative program**
 - **Any other public, private or social organizations that work on such activities**
 - **Opportunities to cooperate and/or leverage resources with such organizations**

The CEC approach covers linkages between trade/economy and ecosystems aimed at sustainable development through environmental cooperation, protection of flora and fauna, and fulfillment of the legal framework. Moreover, the CEC's cooperative work program is oriented toward taking positive steps to build a North American economy that minimizes the potential for negative environmental impacts, while enhancing competitiveness of key industrial sectors in the region.

CITES is a trade convention that promotes the conservation of species through sustainable and legal international trade. Mexico, Canada and the United States are Parties to this Convention and together they comprise the North American CITES Region. This project focuses on improving trade in species of common regional interest, selected from the list in CITES Appendix II, in a sustainable, legal and traceable way for the three countries, according to CITES and sustainable development frameworks and involving indigenous and local communities and producers, in securing fair sharing of benefits from such trade.

Although CITES itself provides guidance and a legal international framework for sustainable trade, implementation at a national and regional level is primarily left to the Parties' initiatives and resources (mainly from CITES authorities). Cooperation channels and facilities, such as those provided by the CEC's cooperative program, could benefit such efforts and, considering that this is the first CITES-oriented project submitted to the CEC, could be a good opportunity to strengthen a specific cooperative framework regionally for this group of species.

There are also many private and social organizations working at local level to promote sustainable use of CITES-listed species. However, their involvement would be defined as the priority list of species is agreed upon and action plans are developed, wherein relevant stakeholders will be identified and invited to participate in the project.

- **Does the project propose a clear timeline for implementation of the activities, including a target end-date for CEC involvement? Where applicable, describe how the work will continue after CEC involvement ends.**

The project with the CEC is expected to finish by late 2016. By then, action plans will have been implemented for six months, and some tangible results in the functioning of value and production chains will have been achieved. These action plans will continue afterwards, probably with some support and follow up from CITES authorities and, hopefully in a self-funded manner, as benefits from trade of some Appendix-II priority species will be already available—allowing project activities to continue over the long term. Action plans will include specific objectives, tasks, and performance measures to assess impacts on the conservation status of the species and their habitats, as well as on the benefits for stakeholders.

- **Where applicable, identify with reasonable specificity:**
 - **Linkages with other relevant CEC projects, past or present, in order to create synergies, capitalize on experience, or avoid duplication**

After consulting the CEC web page devoted to project publications (mainly the Ecosystems section), it seems there have not been many projects dealing with direct sustainable use and trade of particular species, as the present project proposes to do. However, we found at least three past projects that could serve as useful background and input:

- Illegal Trade in Wildlife - A North American Perspective (Project publication, Sep 30, 2005): This overview of the global trade (legal and illegal) in wild fauna and flora, the global and North American response to illegal trade, and the gaps, obstacles and challenges to improve implementation of CITES in the region could be useful in developing the priority list and the action plans for the current project.
- Americas Sustainability Issues - Biodiversity, Indigenous Knowledge and Intellectual Property Rights (Project publication, Mar 15, 2005): This analysis and its recommendations on the linkages and interconnections between environmental, social and trade regimes, as well as ideas to support indigenous people's traditional knowledge, will provide better understanding on how to incorporate such elements into the action plans for the priority species, involving all sources of information and all stakeholders of the production and value chains.
- The Potential Market for Sustainable Coffee in North America (Project publication Nov 30, 2001): The experiences herein on accessing markets, analysis of consumers and demand of products, cooperation and consultations with the industry, among other elements, will provide valuable ideas to improve production and value chains for priority species, as well as to facilitate involvement of private sector, especially as the results of the project went on to have considerable impact on the North American retail coffee trade.

- **The target audience, as well as its receptivity and capacity to use the information that may be produced as a result of the project:**

The target audience for the project includes the owners/producers who use the species to be selected and who will have direct influence in the conservation of species and of their habitats. This project places particular emphasis on indigenous and local communities, as well as on other relevant actors in the value and production chains, including CITES authorities. Information on and details of the action plans will be presented and validated by stakeholders at workshops that will allow for participation by all relevant actors.

- **The beneficiaries of capacity building activities that the project may include the relevant stakeholders, with particular attention to communities, academia, NGOs and industry, and their involvement and contribution to a successful outcome:**

All sectors will be involved in the implementation of the action plans. Specific people, organizations, institutions and authorities will be identified as needed for the action plan of each species.