### Standards Map
Comparative Analysis and Review of Voluntary Sustainability Standards

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### MAR activities

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What is T4SD-Standards Map?
A partnership-based effort to provide access to comprehensive information on private standards & increase opportunities for sustainable production and trade.

Who are our partners?

... as well as 95 participating standards organizations (as of March 2012).

ITC's Client Survey highlighted standards (mandatory and voluntary) as a major challenge for exporters.
What is a standard?

“Rules, guidelines or characteristics prescribed in a document for specific products or services, and/or production processes.”

Standards allow anonymous exchange of products and basic conditions for the efficient functioning of international markets.

- Communicate more easily
- Common expectations
- Compatibility of joint production

Standards affecting trade:

- Public/Mandatory standards
  - Consumer protection
  - Technical requirements
  - Food safety

- Private/Voluntary standards
  - Quality
  - Process management
  - Sustainability
  - Food safety
  - Packaging
Sanitary and phytosanitary standards
i.e. Food Law requirements

Technical Barriers to Trade
i.e. Technical requirements

Key features of public standards?

Must comply with technical and sanitary and phytosanitary measures.
- According to ITC research, approximately 70% of the problems faced by exporters due to non-tariff measures are in the area of technical barriers to trade (TBT) and sanitary and phytosanitary measures (SPS).

Set by public institutions to ensure product quality, environmental protection and consumer health.

Different depending on the product and the country of export and import. Some regulations are based on international food standards, while others were developed by individual countries.

Non-compliance with these requirements may lead to quarantining or product rejection by import countries.
Private or voluntary standards

*Private or “voluntary” standards* are developed by non-governmental entities, incl. non-governmental organizations, industry associations, companies, among others.

Compliance to these standards is not legally required by national governments or multilateral regulations as opposed to *public standards.*
Why private standards?

Potential to bring opportunities to producers:

• Product differentiation
• Open up market access
• Protect local resources
• Improvement of workers' health and living conditions of rural communities
• Ensure consumer health

Private standards: challenges or market opportunities?
Sustainability standards: comparative analysis

5 main questions

1. Do private standards facilitate market access or represent a market barrier?

2. Is participation in private standards profitable for producers and exporters?

3. Do private standards have positive social and environmental impacts?

4. Do private standards provide upgrading opportunities?