

The State of Sustainability Initiatives Review 2014: Standards and the Green Economy

IISD

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SSI Review 2014: Standards and the Green Economy



Bananas

Biofuels

Cocoa

Coffee

Cotton

Forestry

Palm Oil

Soybeans

Sugarcane

Tea



Roundtable on Sustainable Palm Oil



Market Overview

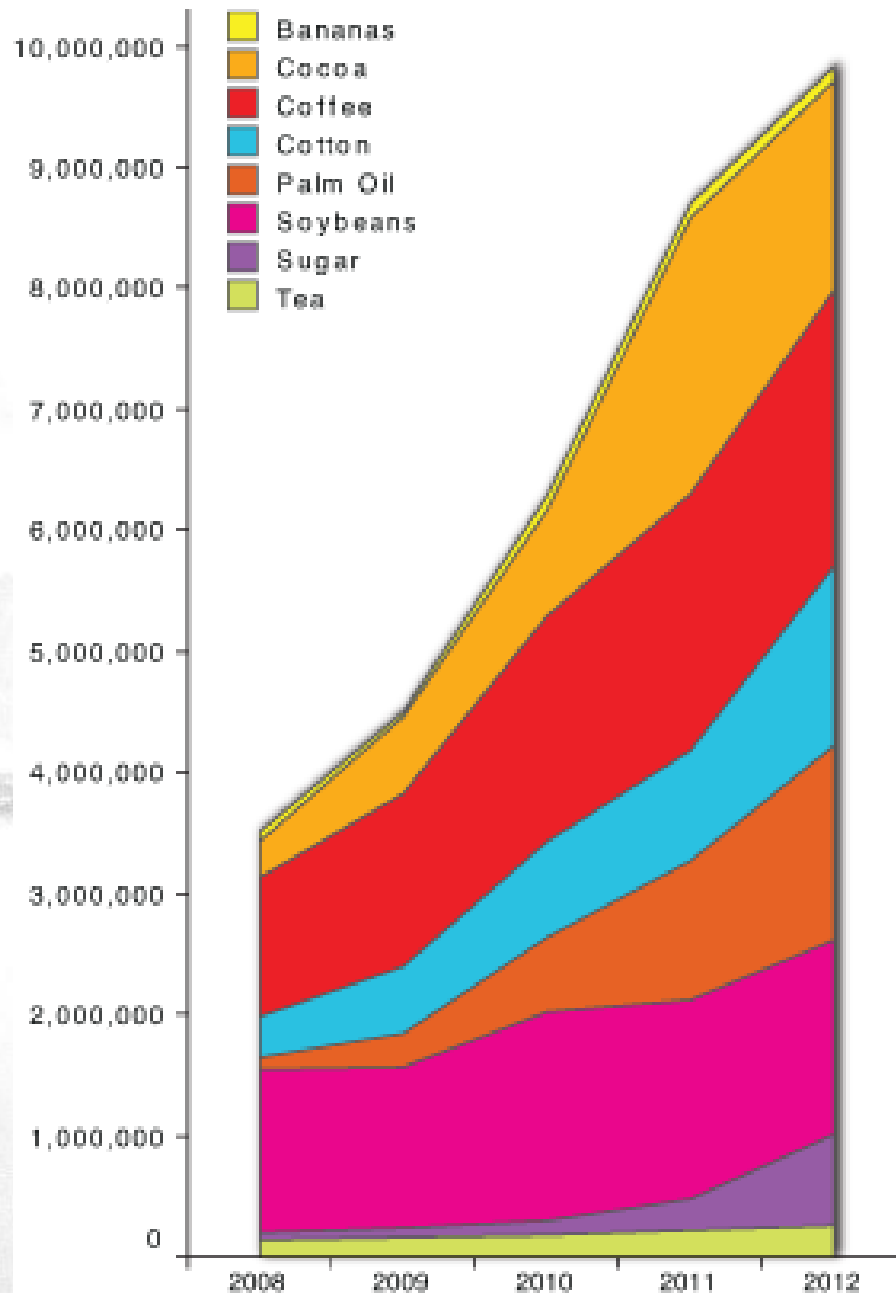


Sustainable Markets:

Compound Annual Growth Rates, Sales 2008-2012:
Growth in compliant vs. conventional sales

Commodity	Growth in compliant sales	Growth in global sales
Cocoa	58%	1%
Coffee	20%	2%
Cotton	47%	-1%
Forestry (change in forested area)	6%	0%

Significantly higher growth rates among standard compliant products than in growth of sales in conventional markets

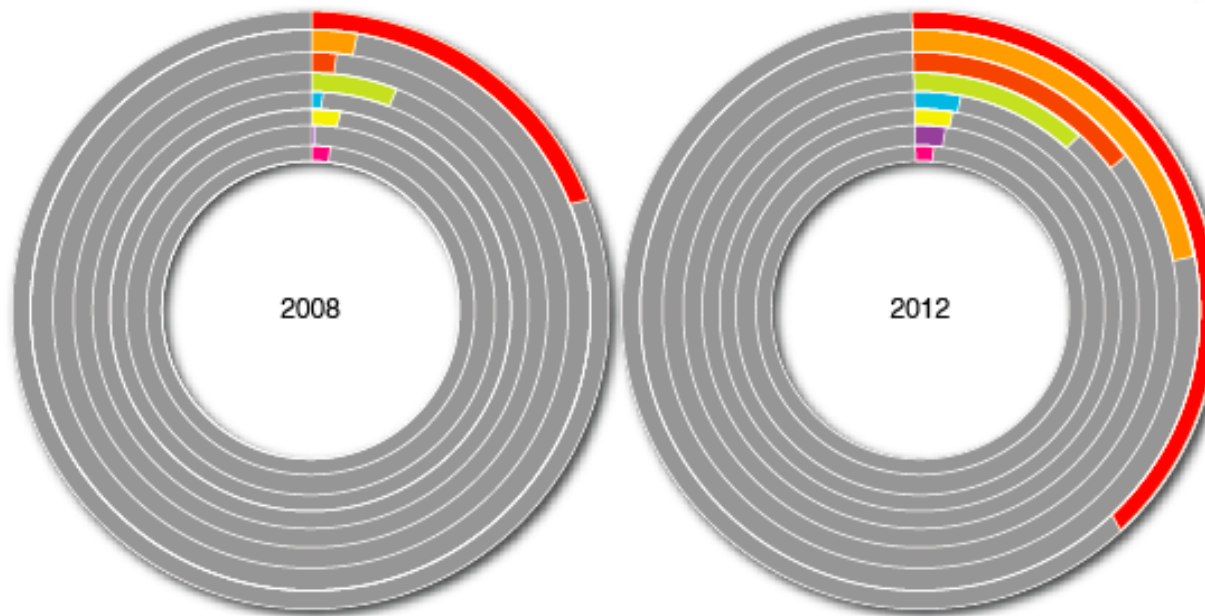


Sustainable Agriculture Markets

Voluntary Sustainability
Standards Compliant
Production
(Ha, 2008-2012)

Sustainable Markets: Production Market Share

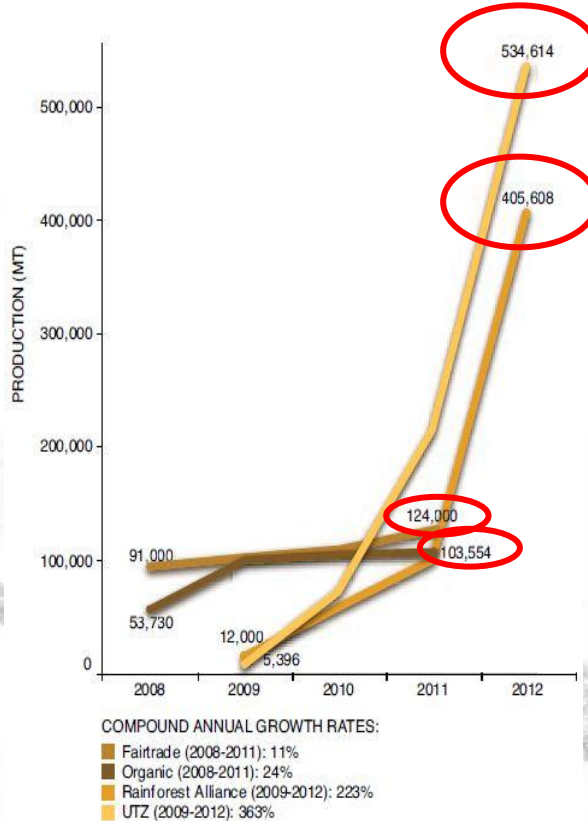
Compliant production as percent of global production, 2008 & 2012



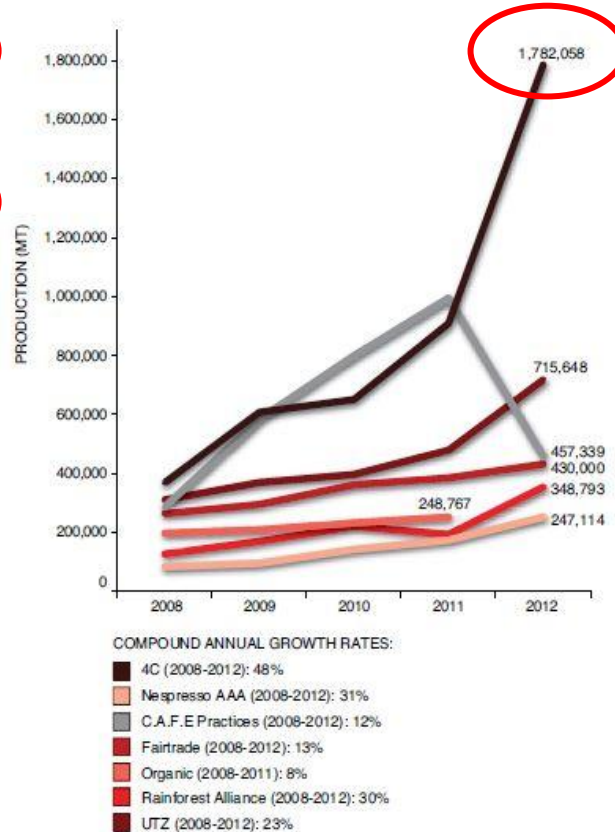
Commodity	2008	2012
Coffee	15%	40%
Cocoa	3%	22%
Palm Oil	2%	15%
Tea	6%	12%
Cotton	1%	3%
Bananas	2%	3%
Sugar	<1%	3%
Soy Beans	2%	2%

Sustainable Markets: Production Growth Rates 2008-2012

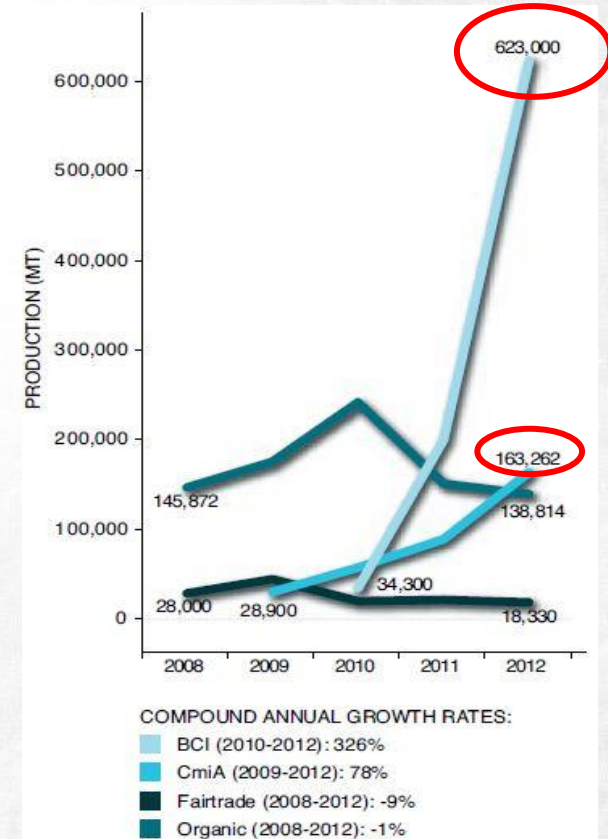
Cocoa



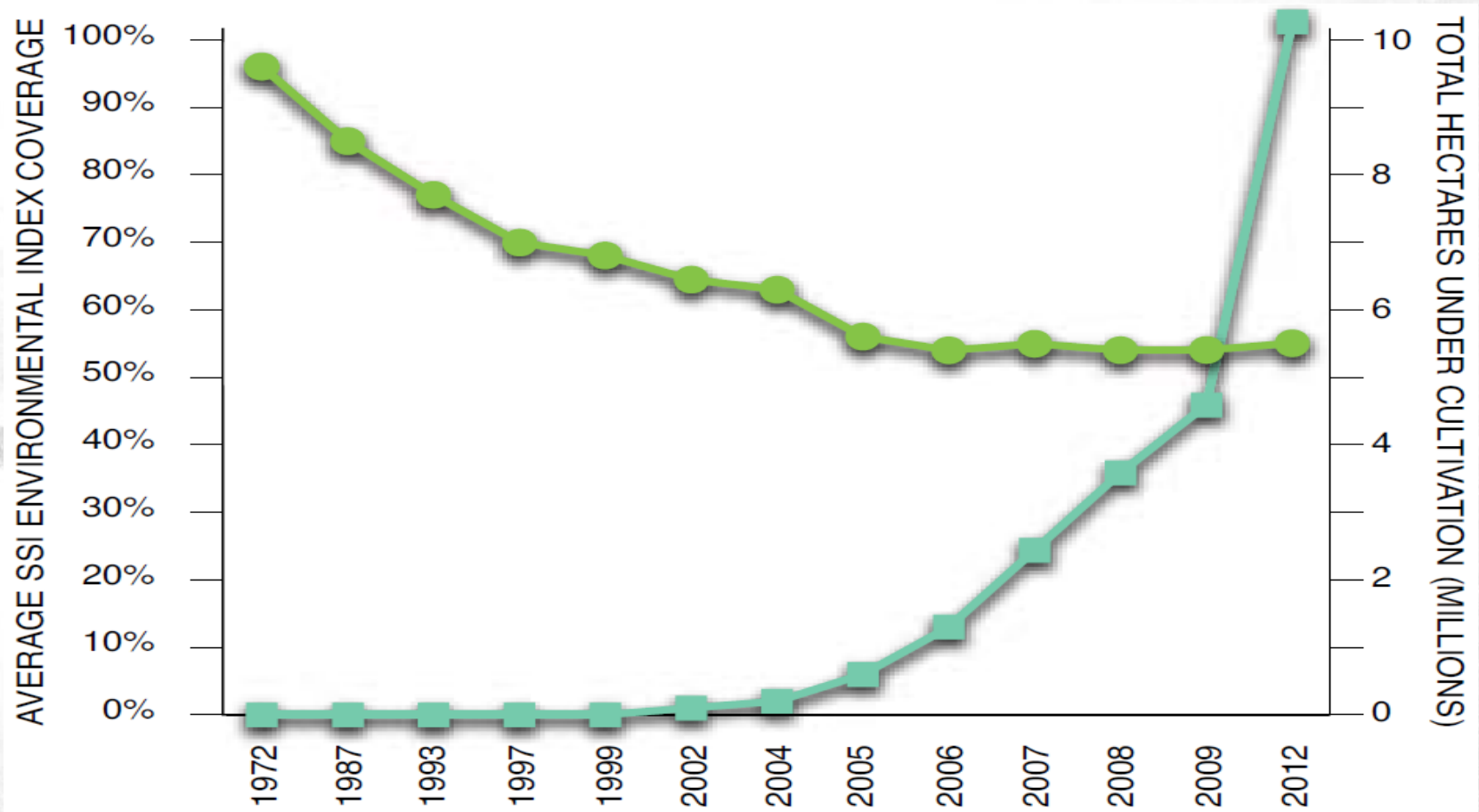
Coffee



Cotton

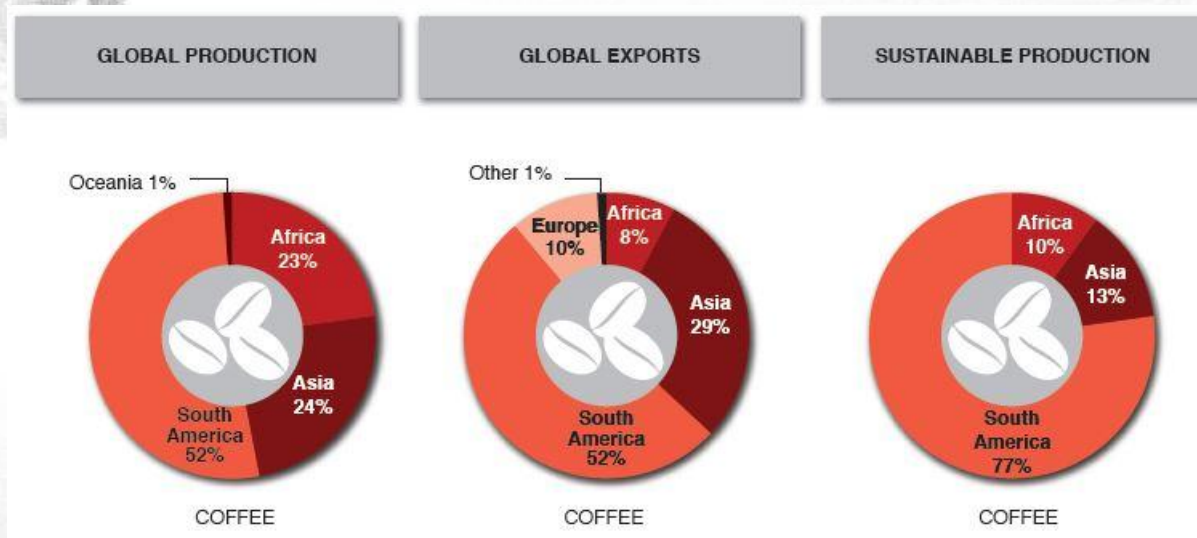


Environmental Index Coverage Compared with Total Number of Hectares Certified



Additional market trends

- **There is significant over supply – e.g. compliant coffee production is 40 % while compliant sales is 12 % of total production**
- **Compliant supply is tilted towards more economically endowed economies – e.g. South America represents $\frac{3}{4}$ of global sustainable production of coffee**



Governance and conformity assessment

- **Board representation is mixed, but industry/private sector plays the most prominent role, followed by NGOs/civil society; developed countries have a greater representation**
- **Conformity assessments use diverse types of audits, but all standards reviewed use third party verification, and there is a trend towards verification only systems**

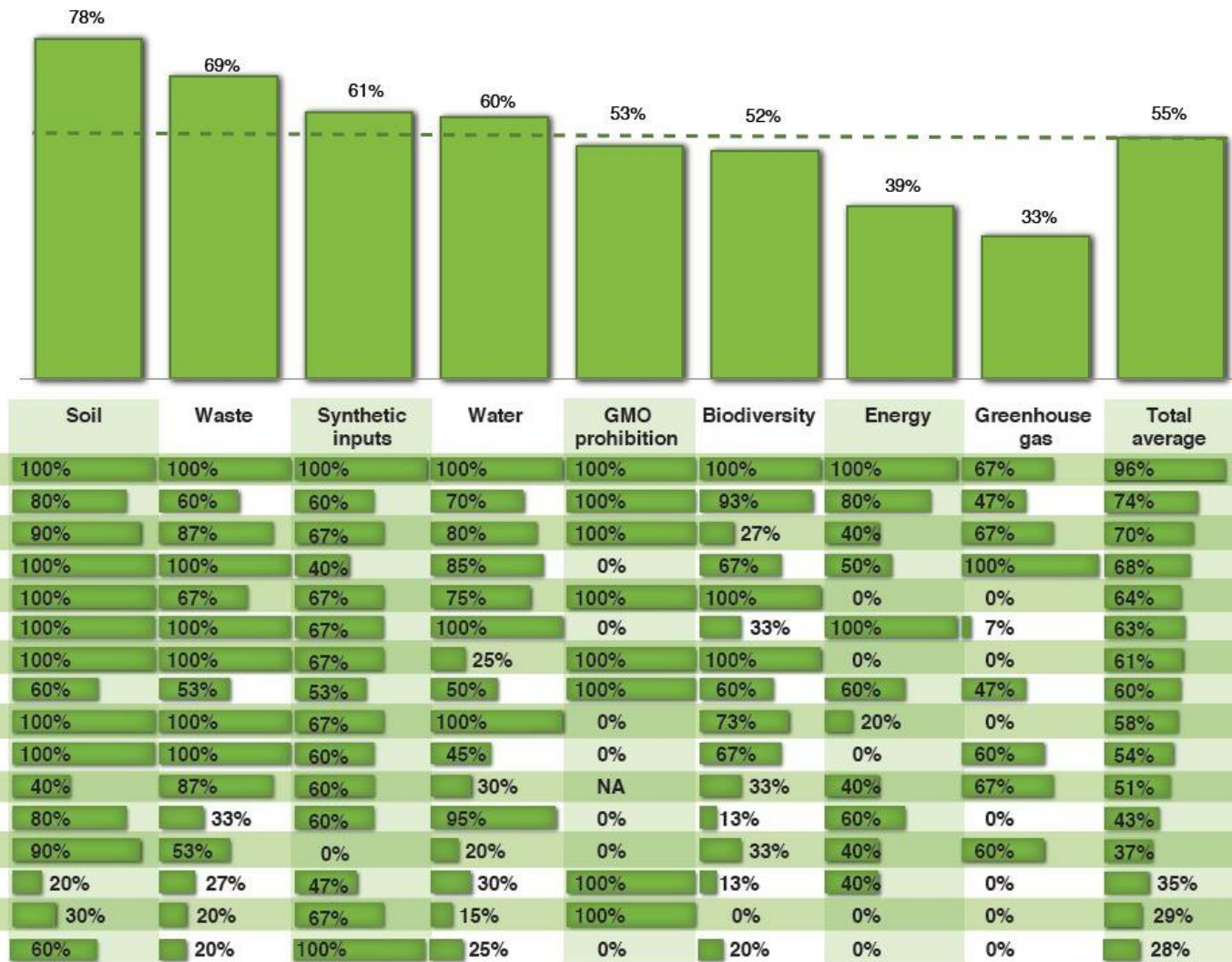
3 Dimensions of sustainability

Social

Environmental

Economic

SSI Environmental Criteria



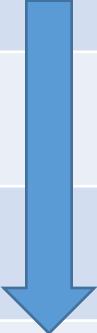
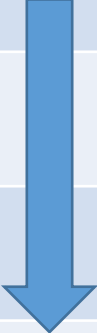
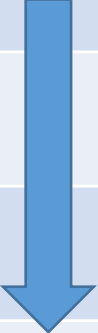
CBD Indicators Initiative

- **Possible to identify cross-cutting indicators**
- **Differences between monitoring and impact indicators**
- **Tailoring of indicators:**
 - **Global or regional relevance vs. commodity sector relevance vs. timeframe relevance**
- **Usefulness-how easy is it to meaningfully interpret the indicator?**
 - **Comparability**
 - **Significance**
 - **Conceptual Logic**
- **Feasibility-how easy it is to collect the data?**
 - **Cost**
 - **Accessibility**
 - **Accuracy**

CBD Indicators Initiative

- **What qualities does the indicator need to prioritize?**
 - **Causal impact (statistically significant causal link between interventions and improved biodiversity)**
 - **Comparability, Significance**
 - **Long term outcomes (interventions produce long term change towards improved biodiversity)**
 - **Conceptual logic, Accuracy**
 - **Biodiversity performance (interventions are correlated with improved biodiversity)**
 - **Comparability; Accuracy**
 - **Monitoring (raw biodiversity related outcomes from interventions)**
 - **Accessibility; Cost;**

CBD Indicators Initiative

Objective	Driving features	Sector Specificity	Geographic Specificity	Timeframe
Causal	Comparability; Significance	More Specific	More Specific	Longer
Long Term Outcomes	Conceptual Logic; Accuracy			
Performance	Comparability; Accuracy			
Monitoring	Accessibility; Cost	Less Specific	Less Specific	Shorter



The SSI Review 2014 can be accessed at:

<http://www.iisd.org/publications/pub.aspx?pno=2899>

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