



**“Sustainable trade between the
Andean Community and the
European Union”
VSS, exports and renewable energies**

**Promoting value addition and enhancement of domestic
productive capacity through local economic empowerment
12 December 2019
Rodrigo Rupérez - Consultant**



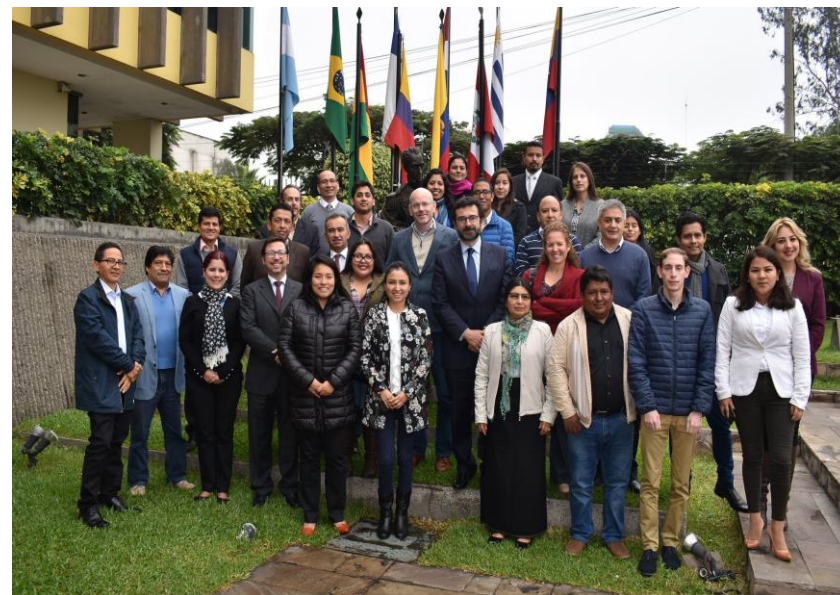
Purpose of the report



Project development and main sources



- Workshops have been organised in the four Andean countries, with producers and exporters in the agri-food sector, to get a deep knowledge of their needs and to help them better understand the VSS, so that they can increase and improve their exports to the EU.



- Developers:

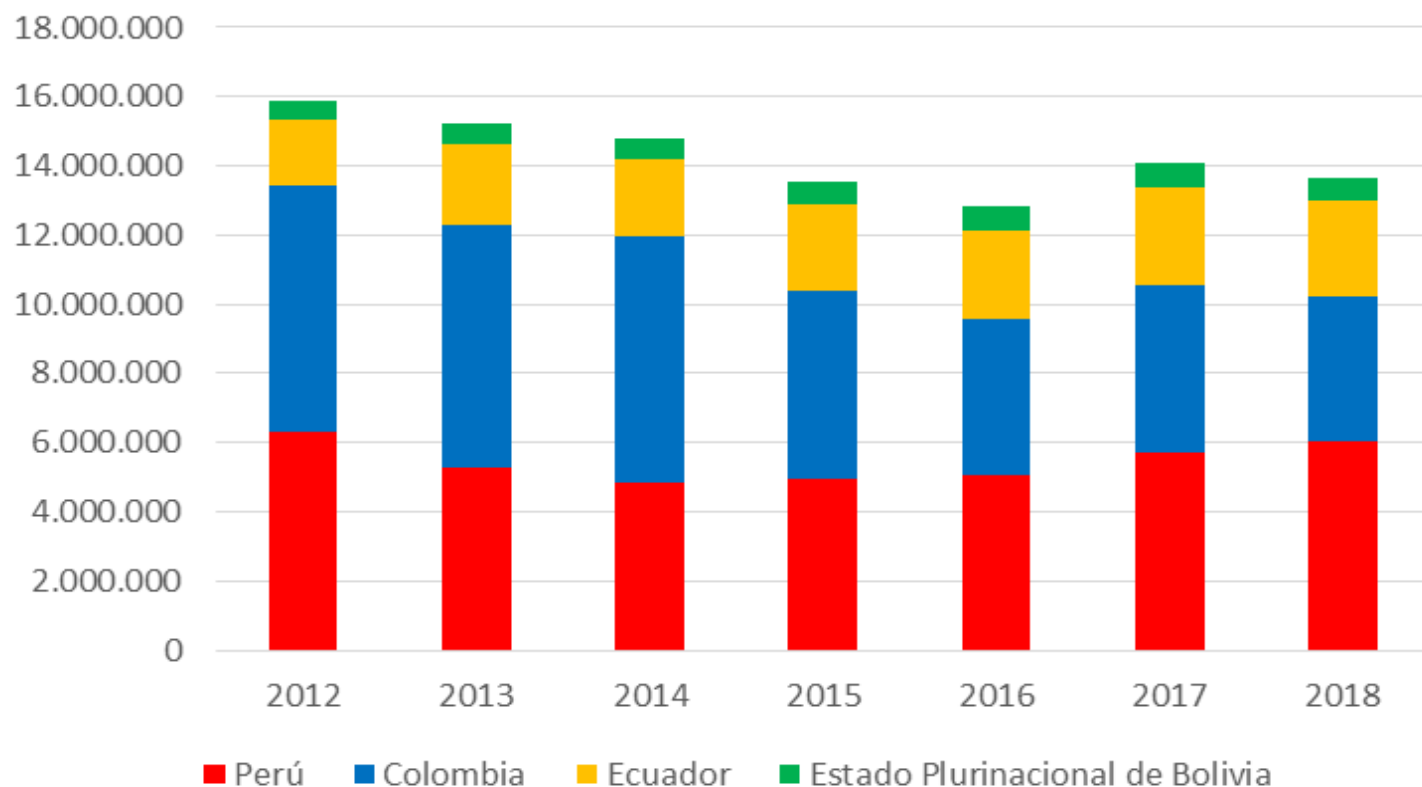


- Main sources:



EU - Andean countries trade agreement

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Units: thousands of euros.

Sources: Sources JRC calculations based on statistics from the National Institute of Statistics and Informatics (INEI) since January 2017.

ITC calculations based on UN COMTRADE statistics until January 2017.

Andean products: export potential to EU

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Productos de Perú con potencial hacia UE y Europa Occidental

Leyenda

- Potencial de exportación
- Potencial realizado

- Frutas
- Café
- Otros metales
- Pescado y mariscos
- Prendas de vestir
- Vegetales
- Otros productos alimentarios
- Residuos vegetales y alimentos para animales
- Productos pesqueros (procesados)
- Cacao y productos derivados
- Nueces
- Productos químicos
- Otros cereales
- Espesias
- Semillas de siembra
- Lana y pelo animal (textiles)
- Semillas oleaginosas
- Leguminosas
- Plástico y caucho
- Aceites y grasas vegetales

ITC Export Potential Map
<http://exportpotential.intracen.org>

Andean producers: challenges with VSS

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- Andean producers often have problems with VSS because:
 - They do not meet credible standards.
 - Compliance is costly.
 - Small producers risk being left out.
 - Excess of non-harmonized norms.



- Standards map
- Sustainability map
- Trade map



**Timbal de quinoa, mango y palta andinos
en un restaurante de la Unión Europea**

Avocado



Quinoa

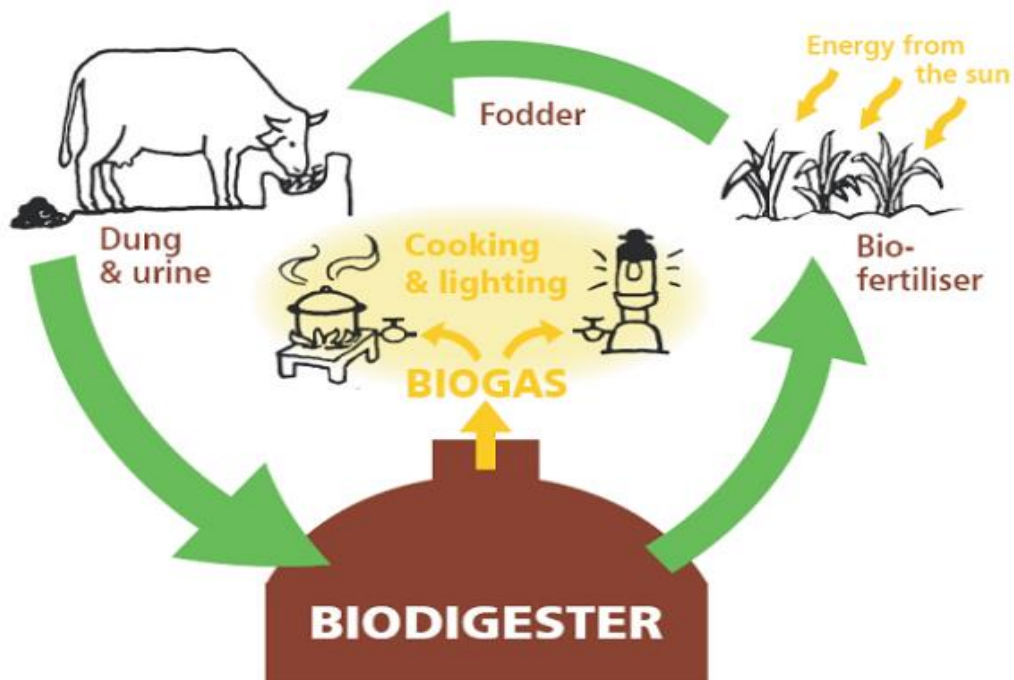


Renewable energies

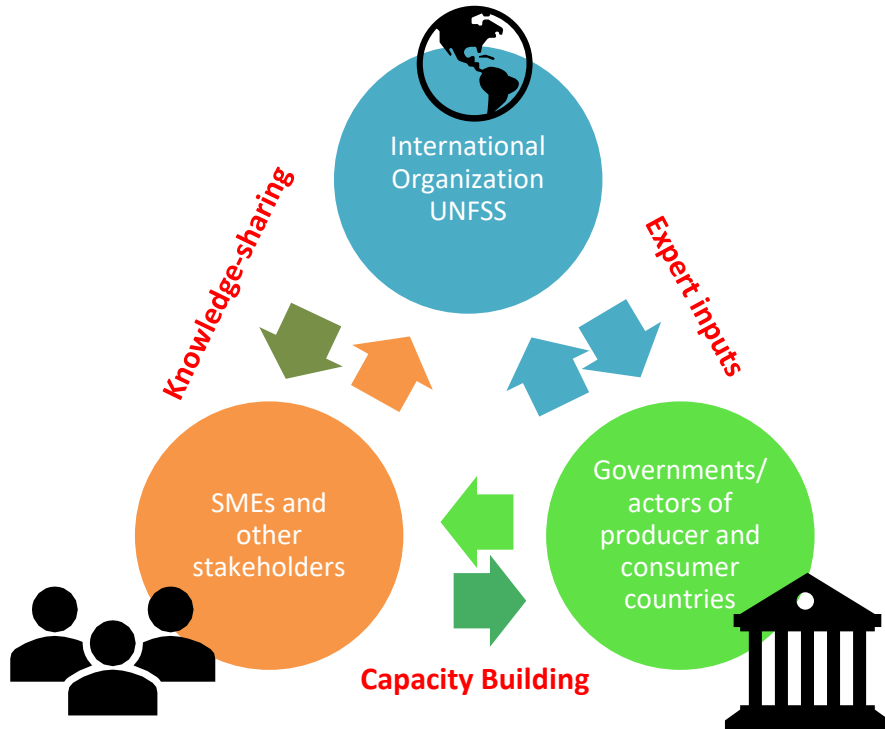


Goal 7:

Ensure access to affordable, reliable, sustainable and modern energy for all.



Multi-Stakeholders platforms



Source: UNFSS

- Building an ecosystem for VSS/ Knowledge-Sharing.
- Creating a coherent structure that links policy making, research studies and producers training.
- Capacity building activities that goes along with the National Platform launch.

Government policies



- To know how VSS really work to inform their producers.
- Training programs
- Implementing ways to help support the costs of adopting a VSS
- Promoting fairer distribution along the value chain.
- Assigning concrete responsibilities to specific institutions to address VSS.

An andean Success Story: PACARI

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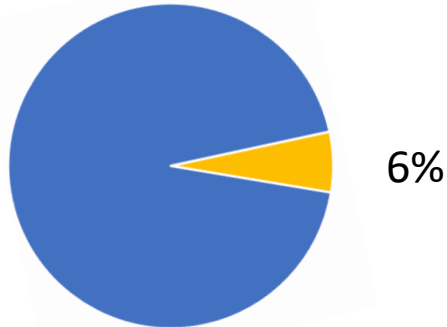
<p>Practices and Organic crops</p>	<p>Fair prices for peasant families</p>	<p>Generational Tradition</p>	<p>Equity of gender</p>
<p>Sustainability processes.</p>	<p>Equality and justice with our small-scale farmers.</p>	<p>Respect for the ancestral tradition of Ecuadorian cacao.</p>	

An andean Success Story: PACARI

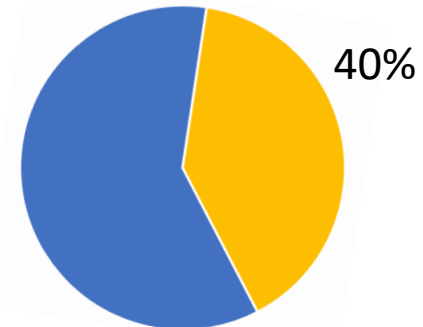
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Percentage of total income remaining in Ecuador

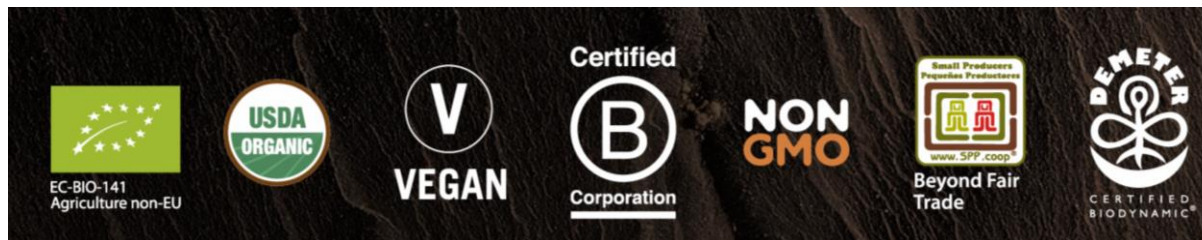


Conventional Business model
(including Fair Trade)



Pacari Business model

Source: Pacari





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 **UNFSS**
United Nations Forum on Sustainability Standards