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| **TERMS OF REFERENCE****PURPOSE AND OBJECTIVES****TASK FORCE ON BUILDING A GREEN BRIDGE** |
| **Background** |
| Since 2013, a task force of the Institute of Zoology in the Chinese Academy of Sciences under the leadership of Dr Xie Yan, has conducted scientific research on biodiversity-friendly forms of production in and around protected areas in China. After three years and through 15 demonstration projects, the task force concluded that this might be an effective way to influence public opinion and consumer demand for development of products and services that are compatible with protected area and biodiversity conservation objectives. Small-scale and scattered efforts would be insufficient to have the desired outcomes. A striking need, therefore, is to scale this up into a system that can achieve critical mass and be able to make a significant contribution to addressing threats to protected areas and biodiversity. As a result, the Chinese Academy of Sciences proposed a motion to the IUCN World Conservation Congress in September 2016 for the establishment, under the auspices of WCPA, of a new Task Force that would focus on the promotion of protected area-friendly products and services, and to define how such efforts could be scaled up globally. As a result, WCC-2016-Resolution 038 on “Establishing an IUCN World Commission on Protected Areas (WCPA) Task Force on Protected Area Friendly System” was adopted, calling upon WCPA to consider establishing such a Task Force. The main purpose of the Task Force would be to foster cooperative action by relevant institutions and experts around the world to conduct research and development on products and services associated with protected areas, and to promote a new global system for scaling up these practices so that they have significant positive impact on protected areas, on the status of biodiversity and on the livelihood opportunities of relevant communities. The Task Force will be established in 2017 and serve until the 2020 World Conservation Congress, where progress will be reported and the future of the Task Force will be considered (based on a WCPA review). During the research phase, two concepts emerged that lie at the heart of the concept:1. **Protected Area-Friendly Modes of Production.** This concept implies that production of many products and services can be undertaken in a manner that is ecologically sustainable. Among other considerations, it means that no harmful substances are to be used, no genetic contamination of natural ecosystems and communities occurs, the status and effectiveness of any affected protected areas is enhanced, and benefits will accrue to local communities and other stakeholders and rightsholders.
2. **Protected Area-Friendly Products and Services. These are** products and services that originate in a protected area or surrounding areas, are compatible with and benefit biodiversity conservation and local community development, and meet the needs of consumers for health and well-being. They include agricultural products, artisanal arts and crafts, tourism products and services, cultural products and services, water-related services, climate change mitigation and adaptation, and many others.
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| **Purpose of the Task Force** |
| **To promote the development, recognition and marketing of protected area-friendly products and services that will enhance biodiversity conservation and human health and well-being.** |
| **Integration in GPAP/WCPA’s Quadrennial Programme 2017-2020** |
| The Task Force’s functions fall within IUCN Programme Area 1 Valuing and conserving nature |
| **Objective 1:**  **To establish and support the Green Bridge Task Force**  |
| **Goals and activities:**  |
| * By early 2017, establish a Task Force Steering Committee of 9 - 11 persons
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| * By mid-2017, establish a Secretariat for the initiative to support the work of the Task Force.
* By late 2017, prepare draft guidelines for regional committees, with a framework on effective approaches, methods, and policies on protected areas products and services.
* Beginning in 2017, establish a global network of experts (no limit on size), continuing to expand until 2020.
* By 2018, establish Regional Committees with 5-7 members in each major geographic region.
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| * Beginning in 2017 and continuing, promote the application of protected area-friendly production technologies regionally and globally.
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| **Objective 2:**  **Establish regional research centres to develop criteria and certification procedures for protected area friendly products and services that are suitable for each region.** |
| **Goals and activities:**  |
| * By 2018, Develop draft standards and certification procedures for protected area- friendly products and services based on a review of existing successful examples from around the world.
* Beginning in 2017 and continuing, conduct research on the most effective approaches, methods and policies for promoting the value of protected area products and services and enhancing their impact on conservation and human health and well-being in each region.
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| * Develop regional research centres to evaluate and guide protected area-friendly production that are relevant to the region, drawing on the WCPA network in the region. .
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| **Objective 3:**  **Establish a global trading platform that links protected areas with development and business partners.** |
| **Goals and activities:**  |
| * By 2017, criteria and certification procedures for protected area friendly products are developed and improved, and the feasibility of a global trade platform for GPAFS products is assessed.
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| * By 2019, a financing mechanism to support the development of protected area-friendly products and services around protected areas is developed
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| **Objective 4:** **Promote the concept of protected area friendly products in relevant forums**  |
| **Goals and activities:**  |
| * Promote the development of protected area-friendly production through relevant policy forums e.g. the Convention on Biological Diversity as one mechanism to ensure the equitable distribution of the costs and benefits of protected areas.
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| * Communicate the concept of protected area-friendly production and develop consumer awareness..
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| * Demonstrate methodologies to link protected area friendly production with the delivery of ecosystem services from protected areas.
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| **Leadership, membership and organization** |
| **Task Force structure:*** Establish a Steering Committee of 9 - 11 persons
* Establish a Secretariat to support the work of the Task Force.
* Establish Regional Committees with 5-7 members in Asia, Africa, Europe, North America, South America, and Oceania.
* Establish a global network of experts to be linked through the Internet (no limit on size).

**Criteria for Task Force Steering Committee Membership:** * Rich international experience and high global reputation
* Regional representation of conservation experts (one person each for. Asia, Europe, North America, South America, Africa, Oceania.
* Experts on criteria and certification procedure (1-2).
* Experts on business platform development (1-2).

**Criteria for Regional Steering Committee Member:** * Rich relevant experiences in the region and wide connections to mobilize local relevant resources
* Conservation experts: 3 persons
* Experts on criteria and certification procedure (1-2).
* Experts on business (1-2) (these could draw on regional councils of the World Business Council for Sustainable Development).
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| **Partnerships, funding and fund-raising** |
| The Task Force has entered into an initial partnership with support of the Paradise Foundation. The Foundation is founded by the top business companies in China including Jack Ma of Alibaba. We have reached an agreement of the objectives: By the end of 2019, criteria and certification procedures for protected area friendly products are developed and improved, and a global trade platform for GPAFS products is established. Thirty-seven million RMB selling of PA friendly products from 300 PAs in China and 80 outside of China. |
| **Communication** |
| There will be a secretariat established in Beijing to deal with daily communications. The Task Force will be supported by an interactive website that will provide support to all participants. Members of the Steering Committee will prepare papers for relevant publications and presentations for relevant international events; and Members of Regional Committees will establish relevant ways of communication within their respective regions. |
| **Reporting** |
| The Task Force will report to the Chair of WCPA annually in a formal written report in accordance with the template provide, and informally through the WCPA networks every six months. |
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