

Milano, 25.10.2015

**From the identification of hot spots to a
more sustainable value chain**

SÜDWIND-Institut
Friedel Hütz-Adams

PRO PLANET

The labelling process in five steps

1. Hot Spot-analysis per product group

Inclusion of project partners

2. List of proposals

3. Feasibility assesment

4. Implementation of measures

5. Label awarding

Advisory board

The PRO PLANET advisory board advises the REWE Group in the labelling process.

Bernward Geier – Colabora – Chair

Georg Abel – VERBRAUCHER INITIATIVE e.V. – Consumerism



Friedel Hütz Adams – SÜDWIND-Institut



Florian Schöne NABU e.V. – Ecology

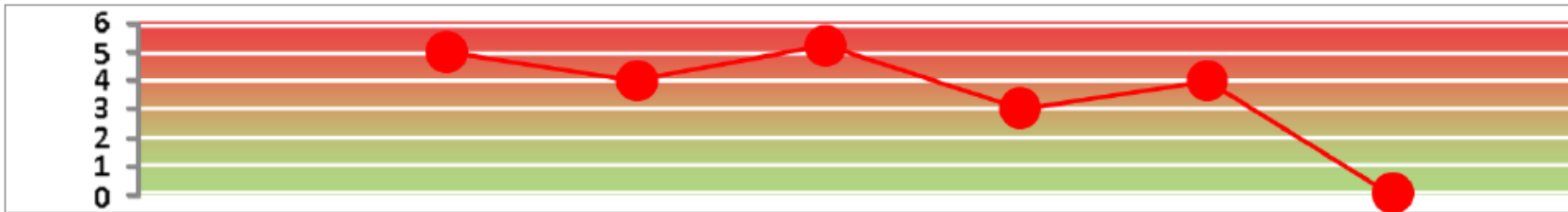


Barbara Studeny – GLOBAL 2000 – Ecology



Specialist experts

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	Peru, Kolumbien	Brasilien	Äthiopien	Kenia	Indien, Indonesien	Vietnam
Allg. Arbeitsbedingungen	●	●	●	●	●	●
Soziale Sicherheit	●	●	●	●	●	●
Training & Bildung	●	●	●	●	●	●
Arbeits-/Gesundheitssch.	●	●	●	●	●	●
Menschenrechte	●	●	●	●	●	●
Einkommen	●	●	●	●	●	●
Konsumentengesundheit	●			●		
Produktqualität	●	●	●	●	●	●
Tierschutz/-gesundheit	●	●	●	●	●	

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FÜR ÖKONOMIE
MENE



	Peru, Kolumbien	Brasilien	Äthiopien	Kenia	Indien, Indonesien	Vietnam
Rohstoffe	●	●	●	●	●	●
Energie	●	●	●	●	●	●
Treibhausgase	●	●	●	●	●	●
Wasser	●	●	●	●	●	●
Landnutzung	●	●	●	●	●	●
Biodiversität	●	●	●	●	●	●
Abfall	●	●	●	●	●	●
Luftemissionen	●	●				
Wasser-/Bodenemiss.	●	●	●	●	●	●

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By entering the code number, all important information about a product can be found online on the PRO PLANET website: www.proplanet-label.com.

The addition offers information about the specific ecological or social added value of the respective product.

Holistic approach

Certification is:

- A **tool** to indicate that there is compliance with certain standards
- Is an important step of a process
 - Success depends on implementation of good processes
- Can provide a framework for improvement
- Is complementary to regulation

BUT: „The farmer has to believe – not just the consumer“

Holistic approach

We have to talk about:

- Prices
- Access to remote areas
- Social and environmental benefits
- Gender
- Infrastructure

Holistic approach

Decent Income

- Often necessary: higher share of world market price for farmers
- Increased marketable yield
- Premiums for the compliance to ecological and social standards
- Optimized production costs

Holistic approach

Diversification

- Diversification of crops: risk diversification and reduction
- Improved food security and nutrition
- Climate Change resilience by diversification of crops

All this leads to enhanced **biodiversity**

Holistic approach

Environment

- Good agronomic practices: agrarian schools provided by governments!
- Where possible substitution where of chemical inputs by biological or physical, mechanical alternatives
 - Improve soil quality
- Improved waste management
- Protection of water quality

Holistic approach

Business environment

- Improved access to reliable inputs
- Improved access to market and information
- More stable commercial relationships on a level playing field
- Access to financial services for women and men
- Improved infrastructure

Holistic approach

Social

- Improved working conditions
 - Compliance with ILO Core Labour Standards
 - Written contracts with hired labour
- Remediation procedures

Holistic approach

Organisational

- Improved organisational structures for farmers
- Support for cooperatives
- Improved community and worker relations
- Proper female representation in decision making

Evaluation and transparency

Evaluation

- Impact of the programme has to be evaluated by an accredited, independent auditing institution
- Evaluation should follow internationally agreed/acknowledge principles such as:
 - the principles defined in the Bellagio Principles or
 - ISEAL ("Assessing the Impacts of Social and Environmental Standards Systems v1.0 - ISEAL Code of Good Practice")
 - COSA or comparable guidelines

Thanks for your attention!

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