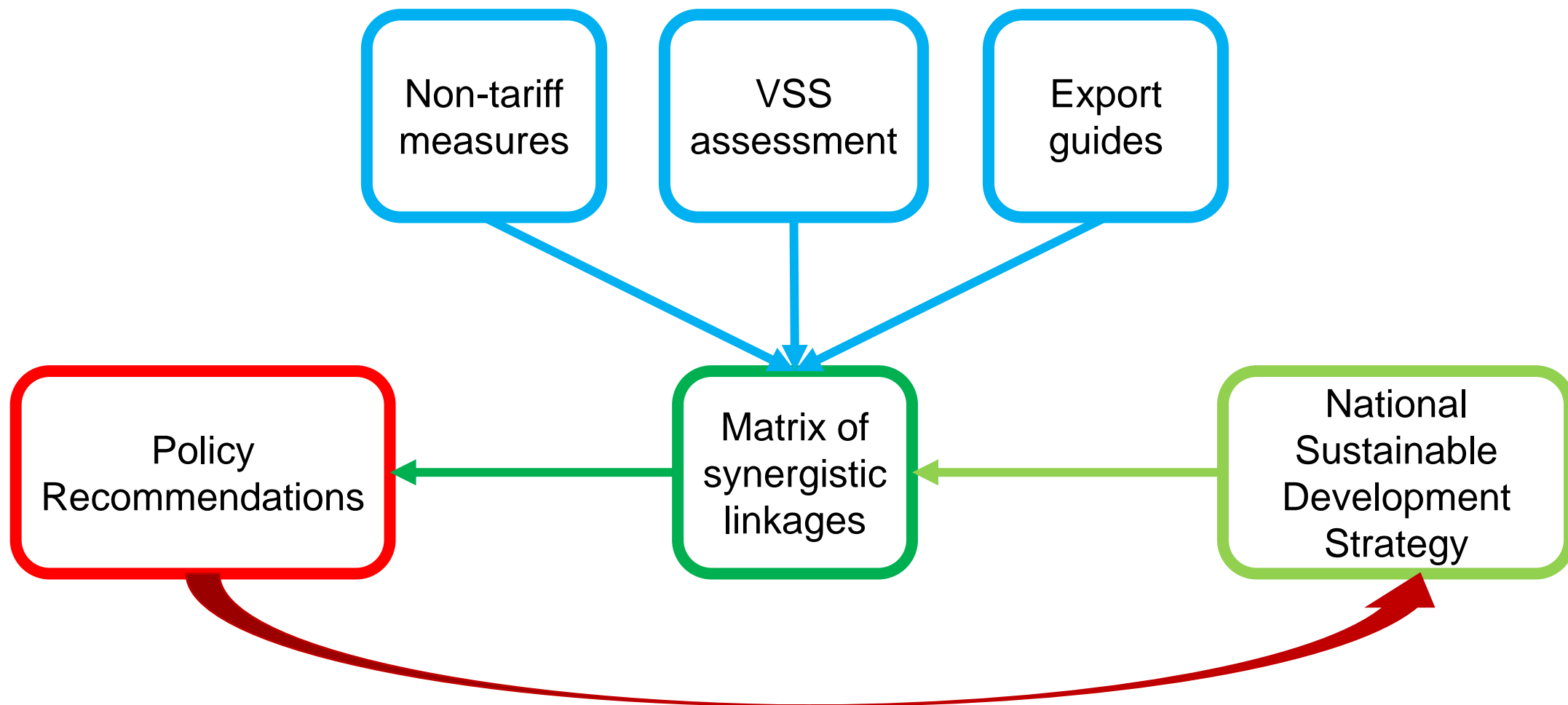


# National Synergistic Linkages between Green Trade and Sustainable Development: Vanuatu

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# Assessing synergistic linkages



# Findings on Non-tariff measures (NTM)

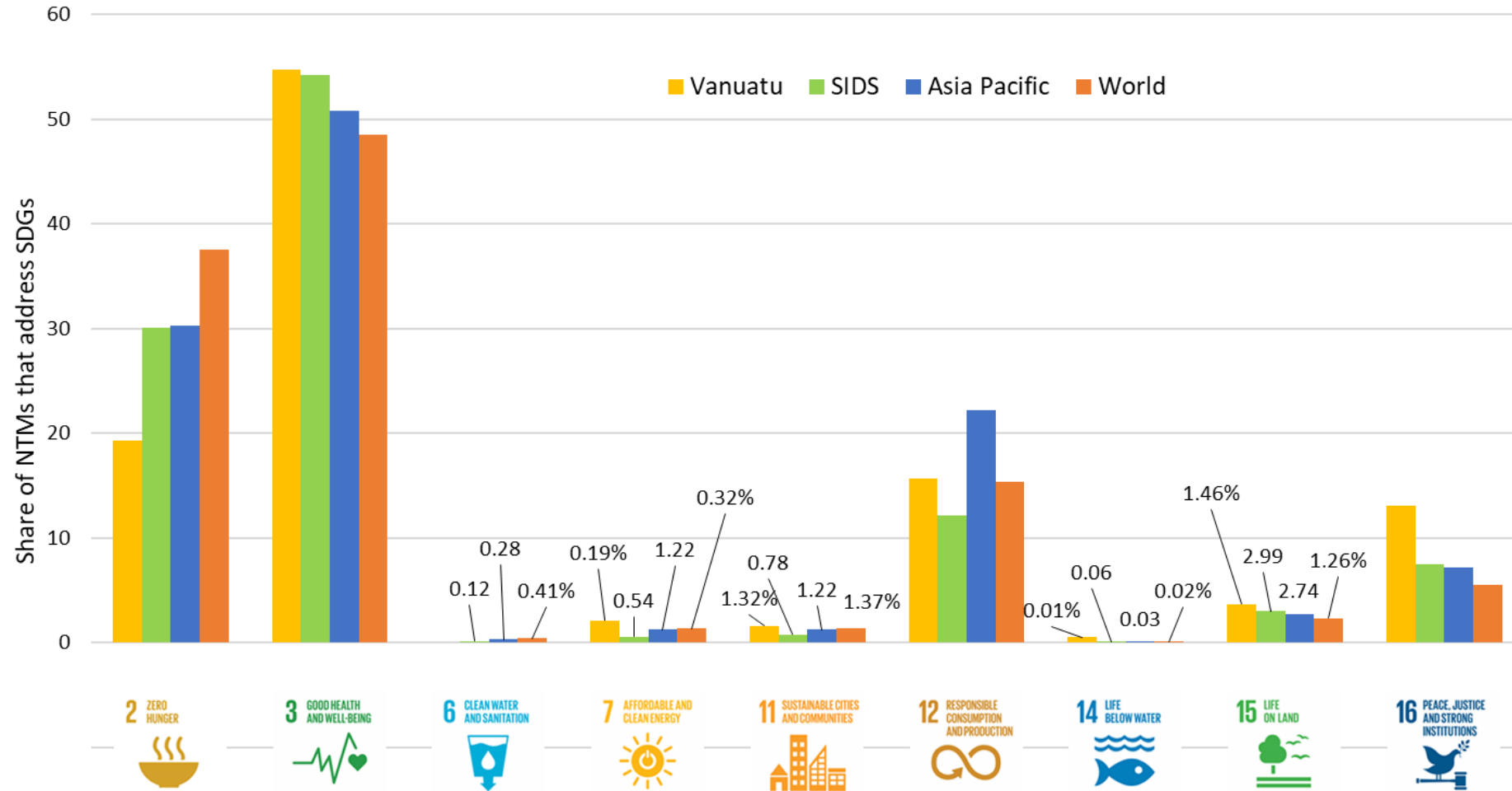
- **Potential Barriers to Trade:**

- NTMs can act as potential barriers to trade, particularly for smaller producers who may struggle to meet the requirements.
- Compliance with NTMs can pose challenges and additional costs for exporters.

- **Capacity Building for Small-Scale Producers:**

- Small-scale producers require capacity building to understand and comply with NTMs.
- Support programs can enhance their knowledge and ability to meet NTM requirements.

# Share of NTMs that address sustainable development goals



This preliminary finding was calculated by UN ESCAP based on UNCTAD data.

# NTMs that address sustainable development goals (examples for Vanuatu)

- 55 % of NTMs directly support SDG 3 (Good Health and Well-Being)
  - by ensuring the efficacy and safety of medicines, thus supporting the fight against diseases and mortality rate.
- 20 % of NTMs directly support SDG 2 (Zero Hunger)
  - SPS measures on agricultural and biological products help ensure sustainable food production systems and implement resilient agricultural practices.
- 15 % of NTMs directly serve SDG 12 (Responsible Consumption and Production)
  - by regulating production and trade of ozone depleting substances and the products using such substances in the pursuit of implementation of Montreal Protocol.
- 10 % of NTMs directly assist in SDG 16 (Peace, Justice and Strong Institutions)
  - by controlling the flow of arms protecting intellectual property rights against counterfeit goods.

# NTMs to reach SDGs (example of reference group)



- SPS measures specific to a certain type of food. As of end 2021, the CODEX Alimentarius was referred only with respect to the rule of naming the food, under the Food (Control) Regulation Order 2007. Such measures can support SDG 2 (Zero Hunger) and SDG 3 (Good Health and Well-Being).
- SPS measures and TBT measures on fertilizer and animal feedings. Such measures can support SDG 2 (Zero Hunger).
- TBT measures to ensure water efficiency of certain machines, baths, sinks, water basins and other sanitary parts. Such measures can support SDG 6 (Clean Water and Sanitization).

# Findings on Voluntary Sustainability Standards (VSS)

- **VSS Market Access and Premium Prices:**
  - VSS can provide market access and enable small-scale producers to fetch premium prices in high-value international markets.
  - This contributes to sustainable rural development and poverty alleviation.
  - Meeting VSS requirements enhances their competitiveness and economic viability.
- **Integration in National Policy Frameworks:**
  - Incorporating VSS into national policy promotes sustainable agriculture and rural development.
  - Aligns with Vanuatu's national development plans, such as Vanuatu 2030 - The People's Plan and the Vanuatu National Coconut Strategy 2016-2025.

# Findings on Voluntary Sustainability Standards (VSS)

- Increase in the number of producers joining the Vanuatu Participatory Guarantee System (PGS)
- Vanuatu Sustainable Tourism Strategy (2021-2025) specifically indicates a need to boost local organic production and support the development of PGS to attain a transition to a more resilient and less dependent tourism
- Organic Virgin Coconut Oil (VCO) is a particularly promising sector in this context. Current estimates place the market share of organic VCO at US\$ 514 million, which constitutes almost a quarter of the total VCO market.





# Contribution to Sustainable Development Goals (SDGs)

- **VSS adoption aligns with multiple SDGs, including:**
  - responsible production and consumption (SDG 12),
  - zero hunger (SDG 2),
  - sustainable cities and communities (SDG 11),
  - clean water and sanitation (SDG 6),
  - good health and well-being (SDG 3),
  - no poverty (SDG 1).



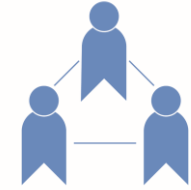
# Policy recommendations

## **I. Use NTMs and VSS to Promote Sustainable Agriculture and Rural Development, as well as to exploit an export opportunity to international market**

- Incorporate the CODEX Alimentarius Standards (particularly the Standard for Named Vegetable Oils) as a part of Vanuatu's mandatory SPS requirements for specific types of food to the Food (Control) Act and its subsidiary regulations. This Standard will ensure the minimum marketable quality of VCO to international buyers, as well as protecting domestic consumers' health.
- Establish the Good Agricultural Practice (GAP) code for the Vanuatu agriculture sector, align the GAP code with the international sustainability standards. This will further promote sustainable agriculture.
- Encourage adoption of VSS active in the country, like organic, and leverage the benefits that come with VSS adoption. An incentive for VSS adoption could also come from the tourism sector which does "branding" by sourcing organic products and ingredients from local communities (like organic coconut oil for spa and food).



# Policy recommendations



## II. Collect and disseminate data on NTMs and VSS to support the decision making of policy makers and private sector

- Publish trade-related regulations in a more systemic manner. Better access to regulatory information will allow policymakers and researchers to undertake policy review across individual ministries' domains, as well as reducing the cost of private sector to find the information on and comply with regulations.
- Prepare the discussion on what kind of information on VSS would be useful, and how to collect it. Increased transparency will enable the private sector to calculate the cost and benefit of adopting VSS and identify foreign export markets, not to mention the government's policy making decision.



# Matrix of synergistic linkages between green trade policies and Vanuatu Sustainable Development Plan

National Development Strategy  Policy Recommendation	SOC	ENV	ECO			
	6	1	1	2	3	4
<b>Use NTMs and VSS to Promote Sustainable Agriculture and Rural Development</b> - Incorporate the CODEX Alimentarius Standards - Align the GAP code with international standards - Encourage Adoption of VSS active in the country		ENV 1.1 Increase agricultural and fisheries food production using sustainable practices to ensure sufficient access to affordable and nutritious food	ECO 1.5 Increase access to markets for Vanuatu exports		ECO 3.1 Promote broad-based growth by strengthening linkages between tourism, infrastructure, agriculture and industry in rural areas and diversify the rural economy	ECO 4.3 Increase production and processing of niche commodities, and value addition to commodities in which Vanuatu enjoys a comparative advantage
<b>Collect and disseminate data on NTMs and VSS to support the decision making of policy makers and private sector</b> - Publish trade-related regulations in a systemic manner	SOC6.7 Guarantee the public's right to information SOC6.9 Strengthen research, data and statistics for accountability and decision-making		ECO 1.4 Increase trade and investment opportunities and reduce barriers, including through the use of Aid-for-Trade ECO 1.5 Increase access to markets for Vanuatu exports	ECO 2.9 Increase use of and access to information and communications technologies, including on-line government services		ECO 4.3 Increase production and processing of niche commodities, and value addition to commodities in which Vanuatu enjoys a comparative advantage