



The CEN Initiative on Sustainable and Traceable Cocoa

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CEN Committee Chair



How does the CEN work?

- Voluntary process, relying on participants
- Openness, transparency and fairness
- Procedures based on impartiality and the consensus principle
- Formal approval of standards based on evidence of consensus
- Stakeholders participate through national mirror committees, NSB's and liaisons



Principles of making standards

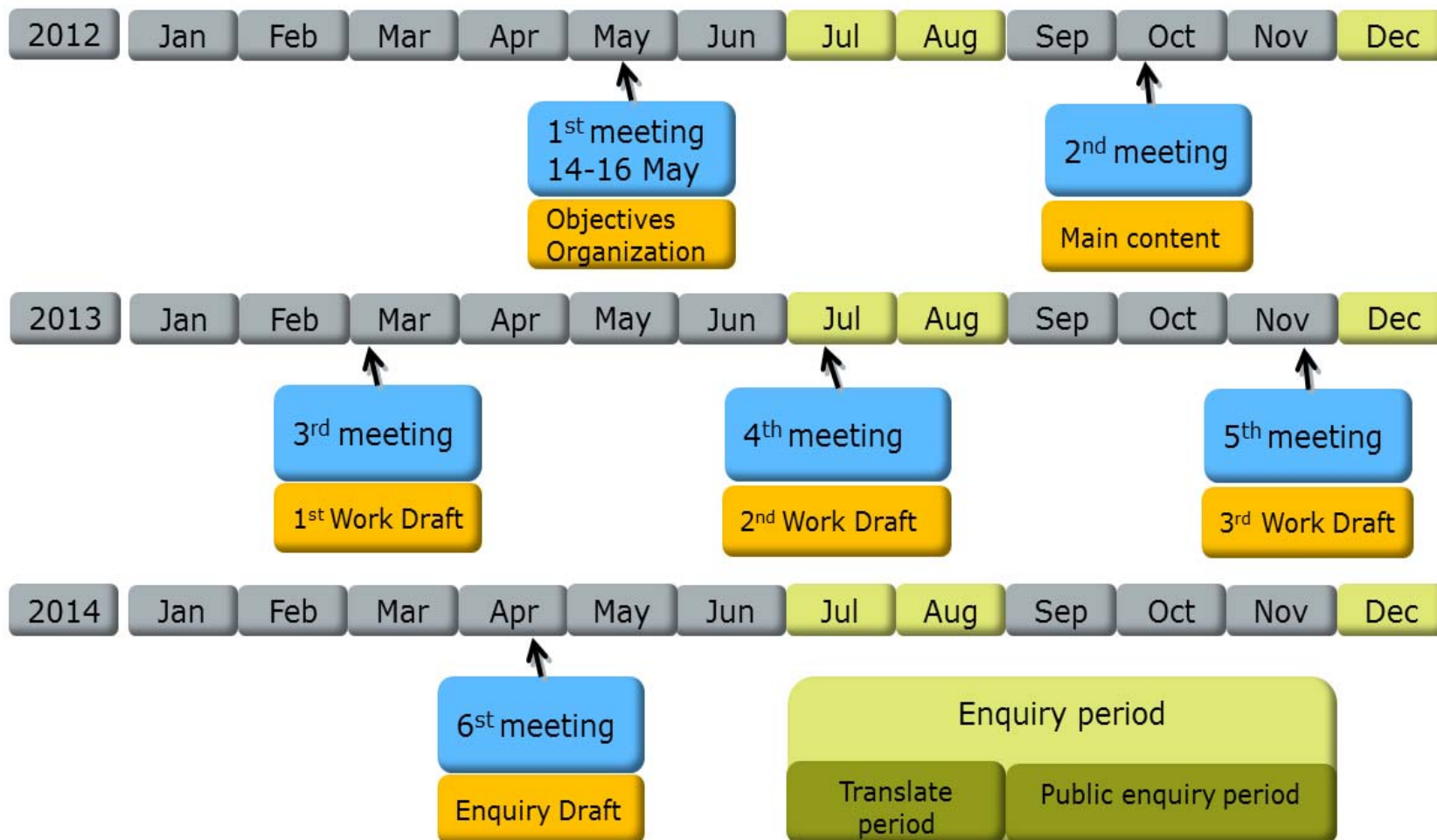
- Standards must meet needs of the market
- Standards must contribute to enhancing free trade
- Standards may not fix prices, exclude competition, mislead consumers or discriminate products



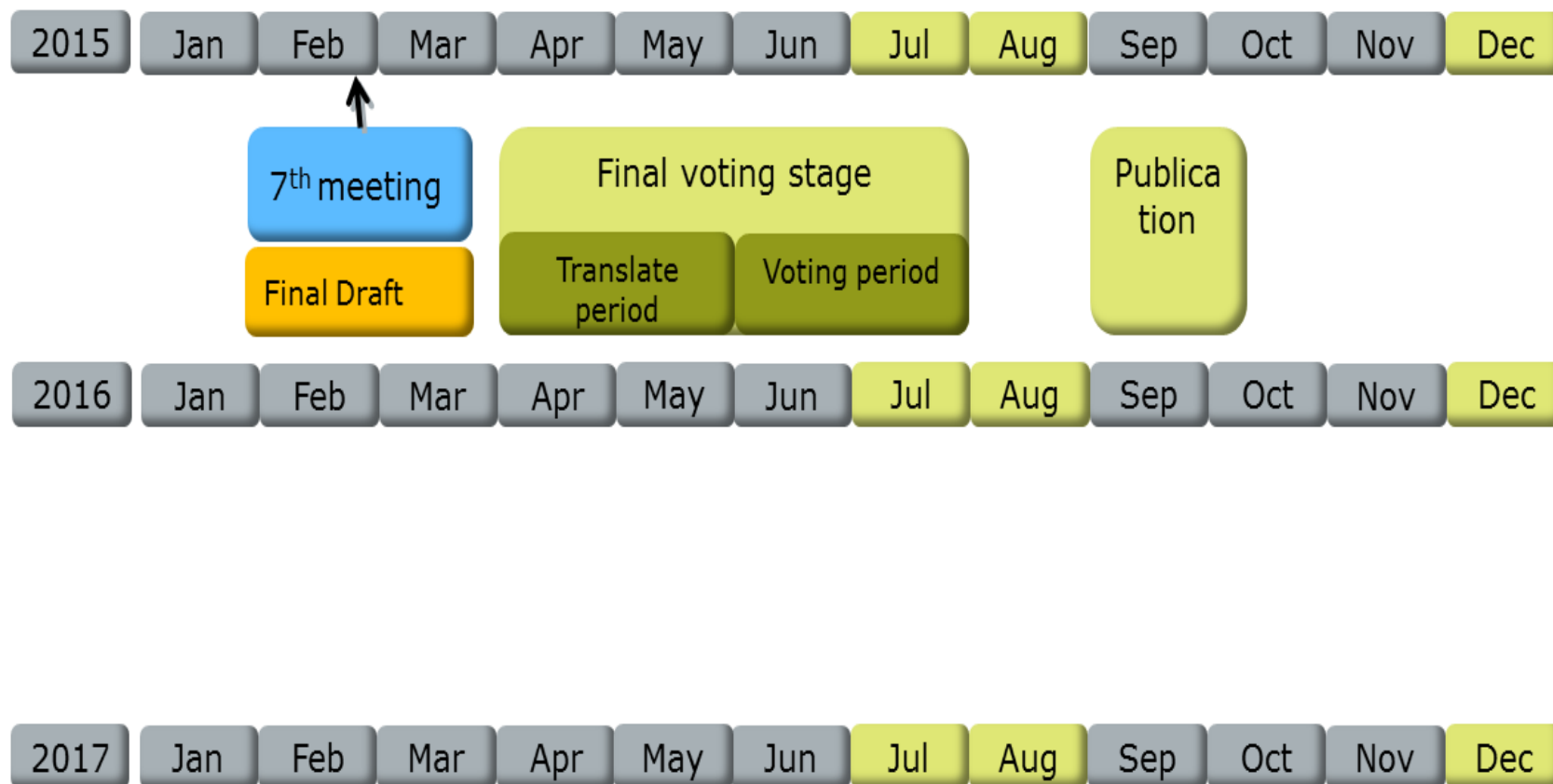
ISO and CEN

- ISO has agreed to cooperate with CEN
- Discussions in CEN TC 415 as if it were an ISO committee
- The new standards will be ISO standards as well as European standards

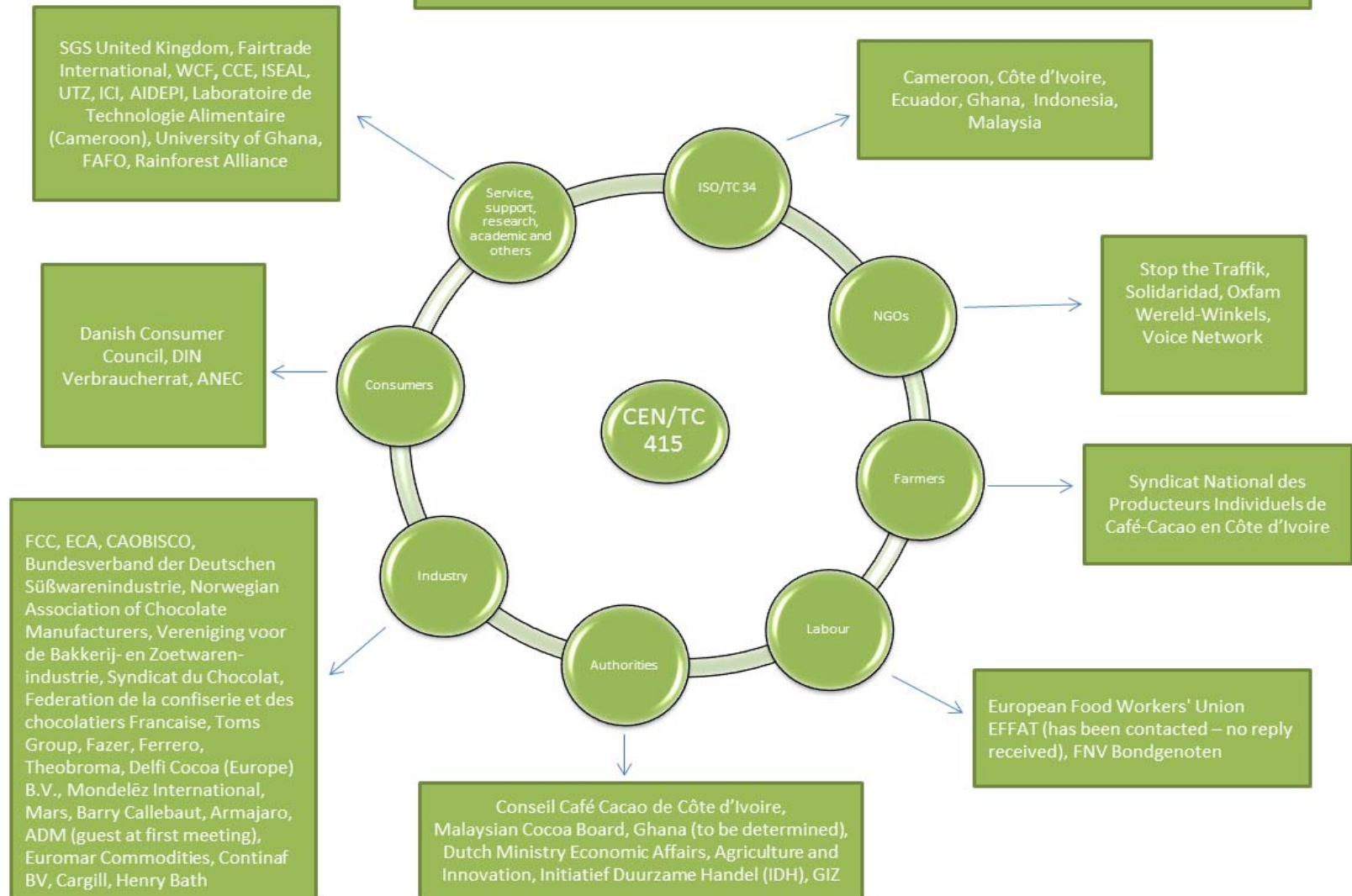
Proposed timeline for CEN/TC 415 standard(s)



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2nd draft for stakeholder mapping of participants of CEN/TC 415





What standards will be developed?

- A standard on sustainable cocoa
- A standard on traceable cocoa
- A standard for conformity assessment



Objectives

Establish a framework which meets

- The needs of producers
- The requirements of consumers and other stakeholders

For sustainability of cocoa production and traceability of the cocoa supply chain



A Standard for Standards

The standards must become a scalable and implementable standard, globally recognised for its inclusive nature as well as its ability to deliver long term sustainability impact **to which all standard schemes can align**



Sustainable cocoa

- Profit
- People
- Planet
- Management and organisation



Conformity assessment

- Consensual process
- Bearing in mind the needs of the producers
- And the requirements of consumers and other stakeholders



Traceability

- Needed for conformity assessment
- Standard on sustainability will either refer to traceability standard or include traceability requirements



Potential link with International cocoa Agreement 2010

- ◉ Promote sustainable cocoa economy
- ◉ Promote transparency
- ◉ Enhance capacity of local communities
- ◉ Promote cocoa quality & food safety procedures



Potential link with Global Cocoa Agenda

- Improved position of the cocoa farmer in profit criterium of sustainability
- Reassure customers cocoa is sustainably produced
- Transparency in cocoa certification for producer and consumer
- Conformity assessment in an ISO standard



Thank you

- Are there any questions?