



International
Trade
Centre



Voluntary standards and sustainability aspects

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Kingston, Jamaica
November 2018



>500 sustainability standards, codes and ecolabels



What is sustainability?

“Sustainability’ –as a nowadays altruist business principle- is about ensuring longterm business success while contributing towards economic and social development, a healthy environment and a stable society.

- Sustainability as defined by the Brundtland Commission

Sustainability: business value drivers

I. EXTERNAL: **your export markets**

- Quality and sustainability requirements (business partners/authorities/buyers)
- Market access (B2B)
- Consumer demand

II. INTERNAL: **your operations**

- Efficiency, value
- Risk management
- Costs

INTERNAL: the value of sustainability

IFC: key linkages found through 240 case studies:

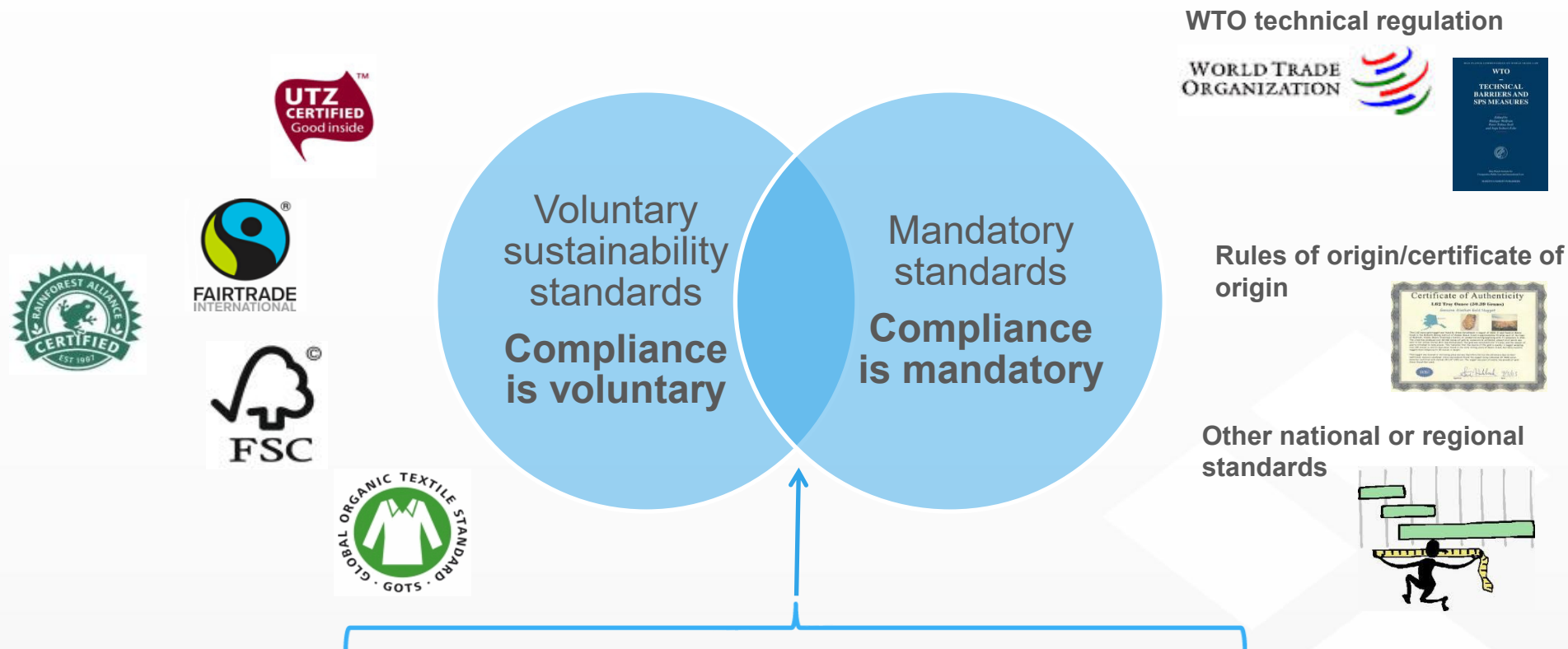
- 1) **Save costs** by making reductions to environmental impacts and treating employees well;
- 2) **Increase revenues** by improving the environment and benefiting the local economy;
- 3) **Reduce risk** through engagement with stakeholders;
- 4) **Build reputation** by increasing environmental efficiency;
- 5) **Develop human capital** through better human resource management;
- 6) **Improve access to capital** through better governance;
- 7) **Other opportunities** from community development and environmental products.

Source: IFC – Developing Value: The Business Case for Sustainability

Definition of Voluntary Sustainability Standards

The United Nations Forum on Sustainability Standards (UNFSS, 2013, p. 3) describes voluntary sustainability standards (VSS), a term often used interchangeably with private standards, as **“specifying requirements that producers, traders, manufacturers, retailers or service providers may be asked to meet, relating to a wide range of sustainability metrics, including respect for basic human rights, worker health and safety, the environmental impacts of production, community relations, land use planning and others.”**

Voluntary sustainability standards – definitions and examples

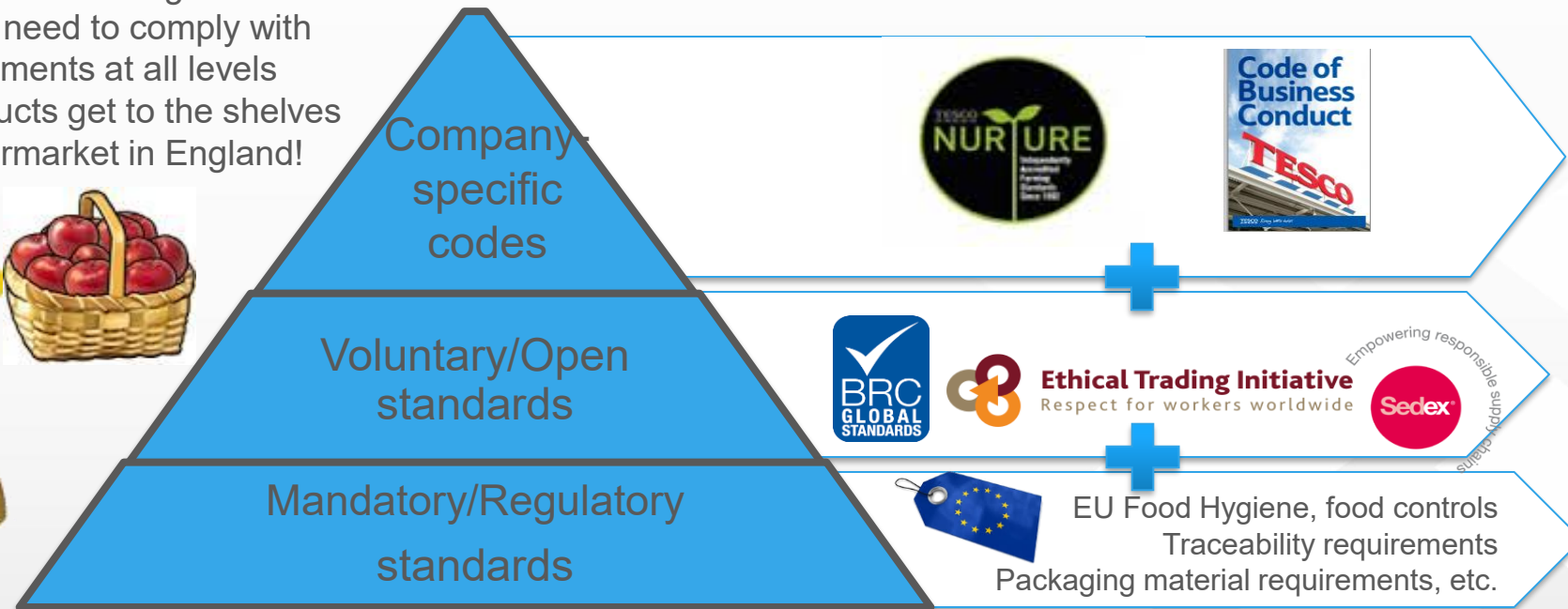
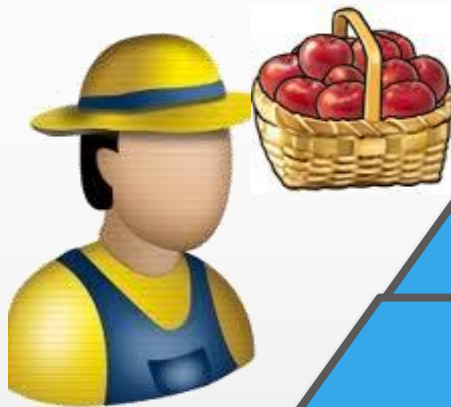


- Regulation increasingly includes principles and provisions developed by VSS or directly refer to voluntary standards.
- VSS require compliance with local laws and regulations, e.g. labor or environmental laws
- Buyers ask suppliers for compliance with voluntary standards.

Producers perspective

Producer needs to comply with a series of standards and requirements. Some will be specific to one country, some might be specific for a product while some may be requested from your customer and would only be good when selling to this customer!

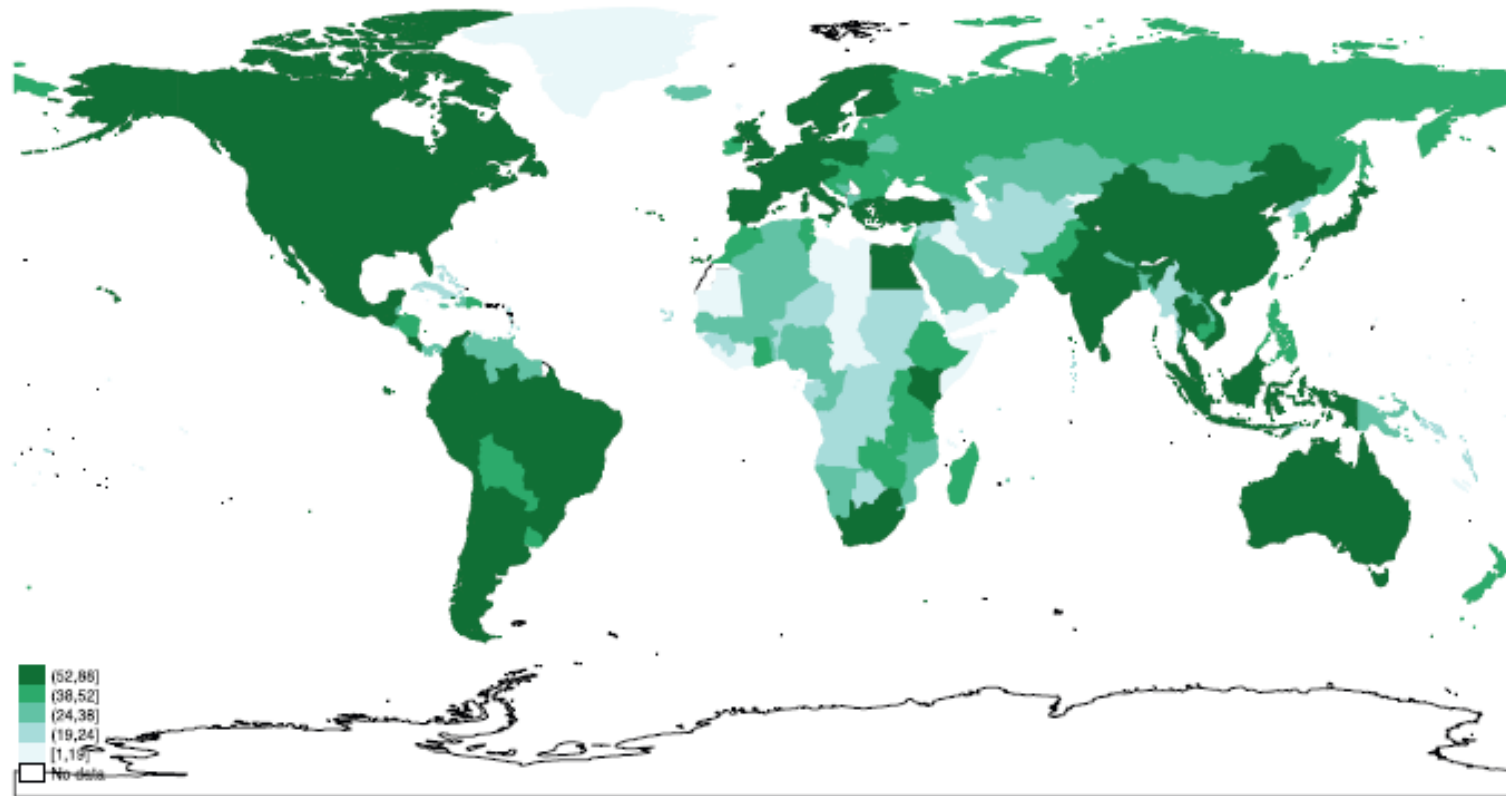
For example, fruits and vegetables producer might need to comply with multiple requirements at all levels before his products get to the shelves of Tesco's supermarket in England!



>500 sustainability standards, codes and ecolabels



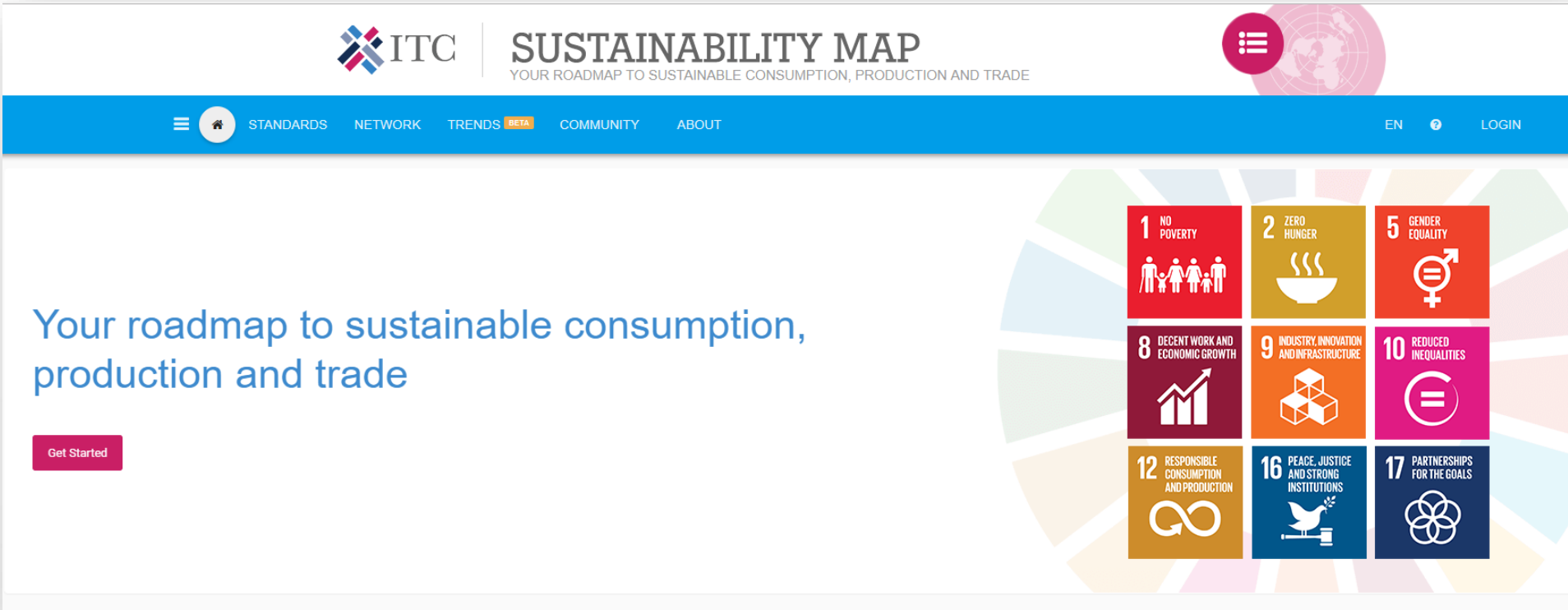
Figure 4. Countries where voluntary standards operate and certify producers



Note: The relative darkness of the colour indicates a greater number of standards initiatives that operate in each economy; that is, it has at least one producer certified. The statistics are based on 181 standards.

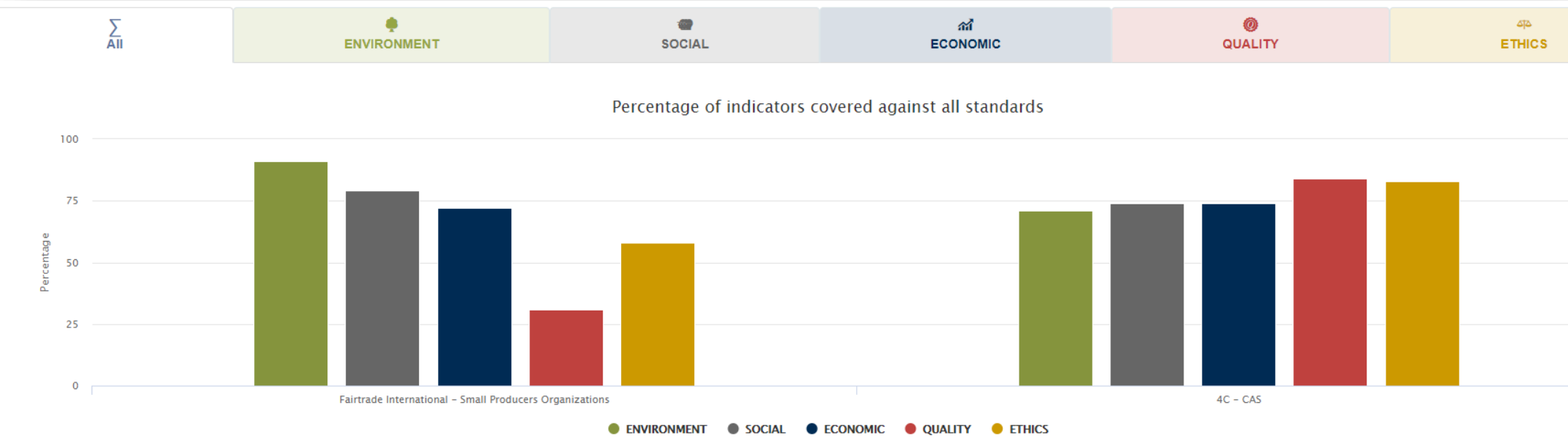
Source: ITC and EUI calculations based on ITC Standards Map. The software that generated this map does not apply the United Nations definitions of national borders.

Sustainability Map



Module: Standards Map

- Analyse information on more than 240 voluntary sustainability standards
- Compare standards side by side



	Fairtrade International – Small Producers Organizations	4C – CAS
ENVIRONMENT	91 / 100	71 / 100
Soil	86 / 100	100 / 100
Soil: general principle	✓ Within 3 years Minor	✓ Within 3 years Minor
Soil erosion	✓ Within 3 years Minor	✓ Within 3 years Minor
Soil quality	✓ Within 3 years Minor	✓ Within 3 years Minor

Module: Standards Map

1. Identify and select standard (s) based on sector/product; producing region/country; destination region/country; as well as based on mandate, supply chain part or sustainability area.
2. Quick scan – click on the title to review information on contact details, key features of a standard, criteria and processes
3. Review/Comparison

Requirements:

- Select modes of comparison: - focus on **all** requirements covered by selected standards;
 - focus **only** on requirements covered by a standard
 - focus **only** on the requirements covered by international benchmark
- Select a sector to customize the analysis
- Five areas of sustainability: environment, social, economic, quality and ethics
- Each area is divided into topics -> each topic has indicators

Processes:

- Standard-setting and governance
- Audits and certification
- Costs
- Labelling and traceability

Module: Network

Module allows:

- Creating business and sustainability profiles
- For producers:
 - To gain more visibility through publishing profile on network
 - To look for potential buyers
 - To conduct self-assessments against selected standards and get a gap analysis for improvements in sustainable practices
- For buyers/intermediaries:
 - To look for potential suppliers
 - To monitor existing suppliers' sustainability performance through self-assessments

Step 1 - register

SE CONNECTER À LA DURABILITÉ

UTILISATEUR EXISTANT

NEW USER

Email or Mobile Phone Number *

Mot de passe *

S'IDENTIFIER

Forget Password?

Step 2 – fill in your profile

With information on your enterprise: name, country, address, contact details, size, sales

Company	Productions	Certifications	Locations	Assessments	Media
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Informations sur la société

Informations sur votre entreprise

Nom de la compagnie

Swiss Vegetables

Type de compagnie : Acheteur de l'agriculteur

La description

Vegetables producer based in Switzerland.

41 / 1000

Société GLN

Pays d'opération

Adresse

Pays

Switzerland

Etat

Geneve

Ville

Geneva

PostCode

1205

Step 2 – fill in your profile (cont.)

With information on your product (s): name, variety, volumes of production, sales value, images

Company

Productions

Certifications

Locations

Assessments

Media

Production de l'entreprise

Fournissez des informations sur les produits fabriqués ou traités par votre entreprise, ou les services fournis. Vous pouvez fournir des informations et des images pour plus d'un produit. Cela rendra votre profil d'entreprise beaucoup plus attrayant pour les partenaires commerciaux potentiels. Les partenaires commerciaux pourront consulter ces informations dans le cadre du réseau de développement durable si vous rendez votre profil PUBLIC. Cela augmentera vos chances de partenaires d'affaires à vous rejoindre.

+ Ajouter un nouveau produit

Potato

Information produit

Variété de produits : Charlotte

La description : Charlotte potatoes grown in Switzerland

Informations de production

Zone de production : 10 Hectares

Supply period : from 2017-04-08T22:00:00.000Z to :

Informations supplémentaires

Export this product :

No



Estimer le volume de production : 450 Tons

Estimer la valeur des ventes : 900000 US DOLLAR

Mettre à jour

Supprimer le produit

Step 2 – fill in your profile (cont.)

With information on certifications that you currently have:

Company

Productions

Certifications

Locations

Assessments

Media

Certifications de l'entreprise

Si votre entreprise est déjà conforme à des normes spécifiques, et si vous avez un document qui prouve la conformité, assurez-vous d'inclure cette information. Les partenaires commerciaux potentiels peuvent être très intéressés à connaître vos certifications existantes. Assurez-vous également d'inclure des informations sur la période de validité de ces normes spécifiques.

+ Ajouter une nouvelle certification



GLOBALG.A.P. Crops
Valide à partir de : February 1, 2017 à : December 1, 2019
Délivré par : SGS
Produit vendu sous ce certificat : Potato
Proportion de produits vendus sous ce certificat : 100%
Document proof

Mise à jour

Supprimer la certification

Step 2 – fill in your profile (cont.)

With information on location: country, address + possibility to obtain a global location number (GLN) which can be used to identify the location on an enterprise/producer in the supply chain

Pays d'opération

Pays

Switzerland

Etat

Geneve

Ville

Geneva

PostCode

1205

Adresse



Lieux de production / traitement

Type de producteur	Pays	Production	Certification	GS1 ID unique	action
	Switzerland				GLN request sent



Numéro de lieu global

Un numéro d'emplacement global (GLN) peut être utilisé par les entreprises pour identifier leurs emplacements, leur donnant une flexibilité totale pour identifier tout type ou niveau d'emplacement requis. Contactez le bureau national GS1 le plus proche pour obtenir votre GLN.

[Contactez GS1](#)

Step 2 – fill in your profile (cont.)

For **buyers and intermediaries** there is an option to invite existing or potential suppliers in their Network:

Invite a company to join your network

Message

First Name

Last Name

Email

Send Invitation

Step 3 – self-assessment

Self-assessment is a questionnaire based on the criteria of a selected standard, it allows producers to identify gaps in compliance with a specific standard and sets a roadmap for improvements. Self-assessment is **not an official audit**, but serves as a preparatory step before the audit.

Steps:

- Select a scheme for assessment
- Answer questions in the questionnaire
- View results of compliances and non-compliances with the criteria of a selected scheme

Step 3 – self-assessment

Questionnaire

GLOBALG.A.P. Crops

1 la norme 2 Pré-évaluation 3 Évaluation 4 Résultat 5 Finaliser

(8 of 9) des questions

Sauvegarder et continuer Aperçu Finaliser

ENVIRONMENT

SOCIAL

ECONOMIC

QUALITY

Soil Forests Inputs Biodiversity Waste Water Energy

Are there policies in place aiming to maintain soils?

Requirement from standard document : CB 3.2 (Recom.) Have soil maps been prepared for the farm?

☒ Oui ☐ Non

+ Upload Picture/Document

commentaires

Plus d'information

Lien vers le document standard [IFA V5.0-1_Feb16 _Crops Base Module](#)

Localisation : CB 3.2

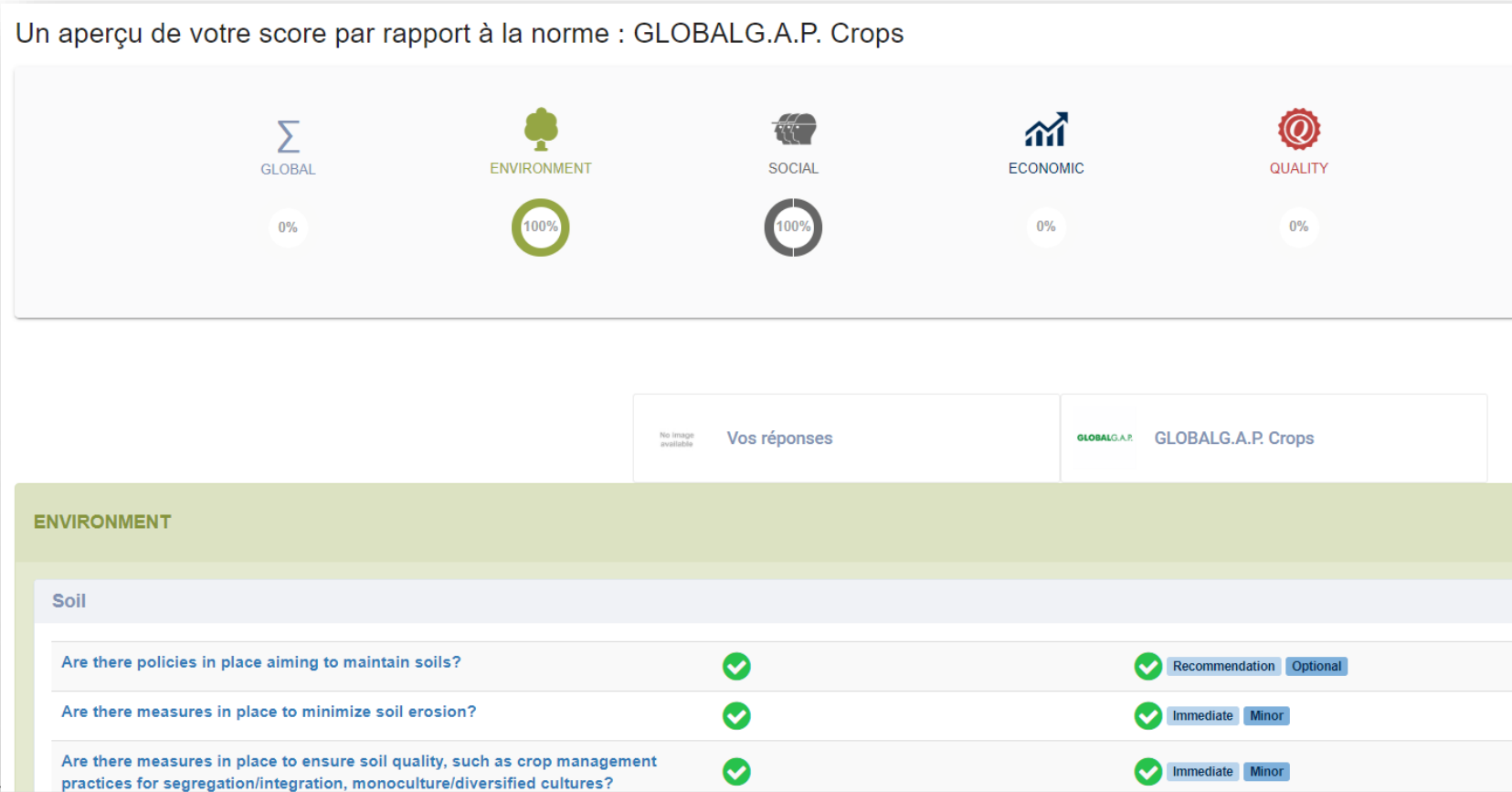
Degré d'obligation : Recommandation

Référence explicite : yes

Degré de criticité : Optional

Step 3 – self-assessment

Results



Step 3 – self-assessment

Finalise results

1

2

3

4

5

la norme

Pré-évaluation

Évaluation

Résultat

Finaliser

Finaliser le résultat

Voulez-vous valider votre évaluation?

☒ J'ai lu et suis d'accord avec le [Conditions d'utilisation et conditions](#)

☐ Rendez votre évaluation publique et commencez à être visible sur le réseau! Vous serez anonyme jusqu'à ce que vous soyez prêt à partager vos informations de profil.

[← Retour à l'aperçu](#)

✓ Finaliser mon évaluation

⚠ Vos paramètres de confidentialité sont actuellement définis sur PRIVÉ. Votre entreprise n'est actuellement pas répertoriée dans le réseau. [🔒 Modifier les paramètres de confidentialité](#)

Become visible on the Network

Access the global sustainability network and get connected with companies

Connecting businesses along sustainable value chains

Join the network

Create your network



Company Name

Search by Company Name

Country

Existing Certification

Type

Product / Services

Endorsed by

50330 Companies

Search Reset Filter

Type	Company Name	Product / Services	Country	Existing Certification	Last modified	Endorsed by	
Intermediary	+51958987675	Quinoa	Peru				 
Individual Farmer	marlon andres moreno	Cocoa	Colombia		March 21, 2018	Cortipaz	 
						CO-OPERATIVE	 

Module: Trends (Beta version)

Allows reviewing stats on eight commodities:

- Banana
- Cocoa
- Coffee
- Cotton
- Forestry
- Oil palm
- Soybean
- Sugarcane
- Tea

+

- Forestry

And 14 sustainability standards.

Stats on:

- Certified area
- Production volumes
- Sales volumes



<http://www.intracen.org/publication/The-State-of-Sustainable-Markets-2017-Statistics-and-Emerging-Trends/>

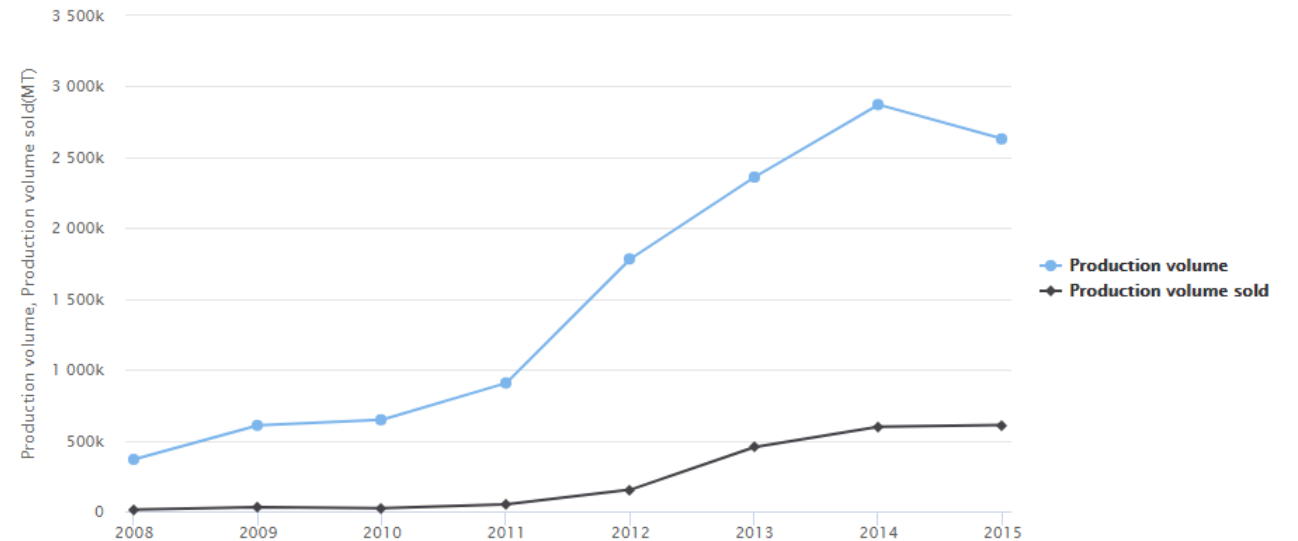
Module: Trends (Beta version)

Example



Global Coffee Platform: Coffee production and retail sales, 2008-2015

The chart presents the growth in production and sales of certified production volumes from 2008-2015. The Production volume corresponds to certified volume, even if not sold as compliant at the first point of sale, while the production volume sold correspond to the product sold as compliant at the first point of sale.



Highcharts.com

COLLAPSE

Module: Community

Former SustainabilityXchange – it is a free online platform designed to pool knowledge, provide information and share experience among practitioners in the field of sustainability.

Contains:

- Training materials
- Forum with discussions
- Events calendar
- Experts directory
- News & jobs

Literature, e-learning

SOCIAL AND ENVIRONMENTAL
STANDARDS
FROM FRAGMENTATION TO COORDINATION



The State of
Sustainable Markets 2017
STATISTICS AND EMERGING TRENDS



SOCIAL AND ENVIRONMENTAL
STANDARDS
CONTRIBUTING TO MORE SUSTAINABLE
VALUE CHAINS



INTRODUCTORY

The Role of Standards in Sustainable Supply Chains

► READ MORE

Next start date: 19, November 2018



INTRODUCTORY

Introduction to Standards and Sustainability

► READ MORE

Next start date: 8, October 2018



TRADE IMPACT FOR GOOD