Comparisons and Impacts of Sustainability Certification

by Joe Wozniak, 5 February 2015
"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"
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;

• **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 150+ sustainability standards
Welcome to Standards Map

Standards Map provides information on over 130 standards, codes of conduct, audit protocols addressing sustainability hotspots in global supply chains.
Strategic collaborations & partnerships (as of July 2014):

- Consumer Goods Forum (GSCP – GFSI)
- Sustainable Agriculture Initiative (SAI) Platform
- AIM-Progress
- SEDEX
- Sustainable Trade Initiative – IDH
4 modules in Standards Map

- **Identify**: Identify voluntary sustainability standards which apply to your business.
- **Quick-scan**: Quickly review selected standards at a glance.
- **Compare**: Compare voluntary sustainability standards' hotspots.
- **Self-Assess**: Assess your business’ sustainability profile and roadmap to sustainable trade.

**Self-Assess Details**:
- 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
Comparing sustainability standards

For example: soy certification in South America

2012 - 2013 World Soybean Production

FAO statistics

Global soybean imports

1/ Excludes intra-EU trade. 2/ Includes Mexico. Source: USDA Agricultural Projections to 2021 (OCE-121), February 2012.
Comparing sustainability standards

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Edit scenario details</th>
<th>Standards</th>
<th>Re-order and set reference point</th>
<th>Modify selection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product / Services: Soy</td>
<td></td>
<td>Round Table on Responsible Soy Association</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Producing country: Any</td>
<td></td>
<td>ProTerra Foundation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Destination market: Any</td>
<td></td>
<td>USDA National Organic Program</td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>ISCC PLUS</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Processes</th>
<th>Requirements</th>
<th>Environment</th>
<th>Social</th>
<th>Management</th>
<th>Quality</th>
<th>Ethics</th>
</tr>
</thead>
</table>

**Hotspots per standard**

- Ethics
- Environmental
- Social
- Management
- Quality
- Hotspots per sustainability area

<table>
<thead>
<tr>
<th>Hotspots per sustainability area</th>
<th>Management</th>
<th>Quality</th>
<th>Social</th>
<th>Environmental</th>
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<tr>
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<td>50</td>
<td>25</td>
<td>75</td>
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**Degree of obligation**

- Recommendation
- Within 5 years
- Within 3 years
- Within 1 year
- For immediate action

- Proportion of requirements referenced in the Standards Map database which either need “immediate action”, or which are objectives to be met within 1, 3 or 5 years; and recommendations.

Number of requirements per hotspot area for each of the standard, as referenced in the Standards Map database.

Number of requirements for each of the standards broken down per hotspot area, as referenced in the Standards Map database.

Proportion of requirements referenced in the Standards Map database which either need “immediate action”, or which are objectives to be met within 1, 3 or 5 years; and recommendations.
## Comparing sustainability standards

### Environmental

#### Soil

<table>
<thead>
<tr>
<th>Category</th>
<th>Round Table on Responsible Soy Association</th>
<th>ProTerra Foundation</th>
<th>USDA National Organic Program</th>
<th>ISCC PLUS</th>
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</thead>
<tbody>
<tr>
<td>SOIL: general principle</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
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<tr>
<td>Soil conservation / erosion</td>
<td>☑️</td>
<td>☑️</td>
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<td>Soil quality</td>
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<tr>
<td>Degree of Obligation</td>
<td>For immediate action</td>
<td>Within 1 year</td>
<td>For immediate action</td>
<td>Immediate</td>
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<tr>
<td>Threshold</td>
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- **For immediate action 5.3.1**
  - Knowledge of techniques to maintain soil quality (physical, chemical and biological) is demonstrated and these techniques are implemented.
  - **More information**

- **Within 1 year**
  - Certified organizations shall define a soil and crop management regime that monitors soil quality, builds soil, enhances fertility and manages pests and diseases.
  - **More information**

- **For immediate action** (b) The producer must manage crop nutrients and soil fertility through rotations, cover crops, and the application of plant and animal materials.
  - **More information**

- **Immediate, 2.4.4**
  - Techniques have been used that improve or maintain soil structure and avoid soil compaction. Applied techniques are suitable for the respective processed ground. The soil structure shall be maintained and soil compaction shall be prevented, e.g. by an appropriate...
Impacts of sustainability standards

Global call for action: ITC’s Trade for Sustainable Development Principles

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

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