



International Trade and Sustainable Development

Assessing markets & buyer
requirements:

Target markets, trends, certifications

| January 2021

Agenda

- Recap – What is Sustainability, and what are Voluntary Sustainability Standards (VSS)?
- How to navigate ITC Sustainability Map?
- What does the ITC Virtual Network module offer? How is it relevant?
- New trends in sustainability and the VSS landscape

What is sustainability?

“Meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

- 1987 United Nations Brundtland Commission

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

Which one would you choose?

- Option A



- Option B



Why are VSS & Certifications relevant?

- **Increasing demand** for certified sustainable & ethical sourcing – as consumer awareness increases
- **Traceability & transparency** on how we produce, consume and trade products
- **Responsible business** practice & good governance
- **Market access & competitiveness**



ITC Sustainability Map – Features

Sustainability Map – www.sustainabilitymap.org

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



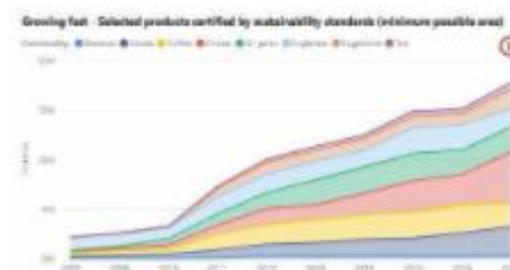
Standards Map

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.

Virtual Network Module

[Standards Map](#) [Virtual Network](#) [Market Trends](#) [Login](#) 



[Sustainability Focus](#) [Our Users](#) [Collaborations](#) [T4SD Hubs](#) [Resources](#)

Empowering sustainability actors

Connecting over 60'000 businesses, support organization and practitioners along sustainable value chains

[EXPLORE THE VIRTUAL NETWORK](#)




TRADE IMPACT FOR GOOD

Virtual Network Module: Buyer's Perspective


Search for entities per product, country or datasource or even make a search by name



Filter by type: 

Trading & Retailing Processing and Manufacturing Primary Production

Support organization Expert

Search by: 

Product Country DataSource

Name

55352 public profiles found

How to use the search menu?



Sustainability Focus ▾

Filter by type: ?

- Trading & Retailing
- Processing and Manufacturing
- Primary Production
- Support organization
- Expert

Search by: ?

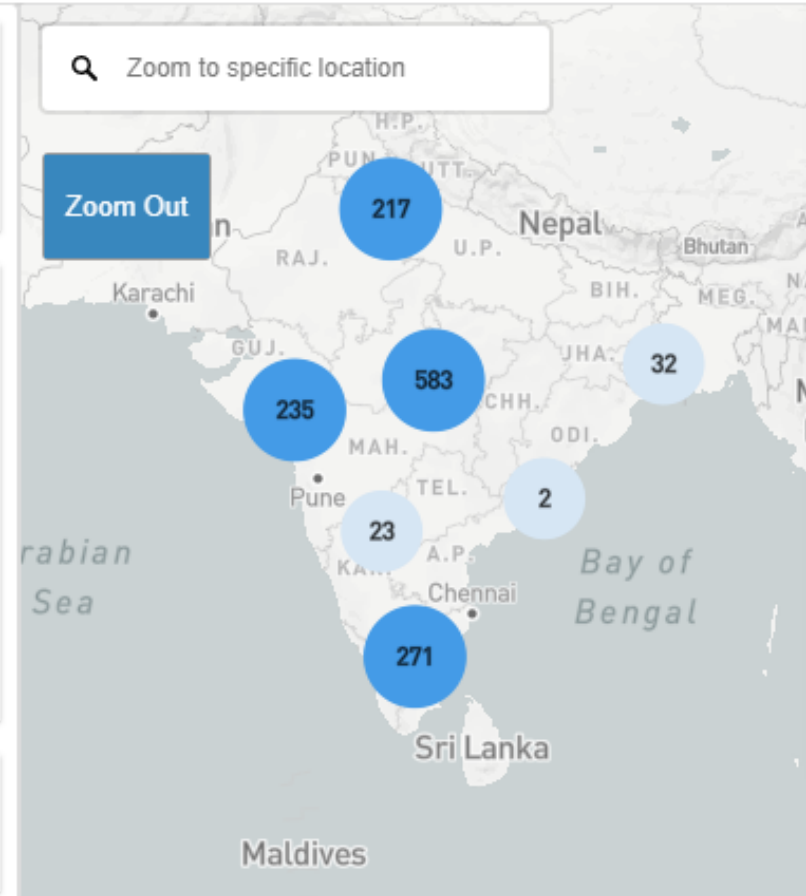
Product Country DataSource

Textiles / Garment ▾ India ▾

Name

Reset Filters Search

1366 public profiles found



What is the nature of information available?

Zodiac Clothing Company Limited

Company Type : Processing & Manufacturing

Address

107/108, 5th , Block 4th, "C" Cross, Koramangala Ind. Layout,Karnataka,560095,Bangalore

CountryCity

India Bangalore

Contact information

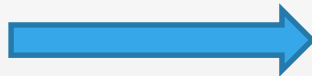
Data Source :

Global Organic Textile Standard - GOTS

Company
information &
data source



Certification
details



GEOLOCATION

PRODUCTION

CERTIFICATION



Global Organic Textile Standard - GOTS

Certificate validity :

to : September 10, 2020

Issued By : Control Union Certifications

Virtual Network module: Company perspective



Virtual Network module: Company perspective



Sam: SME owner

SUSTAINABILITY MAP

Gender

Man Woman Self-identified


This field is required

First Name

Last Name

Email address

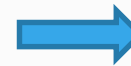
A valid Email and/or phone number is required

Phone number  (201) 555-0123

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

Create account

Step 1



SUSTAINABILITY MAP

SIGN IN TO CONTINUE.

Email or Mobile Phone Number

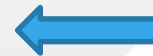
Password

[Forgot your password?](#)

Login

Register For Free

Step 2



How to showcase your company on the Virtual Network

Step 3



The screenshot shows a dashboard interface. On the left is a navigation menu with three items: 'My Dashboard' (with a person icon), 'Preferences' (with a checkmark icon), and 'Get Featured' (with a star icon). The 'Get Featured' item is highlighted with a blue rectangular border. To the right of the menu is the main content area. At the top right of this area is the heading 'Welcome to your Dashboard' followed by the text 'We have taken the liberty to return the most relevant information we have in the platform on the Virtual Network'. Below this is a section titled 'Sustainability Standards'. Underneath the title, it says 'Standards which match the product(s) and country of interest, selected under your preferences'. There are four cards displayed in a grid. The first row contains three cards: '4C - The Common Code for the Coffee Community' with a red and green logo, 'ABNT Ecolabel' with a circular logo featuring a bird and the text 'QUALIDADE-ABNT-AMBIENTE', and 'ABVTEX PROGRAM' with the 'abvtex' logo and 'associação brasileira do varejo têxtil' text. The second row contains one card: 'Accredited Fish Farm Scheme' with a blue and orange logo and the text 'Enhance the Quality of Locally Cultured Fish'.

How to showcase your company on the Virtual Network: end result



Sagu chocolate



Company Type : Processing & Manufacturing

Address

Carrera 20c bis #76-38

Country City

ColombiaBogota

The Suagu group is a bean-to-bar, family-run business specialized in fine cocoa. Based in Bogota, the chocolatemaker sources its cocoa from various departments from Colombia, like Tolima, Meta, Bolivar, Caqueta, Huila and many others, from this locations they make fine quality chocolate. A high amount of producers harvesting the cocoa are part of the Red Cacaotera and boast the LBCS stamp: a QR code linking to ITC's Sustainability Map for increased traceability, along with a short blurb about LBCS. The co-founders are María Camila Suárez and Juan Diego Suárez, along with their father Justiniano Suárez,

Contact information

Contact Name :

Juan Diego Suarez



See the email



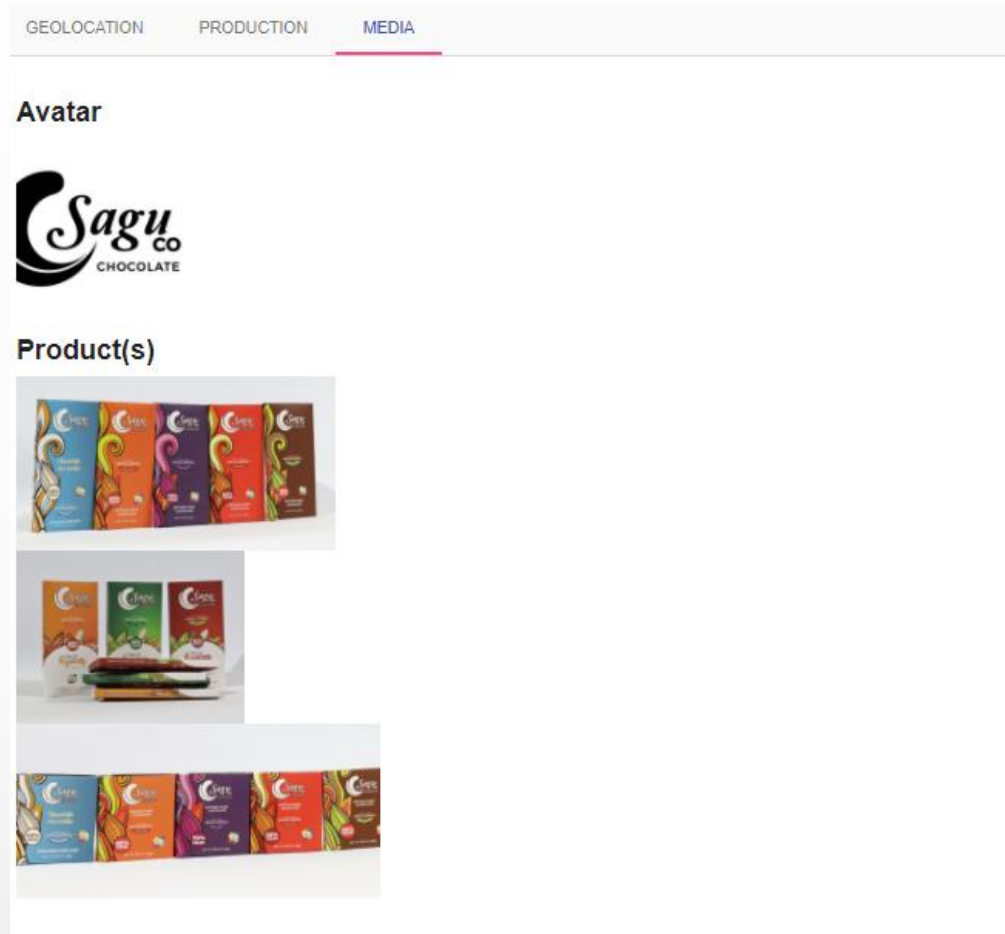
See the phone number



<http://www.suagu.com/>

Company size : 20-99 employees

How to showcase your company on the Virtual Network: end result



Why showcase your company on the Virtual Network?

- Get access to new **business opportunities**
- Share your **contact info**
- Engage in **sustainable production and trade**
- Take **self-assessment**

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Market Trends

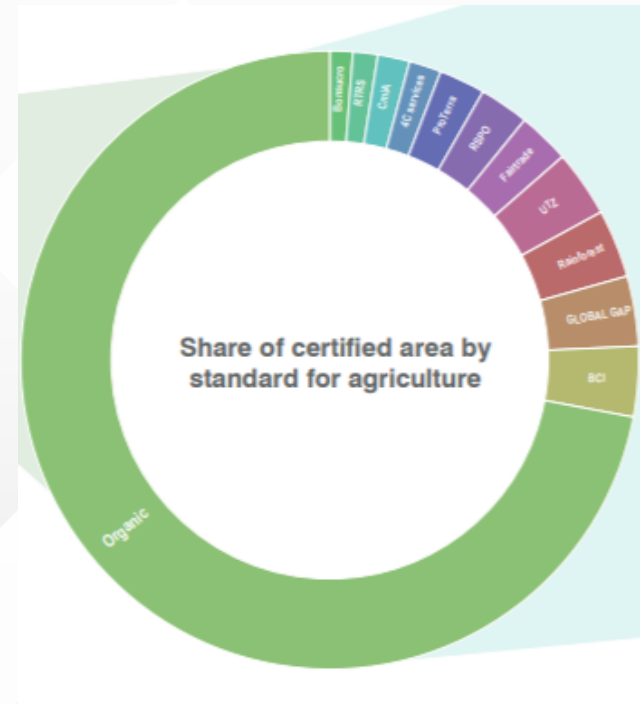
Harmonized and verified information on the evolution of the global market share of certified/verified products presented using interactive charts and graphs.

Market Trends Module



Certified area continues to grow and standard compliance gains ground:

- ❖ The big four: cotton, cocoa, oil palm and coffee
- ❖ Certified area of all agricultural commodities covered in the report grew by at least half (+52%).
- ❖ Almost 75% of agricultural certification is organic





What's next in VSS?

Trends: Sustainability and VSS Landscape

- **Industry platforms:**
 - Co-design industry sustainability frameworks and establish a level playing field
 - Share data on common suppliers and reduce audit fatigue
- **Beyond social & environmental concerns:**
 - Climate change concerns & controlling carbon emissions
 - Well being of labour
 - Ethics – anti-bribery, money laundering, etc.
 - Landscape approach

**SOCIAL & LABOR
CONVERGENCE** 



Implications for MSMEs



- VSS compliance & certifications can be way forward in increasing **competitiveness** of businesses
- Tools like ITC Sustainability Map's **Virtual Network Module** offer the user a platform to:
 - network with potential buyers and/or suppliers
 - showcase certifications
 - Take self-assessments against VSS



- While social & environmental sustainability in businesses has become a norm, the **scope of VSS has broadened; they no longer cover only one aspect of sustainability**



- As the consumption patterns change, the production will have to change too, in order for the business to grow holistically – **responsibly & sustainably**

Thank you!

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ITC website: www.intracen.org

Sustainability Map: www.sustainabilitymap.org

Contact us: sustainability@intracen.org