

# Trade for Sustainable Development

"Building sustainable value chains"

**Gregory Sampson** 

Solutions Architect

International Trade Centre



# What is the International Trade Centre?

ITC is the joint agency of WTO and the United Nations





ITC's mission is to foster inclusive and sustainable growth and development through trade and international business development.



# ITC's goals:

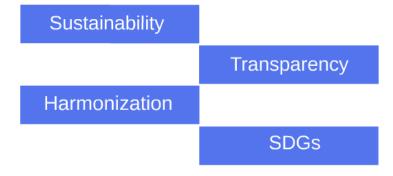
- Strengthen the integration of the business sector of developing countries and the economies in transition into the economy
- Improve the performance of trade and investment support institutions for the benefit of SMEs
- Improve the international competitiveness of SMEs

# **Trade for Sustainable Development**

# The challenge

- Meeting mandatory market access requirements no longer sufficient
- Voluntary sustainability standards (VSS) needed to access GVCs
- Confusion among SMEs, TSIs and governments around the proliferating VSS
- Lack of credible, reliable & neutral resources/tools to deal with complexity of VSS

# Our response / T4SD Principles



# **ITC Sustainability Toolkit**

# Linking communities committed to sustainable production and trade

www.sustainabilityxchange.org

The Sustainability Community is focused on driving sustainable agriculture value chains and trade







# Transparency on standards initiatives

The site currently covers more than 230 standards initiatives applicable to more than 80 sectors and 180 countries







# Market data for more informed sustainability decisions

The Sustainability Trends provides greater access to



# **Sustainability Standards**





### Fair Flowers Fair Plants - FFP

Sector Agriculture Last Updated in the T4SD Database: May 2017 ✓ Take Assessment

# 41 Shares

### Official Mission Statement

Fair Flowers Fair Plants (FFP) is an initiative to stimulate the production and trade of flowers and plants cultivated in a sustainable way that respects people and the environment.

### Year of Establishment 2005

### Contact details

Phone: +31 (0) 174 615 707 Fax: +31 (0) 174 633 696 @:info@fairflowersfairplants.com Fair Flowers Fair Plants - FFP

Jupiter 450 (Horti Business Centre) 2675 LX Honselersdijk

### Website

http://www.fairflowersfairplants.com

### Key Features

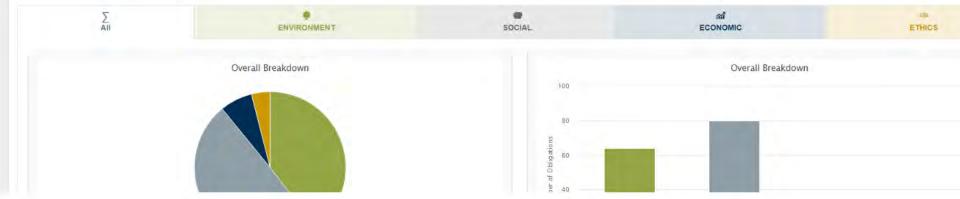
Producers must be certified according to two certifications: environmental and social, \*Environmental certification: carried out by the Milieu Programma Sierteett at MPS-A or by other comparable standards. MPS is an international organization that develops and controls labels for the horticultural industry, "Social certification; companies need to meet the requirements of FFP's International Code of Conduct. Producers with either one of the required certifications can participate conditionally in Fair Flowers Fair Plants having committed themselves to obtain the missing certification within 1 year. Producers with both the environmental and the social certification are fully accepted FFP participants. Traceability of products is mandatory. Fair Flowers Fair Plants products are sold through affiliated FFP traders and retailers. All the links within the chain must satisfy the requirements of Fair Flowers Fair Plants and are monitored to make sure they continue to do so.

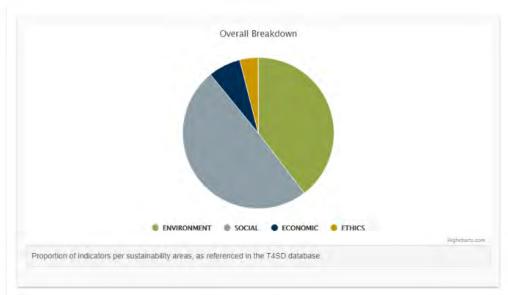
### Facts and Figures

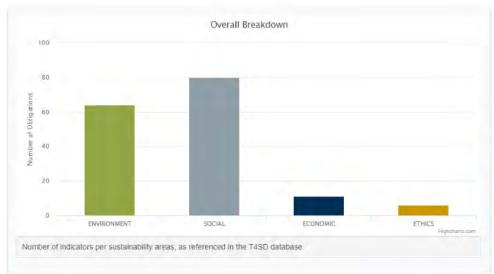
As of May 2017, 109 grower participants, 153 trader participants, 688 retailer participatns.

### **≡** Requirements

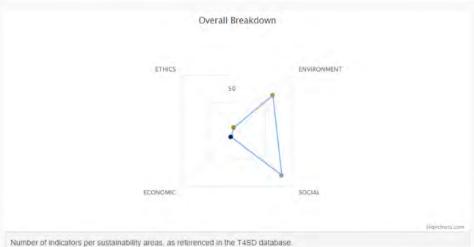


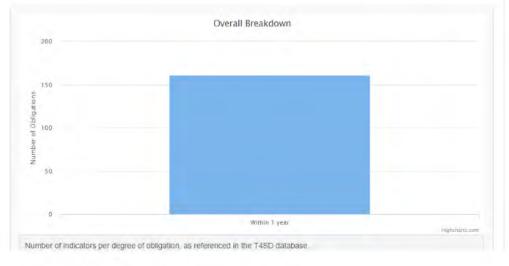






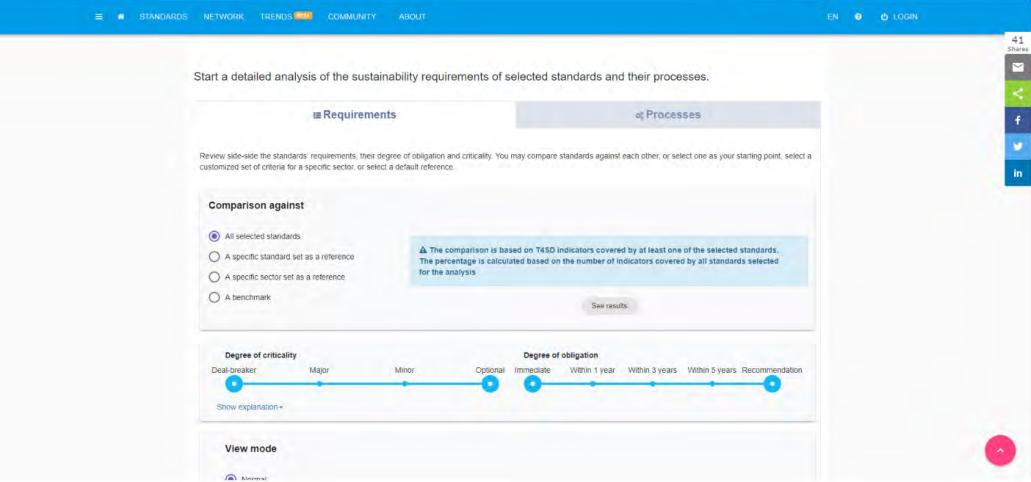
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41 Share







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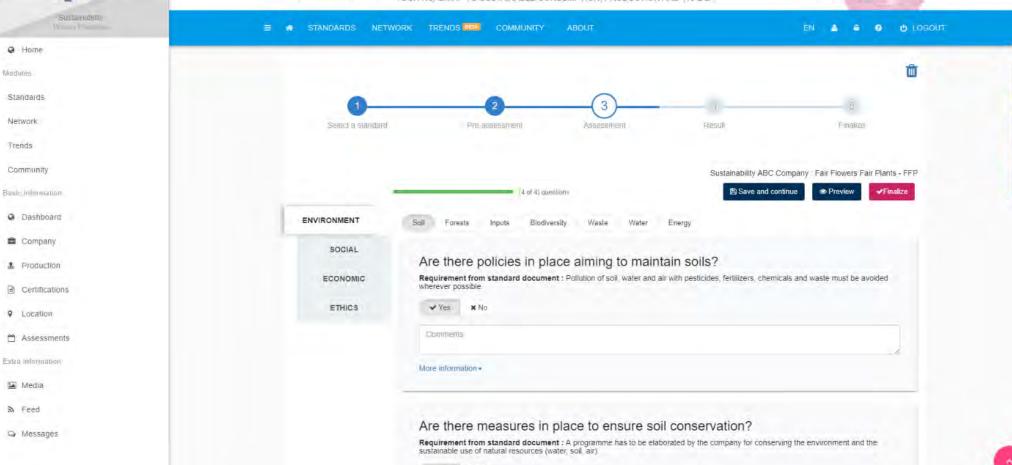


# SUSTAINABILITY MAP



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✓ Yes

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initiatives







# **Community Forum**

5-6 moderated e-discussions each year

and an open forum to use for issue- specific community-of practice discussions





### **Events calendar**

Dozens of new capacity-building events each month

and an open forum to use for additional visibility of sustainability-related events





# Library

1,100+ materials from more than 200 resources

and growing every day













## **Directory**

160 +

expert profiles representing over 90 organizations

and growing every day



# **News & Jobs**

2,000 news sources

news updated every day, dozens of new job postings every month

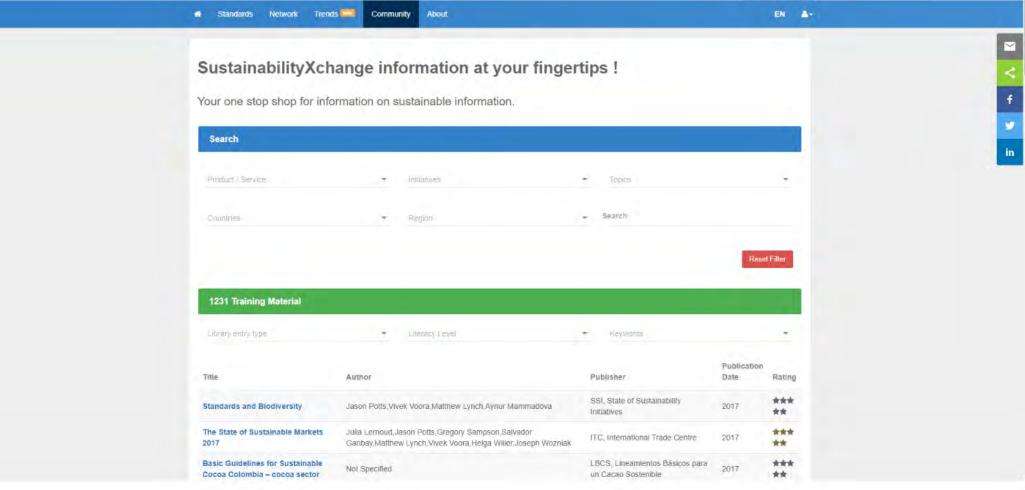


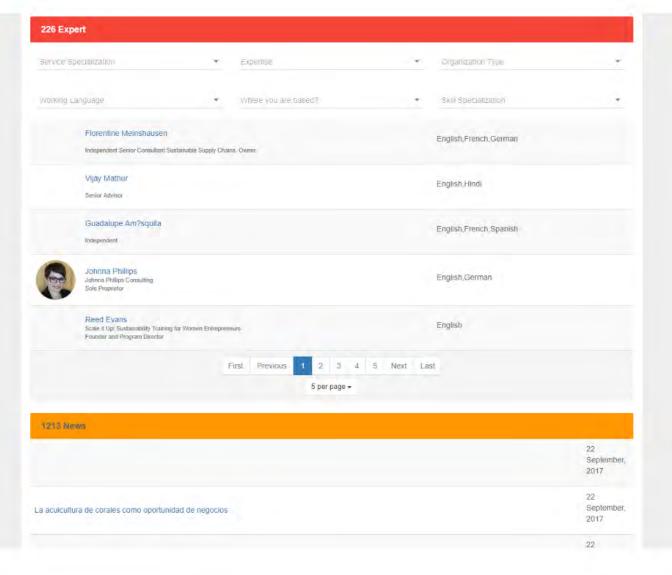
# http://www.sustainabilityxchange.info

www.sustainabilitymap.org/community www.sustainabilityxchange.org









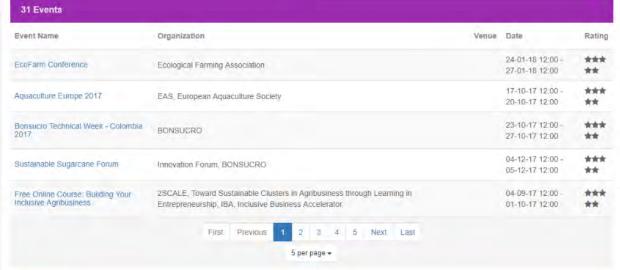
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initiatives





# State of stainable Markets 2017 STICS AND EMERGING TRENDS nternational

# 9 Agricultural Products











Bananas

Coffee

Cocoa

Cotton

Palm Oil









Soy

Sugarcane

Forestry

Tea

# **14** Sustainability Standards













4C Association

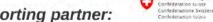
Better Cotton Initiative - BCI

Bonsucro

Cotton Made in Africa

Fairtrade International

Forest Stewardship Council - FSC







**IFOAM Standards** 

PEFC International

PEFC



ProTerra



Rainforest Alliance -SAN



Roundtable on Responsible Soy -



Sustainable Palm Oil - RSPO



Cotton



COLLAPSE



Dominican Republic Peru

SHOW DATA

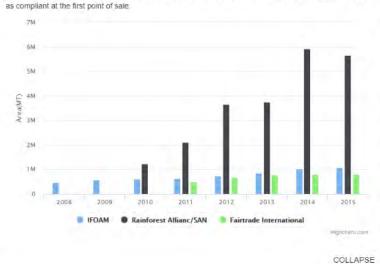
### Banana: Production area by standard, 2008-2015

The graph presents the growth in certified area (fully converted plus under conversion) for a specific commodity complicit to one Voluntary Sustainability Standard (VSS) from 2008-2015. If applicable, note that the organic area is the area harvested as estimated by FiBL, assuming that 90% of the fully converted area is actually harvested. For the Rainforest Alliance/SAN, the area cultivated is shown.

SHOW DATA

### Banana: Production volume by standard, 2008-2015

The graph presents the growth in certified production volumes by Voluntary Sustainability Standards (VSS) from 2008-2015. The production volume corresponds to the volume that is VSS-compliant, even if not sold as compliant at the first point of sale.









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initiatives





# SUSTAINABILITY NETWORK

# Connecting businesses along sustainable value chains

This virtual marketplace allows users to share their business and sustainability profiles with buyers, traders, standards organizations, certification bodies, financiers and others

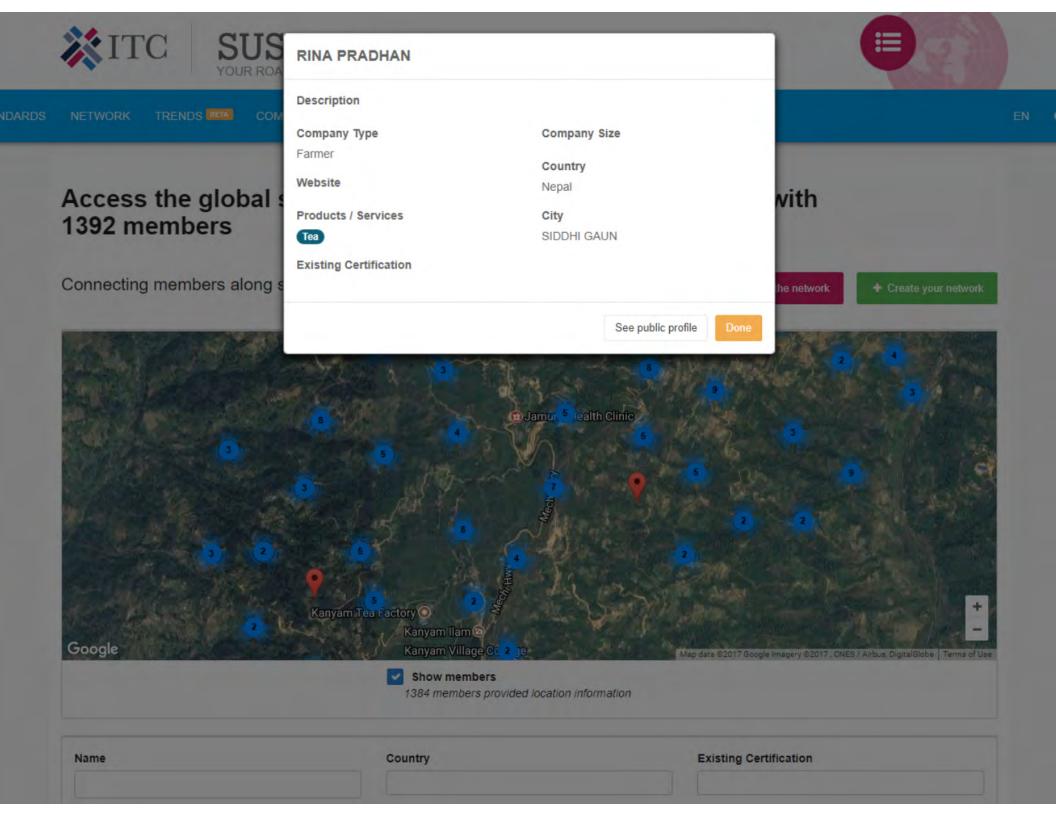


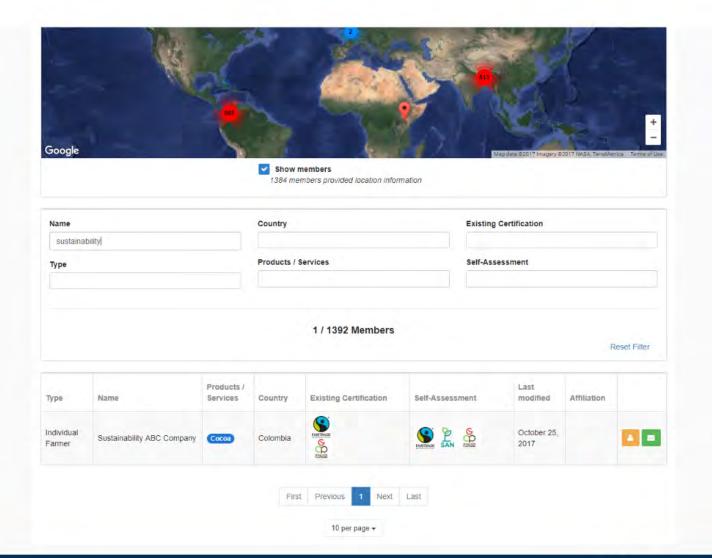
# What is the Sustainability Network?

# A neutral **global platform**, which:

- Gives previously 'invisible' farmers and agribusinesses of any size a visible online presence.
- Encourages them to enhance their sustainability practices.
- Connects them to the global buyers who prioritize sustainable sourcing.
- Allows them to assess compliance with national and international voluntary standards, as well as to chart a path to improve performance.







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# SUSTAINABILITY MAP VOUR ROADMAP TO SUSTAINABLE CONSUMPTION, PRODUCTION AND TRADE



O LOGIN

STANDARDS

NETWORK

TRENDS COM

COMMUNITY

ABOUT

Information: Sustainability ABC Company





### Company information

Company Name: Sustainability ABC Company

Company Type: Farmer

### Description:

We are a small cocoa farm producing quality cocoa beans to US and European buyers. We have received technical assistance on organic farming practices event though we are not yet certified to USDA or EU Organic. We produce about 1500 kilos of cocoa per year that is sold to buyers in the USA and Europe who demand high quality beans. We are looking for additional buyers as we are expanding our volumes thanks to technical assistance received from various project partners.

Company GLN

### Country of operation

Country	City	PostCode
Zolómyvii	* Odenni	7A35323

### Address

Calle Principal, 94-45

### Contact information

Em



standardsmap a trade or t

Website

www.sustainabilli/ABC.com

# Social media Facebook Tacebook Company size Company Opportunity Identifying New Supplets Annual Turrover Corrency Year

USD

### Production: Sustainability ABC Company

### Cocoa

Product Variety: Forastero

Description: High quality Forastero cocoa beans of the Amelonado grade. Our cocoa

has been tested by USA and EU buyers and has passed numerous trials. We have

participated in the Salon de Chocolate in Paris since 2012

Estimate volume of production: 500

± 2016

Estimate value of sales: 1500

### Certifications: Sustainability ABC Company



# Fairtrade International - Small Producers Organizations

Valid from: October 1, 2016 to: March 31, 2018



4C - GCP

Valid from : to :

### Assessments: Sustainability ABC Company



Location: Sustainability ABC Company



### 0 Production / Processing locations GS1 Unique Id Producer Type Production Certification Action Country Field Colombia Cocoa Fairtrade International - Small Producers Organizations Fairtrade International - Small Producers Organizations Farm Colombia Cocoa Field Nepal Cocoa Fairtrade International - Small Producers Organizations



Global Location Number

A Global Location Number (GLN) can be used by companies to identify their locations, giving them complete flexibility to identify any type or level of location required. Contact the nearest GS1 national office to get your GLN.

Contact GS1

### Media: Sustainability ABC Company

### Avatar



## Media: Sustainability ABC Company

### Avatar



Company





Staff



Sustainability Efforts

### Products











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Dashboard

Company Company

& Production

☐ Certifications

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Extra information

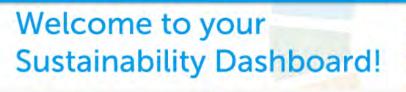
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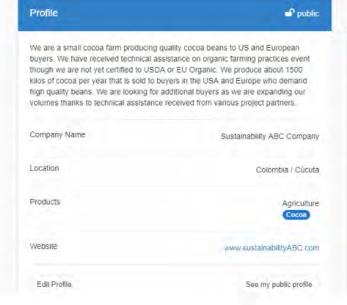




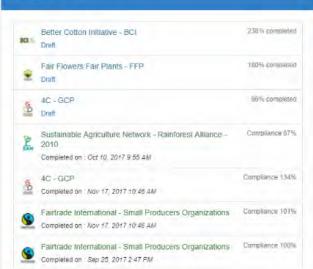


A Your privacy settings are currently set PUBLIC. Your business is currently on the Network and can be viewed by users. Modify privacy settings

Assessment



■ STANDARDS NETWORK TRENDS COMMUNITY







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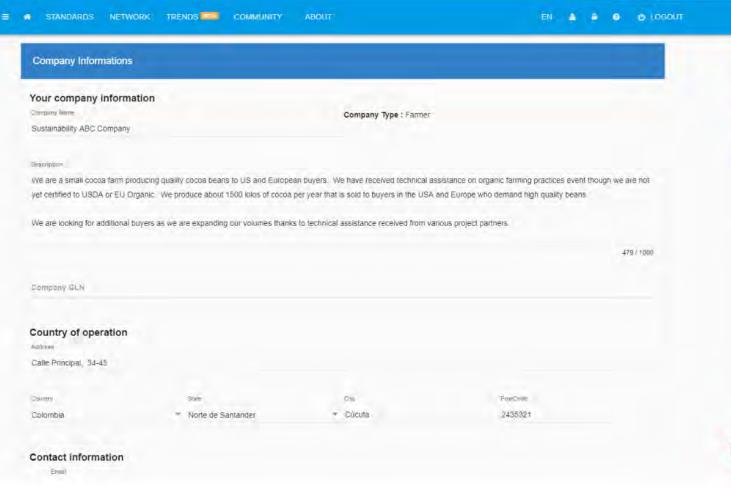
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# SUSTAINABILITY MAP



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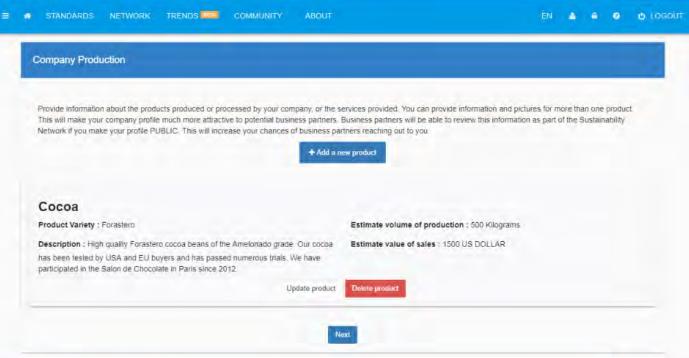
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# SUSTAINABILITY MAP







CONTACT US

ITC WEBSITE



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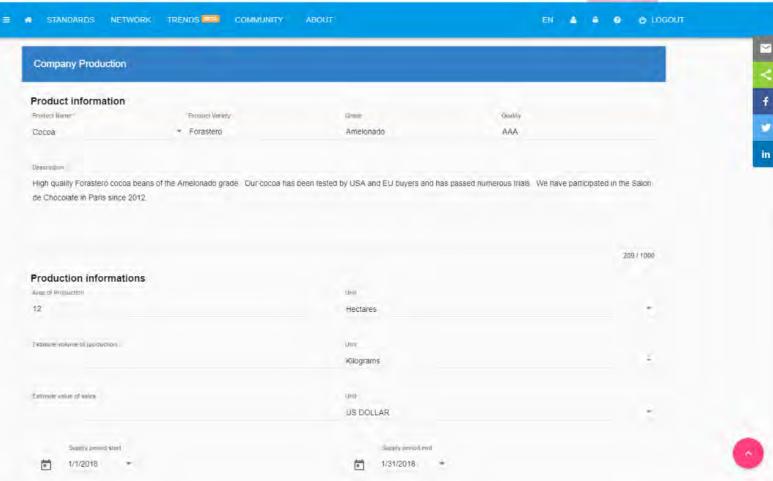
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# SUSTAINABILITY MAP YOUR ROADMAP TO SUSTAINABLE CONSUMPTION, PRODUCTION AND TRADE







Modules

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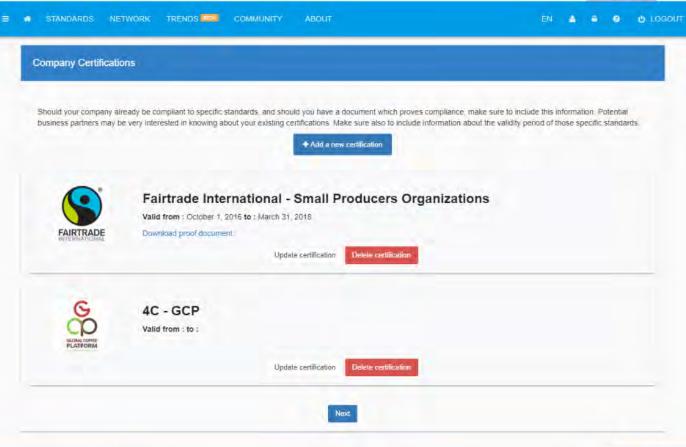
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# SUSTAINABILITY MAP





CONTACT US ITC WEBSITE







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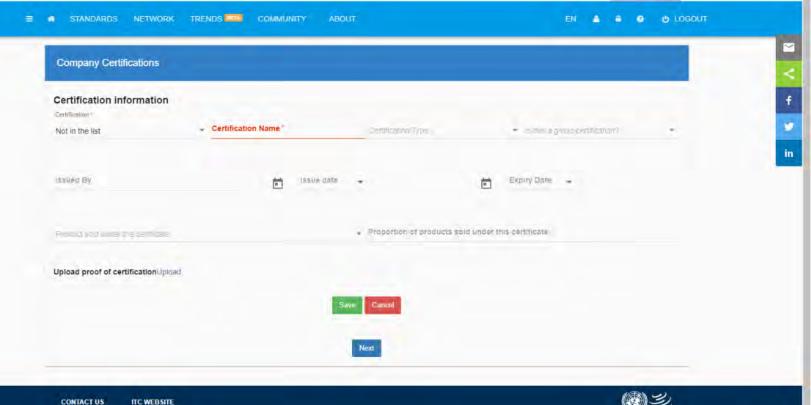
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# SUSTAINABILITY MAP

YOUR ROADMAP TO SUSTAINABLE CONSUMPTION, PRODUCTION AND TRADE











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- Assessments

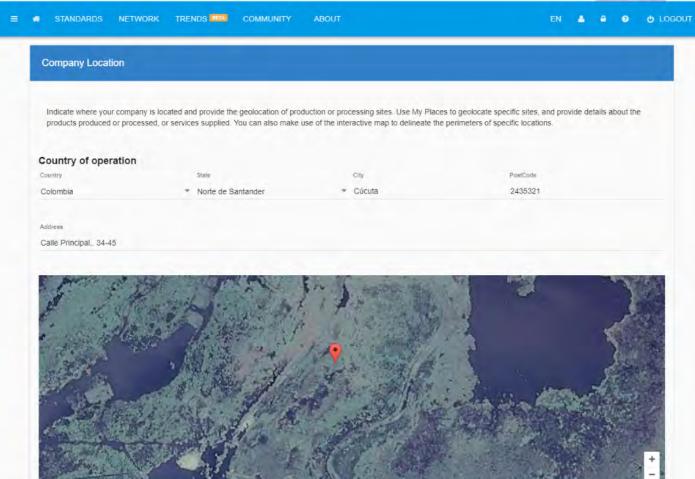
Extra information

- Media
- ₹ Feed
- Messages



# SUSTAINABILITY MAP YOUR ROADMAP TO SUSTAINABLE CONSUMPTION, PRODUCTION AND TRADE





Field	on Type	•	Country of Operation Colombia		
Produ	ction		State of operation		
Coc	coa	*	Norte de Santander		
Certifi	cation		Enter existing GLN		
Fair	trade International - Small Producers Organization	ns v	GLN		
Do yo	u own this location ?		Do you want a free GLN ?		
~	OWNER REN	т	YES	NO	
		<b>)</b>		September 1	
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### SUSTAINABILITY MAP

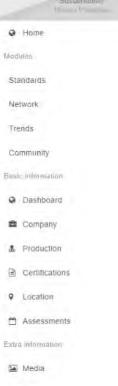


@ Home Modules Standards Network Trends Community Basic Information Dashboard Company & Production ☐ Certifications Q Location Assessments Extra information Media ₹ Feed

Messages

■ A STANDARDS NETWORK TRENDS COMMUNITY ABOUT Company Assessments Better Cotton Initiative - BCI 238% completed ac) Draft Fair Flowers Fair Plants - FFP 179% completed Draft Draft 4C - GCP 95% completed Draft Compliance 87% Sustainable Agriculture Network - Rainforest Alliance - 2010 Sustainable Agriculture Network
Completed on, Oct 10, 2017 9:55 AM Compliance 134% 4C - GCP 4C - GCP Completed on: Nov 17, 2017 10:46 AM Compliance 101% Fairtrade International - Small Producers Organizations Completed on: Nov 17, 2017 10:46 AM Fairtrade International - Small Producers Organizations Compliance 100% Completed on: Sep 25, 2017 2 47 PM Take new assessment CONTACT US ITC WEBSITE





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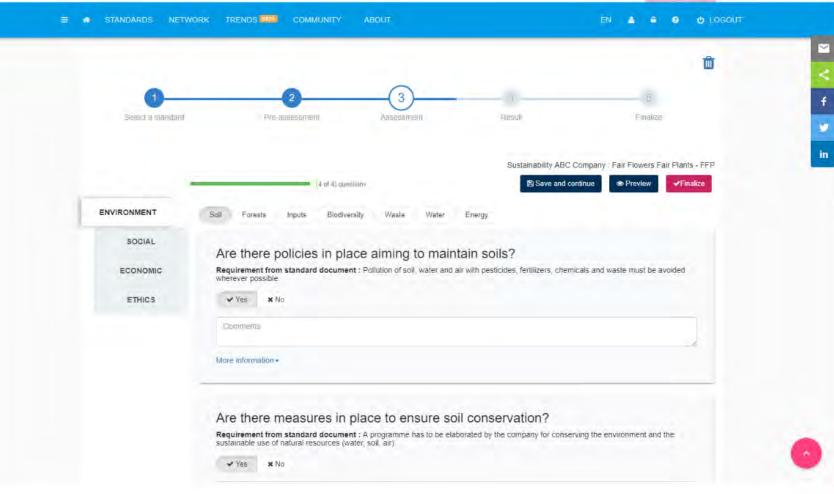
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### SUSTAINABILITY MAP

YOUR ROADMAP TO SUSTAINABLE CONSUMPTION, PRODUCTION AND TRADE











■ A STANDARDS NETWORK TRENDS COMMUNITY EN 👃 🔒 🤨 LOGOUT Home Company Media Modules Standards Avatar Network Trends Community Basic Information Company O Dashboard Company & Production ☐ Certifications Staff **Q** Location Assessments Extra information Sustainability Efforts Media ₹ Feed Messages Product(s)

Name	Country	Existing Certification
Туре	Products / Services	Self-Assessment
Intermediary =		
	11 / 1392 Members	
		Reset Filter

Туре	Name	Products / Services	Country	Existing Certification	Self-Assessment	Last modified	Affiliation
ntermediary 504 farmers)	Logyca		Colombia			September 25, 2017	
ntermediary 2 farmers)	Red Cacaotera	Cocoa	Colombia			September 25, 2017	
ntermediary 167 armers)	Corpoteva	Cocos	Colombia			September 25, 2017	Red Cacaotera
ntermediary	Saavedra Daniela	Plants	Chile	<b>R</b>		October 5, 2017	
ntermediary	Auroi Philippe	Eco.system services Information and communication Professional, scientific and technical activities Softwares Education	France			October 9, 2017	
ntermediary	Plipee	Natural ingredients Natural oils (incl. essential oils) Other plastic-like products (please specify) Other types of chemicals	Brazil			October 23, 2017	
ntarmadian	00						Tara Gaun

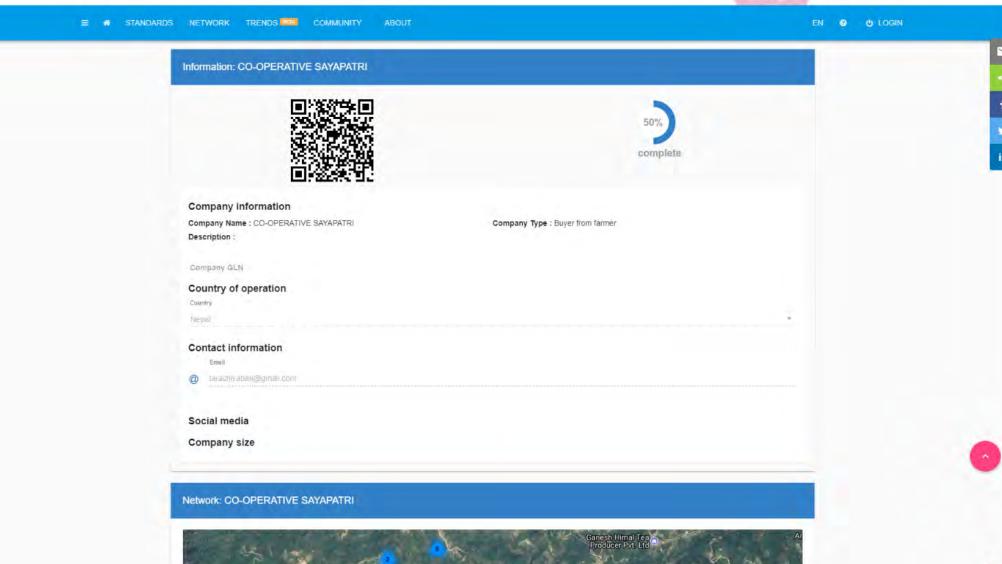






### SUSTAINABILITY MAP YOUR ROADMAP TO SUSTAINABLE CONSUMPTION, PRODUCTION AND TRADE



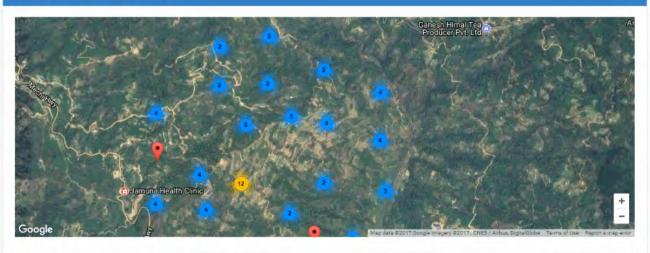




#### Social media

Company size

#### Network: CO-OPERATIVE SAYAPATRI



Products / Services	Country	Existing Certification	Self-Assessment	Last modified
Tea	Nepal	SAN	SAN	October 26, 2017
Tea	Nepal	SAN	SAN	October 26, 2017
Tea	Nepal	SAN	SAN	October 26, 2017
Tea	Nepal	SAN	SAN	October 26, 2017
Tea	Nepal	SAN	SAN	October 26, 2017
Tea	Nepal	SAN	SAN	October 26, 2017
Tea	Nepal	SAN	SAN	October 26, 2017









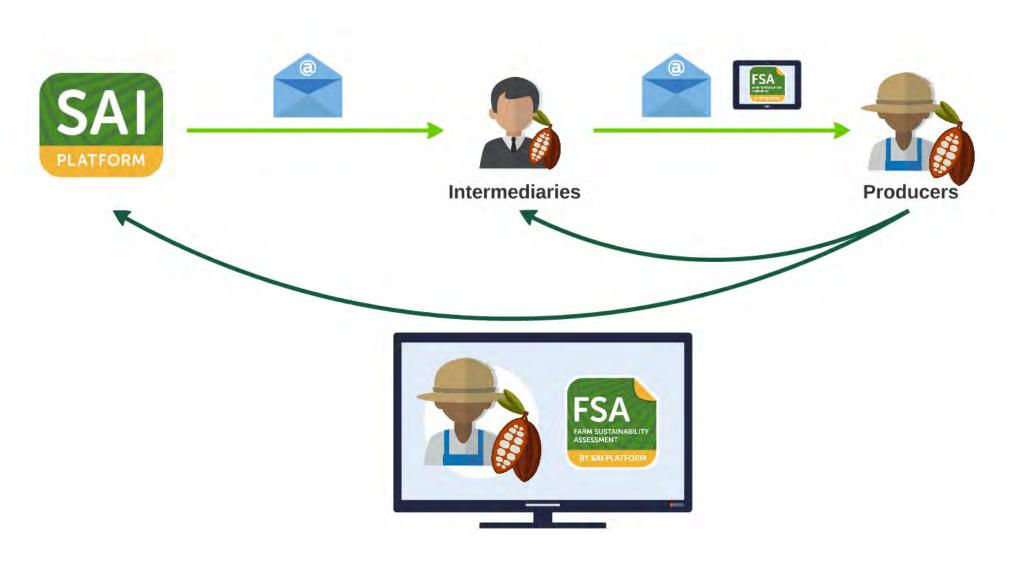


# **Special Projects**

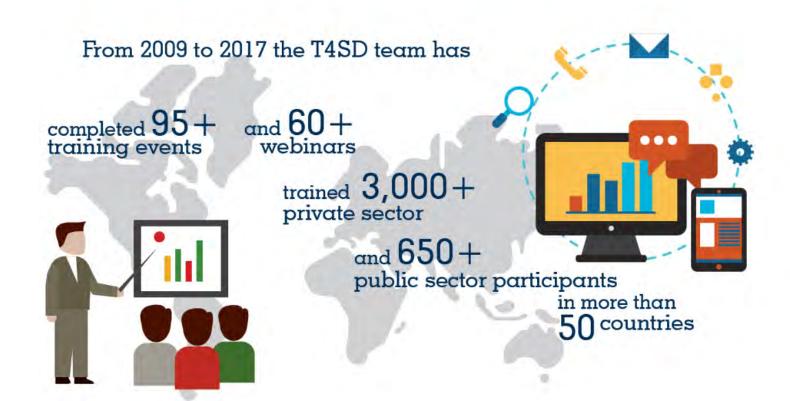


## Sustainable Agriculture Initiative





# Training programme: Capacity Building on the ground and beyond



### **Experience from ITC-Swisscontact project:**

# Basic Guidelines for Sustainable Cocoal Lineamientos Básicos para un Cacao Sostenible (LBCS)

#### The LBCS project:

 ITC and Swisscontact initiated a programme to incorporate LBCS into the Standards Map online tool to empower cocoa producers in Colombia and raise awareness around sustainability issues required by certifications such as Fairtrade, UTZ and Rainforest Alliance

 ITC has developed an off-line version of the LBCS tool, to enable farmers to perform selfassessments that allow them to get a first diagnostic report of areas which they need to

improve before starting an official certification process

Launched: September 2015

Geographical scope: Colombia

### Project results:

- By using the offline version of the LBCS tool, 26 farmer organizations were trained and 500 cocoa farmers assessed against the basic criteria for sustainable cocoa, with the goal to reach 1,000 farmers in 2016
- The tool creates greater awareness of the LBCS and its benefits to cocoa farmers, increasing their access and competitiveness in international markets







### Websites:

International Trade Centre (ITC)

www.intracen.org

Trade for Sustainable Development (T4SD)

www.intracen.org/t4sd

### Contact us:

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sampson@intracen.org