



# VOLUNTARY SUSTAINABILITY STANDARDS (VSS) FOR THE SDGS



# What are VSS and how are they used?

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Voluntary sustainability standards (VSS) are market-based tools, designed to address the most pressing social and environmental challenges of our time (ISEAL).

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- Sustainable
- Rigorous
- Transparent
- Impartial
- Accessible

# Fairtrade as an example :

## 1 GROWING WITHOUT HARMFUL CHEMICALS

Fairtrade encourages **sustainable production** and initiates a long-term approach to environmental protection. No GMOs are allowed in Fairtrade.

## 2 LABOR STANDARDS

Fairtrade makes sure that farms comply with the **highest labor standards**, including no child labor, freedom of association and non-discrimination policies.

## 5 GIVING BACK TO COMMUNITIES

Upon sales of their Fairtrade products, small-scale farmers and workers receive the **Fairtrade Premium**, which they can invest to develop their businesses and empower their communities.



## 3 HANDLED AND TRADED FAIRLY

Fairtrade audits farms and traders annually to ensure that the **whole supply chain** complies with the standards.

## 4 FAIR PRICING

Fairtrade guarantees producers a fair price that reflects the **costs of producing sustainably**.

# Certification Scheme Accompany VSS

We certify from farm to shelf, mitigating risk along the supply and to verify that producers receive the Fairtrade premium. **CERTIFICATION AUDITS ARE CONDUCTED BY FLOCERT, FAIRTRADE'S CERTIFIER.**



**FAIRTRADE ENSURES THAT ALL FARMERS COMPLIED WITH OUR STANDARDS.**

**OUR PRODUCER NETWORKS DIRECTLY SUPPORT OUR FARMERS.**

**TRADERS, EXPORTERS, IMPORTERS AND MANUFACTURERS, GET CERTIFIED TO ENSURE THAT THEY TRADE FAIRLY AND PAY WORKERS FAIRLY.**

**BRANDS PARTNER WITH FAIRTRADE AMERICA TO LABEL THEIR PRODUCTS CONNECTING CONSUMERS WITH FAIRTRADE FARMERS AND WORKERS.**

# VSS and the SDGs



VSS help businesses implement sustainable practices in their supply chain

Enable consumer purchasing power through a labelling mechanism

Provides a road map and incentive for producers to incorporate sustainability practices

# Fairtrade & the SDGs



**FAIRTRADE SALES**  
GENERATED OVER  
**\$153 MILLION**  
IN FAIRTRADE  
**PREMIUM**



**1,240**



PRODUCER  
ORGANIZATIONS  
**WORLD  
WIDE**



**FAIRTRADE PRODUCTS**  
ARE AVAILABLE  
IN MORE THAN  
**140**  
**COUNTRIES**



**1** NO  
POVERTY



**8** DECENT WORK AND  
ECONOMIC GROWTH



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



# Ways to deepen impact of VSS:

## ➤ GROW COMPANY COMMITMENTS



Only 35% of coffee produced as Fairtrade is sold as Fairtrade

## ➤ EVOLVE STANDARDS



Incorporating living income and wage

## ➤ INCREASE CONSUMER DEMAND



In the US market, awareness of VSS remain low

# FAIRTRADE: LOOKING TOWARD LIVING INCOME

## FAIRTRADE COCOA STUDY

- **AVERAGE HOUSEHOLD INCOME OF \$2,707 PER YEAR, WELL BELOW THE LIVING INCOME BENCHMARK OF \$6,133**
- **ACCORDING TO THE STUDY, ONLY 12% OF HOUSEHOLDS SURVEYED ACHIEVE OR EXCEED A LIVING INCOME**

*"Cocoa enables me to support the needs of my family, to feed myself, get healthcare; cocoa is everything for me!" Albert, Coopérative Agricole N'Zrama de N'Douci, Cote D'Ivoire*

