

# MAKING SUSTAINABLE SUPPLY CHAINS A REALITY

## Trade for Sustainable Development



International  
Trade  
Centre





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The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations.

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# Foreword from ITC Executive Director



“Our sustainability standards programme provides all who are part of international supply chains with a way to navigate the constantly moving standards landscape, at a time when supply chains are increasingly complex.”

Sustainable development matters to everyone. It is at the core of International Trade Centre’s mission. That is why six years ago we began the Trade for Sustainable Development Programme (T4SD), to promote sustainable supply chains as a means to help small and medium enterprises (SMEs) in developing countries add value to their products and services.

Since then, the sustainability “landscape” has become a more challenging one. There is a proliferation of standards, codes of conduct and other sustainability initiatives which may create additional challenges, and sometimes burdens on consumers, multinationals, NGOs, governments, and particularly SMEs in the developing world.

To be sure, these sustainability initiatives can provide new trade opportunities, improve product quality, mitigate environmental degradation, improve compliance with social and labour standards, and boost the overall competitiveness of SME exporters. But these benefits will only be fully realized if there is investment of financial and technical resources to identify, understand and meet these standards. This is often more difficult for small producers in the developing world.

This investment is not just an option; it is a major component of business. To meet the growing demand for goods and services that are framed by these sustainability parameters, there is a need to take action to ensure they are a critical part of the business plan of any SME.

National and international governments are moving ahead with sustainable public procurement commitments as are many multinational corporations. These commitments, however, could entail the risk of being lost in the web of overlapping sustainability standards, codes, and sourcing policies.

Certification costs are increasing and there is a danger that market inefficiencies could occur. On the other hand, the private or voluntary nature of these initiatives can also be a strength, fostering innovation and a more agile response to sustainability imperatives such as climate change and workers’ rights.

The “Trade for Sustainable Development Principles” are a set of core values that are intended to support more equitable and impactful trade. The principles were launched at the first ITC Trade for Sustainable Development Forum in October 2014.

The first principle is [Sustainability](#). We expect organizations to support and promote sustainable trade practices with regards to social, environmental, economic, management, quality and ethics issues. These are all components of the production, processing and trading of goods and services.

The second principle is [Transparency](#). Organizations shall also contribute to clarity through demonstrating openness to sharing good practices, trust and inclusiveness at all levels.

[Harmonization](#) is the third principle. We all need to build on existing resources and methodologies in a collaborative way to avoid re-inventing the wheel, duplicating audits or creating overlapping codes, definitions, and initiatives that serve the same purpose.

The final principle is about aligning work and activities to the United Nations Post-2015 Development Agenda – the [“Sustainable Development Goals”](#).

ITC’s programme contributes to making sure these conditions are in place through increased transparency, institutional capacity building for compliance and ultimately by fostering convergence.

Our expectation is that our partners will support these T4SD principles and conduct their activities in line with them. I hope you will find the following information useful in understanding the full breadth of the T4SD programme and how these principles can be an integral part of the sustainable development discourse.

We look forward to working with you.

Arancha González  
Executive Director, International Trade Centre

# THE ITC TRADE FOR SUSTAINABLE DEVELOPMENT PROGRAMME IS CENTRED AROUND A SET OF FOUR CORE PRINCIPLES

## SUSTAINABILITY

Support and promote sustainable trade practices, with regards to social, environmental, economic and management, quality and ethics issues at stake in the production, processing and trading of goods and services.



## TRANSPARENCY

Contribute to efficiency in global supply chains by clear demonstration of openness to sharing good practices, to foster transparency, trust and inclusiveness at all levels of global supply chains.



## HARMONIZATION

Build on existing resources and methodologies with a collaborative approach avoiding duplication that may provoke proliferation of standards, multiplication of audits or assessment methodologies.



## SUSTAINABLE DEVELOPMENT GOALS

Act in alignment to the United Nations Post-2015 Development Agenda, which builds upon the Millennium Development Goals, with a view to developing a set of global sustainable development goals.

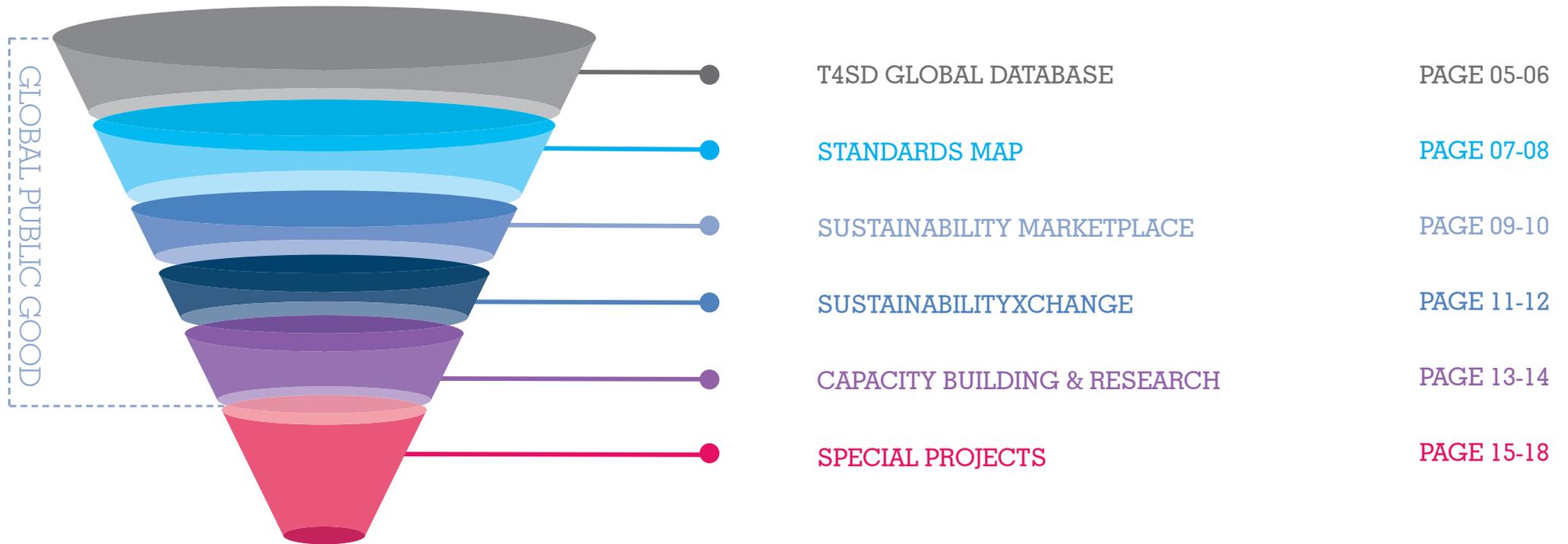


The Trade for Sustainable Development Principles ensure full alignment with the United Nations Post-2015 Development Agenda. By adhering to the Principles, companies and institutions working with our programme are expected to embrace and enact a set of core values to support sustainable trade.

We invite you to become a signatory today by completing the Letter of Endorsement of the T4SD Principles (<http://ow.ly/IAB2O>).

# PROGRAMME COMPONENTS

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MAKING SUSTAINABLE SUPPLY CHAINS A REALITY

# OVERVIEW

The Trade for Sustainable Development programme is a globally recognized, credible and trusted initiative which serves as the central repository and dissemination platform on sustainability standards

## T4SD GLOBAL DATABASE

Establishing a common language to reference standard initiatives

Voluntary standards, codes of conduct, sustainability initiatives and best practices addressing issues related to environmental protection, work and labour rights, quality and food safety, or ethics have grown exponentially over the past decade.

Actors along international supply chains – consumers, producers, buyers and policy makers – face challenges understanding and keeping track with standards and sustainability requirements.

The core component of the T4SD programme is a credible, central, and neutral repository for standards information which provides transparency and enables comparability between standards initiatives' processes and requirements. All information is updated and reviewed yearly by each respective standard-setting organization, or by individual experts who have been designated by the organization to fulfill the role of data reviewer.

The information is collected using a "common language" which enables the referencing of diverse sustainability initiatives.

## STANDARDS MAP

Shedding light on standards initiatives through transparency

Information collected, reviewed and quality controlled on standards initiatives is freely accessible in an online, interactive and user-friendly platform called Standards Map. Standards Map is part of ITC's suite of Market Analysis Tools which counts over 450'000 registered users.

Practitioners from public and private institutions, small and medium-sized enterprises (SMEs) and multinationals can use the Standards Map to identify, review and compare information on over 170 standards initiatives, applicable to over 80 sectors and 180 countries.

Standards Map enables the review of standard initiatives' process and sustainability requirements in tables, charts and graphical format.

The analysis can be made across 1000 criteria which are broken up in two main categories, processes and requirements. The "Standard Processes" cover information pertaining to standards audits, claims and labelling, support and governance, while "Standard Requirements" provide the specific standards' requirements pertaining to sustainability.

## SUSTAINABILITY MARKETPLACE

Connecting actors along sustainable supply chains

Standards Map enables farmers, producers and manufacturers to self-assess themselves against the requirements set by standards applicable to their context.

The assessment takes the form of an online questionnaire. At the end of the assessment, a diagnostic report provides a detailed analysis of areas needing improvement.

This report can be shared directly online with partners, certification bodies or other interested parties.

A new module, the Sustainability Marketplace, will be added to Standards Map during the third quarter of 2015.

The Sustainability Marketplace will enable farmers, processors and manufacturers to share their diagnostic reports with buyers looking to source sustainable products and services. A component of the Sustainability Marketplace will also be made accessible to standard organizations, enabling them to analyse and generate analytical reports of users who made their report public.

## SUSTAINABILITYXCHANGE

Promoting information sharing through supply chains communities

As a complementary tool to the suite of global public goods offered by T4SD, SustainabilityXchange is a community-owned online platform that aims to improve performance and help increase participation of agricultural producers from developing countries and emerging markets in certified sustainable trade.

SustainabilityXchange supports agribusinesses and producers, often unaware of the many sustainability certification schemes and sustainability initiatives, to improve their organizational capacity and ability to manage and control quality: it aims to centralize and make available existing knowledge and available expertise on sustainable agricultural production and trade, both generic and standard-specific.

## CAPACITY BUILDING & RESEARCH

Empowering stakeholders to engage in sustainable production and trade

Producers and exporters lack the necessary information tools to understand and analyse the differences and overlaps among standards initiatives, and they also need help to better understand their current capacity against a range of potential standards applicable to their products.

The T4SD programme includes several capacity building and research activities which ensure that the programme remains in sync with the expectations of its main target users.

## SPECIAL PROJECTS

Leveraging the T4SD product offering to fit the needs of specific actors

T4SD has developed nine customized platforms that leverage the repository of standards information and the Standards Map IT platform. These nine platforms help our partners create synergies, avoid duplication and save time and resources. Some examples of these platforms are provided in a dedicated section of this brochure.

# T4SD GLOBAL DATABASE

## Establishing a common language to reference voluntary standards

A KEY FEATURE OF T4SD IS THAT IT PROVIDES A "COMMON LANGUAGE" FOR STANDARDS



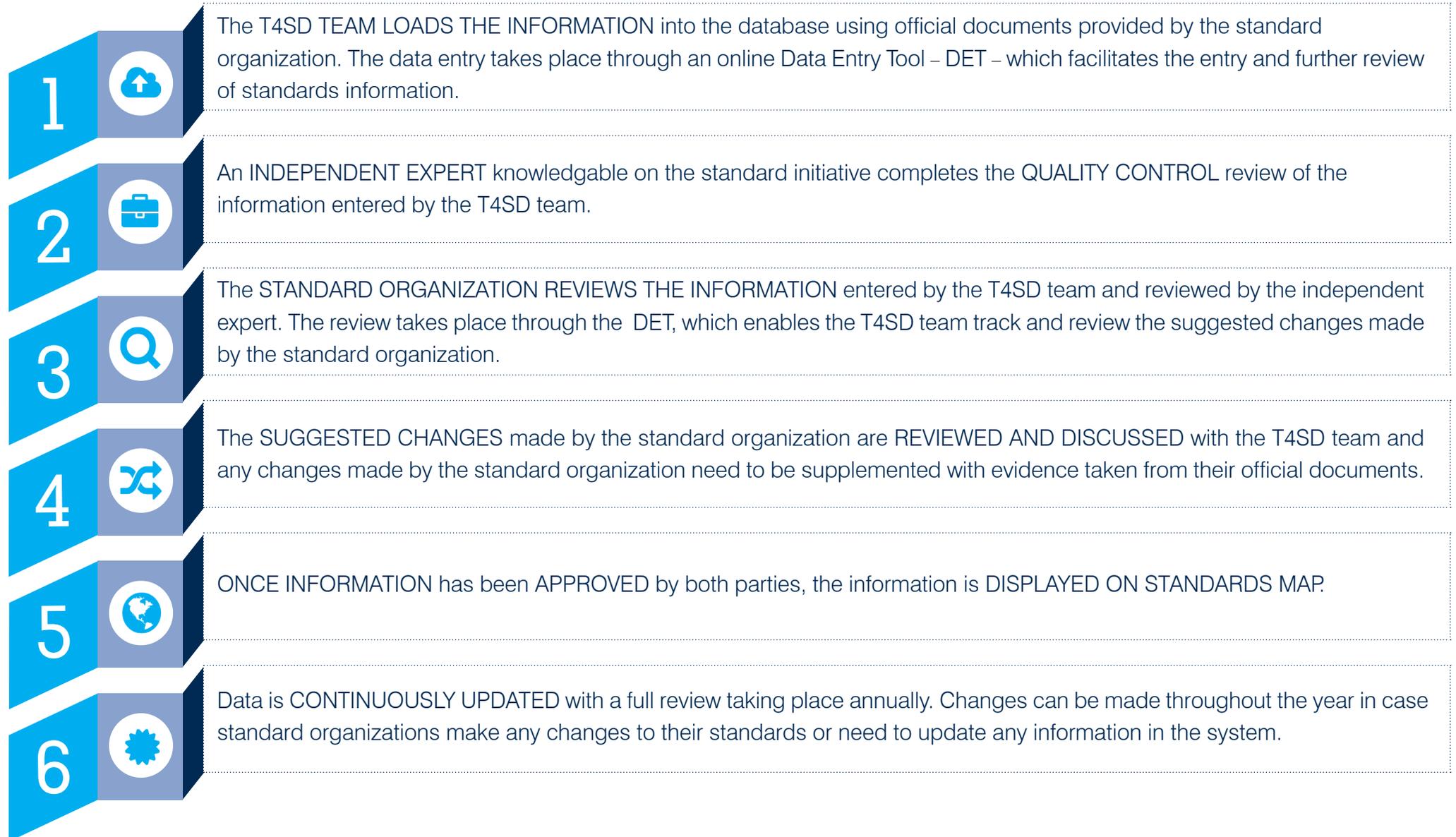
The T4SD programme has developed a common set of criteria which enables the referencing of standards initiatives which are very different in nature. This common set of references enables the collection and review of standards information around two dimensions. "Standard Processes" explore standards audit and certification procedures, labelling policies, standard-setting organization governance and stakeholder engagement. "Standard Requirements" focus on the actual sustainability requirements embedded in standard documents or company codes of conduct. These requirements are categorised in five main sustainability dimensions,

namely environmental quality, social equity, sustainable management, product/service quality and ethics.

The 1000+ data entry points are the roots of the "common language" used to collect, review and quality control standards information. This common language has been developed in collaboration with over 100 organizations, and has been revised annually to accommodate a growing number of sectors, and specific sustainability requirements. By providing this set of reference points, the database facilitates mutual recognition of voluntary standard language.

All existing and new partners of ITC who reference information in the T4SD global database follow T4SD data entry protocols. Data in the database is annually updated. While the T4SD team maintains an active collaboration with all participating standard organizations, it is also the responsibility of each standard organization to inform the team when changes are made to the standards, so that appropriate corrections can be made in the database.

INFORMATION COLLECTED ON VOLUNTARY STANDARDS, CODES OF CONDUCT AND AUDIT PROTOCOLS FOLLOWS STRICT DATA ENTRY PROTOCOLS AND QUALITY CONTROL PROCEDURES.



# STANDARDS MAP ([www.standardsmap.org](http://www.standardsmap.org))

## Shedding light on standards initiatives by making them more transparent

Standards Map offers comprehensive, verified and transparent information on standards, covering issues such as environmental protection; work and labour rights; quality and food safety; and ethics. It comprises four distinct modules to help users identify relevant standards for their situation with practical hands-on comparisons, analyses and self-assessment of their performance against standards' requirements.

Standards Map strengthens the capacity of producers, exporters, traders, policy makers, buyers and retailers to participate in more sustainable production and global trade.

- An online interactive and user-friendly platform to identify, compare and assess standards and best practices
- Comprehensive, impartial and verified information
- A self-assessment module to evaluate compliance against any set of standards
- Free access - as part of ITC's Global Public Goods policy

### Learn more about standards

Explore over 170 standards in a user-friendly and interactive web environment. Review detailed information about standards: key features and requirements pertaining to the environment; work and labour rights; economic development; quality management; and business ethics.

### Assess performance against any standard

Self-assess your organization's performance against the requirements set by any standard applicable to your context. The assessment takes form of an online questionnaire. At the end of the assessment, a diagnostic report charts your 'Roadmap to Sustainable Trade'. The report provides a detailed analysis of areas for improvement and can be shared directly online with your trading partners, certification bodies or other interested parties.

### Standards Map helps its users:

- Engage in sustainable production and trade;
- Review and analyse various standards' requirements and processes;
- Learn about the potential costs and benefits linked to certification;
- Access step-by-step guidance on how to comply with standards' requirements;
- Evaluate additional efforts necessary to be in compliance;
- Generate self-assessment diagnostic reports and monitor progress over time.

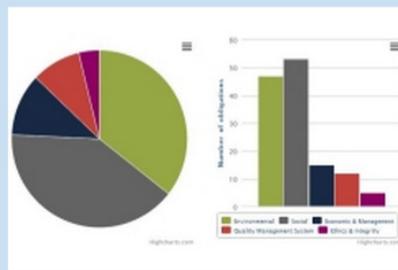
#### IDENTIFY >

Identify voluntary sustainability standards which apply to your specific needs.



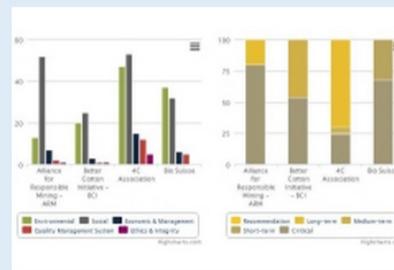
#### QUICK-SCAN >

Quickly review selected standards at a glance.



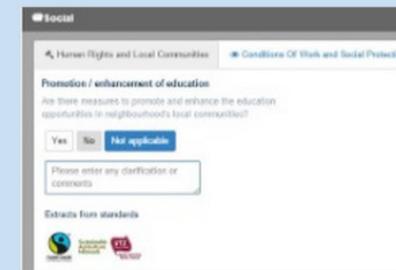
#### COMPARE >

Compare different standards more in-depth, based on all the criteria available.



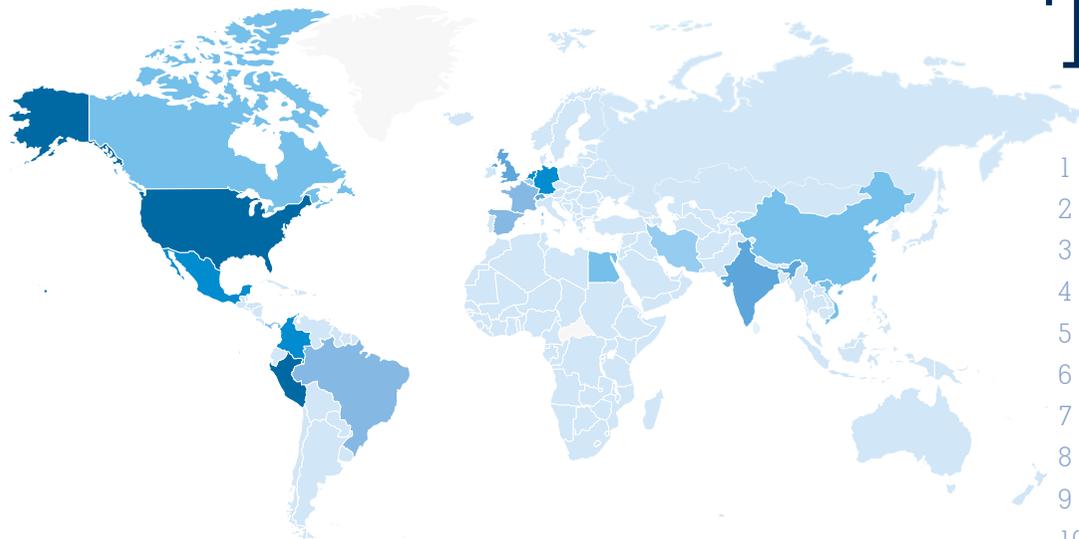
#### ASSESS >

Once you have selected the criteria, you are ready to launch the assessment.





Standards Map users are located in **192** countries



## TOP 20 Countries

with the highest individual users

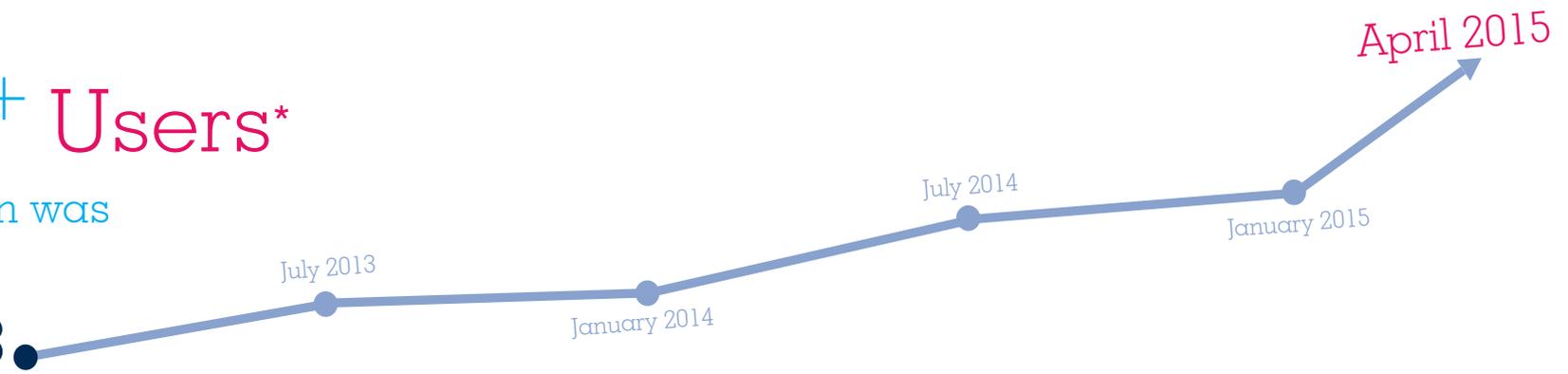
1	Peru	10.08 %	11	Brazil	2.70 %
2	United States	7.57 %	12	France	2.13 %
3	Mexico	5.15 %	13	Spain	1.75 %
4	Colombia	5.11 %	14	Ecuador	1.71 %
5	Germany	4.88%	15	Egypt	1.70 %
6	Netherlands	4.52 %	16	Vietnam	1.48%
7	Switzerland	4.10 %	17	Canada	1.46 %
8	Turkey	3.91 %	18	China	1.44%
9	United Kingdom	3.62 %	19	Belgium	1.22 %
10	India	2.93 %	20	Iran	1.19 %

Source: Standards Map Google Analytics, accessed April 2015

# 100'000+ Users\*

since the new version was launched in

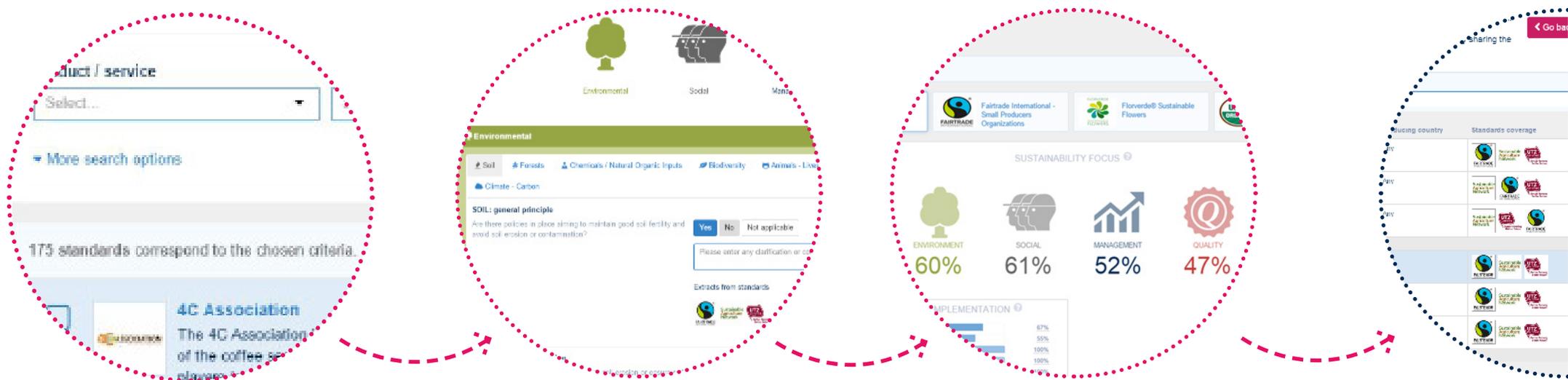
February 2013.



\* Visitors to Standards Map who accessed the website at least one time. Users accessing the website multiple times would still be counted as one visit.

# SUSTAINABILITY MARKETPLACE

## Connecting actors along sustainable supply chains



Identify, review and compare standards

First, companies, producers and organizations may identify and review and compare sustainability standards applicable to their own business or interest. Users can then compare side-by-side the detailed requirements and processes of these initiatives in graph, table and text format. Users may then self-assess themselves against the standards using Standards Map's Self-Assessment module.



Assess sustainability commitment

The assessment takes the form of an online questionnaire and may be taken against multiple standards at the same time. This assessment by no means replaces an actual audit, but rather aims to inform businesses about their current level of commitment against requirements set forth by standards initiatives, identify possible gaps, and develop a progressive plan of action to remediate those gaps.

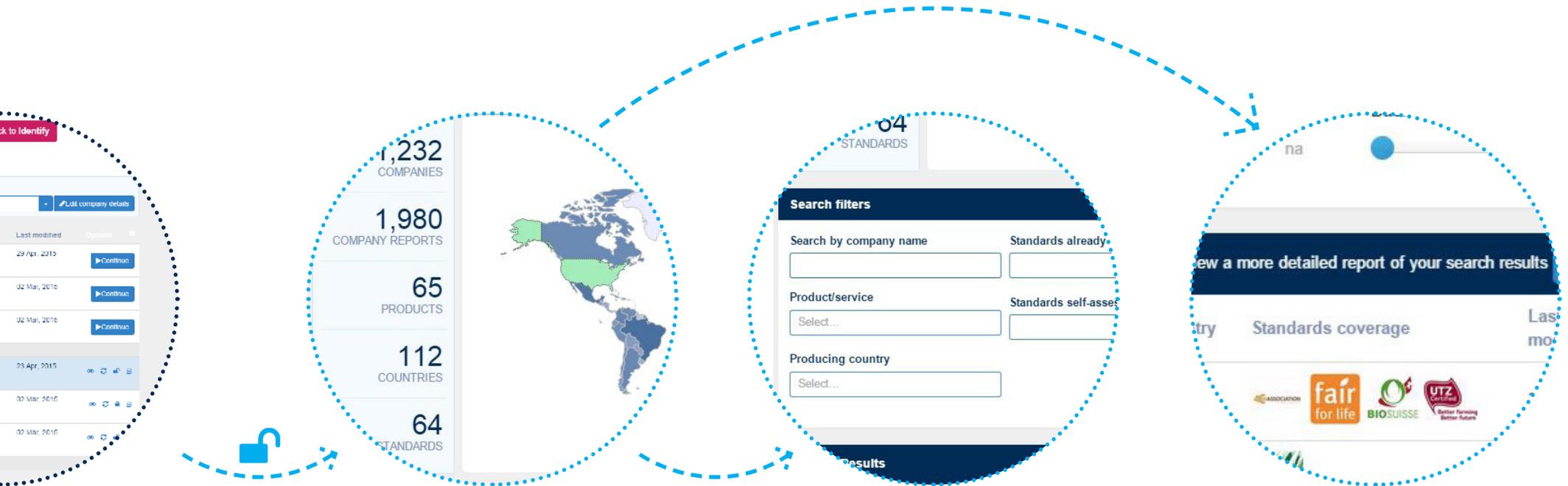


Develop Sustainability Roadmap

As such, following the completion of the assessment, a diagnostic report charts the users' 'Roadmap to Sustainable Trade' by providing a detailed analysis of areas where additional commitments would need to be implemented.



These diagnostic reports chart the users' performance against the business' performance or other interested parties, whether or not their results are in line with the standards. The self-assessment module allows users' Standards Map to be processed, re-taken and managed over time.



## My Account



## Identify relevant businesses

The Sustainability Marketplace will provide transparency regarding business sustainability commitment, and enable small businesses to link up to traders and international buyers. The demand side of the supply chain will be able to identify and contact specific businesses based on their diagnostic report profile.



## Review Company Report

Buyers will be able to identify and filter the reports based on company name, the products and services of the business, its geographic location and countries where the business may export, as well as additional sustainability features such as the standards included as part of the assessment, or those the producer is already certified against.



## Customized Report

Just as with Standards Map, customized versions will be built enabling individual standard initiatives or businesses to review Diagnostic Reports based on their respective standards or codes of conduct. Additional features enabling data aggregation will also be developed, enabling deep analysis of business compliance and improvements over time.

# SUSTAINABILITYXCHANGE ([www.sustainabilityxchange.info](http://www.sustainabilityxchange.info))

## Promoting information sharing through supply chain community

### SustainabilityXchange: a new community for improving sustainable production practices

As our knowledge of sustainable practices in agriculture dramatically increases, the number of tools and strategies for promoting rural development and trade in sustainably sourced commodities is also growing. In order to improve or maintain market access, producer organizations and agribusinesses need to comply with several sustainability and quality standards. Moreover, they need to develop skills to set up suitable organizational structures and efficiently manage their operations in the context of these standards' requirements. However, many lack access to know-how, tools, and services that allow them to engage in sustainable production and trade.

Managed by T4SD, and implemented with a range of partners as a joint initiative, SustainabilityXchange was built to fill an important need for knowledge-pooling on sustainable production and trade in the fields of agriculture, aquaculture and forestry, with a broader goal of contributing towards upscaling of voluntary sustainability standards and a greener economy. The concept behind this online platform centres around its community-owned, interactive, and wide-ranging character: it allows everyone involved in sustainable trade around the globe to pool and exchange information, resources and experiences.



### One-stop-shop approach to access to relevant knowledge for all

SustainabilityXchange aims to be a one-stop-shop for facilitating interaction among supply chain actors and technical assistance providers. Its goal is to help improve performance and help increase participation of agricultural producers from developing countries and emerging markets in certified sustainable trade; yet, small-scale producers might not be able to access and benefit from the platform directly.

It therefore empowers larger producer organizations, trade promotion organizations, consultants, NGOs, and

providers of capacity building services, who will find in SustainabilityXchange a resource featuring high-quality capacity building materials and reliable service providers, around the globe.

SustainabilityXchange centralizes existing knowledge and available expertise on sustainable agricultural production and trade, both generic and standard-specific, and makes it available to everyone through five easily accessible and inter-connected services. Specifically, it provides all information required to local service providers to carry out

trainings, and provide advisory and information services.

Users are thus able to get access to:

- Relevant documentation (700+ resources in the Library)
- Experts, service providers and organizations (100+ profiles in the Directory)
- Exchange of experiences (Community Forum with moderated discussions)
- Capacity development (200+ in the Events Calendar)
- The latest news in the field (2'000+ news sources)

SustainabilityXchange is powered by:

*Hivos, the Dutch Sustainable Trade Initiative (IDH), the Swiss State Secretariat for Economic Affairs (SECO), 4C Association and UTZ Certified. T4SD developed the platform in very close collaboration with Fair and Sustainable Advisory Services (FSAS), Fair Access to Quality (FAQ), and Helvetas Swiss Intercooperation.*

*Join our growing community! Register, create your profile, share, or contact us:  
[www.sustainabilityxchange.info](http://www.sustainabilityxchange.info)*



100+ EXPERT PROFILES REPRESENTING  
OVER 40 ORGANIZATIONS WORKING  
IN THE SUSTAINABILITY SECTOR... ... AND GROWING EVERY DAY



### Directory

Access to expertise

Easy-to-search profiles of experts and service providers with specific skillsets and expertise in the field of sustainable agriculture and trade, both individuals and organizations.

... AND AN OPEN FORUM TO USE FOR ADDITIONAL  
VISIBILITY OF SUSTAINABILITY-RELATED EVENTS

DOZENS OF NEW RELEVANT  
EVENTS  
EACH MONTH...

... AND GROWING EVERY DAY

700+ MATERIALS FROM  
MORE THAN 60 RESOURCES...



### Library

Documentation and training material

Guidelines, training materials, guides, training hand-outs, and research on quality management systems, specific sustainability initiatives, or general good practices.



### Events calendar

Access to capacity development events

Useful trainings, workshops, seminars and conferences around the world – to be searched and shared.

WHAT ARE YOU  
LOOKING  
FOR?



### Community

Exchange of experiences

Two-way communication between the users of the platform: practitioners from various regions and backgrounds can ask questions and directly share know-how, through moderated or spontaneous e-discussions.

THREE TO FOUR MODERATED E-DISCUSSIONS  
EACH YEAR... ...AND AN OPEN FORUM TO USE FOR ISSUE-SPECIFIC  
COMMUNITY-OF PRACTICE DISCUSSIONS



### Newsroom

Relevant news

Carefully curated latest news on issues of relevance to everyone working in sustainable agriculture, aquaculture, forestry and trade

2'000 NEWS SOURCES, NEWS UPDATED  
EVERY DAY

# CAPACITY BUILDING & RESEARCH

## Empowering stakeholders to engage in sustainable production and trade



### TRAINING IN THE FIELD

A joint programme with Swisscontact, begun in March 2015, is empowering cocoa producers in Colombia on sustainability issues required by certifications such as Fairtrade, UTZ and Rainforest Alliance. Producers will be able to perform self-assessments to get a first diagnostic of areas to improve before starting an official certification process.

The self-assessment of the cocoa farmers - and of the cocoa organizations – against the “Basic Criteria for a Sustainable Cocoa” can be done automatically online in a customized portal that is leveraging the ITC Standards Map tool for cocoa sector: [www.standardsmap.org/lbcs](http://www.standardsmap.org/lbcs).

A unique feature of the self-assessment portal is that profiles of cocoa farmers or organizations can be automatically linked to the basic requirements of self-assessment for sustainable cocoa, LBCS, and any standard such as UTZ, Rainforest Alliance.

### E-LEARNING

In an effort to enhance the knowledge of our users on sustainability initiatives and how to use the Standards Map website, T4SD has developed a free online course. To date, the first five lectures of the course have been deployed online:

- Lecture 1: What are standards ?
- Lecture 2: The world of standards – which standards are relevant to international trade ?
- Lecture 3: Voluntary sustainability standards
- Lecture 4: How does certification work ? The key steps to getting certified
- Lecture 5: The benefits and costs of sustainability standards for your business

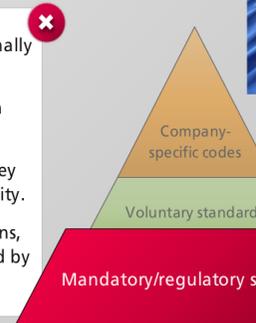
Another set of lectures will soon be developed to take the user through the various Standards Map functionalities and the Compare and Self-Assessment modules.

### The standards pyramid

Exporters need to comply with multiple requirements at three different levels

The success of a trade transaction may depend on the compliance to these requirements

- Minimum requirements to trade internationally
- Obligatory to comply with; in case of non-compliance, produce will not be accepted in the importing market
- Developed and set by public institutions, they ensure product and services safety and quality.
- Can take up the form of technical regulations, sanitary or phytosanitary standards required by law, etc.



Standards may be specific to a single country or a single product. Some may address a single buyer's needs, making them relevant only when selling to this particular market.



### RESEARCH

The research activities conducted to date by the team include the development of a stock of knowledge on voluntary standards; contributions to ITC publications; the provision of impact, market and price data to ITC beneficiaries; and T4SD participation in practitioner and academic debate.

The most notable practitioner-gear contribution was the publication of the ‘Sustainable Sourcing of Agricultural Raw Materials – a practitioner’s guide’ which is the world’s first practitioner’s guide to sustainable sourcing of agricultural raw materials and is the result of a joint effort by seven global organizations, including the International Trade Centre (ITC).

The guide is an open-source innovation tool that captures, in a single document, best practices and experiences from global corporations within a strategic, business logic-focused framework. It empowers managers by providing a user-friendly step-by-step roadmap to building and rolling out sustainable agriculture sourcing strategies effectively.

The T4SD team also published research on voluntary standards including a systematic literature review to investigate the following central issues:

- The Impacts of Private Standards on Global Value Chains
- The Impacts of Private Standards on Producers in Developing Countries
- The Interplay of Public and Private Standards
- When do Private Standards Work?

# Facts & Figures

from 2009  
to 2015

# T4SD

Team has completed

worked in over 50 Countries  
training events

70+ and 50+ webinars

We have  
**Trained**  
participants  
from

private sector 

2000+

450+  public sector

and  
achieved

  
95%  
Trainees'  
satisfaction

*"GOOD and QUALIFIED trainers"*

Cambodia Workshop, Phnom Penh, 2015

*"WONDERFUL EXPERIENCE!"*

Bangladesh Workshop, Dhaka, 2015

*"The Workshop is a TOP NEEDED in building  
SME's capacity to be independent with self  
assessment on standard."*

Ms. Ung Vanna, WOT - Natural Khmer Moringa, Cambodia

# SPECIAL PROJECTS

## Customizing and leveraging Standards Map to fit the needs of specific actors

NINE CUSTOMIZED PLATFORMS THAT LEVERAGE THE REPOSITORY OF STANDARDS INFORMATION AND IT PLATFORM, AND DELIVER A SOLUTION TO VARIOUS ACTORS ALONG GLOBAL SUPPLY CHAINS



SAI Platform and ITC have joined forces to develop an online tool for SAI's Farmer Self-Assessment (FSA) 2.0 that leverages ITC's Standards Map website and offers a unique customized online platform for FSA.

Registered users have the possibility to review and compare FSA against other certifications, run their self-assessment, monitor progress over time, save their reports into a private account and decide to share their results or not.

[www.standardsmap.org/fsa](http://www.standardsmap.org/fsa)



The Floriculture Sustainability Initiative (FSI) unites frontrunners in the flowers and plants supply chain with the ambition of having 90% of their cut flowers and pot plants sustainably produced and traded by

2020. The FSI Equivalency tool is designed to quickly review and compare the standards. It creates knowledge to build a more sustainable sector by allowing transparency and comparability throughout the supply chain.

[www.standardsmap.org/fsi](http://www.standardsmap.org/fsi)



T4SD has developed, in collaboration with the Fiji Crop and Livestock Council and with support from the European Union, a tool for farmers, agricultural consultants, processors and traders, exporters and importers, trade associations and policy-makers to review and analyse standards and regulations applicable to Fiji crops and livestock products. This tool leverages ITC's Standards Map website and offers a customized tool for Fiji crops and livestock products. Users have the possibility to review and compare Fiji standards and regulations against other regional and international certifications.

[www.standardsmap.org/fclc](http://www.standardsmap.org/fclc)



Delhaize Group and the ITC have joined forces to develop an online platform that leverages ITC's Standards Map database and offers a unique customized tool for Delhaize Group and its Operating

Companies to review and assess sustainability standards against Delhaize Group standards and sustainability strategy. Access to the tool is restricted to Delhaize Group and its Operating Companies.



The Business Social Compliance Initiative (BSCI) is a business-driven initiative for companies committed to improving working conditions in factories and farms worldwide. BSCI, in close collaboration with T4SD, has developed a customized online self-assessment which allows producers to assess their own social performance against the BSCI requirements.

[www.standardsmap.org/bsci](http://www.standardsmap.org/bsci)



T4SD and the Global Social Compliance Programme have joined forces to develop a joint portal to enable a Quick-Scan analysis of sustainability standards, codes of conduct and companies' audit protocols

against the GSCP Reference Codes, and to enable suppliers perform a self-assessment against both the social and environmental reference codes of GSCP.

[www.standardsmap.org/gscp](http://www.standardsmap.org/gscp)



AIM-PROGRESS seeks to promote responsible sourcing while reducing the duplication of supplier assessments. Members companies have responsible sourcing programs which may include the request for on-site assessments (audits) of suppliers: in order to reduce audit duplication and costs, companies - through the Mutual Recognition mechanism - recognise supplier audits completed on behalf of another company. ITC has joined forces with AIM-PROGRESS to develop a benchmarking tool which supports Mutual Recognition between companies.

[www.standardsmap.org/aimprogress](http://www.standardsmap.org/aimprogress)



The Sustainability Standards Comparison Tool (SSCT) is part of a larger project of the German government called Quality Check: Sustainability Standards to increase the transparency

and comparability of standards in order to drive increased uptake. Data being used in the SSCT is directly sourced from the T4SD data repository.

[www.siegelklarheit.de](http://www.siegelklarheit.de)



The online tool "Basic Criteria for a Sustainable Cocoa" (Lineamientos Basicos para un Cacao Sostenible - LBCS) has been developed in collaboration with the State Secretariat for Economic Affairs, SECO, and the Swiss Foundation for International Development Cooperation, Swisscontact, in the framework of the programme "Promotion of Export and Production of Fine and Aromatic Cocoa of Colombia - Coexca". The goal is to bring cocoa producers up to speed on issues pertaining to sustainability: [www.standardsmap.org/lbcs](http://www.standardsmap.org/lbcs).

[www.standardsmap.org/lbcs](http://www.standardsmap.org/lbcs)

# Presentation of the SAI and FSI platforms

The screenshot shows the SAI Platform website. At the top, there is the ITC logo and the 'STANDARDS MAP YOUR ROADMAP TO SUSTAINABLE TRADE' header. A navigation bar includes 'Home', 'About Standards map', 'Partners', 'E-learning', and 'Help'. The main heading is 'Welcome to the Farm Sustainability Assessment tool!'. Below this, a paragraph explains that the SAI Platform has developed the Farm Sustainability Assessment (FSA) as a global supply chain tool for farmers to assess their sustainable agriculture practices and communicate the assessment to their food and drink industry customers. A 'Start' button is visible. A social media section for '@StandardsMap on Twitter' shows two tweets from ITC-Market Analysis and FIBL Statistics. At the bottom, there are four buttons: 'IDENTIFY', 'QUICK-SCAN', 'COMPARE', and 'ASSESS'.

SAI Platform enables its stakeholders to assess their farm sustainability using the Standards Map Farm Self-Assessment platform which allows users to:

- Review and compare FSA against other certifications, presented in an easy and visually attractive way;
- Use filters to remove questions that are not applicable to their farming situation and to answer questions that are addressed by their country's legislative requirements;
- Run their farm sustainability self-assessment and see results directly online;
- Monitor progress over time;
- Save their reports into a private account and decide to share the results or not.

The screenshot shows the FSI Equivalency Tool website. At the top, there is the ITC logo and the 'STANDARDS MAP YOUR ROADMAP TO SUSTAINABLE TRADE' header. A navigation bar includes 'Home', 'About Standards map', 'Partners', 'E-learning', and 'Help'. The main heading is 'Welcome to the FSI Equivalency Tool'. Below this, a paragraph explains that the Floriculture Sustainability Initiative (FSI) unites frontrunners in the flowers and plants supply chain with the ambition of having 90% of their cut flowers and pot plants sustainably produced and traded by 2020. A 'Start' button is visible. A social media section for '@StandardsMap on Twitter' shows two tweets from ITC-Market Analysis and FIBL Statistics. The central part of the page features a diagram titled 'The Floriculture Sustainability Initiative (FSI) Joining forces towards 90% Sustainability by 2020'. The diagram shows a supply chain flow from Growers to Retailers, with various icons representing different aspects of sustainability like water, energy, and social. A central box lists 'Intervention' steps: 'Identify and prioritize issues per region', 'Assign key actions', 'Determine actions', and 'Measure impact'. Below this, a flow shows 'Transparency and comparability of standards' leading to 'Investments', 'Innovations', and finally '90% sustainable'. At the bottom, there are three buttons: 'IDENTIFY', 'QUICK-SCAN', and 'COMPARE'.

The Floriculture Sustainability Initiative (FSI) unites over 25 international organizations in the floriculture sector and is supported by the Sustainable Trade Initiative (IDH). From retail to grower, FSI covers the entire supply chain in the floriculture sector: the joint ambition of the FSI members is to have 90% of their flowers and pot plants sustainably produced and traded by 2020. The role of ITC is to

contribute to the development of the "FSI Equivalency Tool", which builds on the T4SD global database and assesses sustainability standards that operate in the floriculture sector against a set of international references.

# SPECIAL PROJECTS

## The Integrated Sustainable Agriculture Programme (ISAP)

OPERATIONALIZE UNGC'S FOOD AND AGRICULTURE BUSINESS (FABS) PRINCIPLES AND INCREASE FARMERS' ACCESS TO INFORMATION AND PROVIDE A PATH FROM BASIC LEGAL COMPLIANCE TO MORE DEMANDING STANDARDS

T4SD is working closely with UN Global Compact and other organizations to build the Integrated Sustainable Agricultural Programme (ISAP) platform. This platform will be an entry point for smaller farmers and SME agribusinesses, including suppliers in larger chains, to be recognised as participants in the global food system. The ISAP will bridge the gap between governments and businesses - enabling them together to contribute more effectively to achieving global food security.

The ISAP will be a template for self-declaration by any agribusiness – especially those family farmers and SMEs that anchor domestic production bases and the handling and processing of food, against the United Nations Food and Agriculture Business (FAB) Principles. The principles were launched on 22 September 2014 and respond to calls for a common language and framework to achieve

food security through more sustainable agriculture. Built on commitments made at the Rio+20 Summit in 2012, they were developed over two years, through over 20 consultations globally with over 1,000 businesses and other key stakeholders and offer a framework for principle-based partnerships to advance sustainable agriculture.

Some of these several thousand actors figure critically in global supply chains, the majority being core to the resilience of the food sector in their own countries. As smaller actors typically cannot afford certification or are not incentivised to do so, the ISAP will bridge a crucial divide by registering the existence of smaller farmers and SMEs in the global food system and by acknowledging the rights and responsibilities that this position entails. Self-declaration is an important first step on any path to sustainability for smaller farmers and SMEs to prepare

them for more exacting standards – voluntary, mandatory, national or international – as their enterprise grows.

The ISAP application will be built on the foundations of the ITC Standards Map and will have as a core objective to:

- Give small farmers and SMEs access to enabling technology and capacity building;
- Provide food and agriculture MNCs sufficiently broad visibility in the lowest tiers of their value chains to identify challenges, risks and opportunities;
- Give policymakers granular information on local producers and contributors to enhance the resilience of domestic food sectors; and
- Organise and align existing food and agriculture standards to reduce audit fatigue and code duplication from both demand and supply sides.

### Core functionalities of the ISAP platform



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## THE FOOD AND AGRICULTURE BUSINESS PRINCIPLES



COMING SOON...

*Start your sustainable agriculture journey here*

[Company Registry](#)

[Upcoming Events](#)

*The ISAP will be launched in September 2015 at the UN General Assembly. It will then be deployed in twenty countries over the next three years. The first pilot countries include - Brazil, Colombia, Denmark, Malaysia, Myanmar, Singapore, Spain, and Vietnam. National implementation programmes will be deployed in each of the target countries.*

# Donor Reflections



**MR. THIERRY BUCHS**  
Head of Trade Promotion  
Economic Cooperation  
and Development  
SECO



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Département fédéral de l'économie,  
de la formation et de la recherche DEFR  
Secrétariat d'Etat à l'économie SECO

SECO is a proud and committed partner and sponsor of T4SD since the programme's beginning in 2009. We are strongly convinced that voluntary sustainability standards (VSS) are an effective and powerful tool to strengthen sustainability along global supply chains. However, guidance and transparency on VSS are needed to help all actors in the supply chain, from farmers in the developing world to intermediate processors and traders to the ultimate buyers such as retailers and brands. Informed decisions need to be made given the context of increased complexity and proliferation of the VSS.

SECO feels that the T4SD Programme has very successfully met this demand for increased transparency and has become a sought-after tool for a variety of key stakeholders. Core to T4SD is its neutral position on VSS and its global public good nature, making it possible to impact a wide range of actors in a positive way.

T4SD has demonstrated a keen ability to continually develop their tools and partnerships to respond to the dynamic developments in the VSS area. For example, T4SD is now working to become the leading market data repository on VSS. SECO is very happy to continue this exciting journey together with T4SD and we welcome more partners to join us!



**MR. HELMUT FISCHER**  
Head of Unit for  
Sustainability Standards  
BMZ

**BMZ**



Federal Ministry  
for Economic Cooperation  
and Development

BMZ has supported the T4SD Programme since its inception in 2009 and provided feasibility and scoping support to the project as early as 2008. We are very pleased to support this key programme of ITC as it provides needed transparency on voluntary sustainability standards (VSS) while improving the decision-making abilities of a variety of users such as producers, consumers, public procurers and companies in developing and developed countries.

The programme is fully in-line with the UN Sustainable Development Goals (SDGs) in terms of poverty reduction, food security, gender equality and the sustainable management of environmental resources. Further, T4SD's innovative approach, the Standards Map enables producers - especially small and medium sized enterprises (SMEs) - to increase their productivity, resulting in more income, overcoming market access and better understanding the sustainability gaps in international supply chains.

The German government builds on T4SD data for its own consumer information website called "WWW.SIEGELKLARHEIT.DE", which was launched in February 2015 with a current focus on textile standards. Additional standards of other product categories will follow till the end of 2015. We would like to encourage other countries to engage in similar types of projects, taking advantage of the data of standard systems contained in the T4SD database.



MR. MARC VANHEUKELEN

Director

Directorate-General for Trade  
European Commission



The EU values the work of the International Trade Centre's Trade for Sustainable Development (T4SD) project as a contribution to the implementation of our trade and development policy. T4SD's work on sustainability standards, notably the support provided to producers in the developing world, provides an important contribution to those wishing to move up the value chain and respond to the demands of European consumers by providing products that meet various sustainability and ethical guidelines.

By providing this information for free to producers, as well as tailored face-to-face support, T4SD supports the use of market incentives to drive the adoption of positive social and environmental production practices in the countries with which we trade.

This is consistent with the EU trade and development policy, reshaped by the 2012 Communication on "Trade, Growth and Development", which puts particular emphasis on the integration of sustainable development into the EU's trade policy. This includes the recognition of the positive role of private-led sustainability schemes, such as fair and ethical trade, to foster inclusive growth and sustainable development in developing countries with which the EU trades. Through these, businesses of all sizes can play in promoting sustainable production, trade, and consumption patterns.

The EU supports the uptake of fair and ethical trade by providing EU support to activities such as T4SD, which provides free information to consumers and to producers in developing countries on sustainability schemes and the requirements for products to be allowed to display the related logos. These schemes typically concern labour conditions related to certain products or the environmental impact thereof. Being part of such schemes can be an effective way for producers to differentiate their product, have greater bargaining power over them and gain price premiums.

We take the view that the key benefit of private sustainability schemes lies in the very fact that they are a market mechanism providing information on the sustainability of products, thereby allowing consumers to take action and make buying decisions according to their values and principles. This encourages businesses to adopt behaviours or adapt their production processes or sourcing in order to meet consumer expectations. It also allows for a fast and flexible reaction of consumers to new products entering the market.

Because of these strengths, the EU does not want to rank or regulate private-led sustainability schemes. We don't want to take decisions on behalf of consumers or to slow the process down while reviewing a standard, or its evaluation and monitoring procedures. However, it is important to ensure that consumers can understand the criteria underlying each scheme, to be able to make these informed choices with the confidence that they are receiving accurate information. We therefore focus our energies on trying to improve the flow of information about sustainability standards and T4SD plays a key role in this regard.



International  
Trade  
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