Breakout Discussion

National Sustainability Brand?
Which multi-stakeholder partnership?
## STANDARDS PATHWAY

<table>
<thead>
<tr>
<th>Example Country (Tea GVC)</th>
<th>Vietnam</th>
<th>Nepal</th>
<th>Sri Lanka</th>
<th>Kenya</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Standards Strategy</strong></td>
<td>Basic quality/safety requirements</td>
<td>Signal compliance</td>
<td>Focus on quality &amp; packaging</td>
<td>Certification to VSS</td>
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<tr>
<td><strong>Example Policy</strong></td>
<td>Farmer training in pesticide use</td>
<td>Promote organic certification</td>
<td>Develop domestic quality label</td>
<td>Coordinate value-chain actors</td>
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<tr>
<td><strong>Competitive Niche</strong></td>
<td>Bulk low-price export, wholesale market</td>
<td>Bulk export, specialty markets</td>
<td>Bulk/boutique higher-price export markets</td>
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</tbody>
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CASES

- India & Sustainability Standards Through the lens of the Indian PSS Platform

- Chinese National Platform of Voluntary Sustainability Standards in Implementation of VSS, Ms. ZHANG Xiuchun

- Brazil Multi-Stakeholder Approach at the National Level - The Brazilian VSS Platform
BREAKOUT SESSION

- Break into a couple of groups
- Each group discusses 2 questions
- Choose one moderator/presenter
- Each group presents its view

→ Discuss and agree on the conclusion
QUESTIONS

1. What "principles" for the national sustainability brand for Vanuatu coconuts and cocoa?
   - Doable, impactful, meet Vanuatu 2030

2. What type of multi-stakeholder platform to implement it?
   - Building upon existing ones
   - "Dos" and "Do-Nots"