Closing the information gap:
Opportunities and challenges for policymakers

31 January 2014
“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”
ITC’s Market Analysis Tools

MARTKET ANALYSIS TOOLS
Enhancing the transparency of global trade and market access

ITC’s market analysis data becomes free for all users. Read the press release

The International Trade Centre has developed five web portals: Trade Map, Market Access Map, Investment Map, Trade Competitiveness Map and Standards Map to enhance the transparency of global trade and market access and to help users in their market analyses.

Since the 1st January 2008, all users from least developed and developing countries and territories, have been able to access the ITC’s market analysis tools (MAT) free of charge, thanks to support from the World Bank, the European Commission and donors to ITC’s Trust Fund. From the 1st October 2013, users in developed countries have also free access to most of the data in MAT.

Latest trends available in Trade Map
Most important evolutions for Brazil’s imports between the second quarter 2012 and the second quarter 2013

<table>
<thead>
<tr>
<th>Origin of products imported by Brazil*</th>
<th>US$</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equatorial Guinea</td>
<td>508 millions</td>
<td>+815%</td>
</tr>
<tr>
<td>Egypt</td>
<td>86 millions</td>
<td>+12%</td>
</tr>
<tr>
<td>Côte d’Ivoire</td>
<td>5.1 millions</td>
<td>-84%</td>
</tr>
<tr>
<td>Iran (Islamic Republic of)</td>
<td>2.4 millions</td>
<td>-76%</td>
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<th>Products imported by Brazil*</th>
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<td>Ore, slag and ash</td>
<td>416 millions</td>
<td>+165%</td>
</tr>
<tr>
<td>Ships, boats and other floating structures</td>
<td>92 millions</td>
<td>+97%</td>
</tr>
<tr>
<td>Railway, tramway locomotives, rolling stock, equipment</td>
<td>137 millions</td>
<td>-58%</td>
</tr>
<tr>
<td>Zinc and articles thereof</td>
<td>18 millions</td>
<td>-56%</td>
</tr>
</tbody>
</table>

* Threshold value : US$ 1 million
ITC’s Market Analysis Tools

Over 320,000 registered users worldwide
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 120 voluntary 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.***

Support

SECO, BMZ, European Commission
Over 120 standards & audit protocols
Welcome to Standards Map

Standards Map provides information on over 120 standards, codes of conduct, audit protocols addressing sustainability hotspots in global supply chains.

Identify voluntary sustainability standards which apply to your business.

Quick-scan

Quickly review selected standards at a glance.

Compare

Compare voluntary sustainability standards’ hotspots.

Self-Assess

Assess your business’ sustainability profile and roadmap to sustainable trade.

More analysis tools

- Trade Map
- Market Access Map
- Investment Map
**STANDARDS MAP 2.0**

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

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

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

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

**Generate** your **reports** online and share them with business partners.
IDENTIFY

- Use country/region; product/sector filters to identify relevant standards.
- Select additional filters to narrow your search by destination market.
- Review more options to narrow your search by specific sustainability hotspot explicitly covered by standards.
To begin your analysis, identify the set of voluntary standards which apply to your product/service, producing country and destination market. To do this, we invite you to select a product or service from the left-hand side navigation menu. The list of standards then updates automatically.

21 standards correspond to the chosen criteria

Please select a number of standards to work with, check and uncheck the ones you wish to view.

East African organic products standard
It (East African organic standard) builds on East Africa’s rich heritage of indigenous knowledge combined with modern science, technologies and practices. (...) The East African organic products standard has been written for organic production in East Africa and has been adapted to conditions in East Africa.

EU Organic Farming
The aim of Regulation (EC) No 1980/2000 of the European Parliament and of the Council of 17 July 2000 on a revised Community eco-label award scheme is to establish a voluntary eco-label award scheme intended to promote products with a reduced environmental impact during their entire life cycle and to

Data modified: September 2013

Fair for Life
The aim of the Fair for Life Programme is to ensure fair and positive relations between producers and their cooperatives or contracting companies, between workers and their employer, between seller and buyers on the world market while at the same time ensuring performance of standards

Data modified: 18.12.2013
QUICK-SCAN

• Review standards key characteristics by browsing on a Quick-Scan menu.

• Generate short reports and maps about the standards’ scope, policies, contacts details…
Proportion of hotspot areas in standard's requirements, as referenced in the Standards Map database.

Number of requirements per hotspot area, as referenced in the Standards Map database.

Proportion of requirements referenced in the Standards Map database as "critical" for immediate action; "short-term", "medium-term" or "long-term" objectives to be met respectively within 12, 30 or over 36 months of operations; and "recommendations".

### Soil

<table>
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<tr>
<th>Timeframe</th>
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<td>SOIL: general principle</td>
<td>Within 3 years</td>
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<td>Soil quality / productivity</td>
<td><strong>For immediate action</strong></td>
<td></td>
<td>Adequate overall soil fertility management to ensure long term productivity. <a href="#">More information</a></td>
</tr>
<tr>
<td>Soil nutrients / fertility</td>
<td><strong>Within 3 years</strong></td>
<td></td>
<td>Types of fertilisers used. Synthetic fertilisers are not used as the sole measure for maintaining soil fertility. Staff is trained and qualified thin evaluation of field conditions and the soil management practices in place. <a href="#">More information</a></td>
</tr>
<tr>
<td>Soil contamination</td>
<td><strong>Within 3 years</strong></td>
<td></td>
<td>Demonstrated efforts to gradually explore less toxic alternatives and reduce overall applications for all extremely or high toxic as well as moderately toxic agrochemicals. (...) <a href="#">More information</a></td>
</tr>
<tr>
<td>Soil maintenance / enhancement by crop rotation</td>
<td><strong>For immediate action</strong></td>
<td></td>
<td>Qualified personnel that understand the basic agronomic principles of soil management and irrigation practices, building and maintaining soil fertility and crop rotation (if applicable) and that may critically evaluate field conditions and the practises in place. (0) is not present. (2=0) is present and authorized to implement measures wherever needed. <a href="#">More information</a></td>
</tr>
</tbody>
</table>

### Forests

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<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deforestation prevention / remediation</td>
<td><strong>For immediate action</strong></td>
<td></td>
<td>No destruction may take place from the date of certification onwards. Destruction of natural ecosystems (e.g. deforestation of bushland, or destruction of mangroves for shrimp ponds) in the preceding 5 years before the application must be compensated by adequate ecosystem conservation practice. Any land which was made cultivable by clearing primary forests up to 10 years prior to application for certification cannot be accepted for Fair for Life production. <a href="#">More information</a></td>
</tr>
<tr>
<td>Forest conservation</td>
<td><strong>For immediate action</strong></td>
<td></td>
<td>The operation has good knowledge and documentation of ecosystems and key potential threatening conditions or threats to these ecosystems. Biodiversity (diversity of habitats, flora, fauna, fungi and microorganisms) in and around the managed areas shall at least be maintained. <a href="#">More information</a></td>
</tr>
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</table>
COMPARE

- Review side-by-side standards’ requirements and coverage of sustainability topics.
- Generate graphs that highlight possible similarities and overlaps between standards’ respective scope of requirements.
- Select a “reference” and identify requirements’ possible overlaps between that reference and other standards.
Proportion of requirements covered by the reference that are also covered by the other standards, as referenced in the Standards Map database.

Number of requirements per hotspot area as defined in the Standards Map database. Click on any of any of the sustainability hotspots in the legend to modify the chart, and click on the icon to generate different types of graphs.

Proportion of requirements referenced in the Standards Map database as “critical” for immediate action; “short-term”, “medium-term” or “long-term” objectives to be met respectively within 12, 36 or over 36 months of operations, and “recommendations”.

Filter

Open all
Close all

Environmental

SOIL: general principle

Requirement covered: For immediate action

SOIL: specific rule

Requirement covered: Within 3 years
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### Social

#### Human Rights and Local Communities

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<tr>
<th>Topic</th>
<th>Requirement covered</th>
<th>Requirement covered</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Human Rights &amp; Local Communities: general principle</td>
<td>![Icon]</td>
<td>![Icon]</td>
<td>![Icon]</td>
</tr>
<tr>
<td>Promotion / enhancement of housing and sanitary facilities</td>
<td>![Icon]</td>
<td>![Icon]</td>
<td>![Icon]</td>
</tr>
<tr>
<td>GENDER ISSUES: general principle</td>
<td>![Icon]</td>
<td>![Icon]</td>
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</table>

**Timeframe:** For immediate action

**Threshold:**

**For immediate action.** For Life: Social Responsibility certification confirms that workers enjoy fair and safe working conditions covering all key aspects from core ILO workers' rights to good employment conditions.

**More information**

**For immediate action.** Free access to clean toilet facilities and to portable water and food consuming areas shall be provided. Accommodation, where provided, shall be clean, safe, and meet the basic needs of the workers.

**More information**

**For immediate action.** AF 3.6.4. Are on-site living quarters habitable and have the basic services and facilities?

**More information**

**For immediate action.** There shall be no discrimination in hiring.

**Recommendation:** Gender issues are partially covered by GLOBALGAP in the
SELF-ASSESS

- Producers or suppliers may fill online questionnaire and "map" their responses against standards' requirements.
- Increasing awareness of possible areas for improvement – not an audit.
- Save responses, re-use them against other standards.
**CHEMICALS / NATURAL ORGANIC INPUTS: general principle**

Are there clear policies to record the use of chemicals or measures in place for using natural organic inputs?

- Yes
- No
- Not yet

Do/Will you measure progress/improvement/results?

- Yes
- No

Please enter any clarification or comments

**List of prohibited chemicals**

Is there a list identifying chemical substances or materials that are prohibited and cannot be used in production?

- Yes
- No
- Not yet

Please enter any clarification or comments

Excerpts from standards

It is a basic component of all GLOBALG.A.P. standards that all inputs (fertilizers, pesticides, disinfectants, medicines and antibiotics, etc.) should be used under prescription of a qualified person and records shall be kept. There are also requirements set for the safe handling and storage of chemicals. This is required in multiple control points throughout the different standards (crops, livestock, aquaculture, plant propagation materials), i.e., CB 2.2 - CB 5 - CB 8 - FV 1 - FV 2 - FV 5.7 - LB 4.1 - LB 6 - LB 7 - AB 5 - etc.

**Source document**

Consultation with independent expert
Compare your business’ commitment against the sustainability hotspots requirements set forth by this initiative. Note that this graph does not take into consideration the standards timeframe for implementation.
SoW-launch 3rd February 2014!!!

For more information on Standards Map, please visit www.standardsmap.org

Do not hesitate to contact us at ITC:

standardsmap@intracen.org