Developing and Deploying Effective Sustainability Tools

Successes in Other Commodities - November, 2014
Overview

• Proforest – our experience
• Context: drivers and trends
• Using standards as sustainability tools
• Examples
• Closing thoughts
Supporting people to transform natural resource production for greater sustainability.
Trends in sustainability tools

- Consumer concern & awareness
- Industry commitment
- Sustainability tools
- Sustainable production
Consumer concern and awareness

Source: Greendex: National Geographic / GlobeScan
Industry Commitments

Nestlé Policy on Environmental Sustainability

By 2015 – 30% of the volume of our 12 key commodities volumes have been assessed against our Responsible Sourcing Guideline requirements and are compliant, or improvement plans are ongoing.

Unilever Sustainable Living Plan

By 2020: To source 100% of agricultural raw materials sustainably.

HERSHEY’S Cocoa Sustainability Strategy

By 2020: To purchase 100% certified cocoa for all chocolate products around the world.

Cargill’s zero deforestation commitment

To extend Cargill’s zero deforestation commitment for palm oil to all commodities it produces.

Standards as sustainability tools

From a review of sustainability schemes and the use of standards: for GTPS (Brazilian Roundtable on Sustainable Beef), 2014

- Scorecards
- Good practice guidelines
- Communication and Disclosure
- Self-assessment tools
- Verification by a related organization (2nd party)
- Independent certification (3rd party)
Scorecards

Often campaigning tools

Source: Forest Heroes
Promoting, reporting and measuring
How standards are used

1. Good practice guidelines

   Ethical Trading Initiative
   ETI Base code

2. Communication and disclosure

   CDP
   THE GLOBAL COMPACT
How standards are used (2)

3. Self-assessment

4. Performance assessment by related organization

5. Independent verification / Certification
Self assessment tools: an example

The Brazilian Round table on Sustainable Beef

- Multi-stakeholder membership organization
- A set of Principles, Criteria and Indicators
  - Social and environmental issues
  - Stepwise indicators: gradual progress
  - Criteria for the whole chain: producers, industry, NGOs, retailers, investors
- Mandatory reporting: voluntary disclosure
Performance Assessment by related organization: an example

12 commodities
RSGs: social and environmental standards
2nd party audits, and support

Responsible Sourcing Guidelines (RSGs)
Certification Scheme: an example

Multistakeholder membership organization

- Certifying since 2008
- Production standard
- Chain of Custody Standard

www.rspo.org
Closing thoughts

- Range of ways standards are helping: good practice, self-assessment, measurement, demonstration
  - Different tools for different phases
  - Lots of examples and experiences: no need to reinvent the wheel

- Emerging issues:
  - Race to commit ➞ unclear, or partially developed requirements (deforestation, HCS):
    - More regional testing, collaboration between approaches
  - Audit fatigue / duplication:
    - Harmonization / coordination: SEDEX for field audits?
  - Exclusion of smallholders:
    - Greater involvement from the start
    - Regional / risk-based approaches
    - Tools for industry to support them
Thank you

Dawn Robinson
dawn@proforest.net