



International Trade and Sustainable Development

"Innovative ways to embrace
sustainability"

February 2021

What does sustainability mean to you?



The Good Trade Summit

7 & 8 October 2020 | Online

Emerging Stronger from the COVID-19 Crisis

Agenda

Innovative ways to embrace sustainability:

1. Recap – create a profile on the Network and connect with partners
2. Embrace new technologies:
 - TRENDS: leveraging digital platforms and blockchain
 - CASE STUDY: innovative ways of running operations
3. Further resources:
 - GTS tech panel

ITC Sustainability Map – Virtual Network

Sustainability Map – www.sustainabilitymap.org

Standards Map

Virtual Network

Market Trends

My



Sustainability Focus ▾

Our Users ▾

Collaborations ▾

T4SD Hubs ▾

Resources ▾



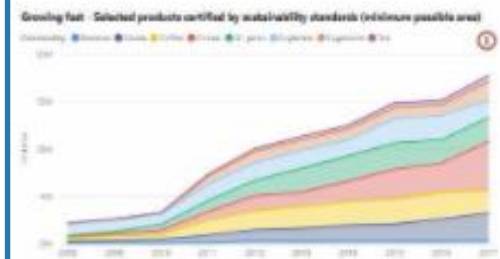
Standards Map

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.



TRADE IMPACT FOR GOOD

Virtual Network module: Create a profile

SUSTAINABILITY MAP

SIGN IN TO CONTINUE.

Email or Mobile Phone Number

Password

[Forgot your password?](#)

Login

Register For Free

Step 1



Step 2



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 3



Dear test,
Thank you for registering on Sustainability Map platform.

Complete your registration

How to showcase your company on the Virtual Network

Step 4



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 gear 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 is a sub-heading: '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 the text 'associação brasileira do varejo têxtil'. 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'.

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**

What are other innovative ways to embrace sustainability?



Leveraging digital platforms: Example 1

ITC T4SD/ WEF/ Lenzing pilot

- Mapping businesses on Sustainability Map network
- Visualizing relations

The screenshot displays the ITC T4SD/ WEF/ Lenzing pilot web application interface. The top navigation bar includes 'Standards Map', 'Virtual Network', 'Market Trends', and 'WEF Demo Lenzing Supply Chain'. The main content area features a map of the region around King Tai, China, with a search overlay. The search overlay includes a 'Company Name' search bar, a 'Country' dropdown menu, and a 'Generic search' field. A 'Create Company' button is visible at the bottom left of the search overlay. The map shows a connection between King Tai and Chun AU Knitting Factory Ltd. A 'Connection details' panel on the right provides information about the connection, including the number of transactions (4) within a 4-month period, the data source (T4 Transaction Summary XLS (PoC data)), and the last updated date (November 14, 2019 12:22 PM). The panel also lists recent transactions with their IDs, timestamps, and descriptions.



Leveraging digital platforms: Example 2

ITC T4SD and SAI Platform's collaboration on the Farm Sustainability Assessment (FSA)

- All-inclusive system for promoting sustainable crop production
- Self-assessment questionnaire with 112 questions about farming practices in 17 topic areas
- Enables effective and efficient supply chain collaboration right down to the level of the farmer.



Case Study: Peruvian SME



Reinventing Production – Pebani Case Study

- PEBANI INVERSIONES S.A is a Peruvian company with 21 years of experience
- Production and export of medicinal plants, superfoods, oils & resins, and natural ingredients native to the Peruvian Andes and Jungle
- For the following industries:
 - Food
 - Food supplements
 - Cosmetic
 - Tanning



Background

- **Vision:**
environmental and social sustainability
- Clients: USA and Europe
- Problem: energy and water consumption



Method

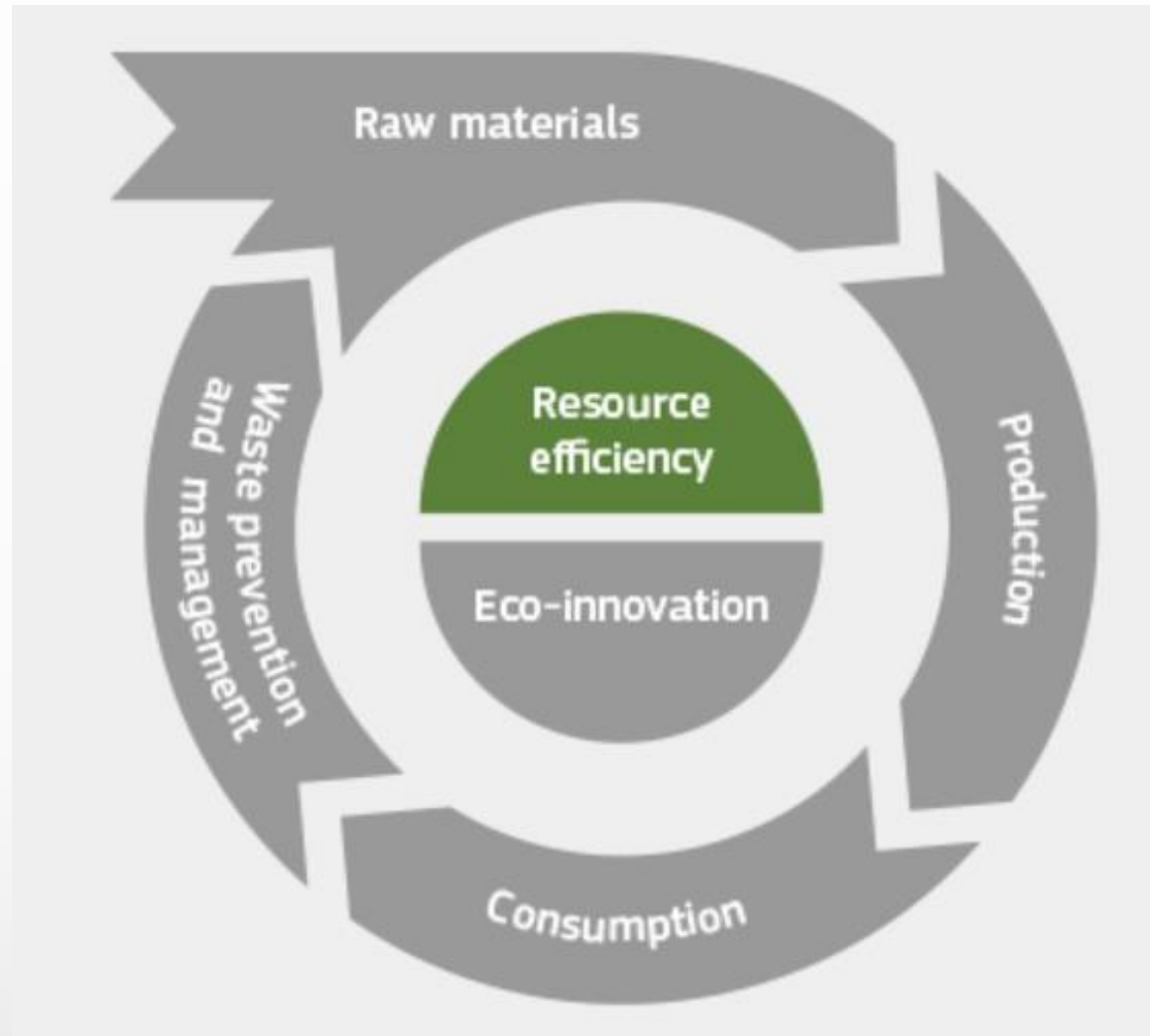
RECP =

Resource

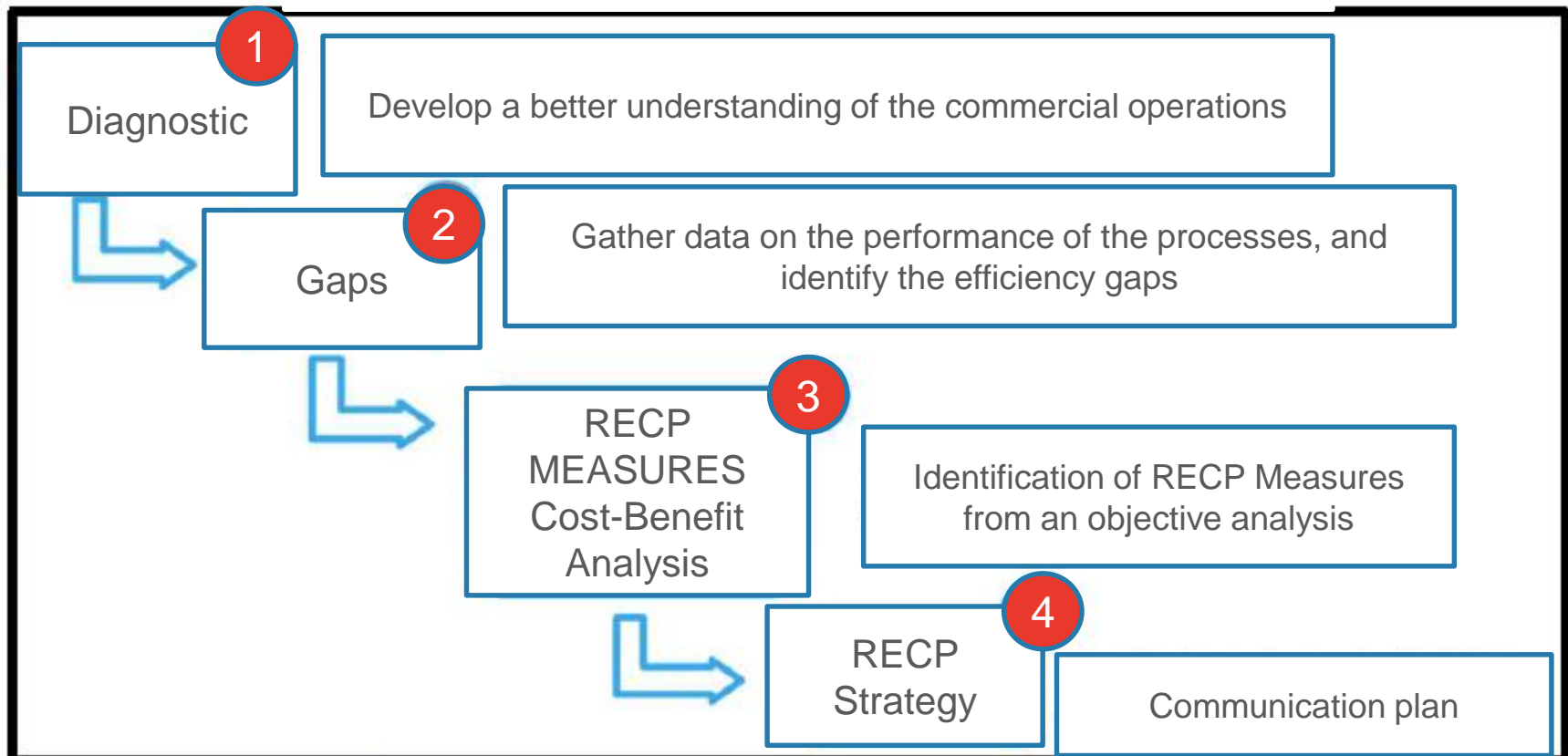
Efficient

Circular

Production



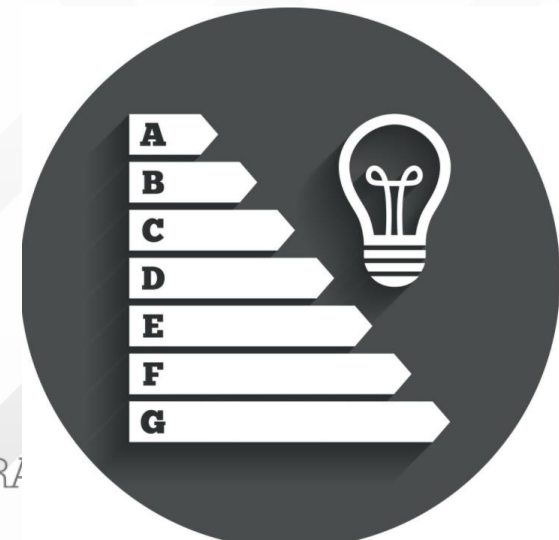
Methodology



Fuente: International Trade Center (2020)

Example 3 - Measures

- Water use reduction
- Energy use reduction



Results

- 5% of savings in their monthly expenditures for water and energy consumption
- Increased sustainability



Implications for MSMEs




- 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



- Other options include:
 - Leveraging the power of technology and blockchain
 - Engaging in pre-competitive collaboration
 - Finding new ways of doing business

Further Resources

[“Good Trade Summit”
Day 2 Panel 2: Digital
transformation for
Shockproof and
Inclusive Value Chains](#)

 <https://www.youtube.com/watch?v=uwj6TpTfw64>



Thank you!

Mathieu Lamolle, Senior Advisor, Sustainability Standards and Value Chains:

Lamolle@intracen.org

Florence Mooser, Advisor, Sustainability Standards and Value Chains: fmooser@intracen.org

Akshata Limaye, Consultant, Sustainability Standards and Value Chains: alimaye@intracen.org

ITC website: www.intracen.org

Sustainability Map: www.sustainabilitymap.org

Contact us: sustainability@intracen.org