



Breakout Discussion

National Sustainability Brand?
Which multi-stakeholder partnership?



STANDARDS PATHWAY

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

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"

