



International Trade Centre

WTO MSMEs Working Group

Trade for Sustainable Development
(T4SD) Programme

26 April 2023 | Geneva



Joint agency of the United Nations and the World Trade Organization. Established in **1964** in Geneva, Switzerland.

Pamela Coke-Hamilton,
Executive Director

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



T4SD Programme



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.

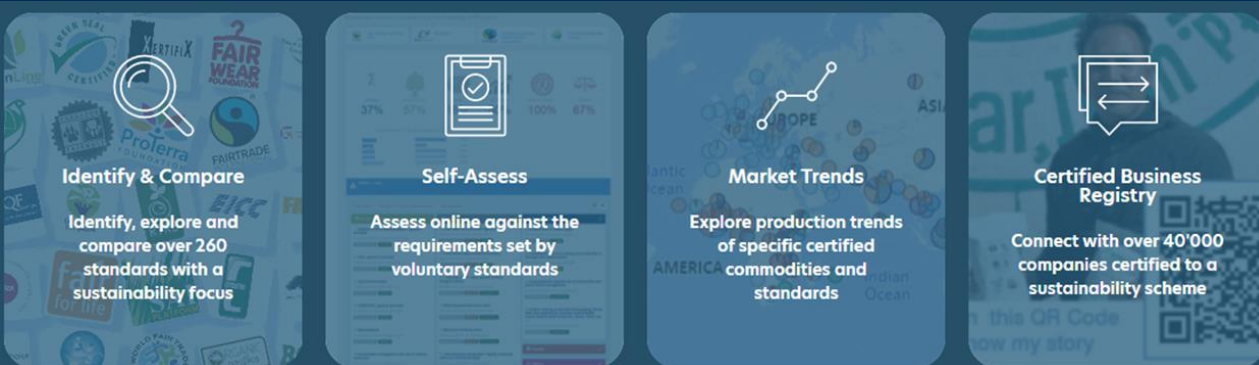
Ensuring ‘good trade’ is sustainable trade.



Standards Map: Your roadmap to sustainable trade

Quick Statistics:

- Users from over 192 countries
- Over 500'000 users



Standard profile for Global Organic Textile Standard - GOTS

Overview

Requirements

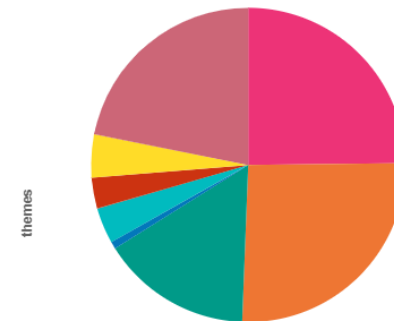
How to comply

Governance

Resources

Overview

Show Sustainability themes ▾ by



Human and labour rights
Due Dilligence
Environment and Climate change
Gender
Sustainable Business
Quality
Food Safety
Traceability
Credibility

Generated by ITC Standards Map [Source](#)

Area

Standards have different sustainability themes based on the number of criteria referred to in the standard that are addressed by the standard's methodology, go to our [Knowledge](#)

- 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



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



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.”*

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.



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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