ICCO Sustainable Cocoa and Certification Workshop

Working Document for Direct Dialogues workshop

March 6th 2014
Aimee Russillo, Consultant ICCO
• Background
• Rationale
• Cameroon meeting June 2013
• Objectives of Consultancy
• Objectives of March workshop
Objectives of Workshop

- Alignment
  - Definitions of sustainability
  - Reference framework for sustainable cocoa

- practical recommendations by key stakeholders going forward

Pre-competitive Cooperation

- Productively discuss priorities, issues and actions
- Reduce complexities and costs
Methodology
<table>
<thead>
<tr>
<th>What it is</th>
<th>What it is NOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Is a mapping exercise</td>
<td>✗ Is not benchmarking or ranking system</td>
</tr>
<tr>
<td>✓ Is a document-based review using a <em>generic</em> framework</td>
<td>✗ Is not a value judgment exercise</td>
</tr>
<tr>
<td>✓ Uses international reference tools (ISO, ISEAL) and aligned with VSS, CEN, emerging national government standards</td>
<td>✗ Is not standard</td>
</tr>
<tr>
<td></td>
<td>✗ Does not impose an obligation to participate nor to proceed within a specific timeframe.</td>
</tr>
</tbody>
</table>
Sustainability [suh-stey-nuh-bil-i-tee]. noun

People
Social Responsibility

Profit
Economic Viability

Planet
Environmental Stewardship
“A sustainable cocoa economy implies an integrated value chain in which all stakeholders develop and promote appropriate policies to achieve levels of production, processing and consumption that are economically viable, environmentally sound and socially responsible for the benefit of present and future generations, with the aim of improving productivity and profitability in the cocoa value chain for all stakeholders concerned, in particular for the smallholder producers.”

**Common Framework**


**ITC | STANDARDS MAP**

*Your roadmap to sustainable trade*

Identify | Quick-scan | Compare | Self-assess

- **Compare side-by-side** the standards' requirements and related degree of obligation or conformity assessment policy, as referenced in the Standards Map database. Please note that additional characteristics of the standards' systems should be considered to review the standards' overall scope of operations, such as the standard-setting process, verification, certification and accreditation systems, products' traceability, claims and labelling policies, among others. See more details about the standards' systems characteristics in the Quick-Scan tool.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product/Services: Cocoa Producing country: Any Destination market: Any</td>
<td>Fairtrade International - Small Producers Organizations</td>
</tr>
</tbody>
</table>

- **Click on any of any of the sustainability hotspots** in the legend to modify the chart, and click on the icon to generate different types of graphs.
Sustainable Cocoa Principles

Social Responsibility

Environmental Stewardship

Economic Viability

Management

Traceability
Economic Viability

Farmer Livelihood

- Quality
- Productivity
- Diversification

- Access to Inputs and Credit
- Market Info and Access
  - Economic Equity
Conformity Assessment

- ISO/IEC Guides on Standardization
- WTO Agreement on Technical Barriers to Trade (TBT)
- ISEAL Standard Setting Code

- 3rd party certification S
- ISO 65/17065
Other Considerations

- Standards as Systems
- Standards as one Piece of the Sustainability Puzzle
- Training plus beyond GAP
- Collaboration
- Minimum and Development Standards
- National and International Standards
- Smallholder Access
What do we mean by “standards system”? 

- Multi Stakeholder input
- Standard
- Standard Criteria
- Capacity-building organisations
- Certification
  - Is the producer / manufacturer in compliance with the standard’s criteria?
- Accreditation

SlideCourtesy of iseaalliance
One Piece of the Sustainability Puzzle

Foundations for successful implementation include:

- Ensuring secure access to land and other natural resources
- Equitable and affordable access to inputs and services (extension, financial, etc)
- Child & youth well-being and appropriate education for all
- Development of the needed support institutions on the ground
Training
Collaboration is Working

- Training (CCE, SCAN)
- Combined Farmer Auditing & Certification
- Collaboration on Specific Metrics
Minimum and Development Standards

- Leadership standards for continuous improvement

- Step Wise Approaches

- Entry level to eliminate “unacceptable practices”
National and International Standards

- Opportunities – reach, context specific, acceptance and ownership
- Coherence at all levels
- Interoperability
Smallholder access

- Complexity and cost barriers
- Unorganized producers
- Flexible models
Ways Forward

- Focus on commonalities
- Solutions in the precompetitive domain
- Complementary approaches

- Policies, systems and investment in broader landscape and community development
Questions?
Standard System Session

a) What are the key issues the presenter would like to see in the common framework?

b) What are the common areas/suggestions where the presenter can work together? e.g. technical assistance, challenges in PPP/practical actions to overcome these

c) What can institutions do to support the development of a common framework?
Standard Systems Perspectives

- Han de Groot, Executive Director, UTZ Certified
- Ulrich Helberg, Certification Capacity Enhancement (CCE)
- Karin Kreider, Executive Director, ISEAL Alliance
- Rüdiger Meyer, CEO, FLO-CERT GmbH
- Dr. Götz Schroth, Senior Manager Cocoa, Sustainable Agriculture Division, Rainforest Alliance
- Jack Steijn, Chair CEN Committee 415 on sustainable and traceable cocoa
SECOND INTERNATIONAL WORKSHOP ON COCOA CERTIFICATION

Hotel Radisson Blu, Zurich, Switzerland
6 – 7 March 2014