Our story

We make small businesses stronger

By supporting small businesses to compete in the global marketplace, we are lifting individuals, communities and countries out of poverty and helping to create a fair, transparent and inclusive world.
Within the International Trade Centre (ITC), the Trade for Sustainable Development (T4SD) team is a highly technical resource with the mission of making sustainable trade the standard.
Our mission

Making sustainable trade the standards

We provide the tools and insight to empower a transition to truly sustainable trade for small businesses in developing countries and all actors in this value chain.

Ensuring ‘good trade’ is sustainable trade.
Standards Map: Your roadmap to sustainable trade

Quick Statistics:
- Users from over 192 countries
- Over 500’000 users

- Focusing on voluntary sustainability standards (VSS)
- A free tool, providing access to information on over 320 standards
- Specifications to ensure that materials, products, processes and services meet sustainability requirements demanded from buyers, consumers, and the public sector
- Helping small producers overcome the knowledge gap to add value to their products and do business with buyers who increasingly require standards

www.standardsmap.org
Capacity building

**E-learning:**

*Introduction to Standards and Sustainability*

**Face to face / Hybrid Trainings:**

**Module I:** Introduction to Sustainability Standards and the Standards Map

**Module II:** Sustainability Standards - Case Studies on a pre-defined product/economic sector

**Module III:** Training of Trainers

**Module IV:** Sustainability Standards Coaching Methodology

Amaati Ltd., fonio producing company from Ghana, received assistance from T4SD team to get certified against EU and USD Organic standards; following the successful audit, they sold 25 tons of Organic fonio to the UE and US markets at a 30% premium which helped farmers enjoy the price stability and invest further in improving production processes.

“Certification has opened a new market segment for us in Europe and the US.”
Benchmarking

Sustainability standards and policies

✓ Leveraging Standards Maps database and technical expertise for harmonization & transparency
✓ Trusted neutral broker of information on sustainability standards
✓ Benchmarking methodologies covering both scope and operational requirements
✓ Equivalency assessment of sustainability standards and policies’ goals and expected outcomes
✓ Shedding light on potential interplay between public policies / regulations and private initiatives / certification schemes

10+ years of experience working with private and public sector on benchmarking sustainability
Typology of Sustainability Standards

• Diverse topics, products and services
• Different stakeholders
• Different quality, design, core activities, scope, governance systems and levels of transparency
• Clear classification necessary
Climate Smart Network

Business & projects with climate smart credentials

Launched at COP27, the platform aims to connect climate smart small businesses with international buyers

Objectives:

• Enable small businesses to gain visibility from buyers actively looking for climate smart suppliers

• Provide a solution to brands to identify businesses with credible sustainability claims

• Create the first global public network of climate smart businesses

Target audience: Buyers, financiers, small businesses and sustainability enablers.

Since launch: Already 10’000 businesses featured and partnerships with Gold Standard, GOTS, SME Climate Hub & Connect Americas.

United States Special Presidential Envoy for Climate John Kerry said: “The private sector has the ability to help win the climate battle. Platforms like the Climate Smart Network play a key role in making this happen.”

www.climatesmart.intracen.org/
Collaboration & next step

- Training on Standards Map Tool
- Awareness raising of relevant policymakers whose activities involve sustainability-related standards
- Typology of Sustainability Standards
- Benchmarking – Environmental Sustainability & Labour Standard
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