



CEN/TC415 ON SUSTAINABLE AND TRACEABLE COCOA

ICCO Consultative Board meeting
Monday March 26
Jack Steijn

About myself

Actual position

- Candidate chair of CEN technical committee
- Chair of Dutch mirror committee on cocoa
- Independent consultant
- Secretary General of EWF
- Member of the board of Choca Amsterdam

Past positions

- Director of Amsterdam Business Association ORAM
- Policy advisor Dutch employers federation
- Director International relations Amsterdam CCI

About the institution CEN

- Mission is to develop European standards that help to eliminate intra European trade barriers
- 31 member countries participating through their national standardisation bodies
- Increase product safety and quality whilst reducing consumer prices
- Standards are developed to support EU legislation
- Vienna Agreement allows for parallel development of CEN and ISO standards

About CEN & sustainable cocoa project

Rationale in line with CEN mission

- Response to national authorities developing their own criteria and national initiatives to promote sustainable cocoa: eliminating potential barriers to intra EU trade
- Response to national authorities requesting that products are sustainable and public procurement directives demanding for priority to products that meet EU standards. For cocoa there are none: supporting Eu policy and reducing risks for legal challenges
- Opening the way for an ISO process

Reactions in Europe

- Positive: this is a chance for increasing support for sustainable cocoa and reducing transaction costs
- Negative: this will threaten existing standards and this should be undertaken at a world wide level

Many comments were the same, but conclusions differed:

YES, we must do this, but producing countries should come on board

NO, we should not do this, as producing countries are not on board

Conclusion

CEN has created technical committee to develop a tool for sustainable and traceable cocoa

And opens up to producing countries to participate in the establishment

And discusses with ISO in the framework of the Vienna Agreement

And now?

- First meeting of technical committee has not yet taken place
- Secretariat and others are working at enlarging the support for the CEN process with a broad range of stakeholders inside and outside of Europe, including ISO and producing countries (international cocoa bodies like ICCO and COPAL, standardization bodies, cocoa authorities)
- As a candidate chair person I have discussed with stakeholders about their ambitions if they were to participate, including the ICCO secretariat

Ambitions of (potential) participants

- Clear definition of 'sustainable', making sustainability measurable
- Robust and credible tool, including social, ecological and economic elements
- Mainstreaming the concept of sustainable cocoa
- Increasing cocoa productivity
- Reducing transaction costs of certification
- Increasing consumer awareness and market share of sustainable cocoa
- Improving position of cocoa farmer and personnel
- Complementing private standards with common part applicable to all

Ambitions of participants (2)

- Reference document that private and national standards can implement worldwide in producing and consuming countries
- Reducing administrative burden of certification
- Increasing acceptance of standards with politics and industry
- World wide acceptance of the new tool
- Facilitate the access of smallholders to certification
- Guidance to (producing) countries that want to develop their own standard

Ambitions of participants (3)

- Using existing indicators, facilities and institutions in producing countries
- Take the best of what already exists at other multilateral organizations
- Avoid the creation of additional standards in the cocoa chain
- Include fine flavour cocoa in definitions

Common denominator

- Reducing administrative and financial burden of certification
- Improving accessibility of certification
- Increasing transparency
- Creating framework/reference/common part for standards
- Increasing market share and mainstreaming
- Increasing cocoa productivity
- Reaching sustainability goals

Participation of ICCO

- Number one priority of many CEN members
- Recognizing the unique position as an organization of producing and consuming countries
- Making available the invaluable know how and experience of the organization
- Ensuring that national and international standardization initiatives of producing countries are not overlooked
- Complementing the participation of producing countries and organizations of producing countries



What could be in it for you?

As the process has not yet formally started, it is important to be there from the beginning

By participating you can introduce your own ambitions in the process and win support for your ideas with the other participants



Questions **and/or** suggestions?