

ITC - STANDARDS MAP

Seminar on Voluntary Sustainability Standards
International Cocoa Council – 91st Regular Session
Abidjan, Côte d'Ivoire
by J. Wozniak, March 2015



International Trade Centre - ITC



“As an agency of the United Nations, ITC enables business export success globally by providing, with partners, trade development solutions to the private sector, trade support institutions and policy-makers”



Trade for Sustainable Development – T4SD

Rationale

- **Sustainability concerns** in global supply chains;
- **High demand from SMEs** for transparency on voluntary standards;
- **Confusion** among SMEs, TSIs and governments around the proliferating voluntary standards applied in international markets;
- **Lack of credible, central & neutral repository** for standards information.

Components

- **Standards Map:** over 120 sustainability standards covering 80 sectors and applicable in 180 countries; summary reviews of each standard and code; interactive search functionality per sector/product, region/country or specific criteria; comparisons of standards and self-assessment tool for producers and suppliers;
- **SustainabilityXchange:** Knowledge-pooling platform on capacity building resources and experts related to sustainable agricultural supply chains;
- **Research & resources center:** Publications, business guides and online resource center;
- **Capacity building:** Bringing intelligence about what the market demands vis-à-vis voluntary standards, integrated with other ITC tools.

Collaboration with 160+ sustainability standards



STANDARDS MAP – www.standardsmap.org



STANDARDS MAP
S'ENGAGER EN FAVEUR D'UN COMMERCE DURABLE



Accueil

À propos de Standards Map

Partenaires ▾

E-learning ▾

Aide ▾

EN

ES

FR

Se connecter

Bienvenue sur notre application Standards Map!

Standards Map fournit des informations sur plus de 160 normes, codes de conduite et protocoles d'audit permettant de traiter les points sensibles concernant la durabilité des chaînes d'approvisionnement mondiales.



Allons-y

@StandardsMap on Twitter

Standards Map @StandardsMap 16 Mar

Workshop in Honduras for exporters of coffee, cocoa, fruits and vegetables @StandardsMap @ITCnews @ITC_MktAnalysis pic.twitter.com/vL4hbtdgk5

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Mathieu Lamolle @mathieulamolle 9 Mar

Launching exciting collaboration on sustainable cocoa Colombia @ITCnews @StandardsMap @Swisscontact @ITC_MktAnalysis pic.twitter.com/IXb32XKfIP

Retweeted by Standards Map

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SustainabilityXchange platform

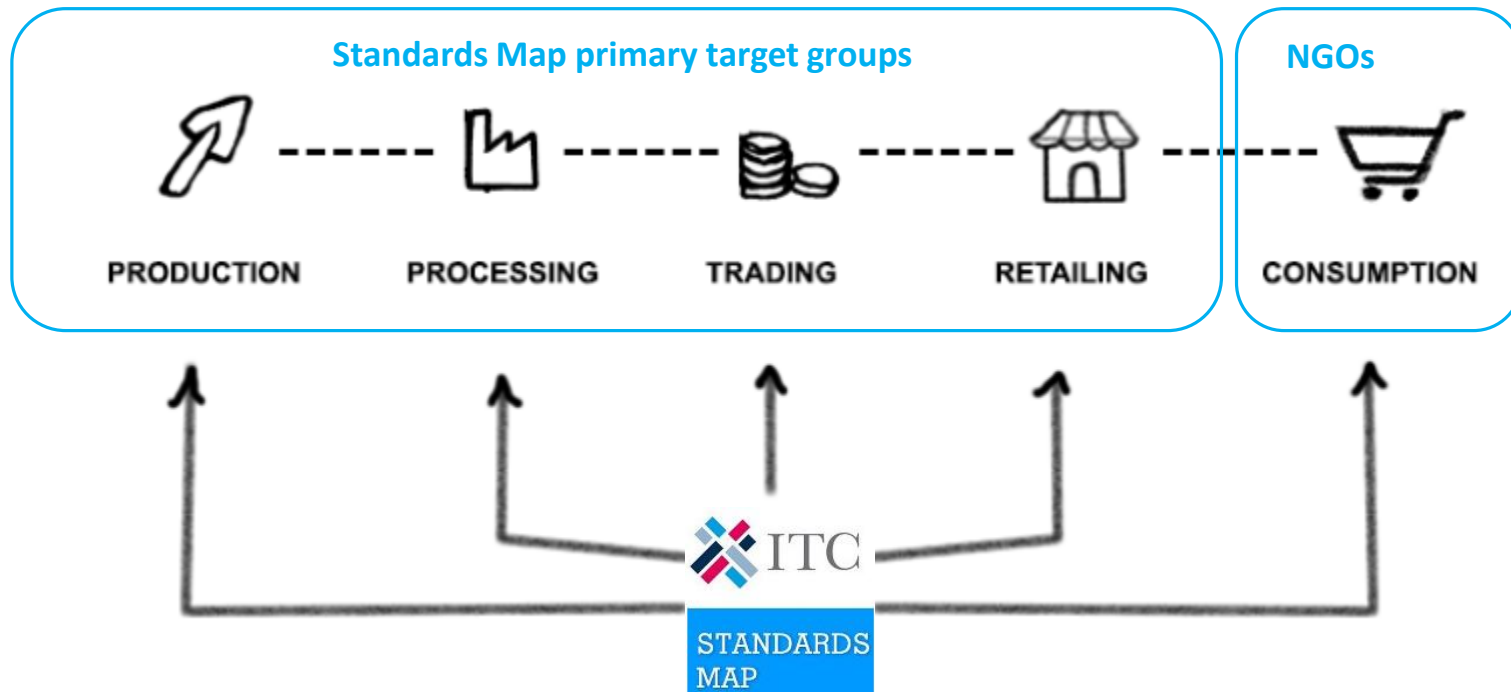
The screenshot shows the SustainabilityXchange platform homepage. The main navigation bar includes Home, Library, Forum, Directory, Events Calendar, and Newroom. The main content area features a large background image of a person in a field with the word 'Agriculture' overlaid. Five key features are highlighted with red circles:

- Directory**: A search bar with the text 'Create your profile to promote your training and consultancy services or search for a sustainability expert.' Below it, two profiles are listed: Brenda Bijen (Think Data Services Ltd) and Tim Marshall (TM Organics Pty Ltd).
- Community Forum**: A section for sharing experiences and answers to questions, with a sub-heading 'How to efficiently organize large numbers of smallholders?' and a link to 'Improving the usefulness of SustainabilityXchange'.
- Events calendar**: A section for promoting training events and workshops, with a list of events including 'RTRS 10th Annual Conference (RT10)' and '5th African Coffee Sustainability Forum'.
- Library**: A section for promoting training materials, with a list of documents including 'Manuel d'agriculture contractuelle - Guide pratique de mise en relation entre les petits producteurs/ productrices et les entreprises acheteuses à travers l'innovation de modèles d'affaires' and 'Integrated Crop Management'.
- Newsroom**: A section for staying updated on the latest news, with a list of news items including 'FSC-Netherlands 10 year' and 'Over 600 participants attend congress'.

The footer of the page includes 'ABOUT US', 'CONTACT US', and a 'Powered by' section with logos for Hivos, Swisscontact, and others. The copyright notice at the bottom reads '© 2014 International Trade Centre Terms and Conditions Copyright'.

- New tool dedicated to knowledge-pooling capacity-building for sustainable value chains (agriculture, aquaculture, forestry)
- Launched in May 2014
- Information organized around 5 core modules/services

ITC – Standards Map – Target groups & partners



Strategic collaborations & partnerships (as of March 2015):

- *United Nations Global Compact – Food & Agriculture Business Principles*
- *Consumer Goods Forum (GSCP – GFSI)*
- *Sustainable Agriculture Initiative (SAI) Platform*
- *AIM-Progress*
- *SEDEX*
- *Sustainable Trade Initiative – IDH*

4 modules in Standards Map

Identifier



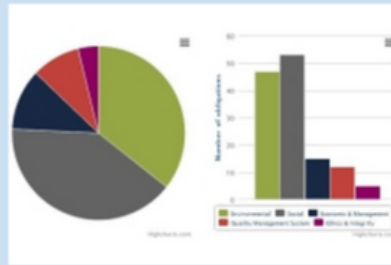
Identifier les normes volontaires de durabilité qui s'appliquent à votre activité.



Diagnostic



Vérifier d'un coup d'œil les normes sélectionnées.



Comparer



Comparer les points sensibles des normes volontaires de durabilité.



Autoévaluer



Évaluer le profil de votre activité en matière de durabilité et votre feuille de route pour s'engager en faveur d'un commerce durable.

Are there measures to promote and enhance the education of neighborhood local communities?

Yes No **Not yet**

Working towards this objective in?

1 year 1-3 years **3-5 years** Maybe

Do/Will you measure progress/improvement/results?

Yes **No**

Identifying sustainability standards

For example: cocoa certification

The screenshot shows a search interface for sustainability standards. At the top, there are six logos: UTZ Certified, GLOBALG.A.P., Sustainable Agriculture Network, UNILEVER SUSTAINABLE, EU ORGANIC FARMING, and FAIRTRADE INTERNATIONAL. Below the logos is a search form with four fields: 'Produit / service' (Cocoa), 'Pays producteur' (Côte d'Ivoire), 'Marché de destination' (Selectionnez...), and 'Search standards by name' (Saisir des noms de normes pour identifier). There are also links for 'Plus d'options' and 'Partenaires'. Below the search form, it states '22 normes correspondent au critère choisi.' and provides sorting options: 'Trié par pertinence' and 'Trié par ordre alphabétique'. The results list four standards:

- UTZ Certified good inside**
L'objectif d'UTZ CERTIFIED est de parvenir à des chaînes d'approvisionnement agricoles durables, qui répondent pareillement aux attentes et aux besoins grandissants des agriculteurs, de l'industrie alimentaire et des consommateurs.
Dernières mises à jour de la base de données de Standards Map December 2014
- GLOBALG.A.P. Floriculture**
The main mission is to establish ONE standard (with different product applications) for Good Agricultural Practice (G.A.P.) capable of fitting to the whole of global agriculture.
Dernières mises à jour de la base de données de Standards Map October 2013
- GLOBALG.A.P. Crops**
The main mission is to establish ONE standard (with different product applications) for Good Agricultural Practice (G.A.P.) capable of fitting to the whole of global agriculture.
Dernières mises à jour de la base de données de Standards Map October 2013
- Fair Trade USA**
Fair Trade USA enables sustainable development and community empowerment by cultivating a more equitable global trade model that benefits farmers, workers, consumers, industry and the earth. We achieve our mission by certifying and promoting Fair Trade products.

Reviewing sustainability standards

Processus

Exigences

🌿 Environnement

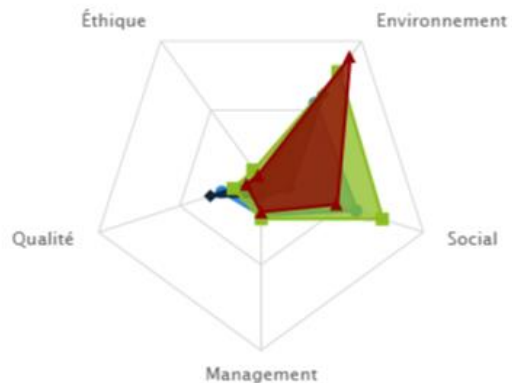
🗣️ Social

📊 Management

🎯 Qualité

🕒 Éthique

Exigences selon la norme



■ UTZ Certified ■ GLOBALG.A.P. Crops
■ SAN - RA
■ Unilever Sustainable Agriculture Code

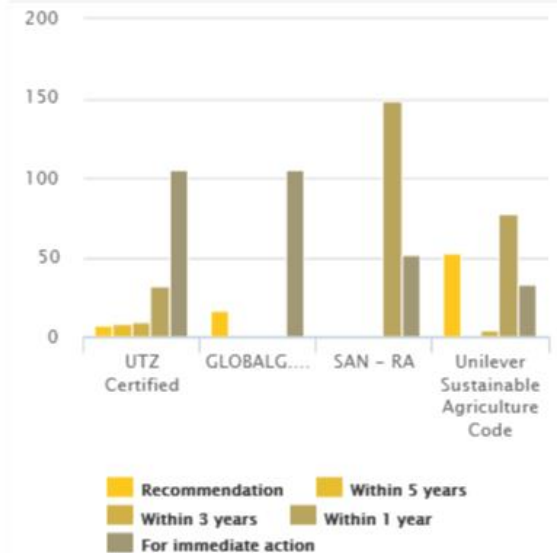
Nombre d'exigences par zone de points sensibles tel que référencé dans la base de données de Standards Map.

Exigences par zone de durabilité







Nombre d'exigences réparti par domaine de durabilité pour chacune des normes, tel que référencé dans la base de données de Standards Map.

Degré d'obligation des exigences



Pourcentage du nombre d'exigences référencé dans la base de données de Standards Map qui requiert soit une action immédiate ou dont les objectifs doivent être atteints dans 1, 3 ou 5 ans ; et recommandations.

Comparing sustainability standards

Filter 1st column Only display ▼				
Tout afficher	 UTZ Certified good inside	 GLOBALG.A.P. Crops	 Rainforest Alliance - SAN	 Unilever Sustainable Agriculture Code
Environnement				
Soil				
Sol : principe général	Requirement covered: <input checked="" type="checkbox"/> Degree of Obligation: Exigence à court terme Explicit reference: <input checked="" type="checkbox"/> Exigence à court terme. Les points de contrôle figurant dans le Code de conduite de l'UTZ concernent le maintien de la structure du sol et l'amélioration sa fertilité, et sont destinés à empêcher l'érosion du sol. More information	Requirement covered: <input checked="" type="checkbox"/> Degree of Obligation: Recommandation Explicit reference: <input checked="" type="checkbox"/> Recommandation. CB 4.1 (Recom.) Have soil maps been prepared for the farm? More information	Requirement covered: <input checked="" type="checkbox"/> Degree of Obligation: Exigence à court terme Explicit reference: <input checked="" type="checkbox"/> Exigence à court terme. Principes et exigences de gestion et de conservation du sol - toute la section. More information	Requirement covered: <input checked="" type="checkbox"/> Degree of Obligation: Court terme Explicit reference: <input checked="" type="checkbox"/> Court terme. 3.3.3.1 Soil management system: A documented soil management and conservation system must be in place, with the aim of creating and maintaining soils that support healthy crops of high yield and quality. / 3.3.3.2: a) Responsibilities are clearly assigned to a competent person for planning and carrying out soil management and soil conservation. Risk assessment see Appendix 2 must be part of this approach. More information
Conservation/érosion du sol	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Qualité des sols	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
État des sols (nutriments, fertilité, productivité, biodiversité)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Contamination du sol	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Préparation des sols pour des cultures spécifiques/espacement des plants	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Entretien/amélioration des sols par rotation des cultures	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Compactage du sol	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Self-assessment against sustainability standards

🌿 Environnement

[Sol](#) [Forêts](#) **[Intrants chimiques/biologiques naturels](#)** [Biodiversité](#) [Animaux-bétail](#) [Déchets](#) [Eau](#) [Énergie](#)

[Climat – empreinte carbone](#)

Intrants chimiques/biologiques naturels : principe général

Des politiques claires relatives à l'enregistrement de l'utilisation de produits chimiques ou des mesures pour utiliser des intrants biologiques naturels sont-elles en place ?

Oui

Non

Non applicable

Please enter any clarification or comments

Extracts from standards



The Sustainable Agriculture Network encourages the elimination of chemical products known internationally, regionally and nationally for their negative impacts on human health and natural resources. (...) They also record the use of agrochemicals to register the amounts consumed, and work to reduce and eliminate these products, especially the most toxic ones.

Source document

p.39, 8

Interdiction générale de recourir à tous types de produits chimiques et matières ou substances connexes

Une politique interdisant l'utilisation de tous types de produits chimiques et matières dangereuses dans les processus de production est-elle mise en œuvre ?

Oui

Non

Non applicable

Please enter any clarification or comments

Extracts from standards



Self-assessment against sustainability standards



EU Organic Farming



Fairtrade International -
Small Producers
Organizations

Sustainable
Agriculture
Network

Sustainable Agriculture
Network - Rainforest
Alliance



Unilever Sustainable
Agriculture Code

SUSTAINABILITY FOCUS ?



OVERALL

39%



ENVIRONMENT

33%



SOCIAL

44%



ECONOMIC

39%



QUALITY MANA...

29%



ETHICS

71%

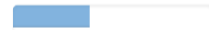
TIMEFRAME FOR IMPLEMENTATION ?

Immediate



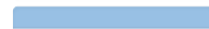
42%

> 1 year



38%

> 3 years



100%

> 5 years



100%

Recommendation



100%

Customized tools based on Standards Map

Customized tool for small producers of cocoa in Latin America



STANDARDS MAP
SU RUTA HACIA EL COMERCIO SOSTENIBLE



Inicio Acerca de standardsmap Socios E-learning Ayuda

Mathieu Lamolle

BIENVENIDO A LA HERRAMIENTA “LINEAMIENTOS BÁSICOS PARA UN CACAO SOSTENIBLE”

La plataforma Lineamientos Básicos para un Cacao Sostenible ha sido desarrollada por la Embajada Suiza y la Fundación Suiza de Cooperación para el Desarrollo Técnico, Swisscontact, dentro del proyecto “Promoción de la Producción y Exportación de Cacao Fino y de Aroma de Colombia – Coexca”, para ofrecer a los cacaocultores una herramienta en línea que permite evaluar y comparar continuamente y, con toda confidencialidad, sus prácticas agrícolas y empresariales, frente a unos criterios mundiales de sostenibilidad social, ambiental y de negocio.



Vamonos

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ITC's Trade for Sustainable Development Principles

Sustainability



Harmonization



Transparency



Sustainable Development Goals



Letter of Endorsement of T4SD Principles is available at

www.intracen.org/itc/market-info-tools/voluntary-standards/t4sd-principles/

For more information on ITC Standards Map, please visit

www.standardsmap.org

Joseph Wozniak

Programme Manager

Trade for Sustainable Development

wozniak@intracen.org



STANDARDS
MAP

