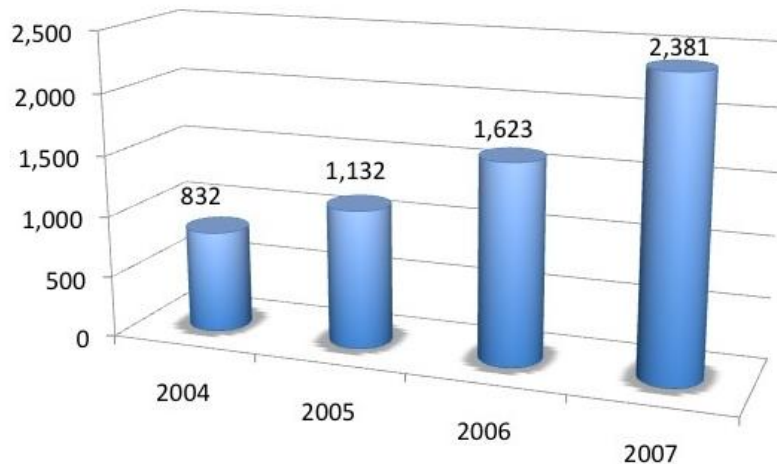


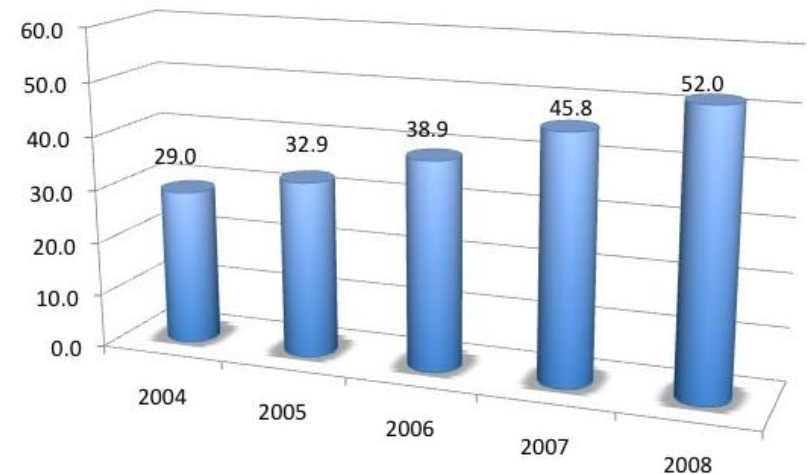
Market shares of sustainability standards are growing fast...

Estimated retail value of Fairtrade certified products
in Million Euros



Source: Fairtrade Labelling Organization, 2007

Estimated retail value of Organic certified products
in Billion US dollars

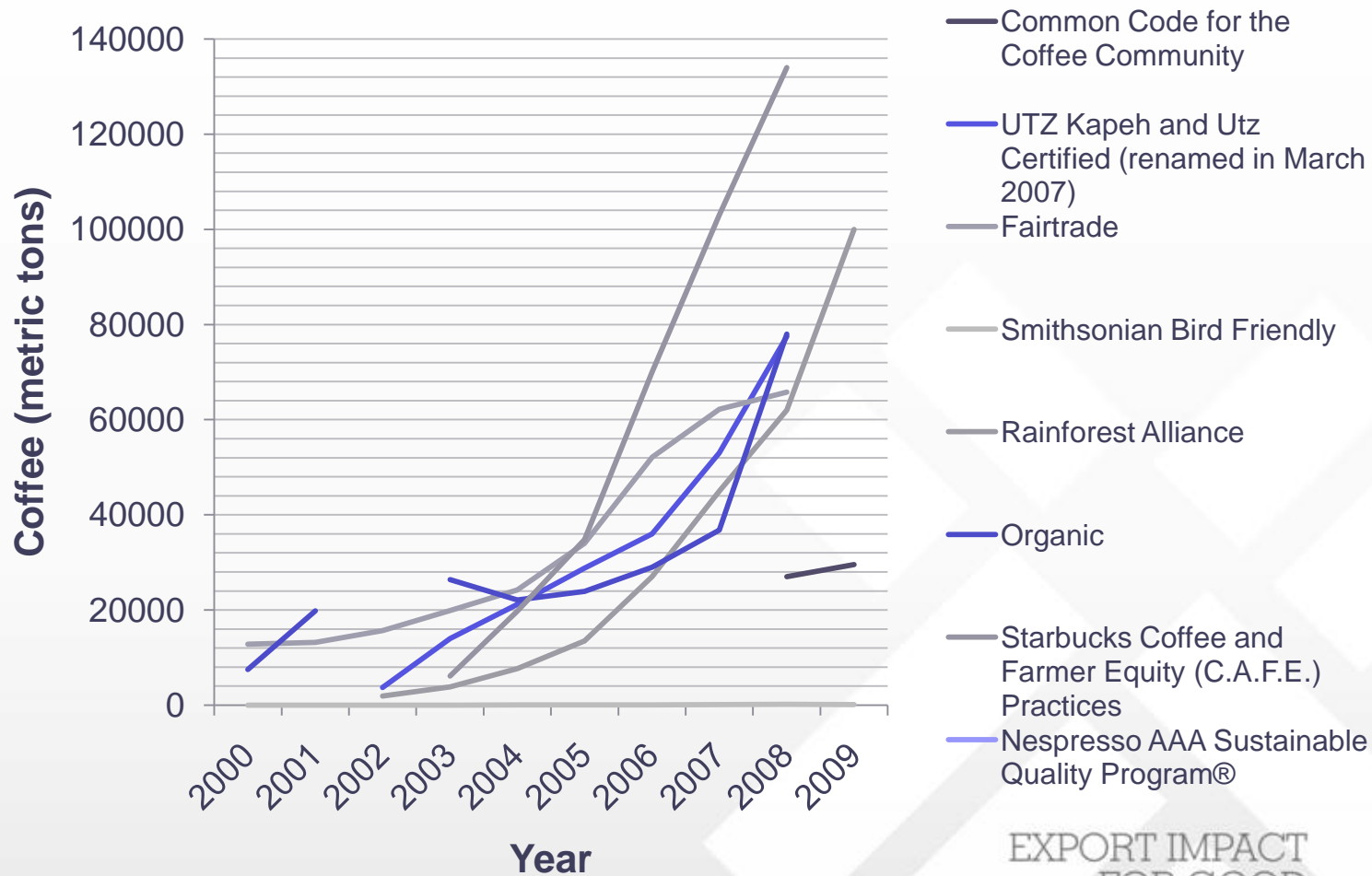


Source: Datamonitor, 2008

Market shares of sustainability standards are growing fast...

Fairtrade labeled products, driven by bananas, flowers, sugar and coffee, have increased sales by 38 per cent over the period 2003/04–2007/08 (Fairtrade Labelling Organizations International - FLO)

Indicative world sales of selected sustainability coffee standards



Target user groups – Who will use Standards Map?

Main user group

Producers, Exporters, Suppliers and Trade Support Institutions in Developing Countries	<ul style="list-style-type: none">• Increase awareness of sustainability considerations in production and trade• Access information to enhance the capacity of producers and exporters to successfully participate in sustainable trade.
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Additional target groups also considered

Development institutions, Policy makers	<ul style="list-style-type: none">• Access repository of information to inform the debate and support decision-making at the policy level and within development institutions.
Buyers Other public, large buyers	<ul style="list-style-type: none">• Access integrated information to incorporate sustainability considerations in purchasing• Increase awareness of impact of voluntary sustainability standards on trade and development.

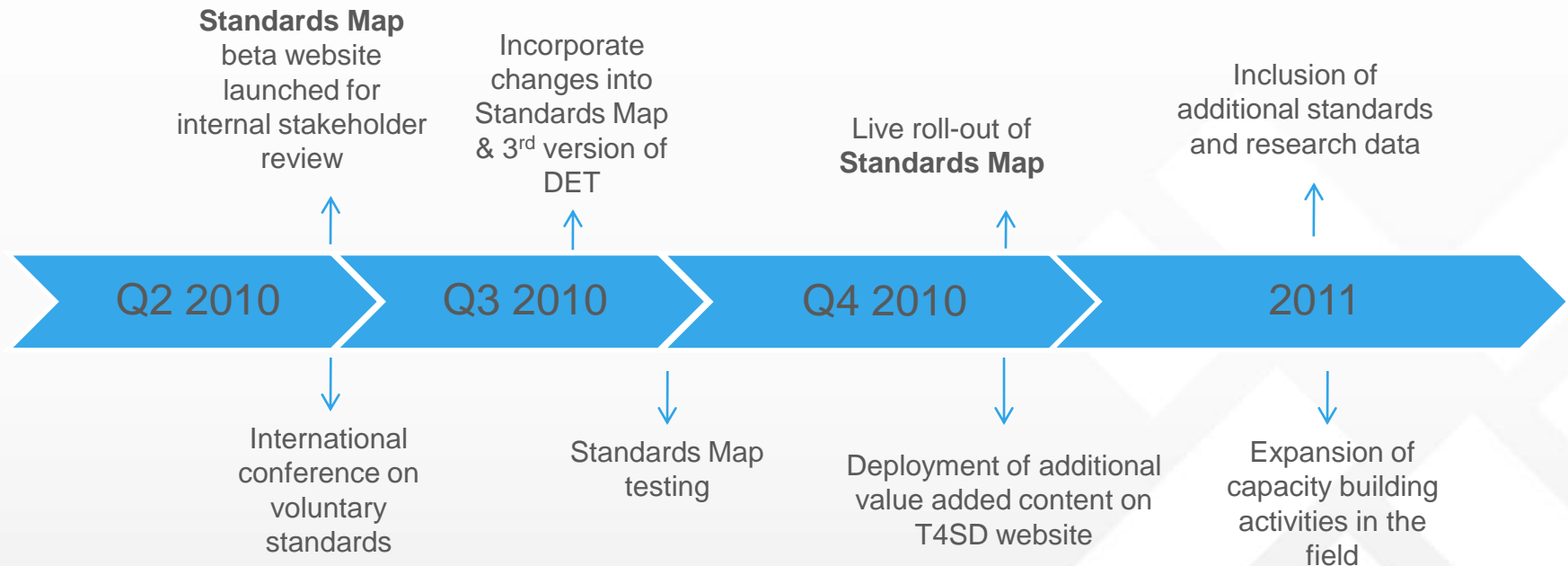
Time line

Main deliverables

- **Standards Map** beta website
- ITC/FES Geneva conference 1-2 July
- Public launch of Standards Map
- Capacity building

Ongoing activities

- Inclusion of new standards & research
- Expanding partnerships
- Integration of T4SD with other initiatives



Feel free to contact us if you want to receive more *information* or want to be registered to our *Newsletter*, to receive the latest updates on Standards Map!

Joe Wozniak, T4SD Programme Manager – wozniak@intracen.org

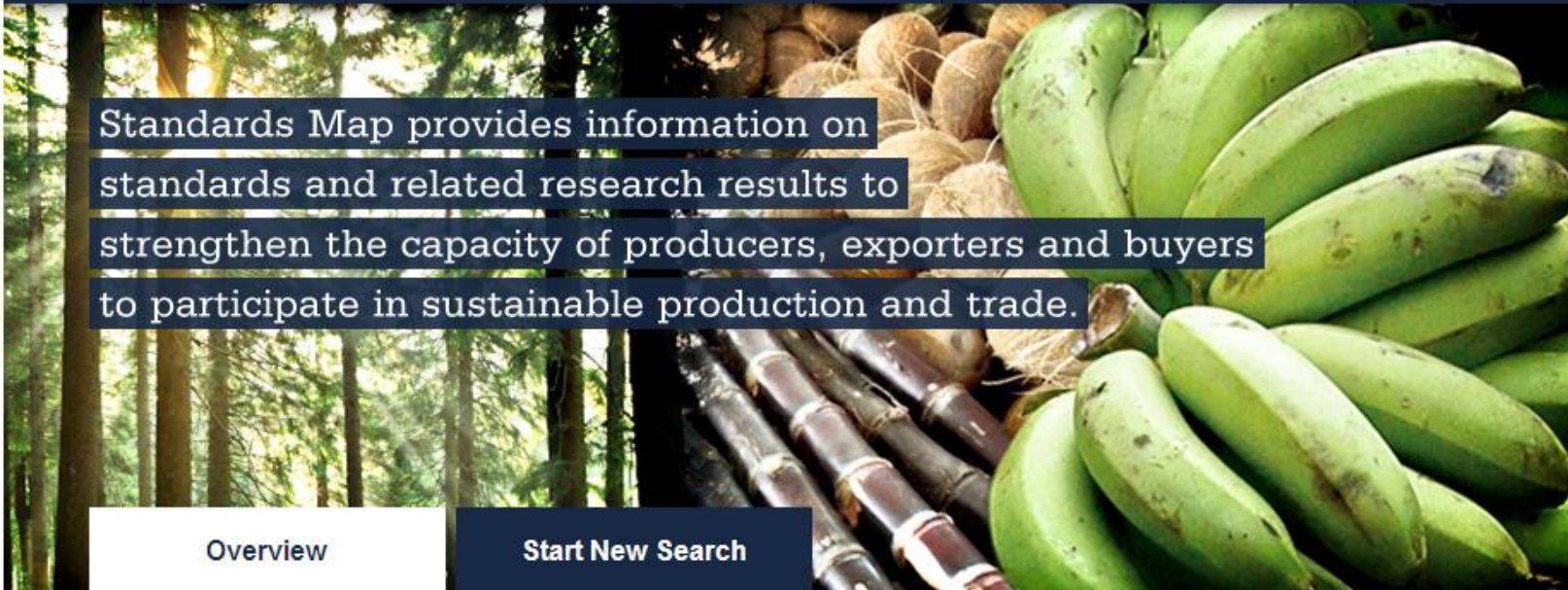
Mathieu Lamolle, Standards Database coordinator – lamolle@intracen.org

Oliver von Hagen, Research Database coordinator – hagen@intracen.org

Gregory Sampson, Market Analyst – sampson@intracen.org



Annex – Standards Map

[Home](#)[About T4SD](#)[At a Glance](#)[Reference Material](#)[FAQ](#)[Condition of use](#)[Site Map](#)[Contact Us](#)

Standards Map provides information on standards and related research results to strengthen the capacity of producers, exporters and buyers to participate in sustainable production and trade.

[Overview](#)[Start New Search](#)

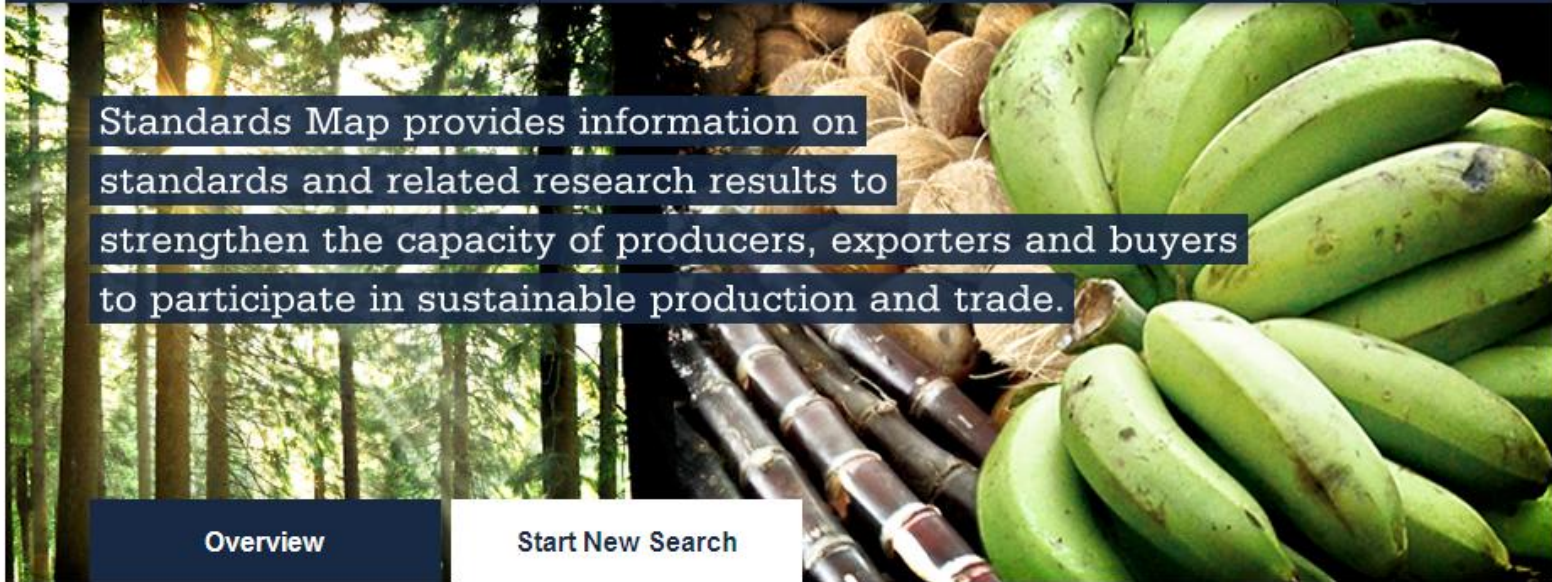
Standards Map is ITC's web-based information portal of the Trade for Sustainable Development (T4SD) programme, a partnership-based effort to enhance transparency on voluntary standards and to increase opportunities for sustainable production and trade.

Standards Map covers voluntary or "private" standards. As such, compliance to these standards is not legally required by governments or multilateral regulations. In most cases, the standard initiatives in Standards Map have been developed by non-governmental organisations, private entities, including firms, industry organisations, etc.

First time here?

If its your first time here take 5 minutes to view our demo video on how the search tool works





Standards Map provides information on standards and related research results to strengthen the capacity of producers, exporters and buyers to participate in sustainable production and trade.

Overview

Start New Search

1. Select search criteria: New Search ▾

Commodity - Industry
Agriculture products ▾

Product -Service
Coffee ▾

Country
Costa Rica ▾

Standard Initiative(s)

Better Sugarcane Initiative - BSI
4C Association
Fairtrade
Forest Stewardship Council - FSC
GLOBALGAP ▾

Search

2. Review standards, research papers and generate maps: ▶

3. Refine search: ▶

4. View results: ▶

1. Select search criteria:

New Search



You have selected

Hide

Selected Category:

Agriculture products

Selected Product:

Coffee

Selected Country:

Costa Rica

Selected Standard Initiatives:

2. Review standards, research papers and generate maps:

Hide

Standards

Research

Maps

Select any (combination of) standard(s) to deepen your search:

(6 standard(s) selected)

 4C Association	Show Overview ▶	<input checked="" type="checkbox"/>
 Fairtrade	Show Overview ▶	<input checked="" type="checkbox"/>
 International Federation of Organic Agriculture Moveme...	Show Overview ▶	<input checked="" type="checkbox"/>
 Rainforest Alliance	Show Overview ▶	<input checked="" type="checkbox"/>
 Sustainable Agriculture Network - SAN	Show Overview ▶	<input checked="" type="checkbox"/>
 UTZ Certified good inside	Show Overview ▶	<input checked="" type="checkbox"/>

Continue

1. Select search criteria:

New Search



You have selected

Hide

Selected Category:

Agriculture products

Selected Product:

Coffee

Selected Country:

Costa Rica

Selected Standard Initiatives:

2. Review standards, research papers and generate maps:



Show

3. Refine search:



Select criteria to deepen your search


Hide

Select criteria in the tree structure or search by key word

Glossary

You have selected:

Clear all

▶  A. Standard system overview

▶  B. Reference System

▶  C. Monitoring and Evaluation

×