

More political support for organic and fair trade – existing instruments & remaining gaps

Perspective of a Donor Government



Hans-Peter Egler
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Sustainable consumption

- Consumers need information
 - Organisation of consumer protection & NGOs are informing
 - Trade will need to gather such offers
 - Industry will need to produce appropriate products
 - Producers of agricultural goods will need to plant accordingly
- ⇒ We require a transparent and traceable process, which is verified by a neutral body.



Rules

Public Regulation Framework

- National and international norms, standards, quality and health
- Non-tariff trade measures, sanitation und phyto-sanitation measures
- Reduction of tariff barriers to trade: “Cotton Four”

Voluntary private standards

- Fair Trade, Organic
- Sustainability standards for mainstream markets

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Labels / Standards

„Labels and Standards are market economy based instruments,
which are able to change both the consumers‘
behaviour and the production methods of
producers.“



Role of SECO

Basis for intervention

- Label strategy of Swiss Confederation
- Modalities of Economic Cooperation and Development
 - Information
 - Capacity Building for producers & SME in developing countries
 - Start-up financing of private labels & standards



Sustainability standards for mainstream markets / Commodities

- Definition of standards based on the three columns of sustainability + Quality (principles, criteria, indicators)
- Agreement regarding standard- and implementation measures
- Direct contribution of the key actors and groups of interests: private sector, producer, NGO
- Neutral platform for discussion
- Support by donors, research, multilateral organisations
- Transparency, pragmatism, shared responsibility
- Structured dialog, common & mutual learning, ownership



Implementation of sustainability standards

- Coffee, Cocoa, **Cotton (Better Cotton Initiative)**, Soya, Tropical Timber, Allanblackia
 - Procurement of basic information to producers and manufacturers
 - New topics: Carbon Footprint, Water, Environment; Life Cycle Analysis; Recycling
 - Training arrangements for producers
 - Training arrangements für SME and suppliers
 - Capacity building for certification
 - Capacity building for auditing
- > Similar standards with different verification methods or requirements
- > Harmonisation respectively mutual recognition of certification and audits, common training means

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Organic Cotton & Fair Trade

A coherent comprehensive approach



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Thank you!

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