ROUNDTABLE ON RESPONSIBLE SOY ASSOCIATION (RTRS)

SUCCESSFUL SUSTAINABILITY COMMUNICATIONS

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www.responsiblesoy.org
Mission
Encourage current and future soybean to be produced in a responsible manner to reduce social and environmental impacts while maintaining or improving the economic status for the producer

Through:
- *The development, implementation and verification of a global standard*
- *The commitment of the stakeholders involved in the value chain of soybean*

Vision
That soy helps to meet social, environmental and economic needs of the present generation without compromising the resources and the welfare of future generations and allowing the construction of a better world through consensus and joint action
RTRS TIMELINE AND SOME MILESTONES

2004
- First meetings London, UK

2006
- Creation of RTRS

2009
- RTRS Standard approved for field testing

2010
- RTRS Standard 1.0 approved by the RTRS General Assembly in June 2010

2011
- First producers certified and first certificates sold

2012
- 1.000.000 t certified

2013
- 2.000.000 t certified
- RTRS in China, USA and Canada
- Task Force Brazil created

2014
- 3.000.000 t certified
- Task Force Europe created

2015
- 1.000.000 RTRS credits sold

> 165 members world over

1.000.000 RTRS credits sold
HOW RTRS WORKS?

RTRS STANDARD OF PRODUCTION 2.0

- LEGAL COMPLIANCE
- RESPONSIBLE WORKING CONDITIONS
- RESPONSIBLE COMMUNITY RELATIONS
- ENVIRONMENTAL RESPONSABILITY
- GOOD AGRICULTRAL PRACTICES

100 indicators to be fulfilled through progressive entrance (3-4 years)

INDUSTRY & COMMERCE

PRODUCERS

CIVIL SOCIETY
HOW RTRS WORKS?

RTRS GOVERNANCE SYSTEM

GENERAL ASSEMBLY

EXECUTIVE BOARD  SECRETARIAT

TECHNICAL UNIT  COMUNICATION UNIT  ADMINISTRATION UNIT  WORKING GROUPS (Task Forces and specific thematic groups)
RTRS CERTIFIED SOY TODAY

SITUATION

- BRAZIL (1.4 MT)
- ARGENTINA (540 000 Tons)
- INDIA (65 000 Tons)
- PARAGUAY (42 000 Tons)
- URUGUAY (1041 tons)
- BOLIVIA (under certification)
- CHINA (under certification)
- CANADA (under certification)
- USA (10 000 Tons)

TOTAL: > 2.0 MT RTRS CERTIFIED SOY
LOCATION OF CERTIFIED SOY FARMS

**Data source:** Land Cover: IBGE, Waterbodies: Natural Earth

**Projection:** South American Albers Equal Area Conic

Map created by Masrudy Omri and Holly Gibbs, University of Wisconsin-Madison
GROWING DEMAND FOR RTRS CERTIFIED SOY

The Netherlands
Dutch Transition Foundation Responsible Soy committed to full RTRS certified soy in 2015

Belgium
MVDS / The Belgian platform for responsible feed: 100% of imported soy RTRS certified by 2015 which means

Unilever
described in Unilever Sustainable living plan their commitment for sustainable soy (50% in 2015)

Nutreco
committed to purchase 100% RTRS certified soy products in 2020 which means
... and more growing demand for RTRS certified soy in Europe ...

UK
AIC/FEMAS Sustainability Module in the UK
Supermarkets announced to source 100% RTRS soy by 2015

Arla Foods (Scandinavia)
all soy fed to cows producing milk for Arla Foods is grown according to RTRS principles and criteria not later than 2020; soy based ingredients used by Arla Foods is based on sustainable soy not later than 2018

Lantmännen (Sweden)
100% responsible soy by 2015

Commitments are already publicly given for over 5.0 million tons RTRS soy in the coming years
SUCCESSFUL SUSTAINABILITY COMMUNICATION
STOP CLIMATE CHANGE BEFORE IT CHANGES YOU.
METHAPOR OF BALL IN A BASIN

CURRENT STATE OF SOY

Soy value chain

Threshold

FUTURE STATE OF SOY
METHAPOR OF BALL IN A BASIN

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Threshold

Communication strategy 1
Communication strategy 2
Communication strategy 3
Communication strategy 4

SUCCESSFUL SUSTAINABILITY COMMUNICATION SHOULD BE TAILORED TO DIFFERENT CIRCUMSTANCES AND CONTEXTS

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WATCH OUT FOR THESE MYTHS OF SUSTAINABILITY

- MYTH 1: “SUSTAINABILITY IS ALL ABOUT THE ENVIRONMENT”
- MYTH 2: “SUSTAINABILITY IS A DESTINATION”
- MYTH 3: “SUSTAINABILITY COST MORE”
- MYTH 4: “HUMAN BEINGS ARE RATIONAL”
- MYTH 5: ”FEAR MAKES PEOPLE ACT”
- ETC..
SUSTAINABILITY

FACTS ARE UNCERTAIN, STAKES HIGH, VALUES UNDER DISPUTE AND ACTION URGENT...
It's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them.

(Steve Jobs)
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PHASE 1 - INSTITUTIONAL BUILD-UP
- Head office
- Infrastructure and material
- Policy and agenda oriented
- Working groups
- Consensus building
- Focus group: Producers, Industry, Civil Society

PHASE 2 – INCREASE SUPPLY
- Storytelling & positive reinforcement communication
- Workshops
- Working groups
- Focus group: Producers, Industry, Civil Society

PHASE 3 – INCREASE DEMAND
- Context analysis
- Message simplification & Accessibility
- Transparency
- Social media
- Improvements and new tools (linking science with policy)
- Working groups
- Focus group: Producers, Industry, Civil Society
Context Analysis

**External**
- **Market Research**: to understand certification schemes and RTRS’ perceived image and awareness within stakeholders
- **Media Monitoring**: to understand soy and RTRS’ presence in the media, general perceived image and dissemination
- **Website Survey**: to identify the strengths and weaknesses of the main communication tool

**Internal**
- **Internal Scan**: to identify communication dynamics and channels, and main improvement opportunities perceived
- **Website & Materials Scan**: to analyze the way the overall image of the RTRS is presented
Improvement Opportunities

Message Simplification & Accessibility

• Message & Design Standardization and Arrangement of the main RTRS information to make it more straightforward and accessible to all stakeholders.

• Q&As Revision and update

• **Infographics development:** to support the information provided
Improvement Opportunities

New Tools: Making RTRS’ Work Visible

- **RTRS Numbers:**
  to make the achievements more visible

- **Producers Profiles:**
  To bring producers a place to tell their experiences and make themselves visible for the market

- **SoyPrint Calculator:**
  To create awareness about the impact RTRS is able to mitigate

www.responsiblesoy.org
Institutional Video:
A brief introduction to what RTRS is about

New Website:
More visual, with better distribution of the information
Improvement Opportunities

RTRS Dissemination

• **Database Update:**
A mechanism was set to update RTRS database in real time for both stakeholders and media, in order to make the aware of the latest news from RTRS as soon as possible.

• **Newsletters, Newsflashes & Press Releases**
With a new institutional design, these tools are targeted to specific audiences of interest. A calendar was set according to a media plan.

• **Social Networks**
Everyday update of RTRS and sustainability news in the Twitter and Linkedin profiles to make the RTRS message viral and engage more stakeholders.
Improvement Opportunities

New Tools: Making RTRS’ Work Visible

• **RTRS Guides:**
  Two publications to target what producers and buyers need to know to get certified and trade their RTRS Material

• **New Members Reports:**
  Renewal of the design and guiding questions to reflect the commitment and work done by the members of the RTRS
Born: 2013

Members: Around 20 – 25 (producers, industry, finance, NGOs, auditors).

Meetings per year: 4-5

Working method: Consensus building
Born: 2014
Members: Around 30 – 35 (industry, finance, NGOs, auditors).
Meetings per year: 4-5
Working method: Consensus building
CONCLUSION

- SUCCESSFUL SUSTAINABILITY COMMUNICATION IS TAILORED TO DIFFERENT CIRCUMSTANCES AND CONTEXTS
- ATTENTION TO THE MYTHS OF SUSTAINABILITY!
- MAKE THE COMPLEX LOOK SIMPLE AND WORK ON ACCESSIBILITY
- EVALUATE AND ADAPT
Obrigado!

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