

DEVELOPING GLOBAL
SUSTAINABILITY STANDARDS
IN A MULTI STAKEHOLDER CONTEXT



Solidaridad





SUSTAINABILITY

- Focus on Social aspects; Fair Share, Fair Say and Fair Price
- Collaborate on Environmental aspects
- We put ideas into commercial practice wherever we can
- Engage with commercial partners



History

- Developing Social standards and initiatives to support producers who face trade barriers and other forms of unfair competition
- Fairtrade (Max Havelaar), Utz Certified (Good inside), CSN
- AgroFair, MADE-BY, Café Oké
- Coffee husk pilot...

Commodity Chains

- Our consumer and CSR interventions taught us about the *pyramid of change*



- Real change needs large volumes
- Hence round table involvements



Roundtables

- RSB, Biofuels
- RRS, Soy
- CCCC, Coffee
- RSPO, Palm Oil
- BSI, Sugarcane
- **Commissie Cramer / BIOPEC**; not a roundtable but a multi stakeholder initiative of the Dutch government involving 4 ministries, industry partners and NGOs
- Cotton? Still to come...
- Other major land uses



What is required

- Goals must be worthwhile
- Move towards Meta Standards (e.g. A CEN standard)
- Solutions must be commercially viable
 - Demonstrations and pilots
 - Scientific research to back up findings
- Building Practical Certification
 - Testing needs to be undertaken
 - Certification Support Network required
- **COMMUNICATION IS ESSENTIAL**