

'Going wise': mutual benefits for plant-based businesses and national policy-makers in sustainable use of wild plants

Side event 2847 at CBD CoP11

Wednesday 17 October 2012 at 18:15–19:45 (light dinner & refreshments will be served)
Room 2-HITEX 1-Ground Level

Speakers:

- **Sebastian Pole**, Co-Founder, Pukka Herbs, UK: *Use of the FairWild Standard in a company's supply chain*
- **Sri Jayadevaiah**, President Savandurga Village Forest Committee, India: *Community experience on traditional knowledge and sustainable management of wild-harvested medicinal plants*
- **Giridhar Kinhal**, Additional Managing Director, Madhya Pradesh Minor Forest Produce, India Forest Service, India: *FairWild Principles for strengthening national and regional policy*
- **Anastasiya Timoshyna**, Medicinal Plants Programme Leader, TRAFFIC: *The FairWild Standard and links to delivery of the Aichi Targets and Global Strategy for Plant Conservation (GSPC)*



Millions of people worldwide depend on a diverse array of wild plant products for their medical, financial and cultural well-being. An estimated 50,000–70,000 medicinal and aromatic plant species are harvested from the wild, many of them at risk of over-exploitation. In response, the FairWild Standard was developed. It sets out best-practice guidelines for the sustainable use and trade of wild-harvested plants, is finding increasing uptake within the public and private sectors, and is included in the toolkit for implementation of the GSPC.

This event will showcase the latest developments with the FairWild Standard, providing a forum to share the experiences of those currently employing it. It will include information on how the Standard can help policy-makers to involve the private sector in the sustainable use of wild plants, and highlight the contribution the Standard makes to delivery of the Aichi Targets and the GSPC.

We invite NGOs, IGOs, IPLCs, and private sector and government representatives to join us at this event!

Co-organized by **TRAFFIC**, **FairWild Foundation** and the **IUCN Medicinal Plant Specialist Group**. Contact: anastasiya.timoshyna@traffic.org.

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TRAFFIC
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