



**Webinar June 20<sup>th</sup>  
12:00 – 13:30 (UTC+2)**

**Sustainability at scale:  
Landscape approaches  
and 'beyond certification'**



**Peter D'Angremond**  
*President and CEO at Fairtrade  
Netherlands*

**Daan Wensing**  
*Program Director Global  
Landscapes at IDH, The  
Sustainable Trade Initiative*



**Speaker:**  
**Guus ter Haar**  
*Consultant at NewForesight*



# Welcome





Webinar 20<sup>th</sup> of June

*Sustainability at scale:  
Landscape  
approaches and  
'beyond certification'*



**Guest speaker**  
Peter D'Angremond  
President and CEO of  
Fairtrade Netherlands

# Looking at “certification and beyond”

Peter d'Angremond  
CEO Fairtrade Netherlands | Max Havelaar



# Certification: a valuable point of departure

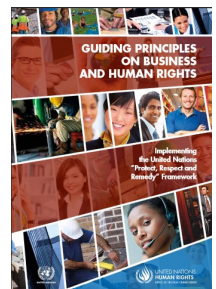
## Certification is a valuable instrument to kick-start a change process



- To organize, to empower and to change trading practices
- Sustainability standards improve market access, profitability and production for certified businesses and enhance reputation while reducing risk for manufacturers and retailers
- Contribute to achievement of SDG's and UN Human Rights agenda




**Businesses experience range of benefits from using sustainability standards**





# ESSENCE OF FAIRTRADE

A photograph of three young men in a rural, outdoor setting. They are sitting on the ground, surrounded by coconuts and other agricultural products. The man in the center is smiling broadly at the camera, while the two men on either side of him are looking down at their work. They are wearing simple, casual clothing. The background shows a lush, green environment with trees and foliage.

**“The best remedy against poverty is to empower people to earn their own living”**



# WHAT IS FAIRTRADE?

Fairtrade works on reducing root causes of human rights violations

Non-inclusive pricing and unfair trading practices are root causes of..... child labour, forced labour, deforestation, discrimination.....

## Key Interventions:

- Democratic organization of farmers & workers
- **Multi stakeholder** standard setting and **independent** 3rd party certification & labelling
- Minimum price based on costs of sustainable production
- Fixed Fairtrade premium
- Inclusive and community based



robust standards





# How to distinguish?

## Common perceptions on certification:

- It's complex
- It's inefficient
- It's costly
- It's showing limited impact
- It only works for a specific segment of the market and for a specific sort of farmers.
- It cannot solve everything (nor does it intend to)

# Reflecting on the challenges

- Impact: there is a gap between what people *think* certification can do and what certification *actually* can do
- Who is **accountable** for certification impact? Accountability of certification schemes vs. Corporate responsibility

So.....

- ***Do we discard*** certification with its benefits?
- If so, ***what alternatives (proven effective) exist*** that have demonstrated to meet the challenges?
- Do alternatives offer Multi Stakeholder participation, independence, farmer inclusivity and empowerment?



# FAIRTRADE RATED AS TOP CERTIFICATION SCHEME

## Certification schemes differ greatly from each other.....



- Fairtrade is the best certification scheme in the mainstream market
- Traceability exceeds UTZ & Rainforest.
- Fairtrade, Hand-in-Hand & Naturland are the only certification schemes that guarantee a minimum price



Fairtrade is superior to others in a.o. comprehensiveness and quality of criteria



Fairtrade has done the most to make commitments to living wages



BOND ranked Fairtrade in the

**TOP 2 OF 48**

NGOs for transparency

# a strong point of departure....

Frame this discussion as  
“Certification .... And beyond”  
(rather than Beyond Certification)

- Certification can improve
- Corporate participation must improve (i.e achieving living income/living wage can only be reached with a participating procurement)
- We can't solve all issues with a sustainability standard
- **All actors** in supply chains should focus on working together, combining their efforts
- Sustainability is a shared responsibility



**SUPPLY CHAIN  
COMMITMENT**



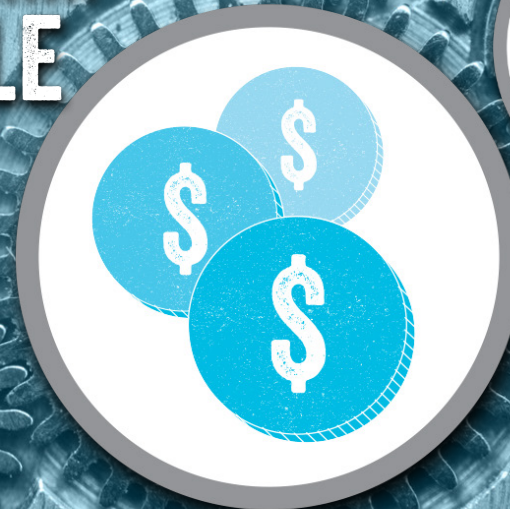
**SUSTAINABLE  
YIELDS**



**DIVERSIFICATION**



**SUSTAINABLE  
PRICING**



**COST  
EFFICIENCY**





SUSTAINABILITY  
IS OUR  
**SHARED**  
RESPONSIBILITY



FAIRTRADE





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## Production, Protection, Inclusion:

*A multi-layered approach to  
achieving sustainable production,  
forest protection and social  
inclusion*







\*Photo credit: The Conversation



**Protection &  
Restoration of forests**



**Sustainable Production  
of Agro-commodities**



**Inclusion  
Enhancing livelihoods**



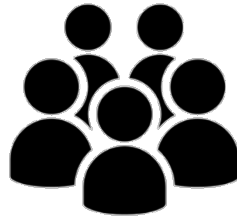
\*Photo credit: The Conversation



# Working with multiple stakeholders



Government



Communities



Farmers



Companies



Investors



Civil Society  
Organizations

## Working a different scales



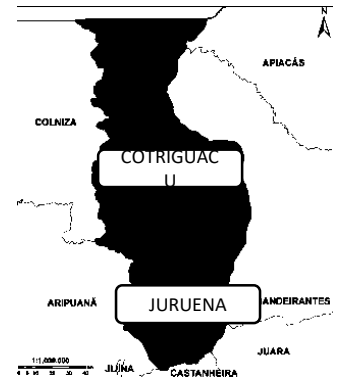
Global



Country



Provincial



Municipal

# 1. Government engagement



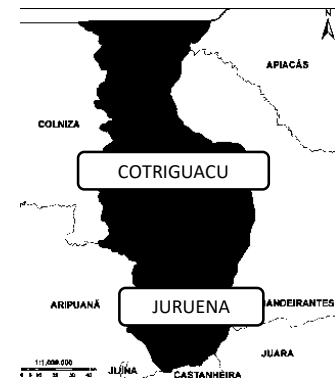
Country

*NDCs: zero illegal deforestation by 2030  
12 million ha of forests restored by 2030*



State

*Produce, Conserve,  
Include targets*



Municipal

*Produce, Conserve,  
Include targets*

Why is it important?

Long term certainty, “derisking” investments

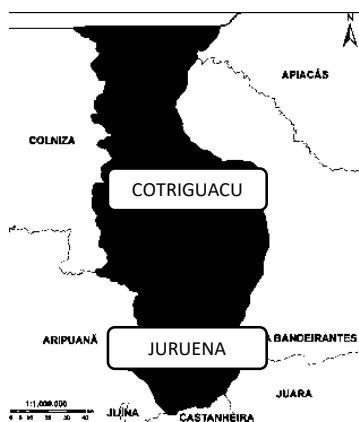
## 2. Supply chain approach



**Why is it important?**  
Demand and supply are intertwined



### 3. Production, Protection, Inclusion Compact



#### **Produce targets**

e.g. to recuperate 121,608 hectares of low-productivity pastureland by 2023

#### **Protect targets**

e.g. to maintain 78% of forest vegetation in accordance to the rights and duties of the Forest Code

#### **Include targets**

e.g. to regularize 100% of family farming plots of land by 2023

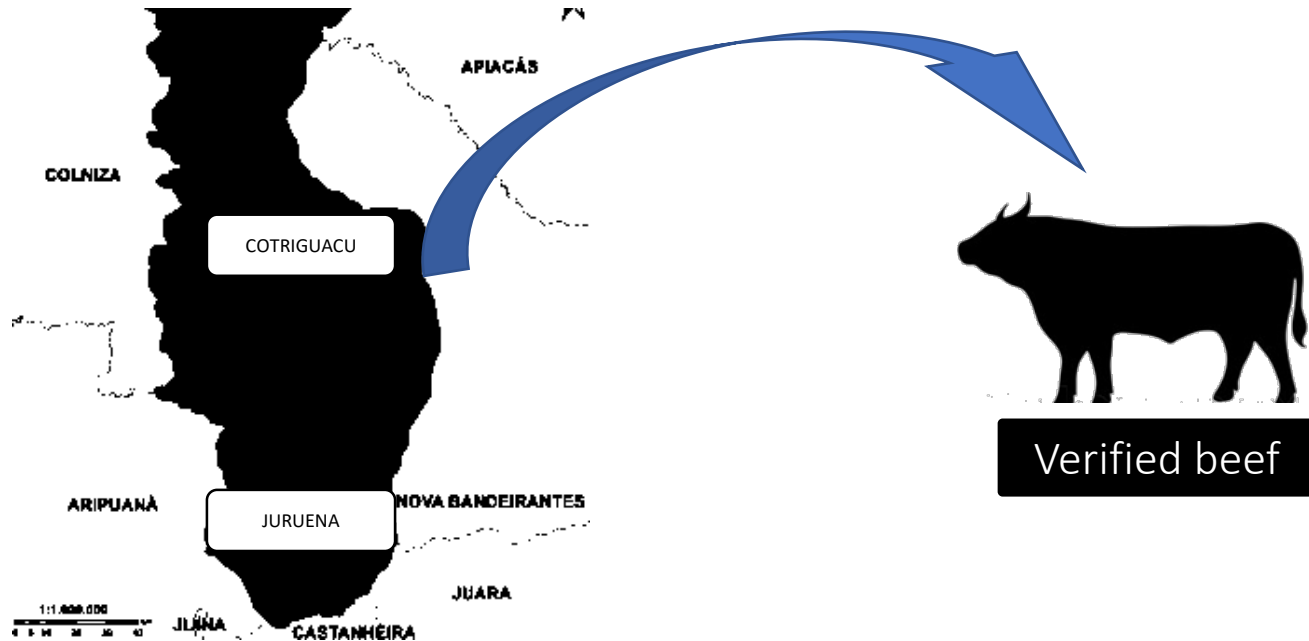
#### **Cotriguacu Municipality Compact Signatories:**

City Mayor, SEMA, Timber sector, Rural Syndicate, Settlement representatives, ONF Brasil Gestão Florestal Ltda, Mato Grosso Sustainable Municipalities Program, PCI Strategy MT, SIMNO, EMPAER MT, IDH

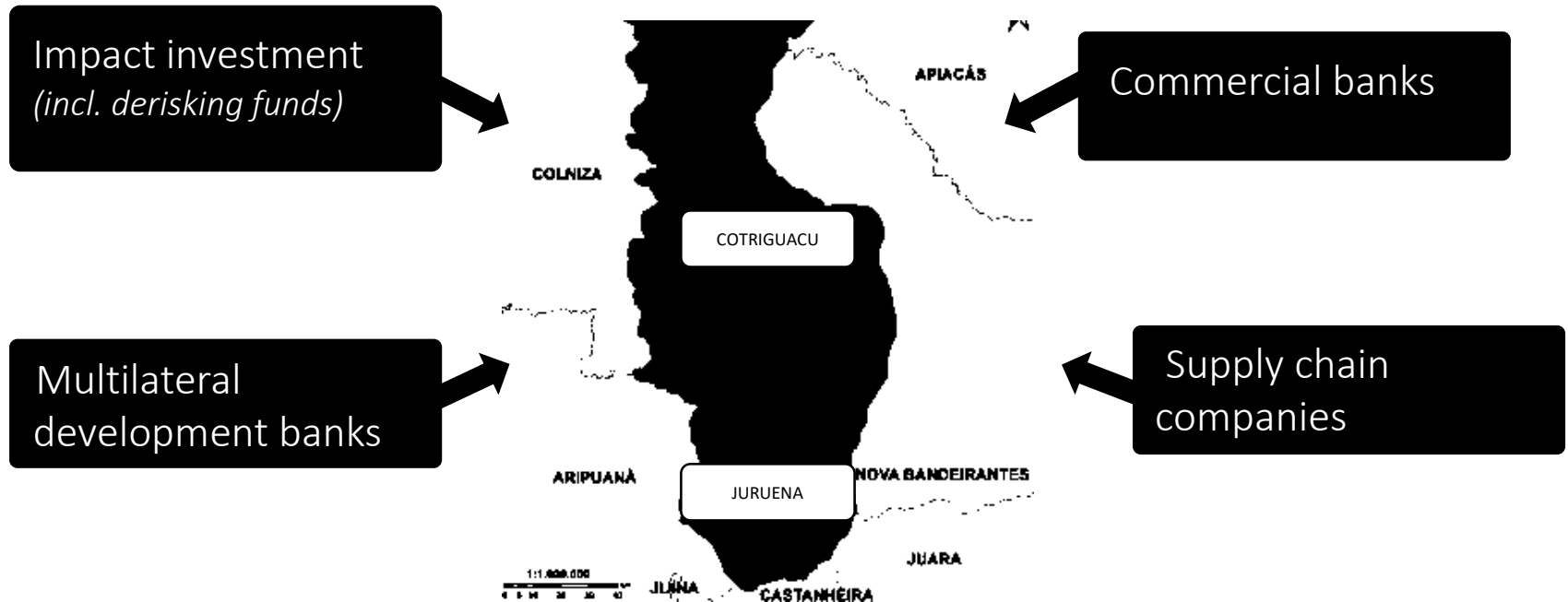


**Why is it important?**  
Shared vision and common targets

## Verified sourcing area



# Clear investment pipelines



# Creating project pipelines

1. Government  
engagement



2. Supply chain  
approach



3. PPI Compact



Increase investment “readiness”



Develop business models and projects  
that can be “investment-ready”





Credit: The Conversation



Thank you

Daan Wensing  
Program Director Global Landscapes,  
Palm, Soy & Timber

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## Introduction

# NewForesight

*Turning the world's toughest sustainability challenges into opportunities for all*

creating  
**shared**  
opportunities





Depletion of natural  
resources

Our world is confronted by increasingly complex and global sustainability challenges. Despite efforts by public and private sector, we are unable to tackle them in a structural way.

Climate change

These complex and sector-wide issues **go beyond the responsibility and capacity of single actors and require broad stakeholder action**, including producer and consumer governments.

Persistent poverty

*Tackling these structural challenges requires **effective collaborative action** at the **scale of the landscape**.*

Nutrition insecurity

# However, first we need to define the ideal state: a sustainable landscape



## A sustainable landscape...

- Recognizes the **limits and tradeoffs** between the various interconnected **values, goods, and services** it has to offer;
- Addresses these limits and tradeoffs in a **spatially explicit, integrated manner**;
- Reconciles stakeholders' **needs, preferences, and aspirations**;
- Uses **adaptive management and continuous learning** to deal with dynamic processes, nonlinear relationships, external shocks, and unforeseen interactions and thresholds.



# Getting to these sustainable landscapes generally requires the realization of three goals

**Ultimately, the goal of any landscape or regional approach is threefold:**



- 1) Drive inclusion and commitment of the whole economic landscape**
- 2) Increase the impact and efficiency of current sustainability efforts**
- 3) Tackle sector-wide problems at the relevant scale and with relevant local stakeholders**

# Additionally, a sustainable landscape can be approached from three main avenues

## Sustainable landscape

### Landscape approach



- Integrated land use management, reconciling social, environmental, and economic value, functions, and goals;

### Regional (sourcing) approach



- Sustainable sourcing & de-risking;
- Single commodity;

### Jurisdictional approach



- Political boundaries;
- Multi-stakeholder, explicitly including governments;

# Example: a replicable model for sustainable production regions



## The challenge

A leading coffee multinational wanted an **approach to strengthen and empower local initiatives** that would allow them to address regional coffee sustainability challenges in their sourcing regions in an inclusive way.

### The 6 Key Elements to sustainable transformation



1.

Convene around  
a shared vision



2.

Develop an  
action plan  
based on  
regional prio's &  
root causes



3.

Determine  
shared actions,  
divide roles &  
responsibilities



4.

Clarify the  
benefit logic of  
the ideal and  
intermediate  
states



5.

Determine how  
to measure  
success and  
improve



6.

Set up a fit-for-  
purpose  
organization  
to replicate

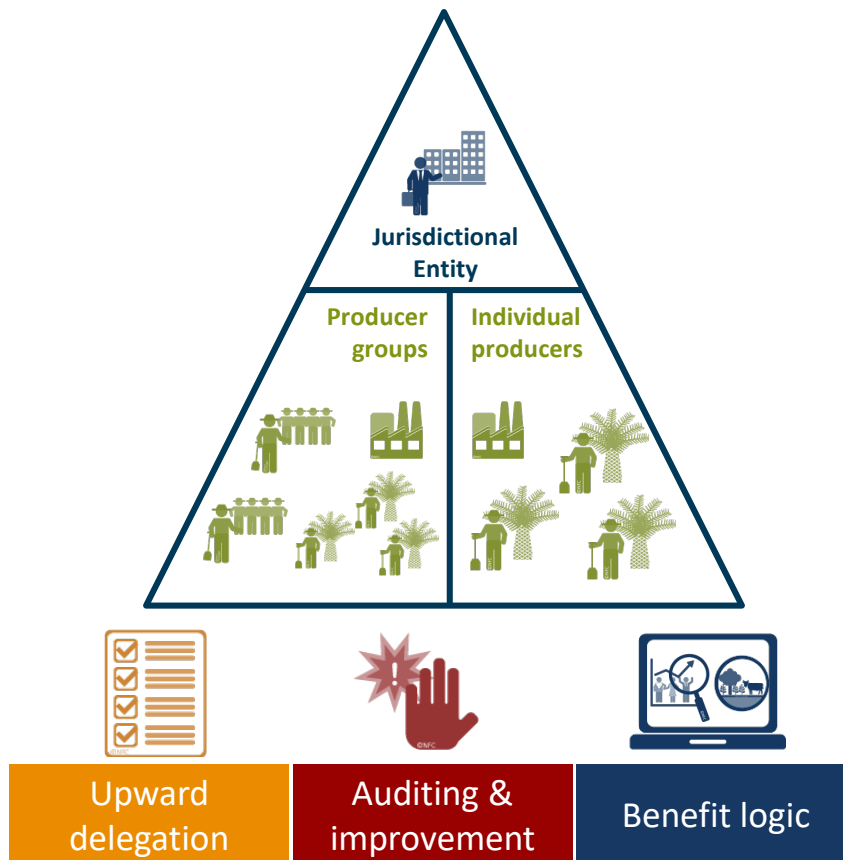


# Example: Jurisdictional Approach to Certification



## What was the challenge?

A standard-setting body is seeking to link their certification model to a regional approach. At the same time, they needed to maintain the **inclusiveness of all producers** in sustainable production while **tackling sector-wide problems** at scale.



# Success factors for a sustainable landscape approach

- 1) A clear & shared definition of success;
- 2) Using available tools, rethinking their implementation (e.g. assurance, claims);
- 3) Building and strengthening local capacity and ownership—a flexible process for involving local stakeholders for regional specification;
- 4) Local, multi-stakeholder leadership to ensure no single agenda takes priority over shared one;
- 5) Measurement, evaluation and adaptive management to improve and scale;
- 6) Clear government commitment from an early stage.



Have a sustainability  
challenge to tackle?

Let's get in touch



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