Introduction
  • What is the International Trade Centre – ITC?

Trade for Sustainable Development
  • ITC Standards Map

ITC’s support in benchmarking GAP standards
  • Collaborative effort by ITC and standards organizations
“As an agency of the United Nations, ITC enables business export success globally by providing, with partners, trade development solutions to the private sector, trade support institutions and policy-makers”
Trade for Sustainable Development – Standards Map

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 web-tools:** over 120 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;

• **Research & 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.
Over 120 sustainability standards & codes
Participation is free of charge for all organizations that develop sustainability standards, codes and audit protocols:

(i) Existence of a published set of criteria & indicators;

(ii) Existence of an implementation system that is operational or nearing operational status (verification, certification, accreditation…);

(iii) Requirements include criteria that address at least one dimension of sustainable development (social justice, protection of the environment, economic development, ethics…).

Standards Map web-tools are free of charge and widely disseminated in close collaboration with strategic partners (buying companies, traders, producers associations, export promotion agencies, etc.);

Customized applications based on the Standards Map database may be built for specific user groups – ad hoc license fees according to partnership agreement.
STANDARDS MAP

COMPARATIVE ANALYSIS AND REVIEW OF VOLUNTARY STANDARDS

Standards Map provides users with information enabling them to analyse and compare information on 120 voluntary standards operating in over 200 countries, and certifying products and services in more than 80 economic sectors.

Through an intuitive and user-friendly search process, users can review and compare standards across common themes and criteria. Standards Map also includes additional reference material to increase awareness and knowledge of voluntary standards, including quick-fact sheets for each of the standards referenced to and links to more than 250 academic studies, dissertations and research papers.

Read about our latest achievements in our latest quarterly newsletter.
**STANDARDS MAP 2.0 (December 2013)**

**Identify** standards or codes of your interest (select from a list or identify by product/crop, country/region)

**Quick-Scan**

**Review** the main features of your selected standards and codes (sustainability scope, policies and processes...)

**Compare**

**Run comparisons and benchmarking** of schemes based on their content requirements and sustainability focus.

**Self-Assessment**

**Use the Self-Assessment tool** to assess your profile against a standard of relevance to your context

**Store & Share**

**Store** your reports online and **share** them with business partners.
## ITC’s Support in Benchmarking GAP Standards

### Overall objective
Develop customized **benchmarking tools** to allow users compare and contrast GAP standards against wide range of criteria used in Standards Map (over 120 schemes available).

### Activities
- **ITC Project in Fiji** to benchmark New Zealand GAP, Australia GAP, ASEAN GAP, and GlobalGAP against Food Safety Act 2003, Food Safety Regulations 2009, Biosecurity Act 2008;
- **ITC collaboration with IDH** to benchmark standards applicable to horticulture, flowers, spices and tea.
- Developing the **online standards comparison tool** in parallel to ITC Standards Map 2.0 IT build to enable customized analyses of GAP standards;

### Outcomes
- Facilitate **data sharing, analysis and benchmarking** of sustainability standards taking stock of the information on over 120 schemes referenced in Standards Map database.
ITC’s Support in Benchmarking GAP Standards

<table>
<thead>
<tr>
<th></th>
<th>Reference</th>
<th>Standard 1</th>
<th>Standard 2</th>
<th>Standard 3</th>
<th>Standard 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OVERALL AVERAGE</strong></td>
<td>100%</td>
<td>61%</td>
<td>96%</td>
<td>53%</td>
<td>60%</td>
</tr>
<tr>
<td><strong>ENVIRONMENT</strong></td>
<td>100%</td>
<td>96%</td>
<td>91%</td>
<td>74%</td>
<td>58%</td>
</tr>
<tr>
<td>Soil</td>
<td>100%</td>
<td>80%</td>
<td>40%</td>
<td>100%</td>
<td>120%</td>
</tr>
<tr>
<td>General principle on soil management</td>
<td>Medium-term, Critical, NER</td>
<td>Critical, ER</td>
<td>Critical, ER</td>
<td>Short-term, ER</td>
<td></td>
</tr>
<tr>
<td>Soil conservation / erosion</td>
<td>Medium-term, Critical, NER</td>
<td>Not covered, N Critical, ER</td>
<td>Short-term, NE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soil quality / productivity</td>
<td>Medium-term, Critical, NER</td>
<td>Not covered, N Critical, ER</td>
<td>Short-term, ER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soil nutrients / fertility</td>
<td>Medium-term, Critical, NER</td>
<td>Not covered, N Critical, ER</td>
<td>Short-term, ER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soil contamination</td>
<td>Short-term, ER</td>
<td>Not covered, N Critical, ER</td>
<td>Recommendat Critical, ER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other criteria relating to soil</td>
<td>Not covered, N Critical, NER</td>
<td>Not covered, N Not covered, N Short-term, ER</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5.00        4.00        2.00        5.00        6.00
ITC’s Support in Benchmarking GAP Standards
ITC’s Support in Benchmarking GAP Standards

Bar chart showing distribution of standards across categories:
- ENVIRONMENT
- SOCIAL
- ECONOMIC
- QUALITY
- ETHICS & BUSINESS INTEGRITY

Graphs comparing different standards:
- Reference Benchmark
- Standard 1
- Standard 2
- Standard 3
- Standard 4

Spider web chart indicating criticality and recommendation levels:
- Critical
- Short-term
- Medium-term
- Long-term
- Recommendation

Categories include:
- Soil
- Climate - Carbon
- Forests
- Energy
- Chemicals/Natural organic inputs
- Water
- Waste
- Biodiversity
- Animals
Thank you!

For more information on Standards Map, please visit

www.standardsmap.org

Do not hesitate to contact us at ITC:

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