

Diverse and valuable: Medicinal and Aromatic Plants (MAP)

MAP and other botanicals, used in the health care, herb, cosmetic and food/culinary sectors, are among the most diverse and valuable natural resources for humankind. They occur in almost all terrestrial and some aquatic ecosystems around the world. Increasing demand and pressure on species and their habitats, however, are threatening many plant species collected from the wild.

Industry, governments, certifiers, resource managers and collectors are concerned about declining plant populations and supplies, and are searching for methods to verify the sustainability of wild collection.

With the **International Standard for Sustainable Wild Collection of Medicinal and Aromatic Plants** (ISSC-MAP) a tool has been provided to all stakeholders in the MAP sector to develop and verify sustainable use systems for botanical raw materials.

The standard was developed in a joint initiative of WWF, TRAFFIC – the wildlife trade monitoring network, IUCN and BfN, the German Federal Agency for Nature Conservation, with the support of many other stakeholders from businesses, governments, NGOs and science.

Pelargonium sidoides, Lesotho (B. Paetzold)

Going Wild

Developing a standard with principles and criteria is only a first step - to become effective, it needs to be implemented.

With financial support from the German Federal Ministry for Economic Cooperation and Development (BMZ), WWF, TRAFFIC, IUCN and partners from local NGOs, governments, collectors groups and the private sector have started implementing the ISSC-MAP in selected projects in six countries and regions world-wide. These are: Brazil, Cambodia, India, Nepal, Lesotho, and Bosnia-Herzegovina / South-east Europe East Europe

