Trade for Sustainable Development – T4SD

STANDARDS MAP

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Voluntary Sustainability Standards
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Voluntary sustainability standards – definitions and examples

- Regulation increasingly includes principles and provisions developed by VSS or directly refer to voluntary standards.
- VSS require compliance with local laws and regulations, e.g. labor or environmental laws.
- Buyers ask suppliers for compliance with voluntary standards.

Voluntary sustainability standards
Compliance is voluntary

Mandatory standards
Compliance is mandatory

WTO technical regulation

Rules of origin/certificate of origin

Other national or regional standards
Mandatory Standards

Certain standards are required by governments for any products or services and are mandatory for any product to be legally commercialized in that market. These standards can be product or packaging characteristics, or certain processes to that need to be followed for example: technical regulations, sanitary or phytosanitary (SPS) measures including health and safety regulations, product specifications, labeling requirements, quality controls and rules of origin.
Voluntary Standards

In ADDITION to the mandatory/regulatory standards that your product or service needs to comply in a certain country, there may also be other standards that, though not required by law, might be requested, suggested or looked for by manufacturers, retailers or consumers. Like mandatory standards, they can refer to product characteristics, process requirements or production methods. They may also communicate their compliance to the standard through seals or labels.
Company Specific Standards

Manufacturers, retailers can also add specific requirements that may go above and beyond mandatory standards. Most of these are also in addition to some voluntary standards and maybe used for risk management (for example in sanitation requirements) or for differentiation (for example in an ‘all natural ingredients’ type of certification). They may just be included in a supplier’s code of conduct or they could also have a seal/brand.
What does this mean to you as a producer?

In practice, what this means is that you will need to comply with a series of standards and requirements. Some will be specific to one country, some might be specific for a product while some may be requested from your customer and would only be good when selling to this customer!

For example, Oguz from Turkey might need to comply with multiple requirements at all levels before his fruits get to the shelves of Tesco’s supermarket in England!
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Rationale

- **Sustainability concerns** in global supply chains;

- **High demand from SMEs** for transparency on voluntary standards;

- **Confusion** among SMEs, TSIs and governments around the proliferating voluntary standards applied in international markets;

- **Lack of credible, central & neutral repository** for standards information.

Components

- **Standards Map**: over 200 sustainability standards covering 80 sectors and applicable in 180 countries; summary reviews of each standard and code; interactive search functionality per sector/product, region/country or specific criteria; comparisons of standards and self-assessment tool for producers and suppliers;

- **SustainabilityXchange**: resources center, publications, business guides and online resource center;

- **Capacity building**: Bringing intelligence about what the market demands vis-à-vis voluntary standards, integrated with other ITC tools.

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Trade for Sustainable Development Principles

- Sustainability
- Harmonization
- Transparency
- Sustainable Development Goals
Welcome to Standards Map
Standards Map provides information on over 170 standards, codes of conduct, audit protocols addressing sustainability hotspots in global supply chains.

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Start
Over 200 sustainability standards & codes
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Thank you!

For more information: standardsmap@intracen.org