



## Trading as equals while preserving biodiversity – what's the cost?

Inge Adelfang-Hodgson

15 September 2023





# Trading as Equals - whilst preserving Biodiversity What's the Cost?

## Alternative Community Engagement Pilot Project



**forestry, fisheries  
& the environment**

Department:  
Forestry, Fisheries and the Environment  
**REPUBLIC OF SOUTH AFRICA**

THE **ABS**  
CAPACITY  
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Schweizerische Eidgenossenschaft  
Confédération suisse  
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Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
**State Secretariat for Economic Affairs SECO**



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# Challenging business-as-usual in Honeybush trade

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**African Biotrade Festival, 15 September 2023**

# Creating opportunities for socio-ecological transformation

## *How do we want the future Honeybush sector to be?*

- Building biotrade value chains within the given social and economic structures.
- Use the moment as an opportunity for socio-ecological transformation, to foster values of *equity*, *reciprocity* and ecological *sustainability*.

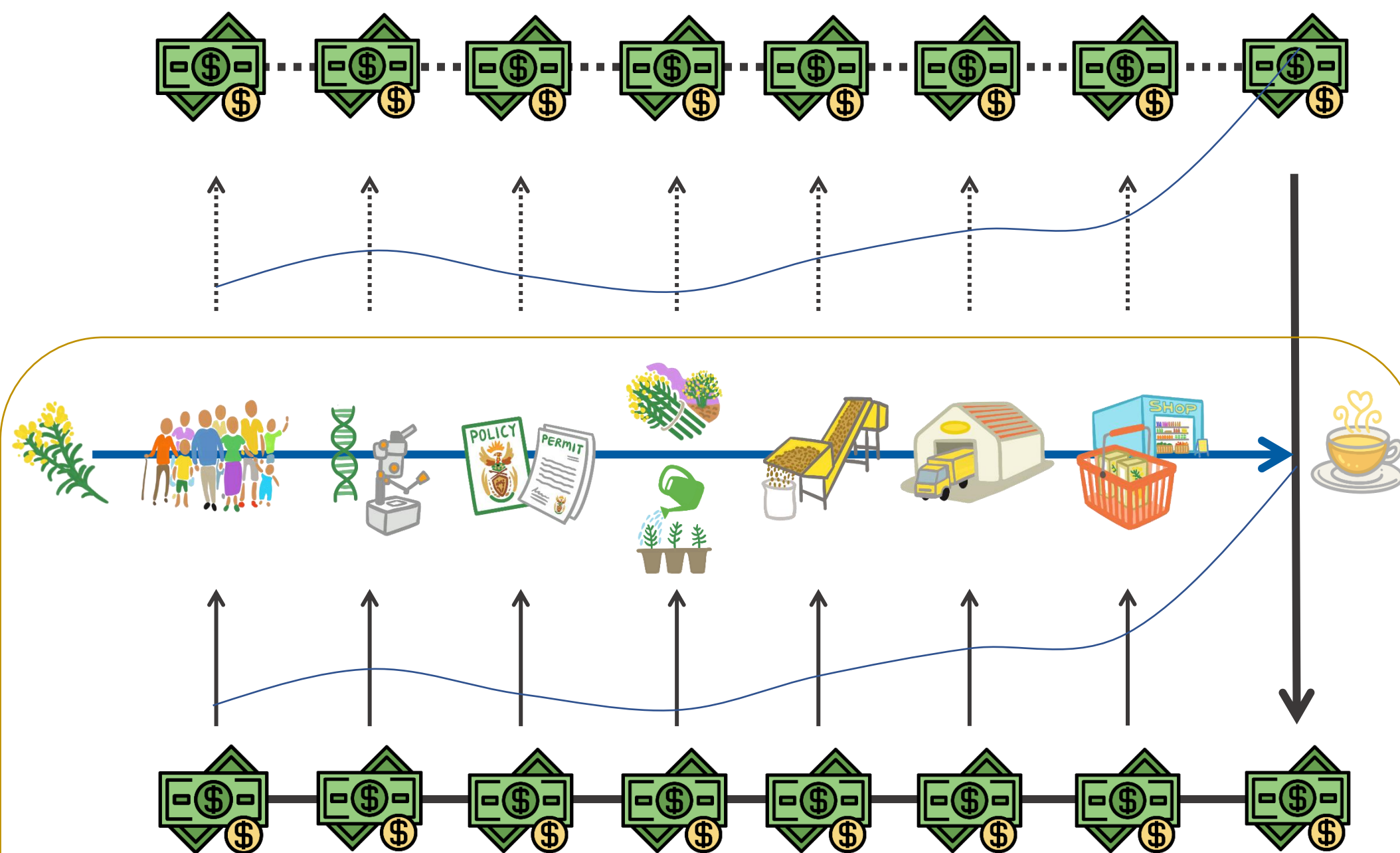
## **The virtue and costs of standard conceptions of biotrade value chains.**

- Blueprints of reality (*e.g.*, what is a value chain) guide and simplify collective action...
- ... at the cost of opportunities for transformative change ( = change beyond prevailing frameworks).

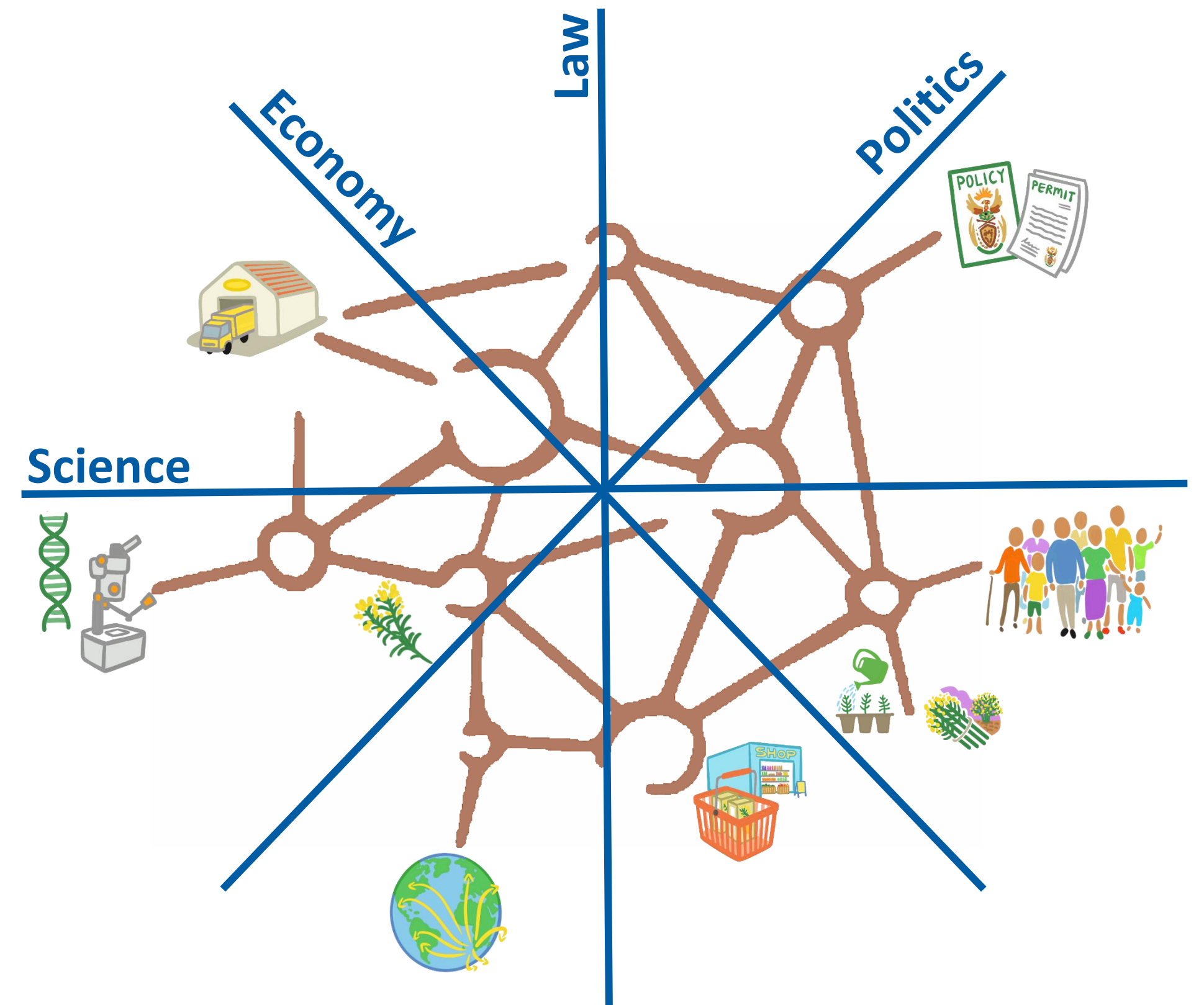


# From value *chains* to socio-ecological *networks*

The capitalist market (bio)economy



The honeybush value chain (linear view)



# A richer perspective on biotrade

**From a narrow focus on monetary added-value to metrics that take non-monetary values into account:**

- How is Honeybush trade affecting the lives of community members?
- Who captures the advantages, and who bears the costs, the side-effects of Honeybush trade (if any)?
- Who has which opportunities to voice concerns publicly, to be taken into account, to participate in collective decision-making?
- Are conflicts over ownership and use-rights judged in an equitable way? What is the standing and value of customary rights?
- Is „traditional“ knowledge understood fully? Is it valued beyond its monetary value? How is Honeybush trade affecting this knowledge and the conditions of its transmission?
- What do we take from the Honeybush population? What do we give Honeybush in return?

# Towards transformative change in Honeybush trade

Again: business-as-usual (option A), or transformative change (option B)?

**The international agenda for socio-ecological transformation:**

- A source of legitimacy
- Buzzwords and calls for action.
- Transformation requires bottom-up initiatives anchored into specific contexts of action

**The Community Engagement Pilot Project – a transformative ,Community of Purpose‘**





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# Discovering the value of Honeybush Trade for the benefit of All of Us

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**African Biotrade Festival, 15 September 2023**



# Creating possibilities with a shared Sector-Wide Focus



**Wild Harvesters**

**Cultivators**

**Community Leaders**

**Members of the  
Local Community**

**Producers**

**Provincial Government**

**National Government**

**Research**

**NGOs**

**Conservation**

**Consumers**

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# Discovering 'value' beyond what we can predict

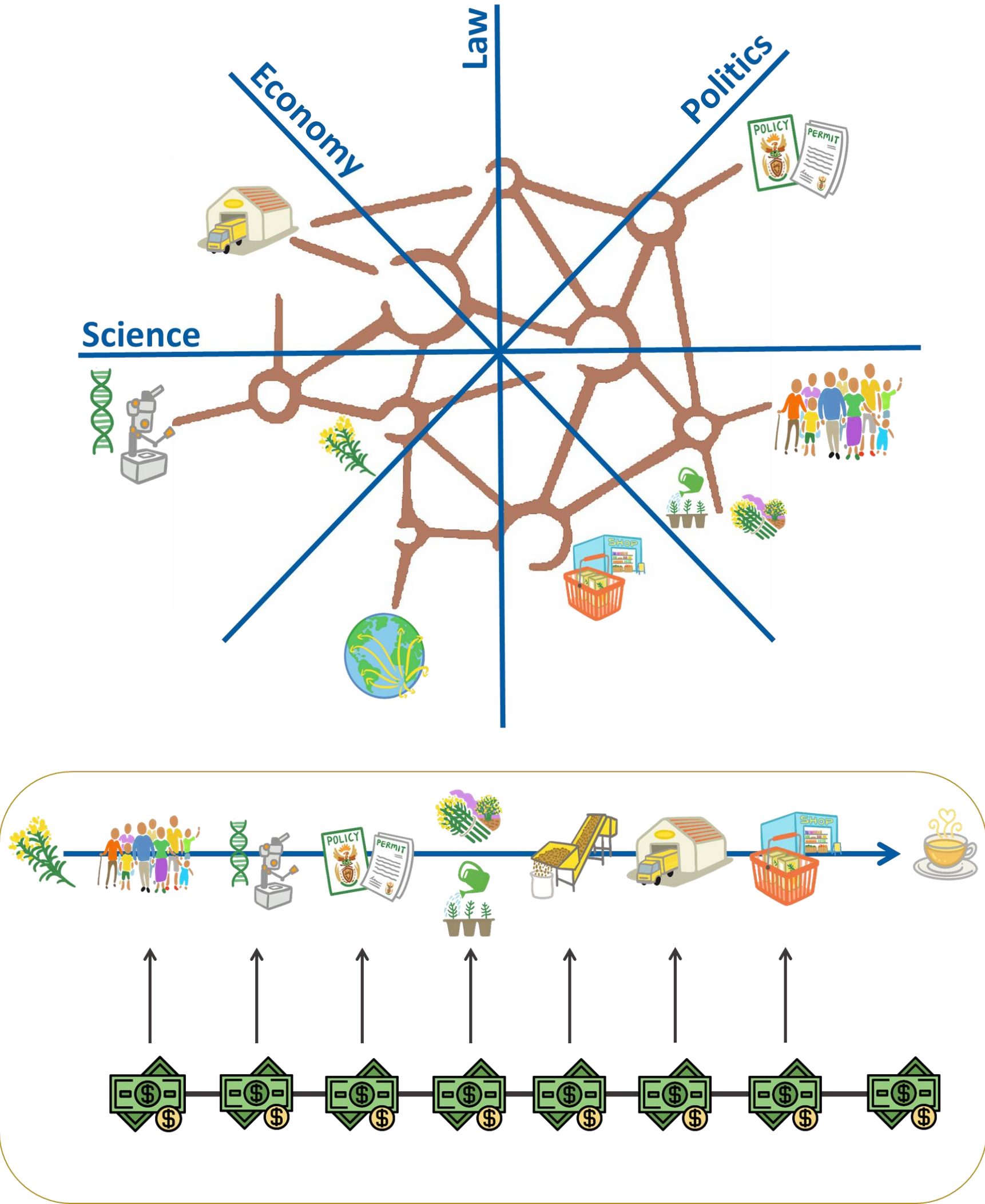


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# Beginning close to “home”



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# What makes Honeybush special?



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~ Thembisile Zimu ~

“I think it is a good ...to bring out the central part of human beings, **away from them being together because they are Honeybush communities, but to draw out the human beings within the communities**”

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# The social value of Honeybush



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# Facing into hard realities with pragmatism



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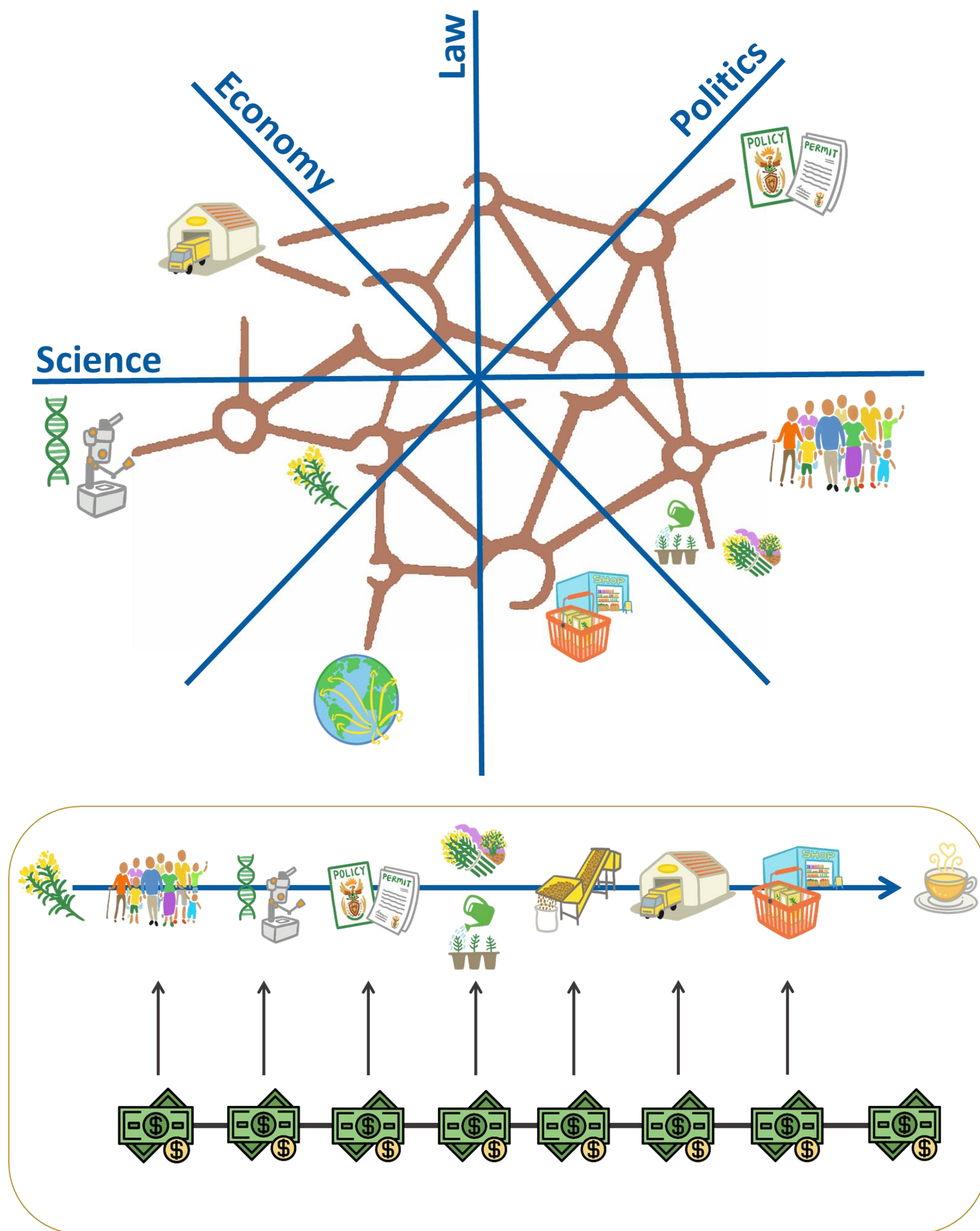
## ~ Ilse Kamineth ~

*"I won't just be able to remain a harvester. The thing starts with us, finding the plant and then taking it to the processor. I've learned many things... I don't have to stay on the floor, but **I can climb higher by dealing with the right people in the right way**, instead of just being a harvester."*

“Ek sal nie net ‘n harvester kan bly nie. Die ding begin by ons wat die plant gaan soek en dan na die processor te vat. Ek het baie dinge geleer...om nie net daar op die vloer te bly nie, maar op die regte maniere met die regte mense kan ek hoër klim as om net ‘n harvester te wees.”



# Creating *shared ground* for sustainable stable growth



## Organising Wild Harvesting



# Nurturing the entrepreneurial spirit



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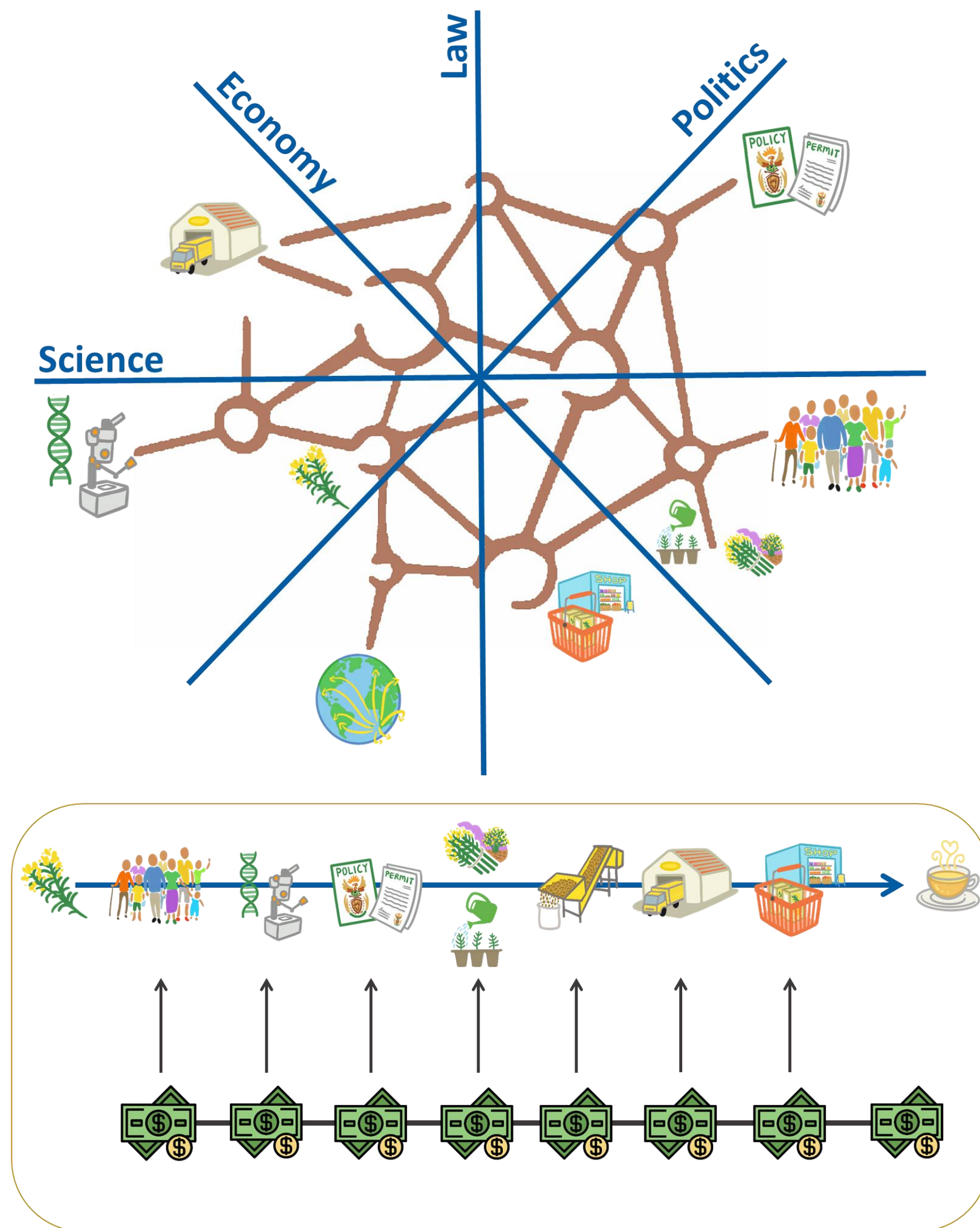
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~ Kim Cloete ~

“Personally, I did introspection - so I tried to change my negative mind-set into something positive for a better future development at the nursery where I am working because **I have high hopes, high expectations for my workplace.**”



# Creating *shared ground* for sustainable stable growth



**Support Artisanal  
Craftmanship**





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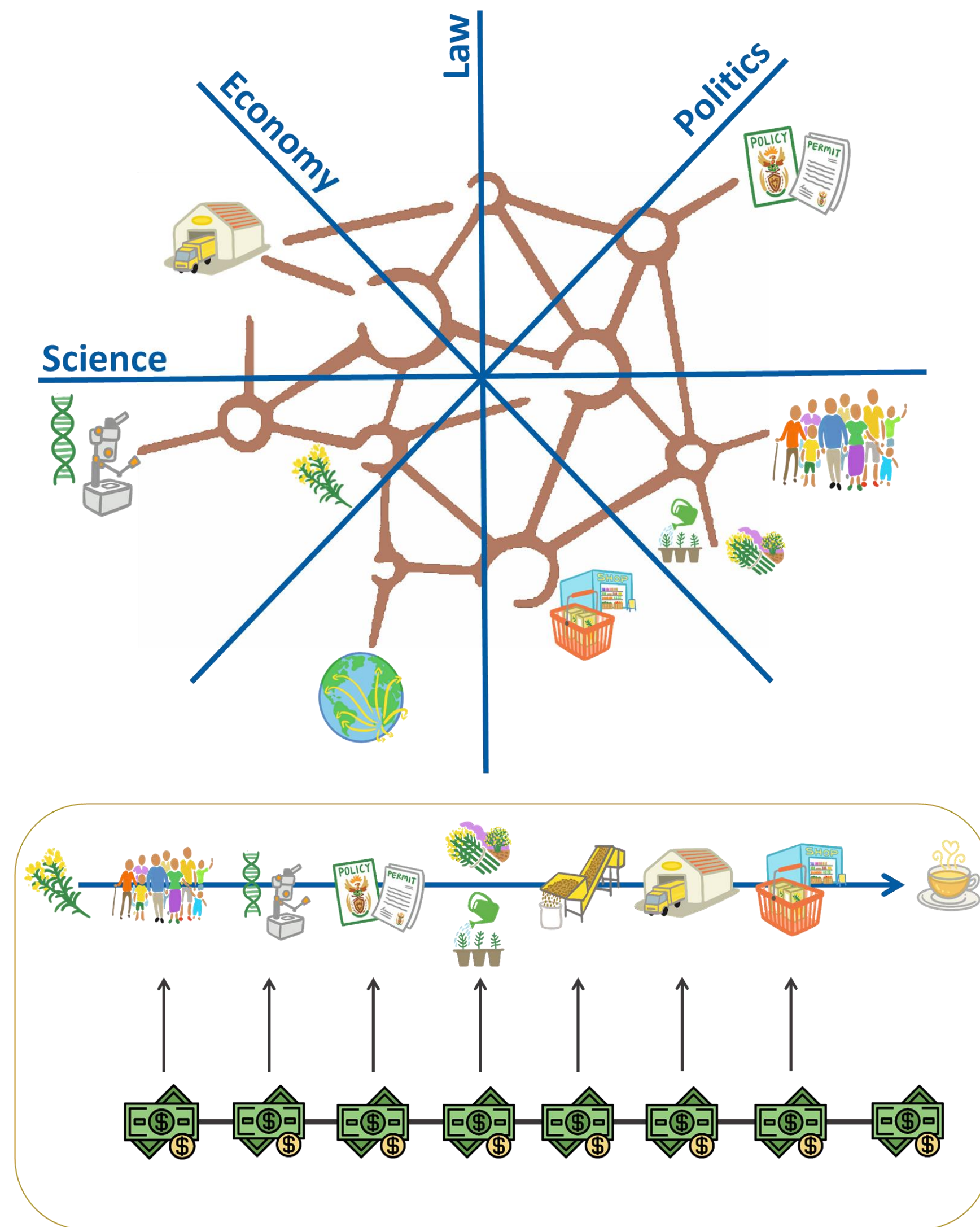
## ~ Chief Edna Plaatjies ~

*"It has also given me a **broader perspective to get involved with stakeholders** who are truly involved with us... it has definitely expanded my knowledge about the stakeholders, who the stakeholders are, and which channels should be used in this process."*

*“Dit het my ook ‘n breër gedategang gegee om tog ook betrokke te raak met rolspelers wat regtig betrokke is daar by ons, om te kan begin gesels in die rigting van Honeybush. Dit het definitief my kennis verbreed oor die rolspelers, wie is die rolspelers, en watter kanaal moet gebruik word in hierdie proses.”*



# Creating *shared ground* for sustainable stable growth



**Focus on the Local Market  
– Plant, People, Place**





~ Griet Claassen ~

*"People need to **share their knowledge** with others...especially the older generations should step up, provide education, and pass on their knowledge."*

"Mense moet hulle kennis met ander deel, hulle moet nie net met hulle kennis sit nie. Veral die ouer geslagte moet opkom en opleiding gee en hulle kennis oordra"



Youth Mentoring  
Network for  
Biotrade in the  
Honeybush  
Sector



Support  
the establishment  
of the Youth  
Mentoring Network  
by purchasing a  
Honeybush  
Poncho.

## The Honeybush Poncho Story

Rain is the giver of life; it rejuvenates the earth and human life. The Poncho is a symbol of support and backing. It shields us from wind and rainy weather conditions. When embarking on a journey, the poncho is light weight and practical — and so we can be responsive to weather conditions. Reading the skies, the poncho prepares us for what the day might bring.

The poncho is a metaphor for mentorship. The youth and entrepreneurs starting out in biotrade would be spurred on and supported by the wisdom of experience.

Proceeds from Poncho sales will get the Mentoring Network started. Our first aim is to support the youth in local communities who work with and are connected to the Honeybush Sector.

Are you inspired to contribute as a mentor?

Mentoring is a gift of time which can take many forms to inspire a young persons life.

We encourage individuals to share traditional knowledge and/or business experience in support of nurturing the entrepreneurial spirit and flourishing biotrade.

**“It is the young  
trees that make up  
the forest.”**

African Proverb

Photo credits | © GIZ ABioSA | Brett Eloff

Turn over



Price: R250 per Poncho

**Calling all motivators,  
influencers, mentors,  
traditional knowledge  
holders and  
wisdom sharers!**

Join the Youth Mentorship  
Network for the Honeybush  
Sector and/or buy 1 to 2  
Ponchos.

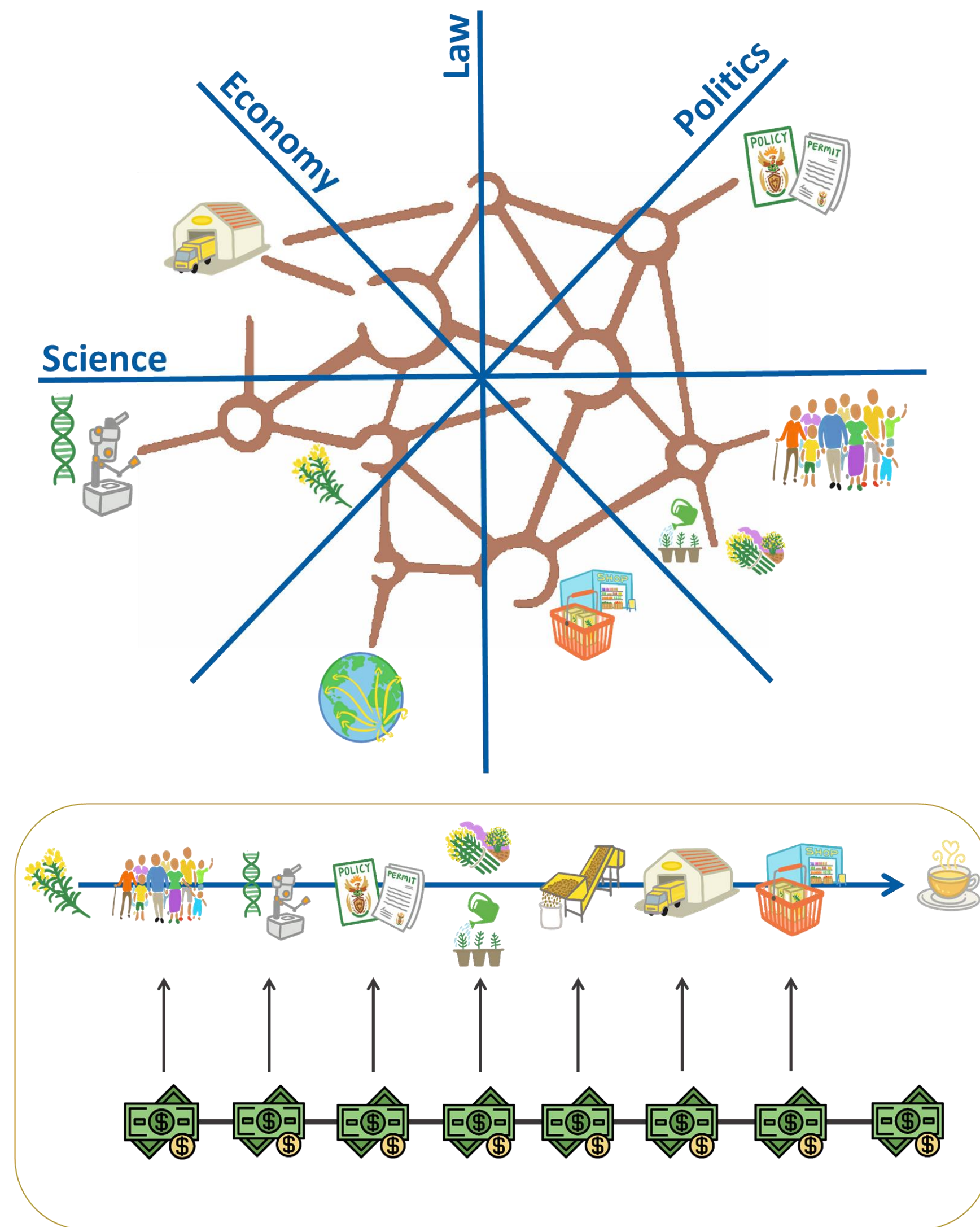
If you would like to follow  
developments or become  
a contributor, please fill  
in your contact details.

Name and surname:

Email:



# Creating *shared ground* for sustainable stable growth



1. Organising Harvesting
2. Support Artisanal Craftmanship
3. Focus on the Local Market – Plant, People, Place
4. Invest in new forms of Mentorship for the Youth



# Multi-stakeholder Partnering Wayfinder



## Multi-Stakeholder Partnerships



### What is your Partnering Intelligence (PI)?

Let's consider the dynamic web of relationships between various stakeholders that make up the 'living system' of a Sector. Each relationship has its place and contribution in the development and growth of a Sector. How can we tend to the development and improvement of these relationships in a way that is mutually beneficial and empowering? Reflecting on this question, we invite you to take a few minutes to consider your partnering intelligence (PI).

Your PI points to the ways in we can create a flourishing relational environment for mutual collaboration and innovation. The urgency to speed up our ability to partner effectively across many different stakeholders is essential given the biodiversity and challenges that impact local communities, the environment and the sustainable growth of a Sector.


PI looks at Sector Roles, the interpersonal and the outer aspects of what is needed to nurture relationships and partnerships. The elements of PI consists of:

- Sector Roles** refers to engagements between specific role-players and/or stakeholders within an Industry.
- WE** highlights the essential interpersonal aspects that are needed for effectively working together given the complex realities and diversity of individuals and organisations involved.
- ALL OF US** emphasises how stakeholders can engage creating and developing the market supporting the Sector.



Complete your PI Ranking on the next page



## Multi-Stakeholder Partnerships

### The PI Wayfinder

To reflect on your PI, we will ask you to consider each element and rank your responses.

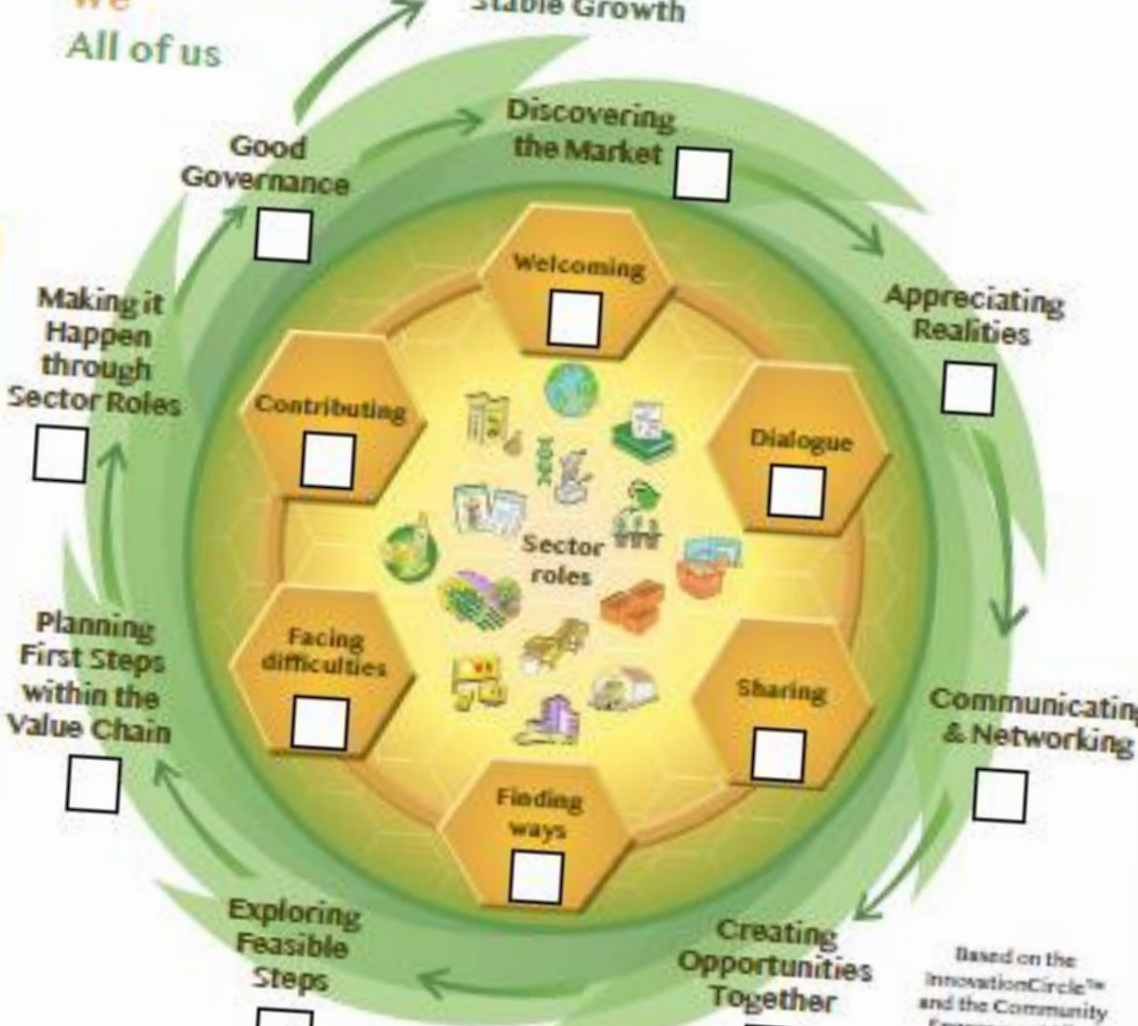
Before you begin, first consider your Sector Roles. Think about a particular partnering relationship as it is captured under Sector Roles. Are you an entrepreneur, government official, NGO, researcher, business manager or community leader?

**Plot your three highest ranks on the PI Wayfinder**

#### My Sector Roles

Which Sector Role is your primary focus? (You can tick more than one Sector role)

- ☐ Community to Business (C2B)
- ☐ Community leaders to Community (C2C)
- ☐ Business to Business (B2B)
- ☐ Business to Government (B2G)
- ☐ Government to Community (G2C)
- ☐ Community to Government (C2G)
- ☐ Government to Government (G2G)
- ☐ Research to Business (R2B)
- ☐ Business to Research (B2R)
- ☐ Business to Youth (B2Y)
- ☐ Business to Customer (B2C)



Based on the InnovationCircle™ and the Community Engagement Pilot Project in the Honeybush Sector

#### We

Think about your engagement with others, where do you tend to naturally focus your attention?

- ☐ Welcoming: Approaching engagement inclusively and openly
- ☐ Dialogue: Engaging in conversation that develops awareness and supports envisioning new perspectives
- ☐ Sharing: Giving and receiving feedback, learning more about each other
- ☐ Finding ways: Sharing more details and asking questions from different Sector Role perspectives
- ☐ Facing Difficulties: Supporting each other and problem-solving together
- ☐ Contributing: Taking action and recognising the contribution of each role-player/stakeholder

#### All of us

In how you prefer to respond to market opportunities where does your attention prefer to go?

- ☐ Discovering the Market: Keeping a Sector wide focus as the market context is explored locally and/or internationally
- ☐ Appreciating Realities: Acknowledging issues, positioning ideas, identifying the challenges and needs of each role-player
- ☐ Communicating and Networking: Engaging widely, promoting and developing influence and relationships by being present and participating
- ☐ Creating Opportunities Together: Co-creating a shared direction by envisaging practical short-term possibilities and longer terms focus areas
- ☐ Exploring Feasible Steps: Considering socio-cultural influences, legislative and industry details that influence the chosen direction
- ☐ Planning first Steps within the Value Chain: Identifying feasible steps forward within value chain activities
- ☐ Making it Happen through Sector Roles: Executing agreements
- ☐ Good Governance: Staying on track through community mindedness, integrity and a shared responsibility for the future

Rank on a scale where 1 is the lowest and 5 is the highest. What do you give the most attention to?





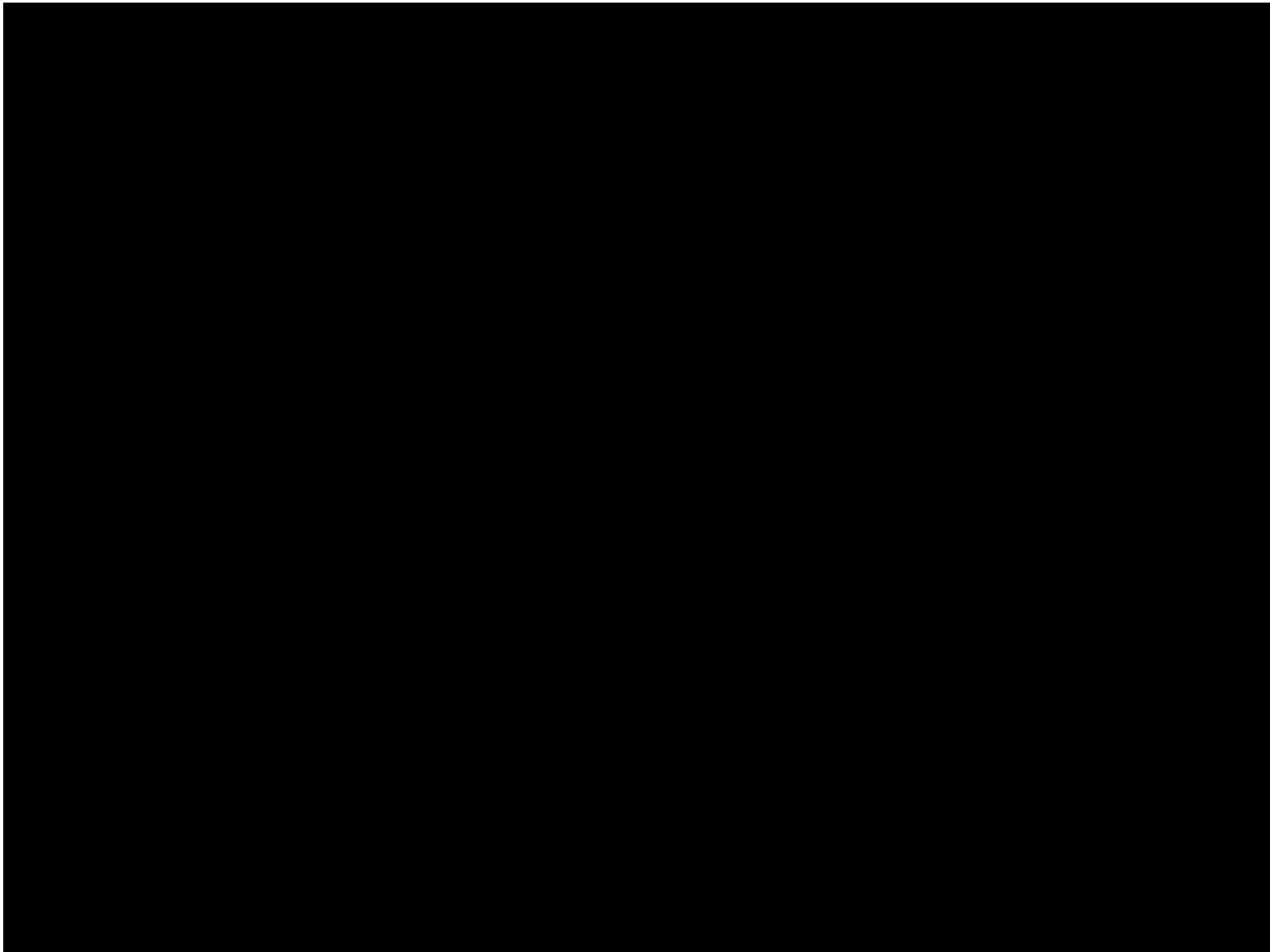
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## ~ Donavon Brunette ~

“There is a global picture, there is a better understanding of the different components of the industry. The people, at all the different levels, have had their say, have been able to put across their view or express their opinion about something and that really helps for us to understand each other better.

I go away as a processor and I’m thinking, **‘what constructive thing can I do to make a change here?’** and that for me has been the most significant.”





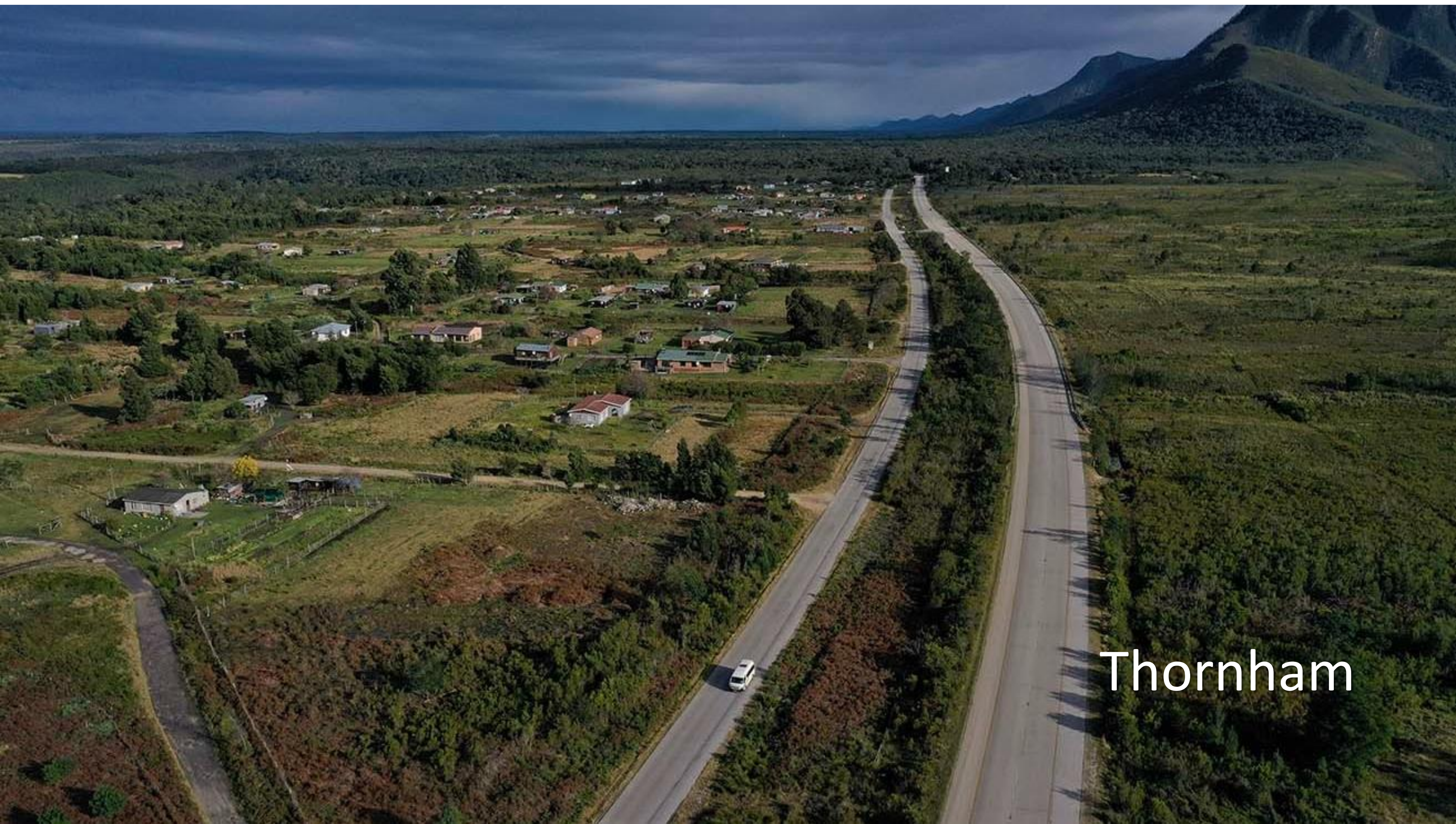


# Reflecting



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Thornham

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