



International Trade and Sustainable Development

ITC Sustainability Map
How to navigate the tools?

| December 2020

Agenda

- Recap - What are Voluntary Sustainability Standards (VSS)?
- What is ITC Sustainability Map? How is it relevant?
- How to navigate the Standards Map Module? Learn along with a case study

What are Voluntary Sustainability Standards (VSS)?

“VSS are rules that producers, traders, manufacturers, retailers or service providers may be asked to follow so that the things they make, grow or do don’t hurt people and the environment.

These standards help keep workers healthy and safe, protect communities and land, and uphold human rights as well as moderating the environmental impacts of production and consumption”

- United Nations Forum on Sustainability Standards

What is behind these logos?



TRADE IMPACT FOR GOOD

ITC Sustainability Map – how is it relevant?

Enables users, regardless of their position in the value chain, to better understand the sustainability landscape and to connect with business partners.



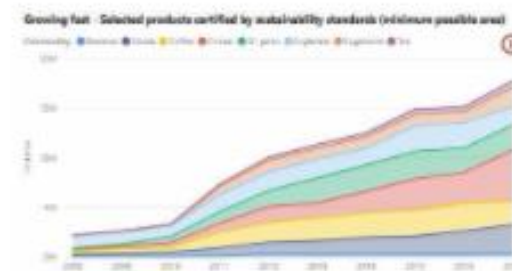
Standards Map

Comprehensive, verified and transparent information on over 260 standards for environmental protection, worker and labour rights, economic development, quality and business ethics.



Virtual Network

A free online gateway that enables businesses to promote their sustainable practices, gain visibility in the international supply chain and connect to international buyers



Market Trends

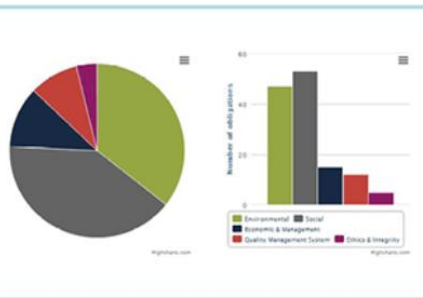
Harmonized and verified information on the evolution of the global market share of certified/verified products presented using interactive charts and graphs.

Standards Map Module

*Review & analyse over
280 standards:*

Quick-scan

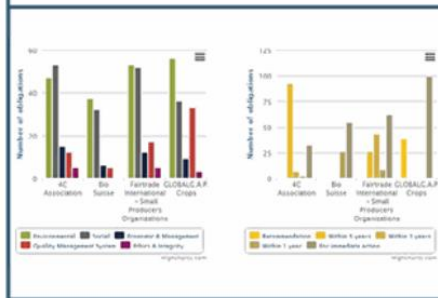
Quickly review selected standards at a glance



View Video

Compare

Compare different standards in-depth



View Video

Reference

Select a standard to "fix" as reference.



View Video

Assess

Launch a free online self-assessment

The figure is a screenshot of the self-assessment form. It shows a question: "Are there measures to promote and enhance the education of neighborhood local community?" with "Yes" and "No" buttons. Below it is another question: "Working towards this objective in?" with "Yes" and "No" buttons. At the bottom is a question: "Do/Will you measure progress/improvement/results?" with "Yes" and "No" buttons.

View Video

Sustainability Map – www.sustainabilitymap.org

Standards Map Virtual Network Market Trends Login



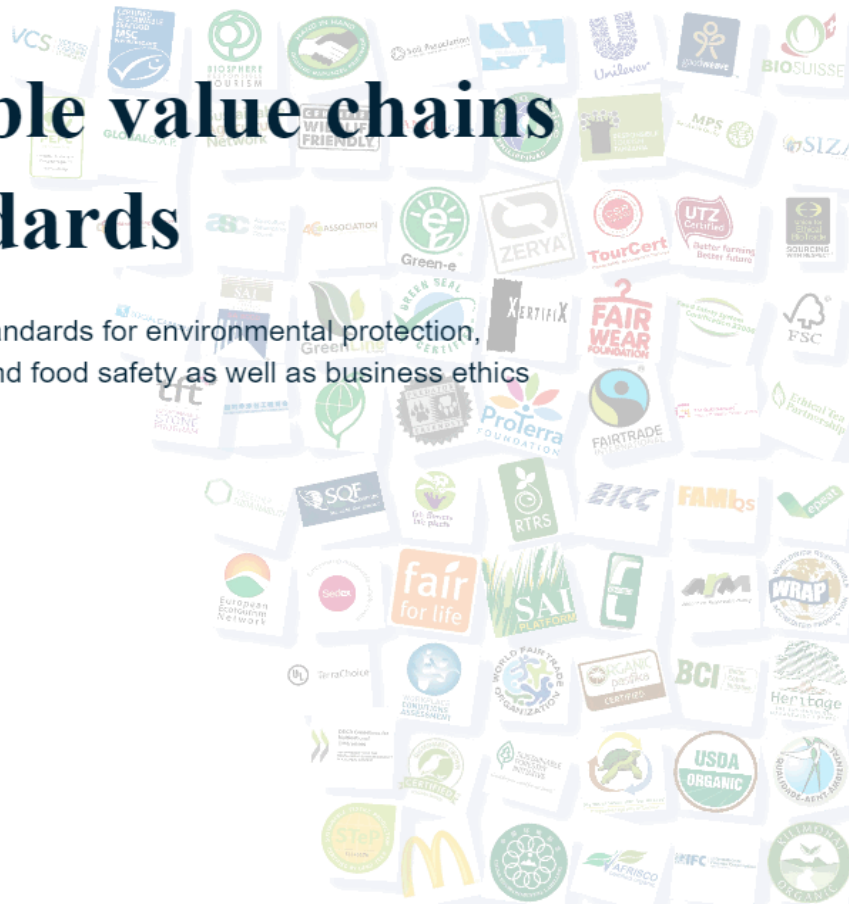
Our Solutions ▾ Our Users Collaborations ▾ T4SD Hubs ▾ Resources ▾

Expertise in sustainable value chains & sustainability standards

Comprehensive, verified and transparent information on standards for environmental protection, worker and labour rights, economic development, quality and food safety as well as business ethics

LEARN MORE

OUR IMPACT



Standards Map

Transparency on standard initiatives

Identify standards per sector or product, country or region, for a certain destination market or even make a search by name

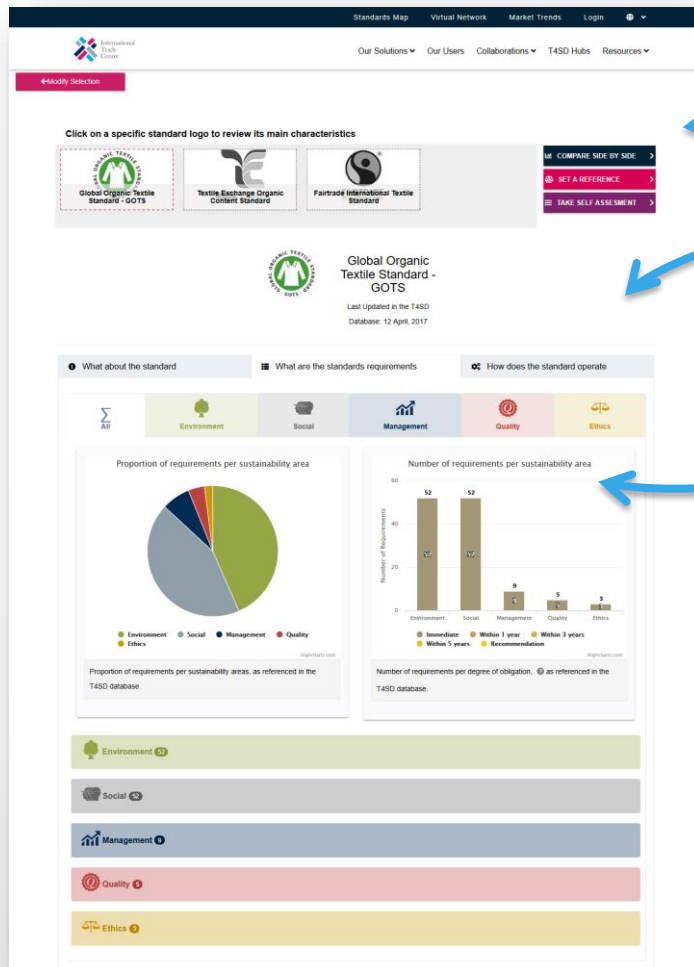
Review relevant standards, get a short summary, start exploring options to compare them and consider doing a self-evaluation

The screenshot shows the 'Standards Map' interface on the International Trade Centre website. The navigation bar includes 'Standards Map', 'Virtual Network', and 'Market Trends'. Below the navigation, there are dropdown menus for 'Our Solutions', 'Our Users', 'Collaborations', 'T4SD Hubs', and 'Resources'. The main content area features a search form with the following fields: 'Sector / Product' (set to 'Agriculture'), 'Producing Region / Country' (set to 'Europe'), and 'Destination Region / Country' (set to 'Italy'). There is also a 'Search by standard name' input field and a 'Reset Filter' button. Below the search form, it indicates '57 Standards' and lists three results:

- BRC Global Standard for Food Safety issue 7**: The Standard is a voluntary, stakeholder developed standard to allow manufacturers to demonstrate that they are operating to high standards of food safety and quality management. The Standard is based on HACCP principles supported by a documented qu...
Last update in database : August 2016
- Business Social Compliance Initiative Code of Conduct - BSCI**: The Business Social Compliance Initiative (BSCI) is a business-driven initiative for companies committed to improving working conditions in their international supply chains. BSCI unites hundreds of companies around one common Code of Conduct and sup...
Last update in database : April 2017
- Certified Wildlife Friendly**: The Wildlife Friendly Enterprise Network (WFEN) is a global community dedicated to the development and marketing of products that conserve threatened wildlife while contributing to the economic vitality of rural communities. WFEN includes conservati...
Last update in database : May, 2016

Standards Map

Transparency on standard initiatives



Select whether to review selected standards, compare them, set one as a specific reference or conduct a self-assessment

Review specific standards' sustainability requirements or explore how various standards operate

Make sure to review not only the graphics but also the more granular information below the graphics

Case Study




John is a Tanzanian coffee producer, who wishes to explore the EU market for coffee exports...

- ***What standards*** are recognized in potential destination markets – EU in the coffee sector?
- Which ***standards apply*** to coffee produced in Tanzania?
- What are the ***requirements*** for certification, and what are the associated rules, implementation mechanisms and potential costs?



How to use the search menu?

 Sustainability Focus ▾ Our Users ▾ Collaborations ▾ T4SD Hubs ▾ Resources ▾

To begin your analysis, identify the set of standards which apply to your product/service, producing country and destination market.

[Tutorial Video](#)

Sector / Product
Coffee


Producing Region / Country
United Republic of Tanzania


Destination Region / Country
Europe

Search by standard name

Advanced search ▾ ? Reset Filter

31 Standards ?

 **4C – The Common Code for the Coffee Community**
4C Services GmbH is the current scheme owner and operates the 4C Certification System. 4C stands for Common Code for the Coffee Community and the 4C Certification system operates based on the 4C Code of Conduct, that was firstly launched in September...
Last update in database : October 2020

 **BRCGS Food Safety**
The Standard is a voluntary, stakeholder developed standard to allow manufacturers to demonstrate that they are operating to high standards of food safety and quality management. The Standard is based on HACCP principles supported by a documented qu...

How to analyse the shortlisted VSS?

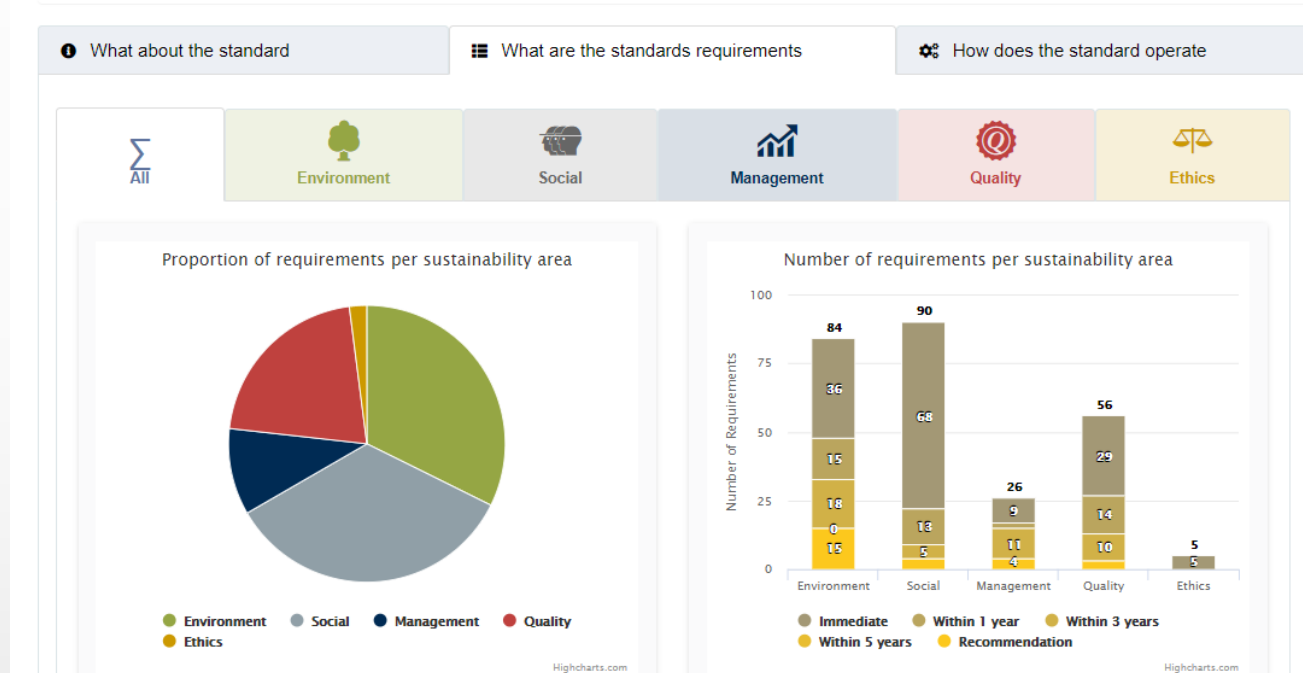
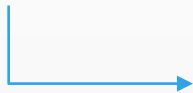


UTZ (expires July 2021)

Last Updated in the T4SD

Database: January, 2016

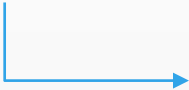
Review summary of each VSS, individually



How to analyse the shortlisted VSS?



Deep dive into the requirements



Environment 17	
Inputs (11)	
Chemicals / Natural organic inputs: general principle	✓ Immediate Major
<u>Restrictions on surfactants, cleaning agents and foam inhibitors</u>	✓ Immediate Major
List of authorized chemicals	✓ Immediate Major
Chemicals and related materials: general principle	✓ Immediate Major
Agrochemicals (fertilizers, pesticides, soil fumigants...)	✓ Immediate Major
Chemicals storage and labelling	✓ Immediate Major
Production / process chemicals (extractive industries, cleaning, food & non-food manufacturing)	✓ Immediate Major
Equipment / training	✓ Immediate Major
Chemical substances storage/disposal/waste/labelling	✓ Immediate Major
GMOs / genetically modified varieties management & monitoring	✓ Immediate Major
Genetically modified crops and products traceability and labelling	✓ Immediate Major

How is the information structured?

1. About the Standard

- Organisation details
- Key features

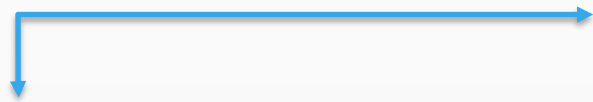
2. What are the standards requirements?

- Environment
- Social
- Management
- Quality
- Ethics

3. How does the Standard operate?

- Audit
- Claims & Labelling
- Standard-setting
- Costs

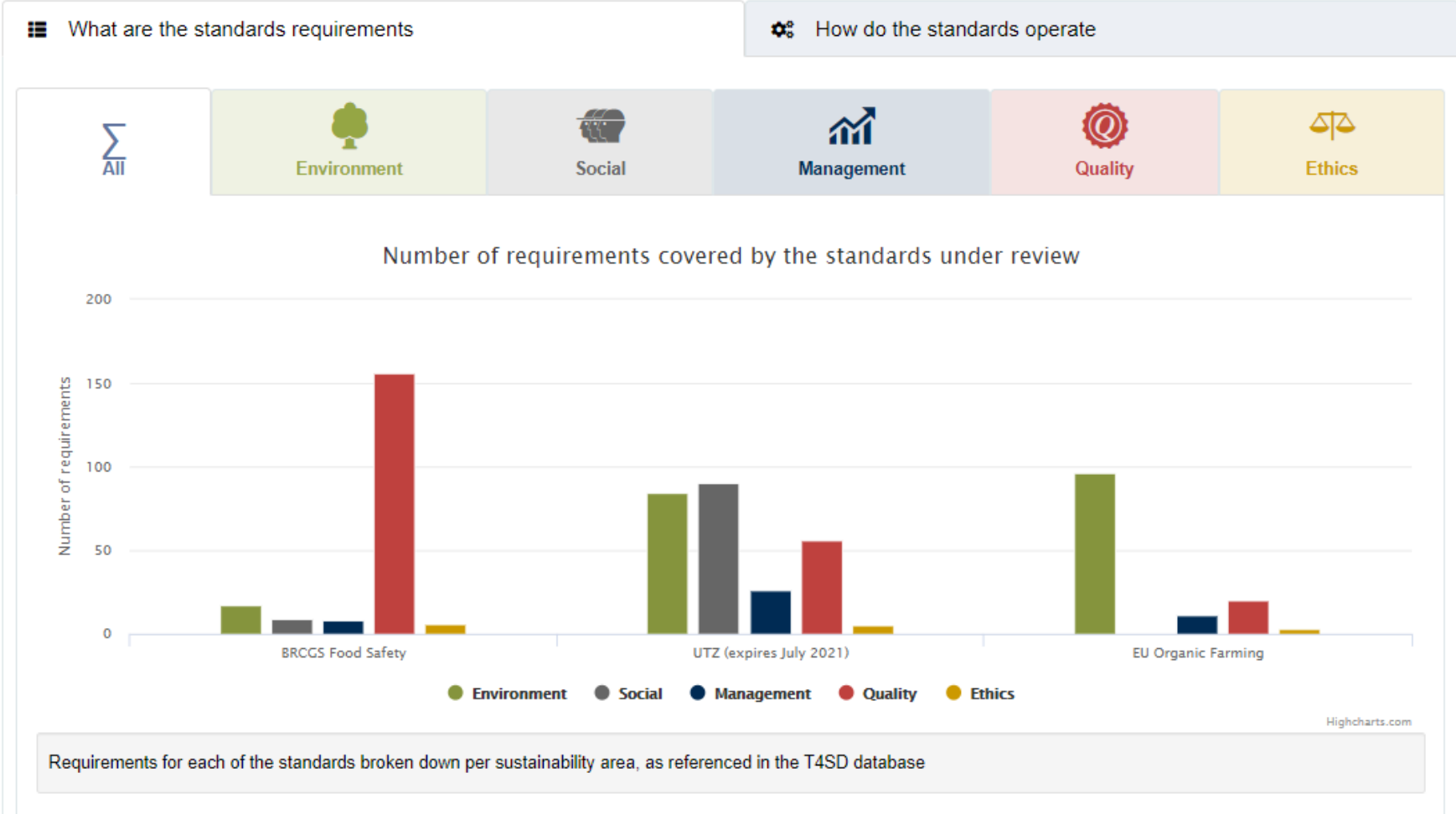
How to compare shortlisted VSS?



Compare side by side feature enables the user in finding the right pick for the VSS as per their unique demands and requirements



Compare & Analyse



Compare & Analyse: A quick snapshot

<input checked="" type="checkbox"/> Audits			
Conformity assessment			
<u>Auditing practices are adapted to the geography / location of certified/verified operator</u>	✗	✓	✗
<u>Auditing practices are adapted to the size of certified/verified operator</u>	✓	✓	
<u>Any certification body approved by the accreditation bodies listed in previous section</u>	✓	✓	✓
<u>Minimum level of conformity assessment allowed</u>	3rd party	3rd party	3rd party
<u>Source</u>	GLOBAL STANDARDS FOOD SAFETY. PART IV MANAGEMENT AND GOVERNANCE. REQUIREMENTS FOR CERTIFICATION BODIES The Global Standard for Food Safety is a process and product certification scheme. In this scheme, businesses are certificated upon completion of a satisfactory audit by an auditor employed by an independent third party – the certification body. The certification body in turn shall have been assessed and judged as competent by a national accreditation body.		https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32018R0848&from=EN
<u>Frequency of surveillance audits</u>	["Annual audits", "Half yearly audits"]	["Annual audits", "Surprise audits", "Other"]	["Annual audits", "Surprise audits"]

Take Self-Assessment

SUSTAINABILITY MAP

Gender

Man Woman Self-identified


This field is required

First Name

Last Name

Email address





A valid Email and/or phone number is required

Phone number  (201) 555-0123

I agree with the [Terms & Conditions](#)

Create account

Have an account?

-  Environment
-  Management
-  Quality
-  Ethics

Save and continue **Preview** **Finalize**

Soil **Inputs** **Biodiversity** **Livestock** **Waste** **Water** **Energy** **Climate - Carbon**

(0 of 12) questions

Hide questions already answered or covered by existing compliance to standards

Are there policies in place aiming to maintain soils?

Requirement from standard document : Organic production is a sustainable management system that is based on the following general principles: (a) respect for nature's systems and cycles and the sustainment and enhancement of the state of the soil, the water and the air, of the health of plants and animals, and of the balance between them;

Yes No

Comments

[More information](#)

Are there measures in place to minimize soil erosion?

Requirement from standard document : Article 6: As regards agricultural activities and aquaculture, organic production shall, in particular, be based on the following specific principles: (a) the maintenance and enhancement of soil life and natural soil fertility, soil stability, soil water retention and soil biodiversity, preventing and combating loss of soil organic matter, soil compaction and soil erosion, and the nourishing of plants primarily through the soil ecosystem; Part I: Plant production rules: 1.9.1. In organic plant production, tillage and cultivation practices shall be used that maintain or increase soil organic matter, enhance soil stability and soil biodiversity, and prevent soil compaction and soil erosion.

Self-Assessment Results

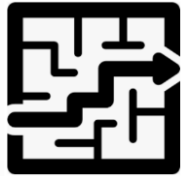
Progress bar showing 5 steps: 1 Standard, 2 Pre-assessment, 3 Assessment, 4 Result, 5 Finalize. Step 4 is active.

Navigation: < Back | Save as a Draft | Finalize

A preview of your score against standard : UTZ (expires July 2021)

Category	Score
OVERALL	89%
ENVIRONMENT	88%
SOCIAL	94%
MANAGEMENT	92%
QUALITY	95%
ETHICS	0%

Conclusions



- Sustainability Map is a useful tool to **sort** the different VSS and figure out which ones apply to one's products



- The user can look for **general information** (i.e. which standards apply to my product), all the way down to the **details** (e.g. what are the requirements for soil)



- COVID-19 disruptions to audits may mean that now could be a good time to **research** specific VSS-related requirements and draw a plan of action

Thank you!

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