



**Towards a Geographical Indication Sustainability Manifest**  
**Objectives, approach and key issues –**  
**Geneva, May - 2017**



## **2. Results of Desktop Research**



**Brands**

**Luis F. Samper**



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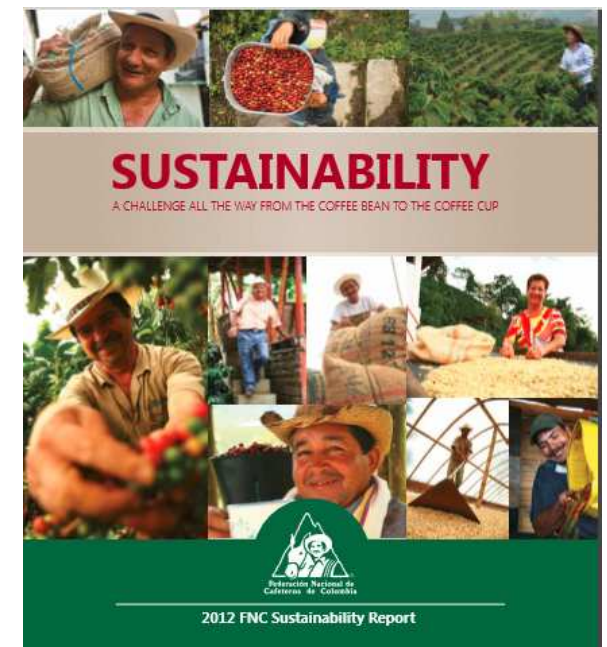


# Case Study: Café de Colombia Sustainability Report



1. **Materiality Analysis – aligning the needs of stakeholders and producers**
2. **Challenges**
  - Aggregating Information
  - Measuring Impact
  - stakeholder engagement
3. **Making the case – communicating the value of developing a sustainability report to external stakeholders**
  - Projects of Joint Interest









## Regional relationships between inherent coffee quality and growing environment for denomination of origin labels in Nariño and Cauca, Colombia

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### ARTICLE INFO



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### Article

## Towards a Balanced Sustainability Vision for the Coffee Industry

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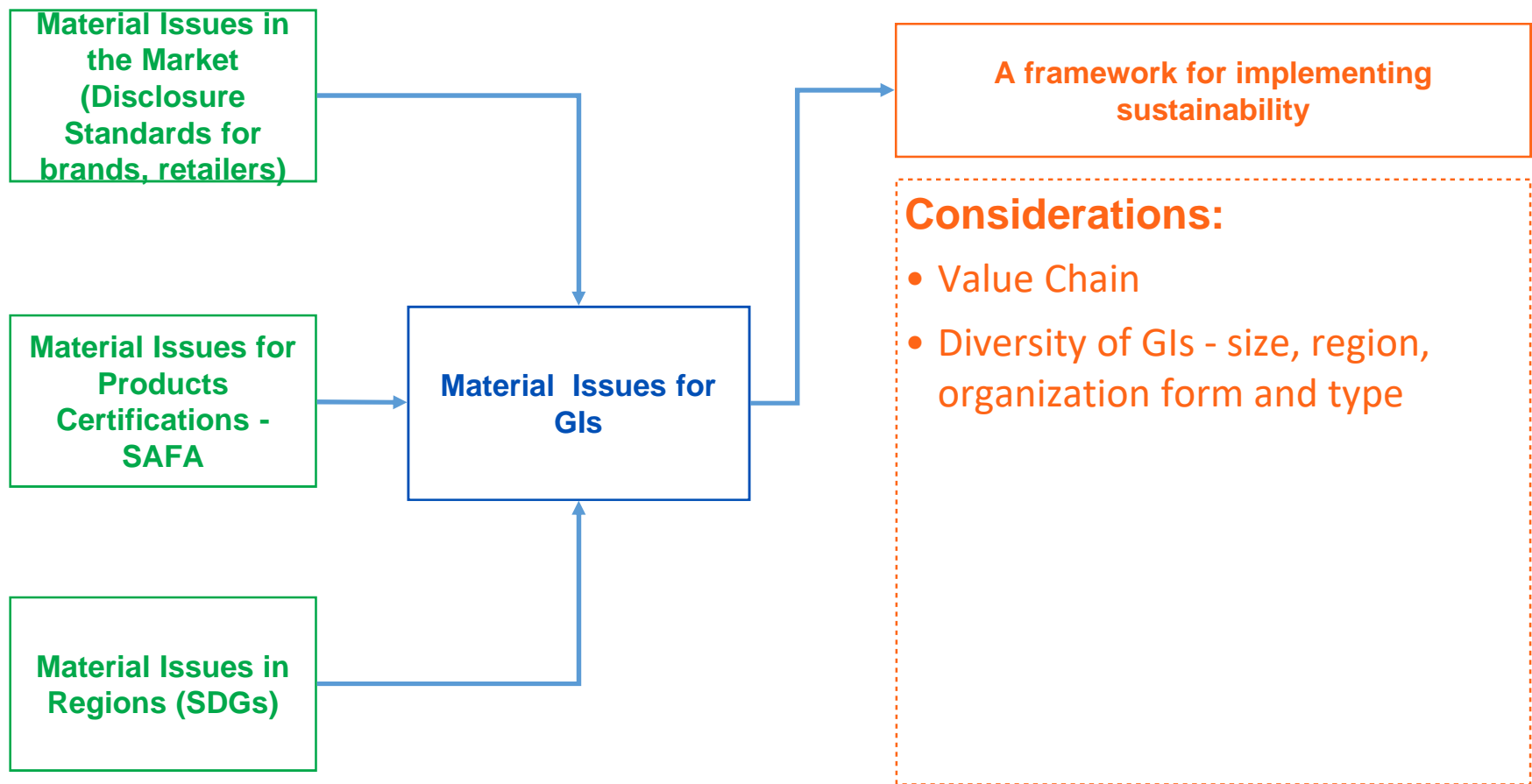
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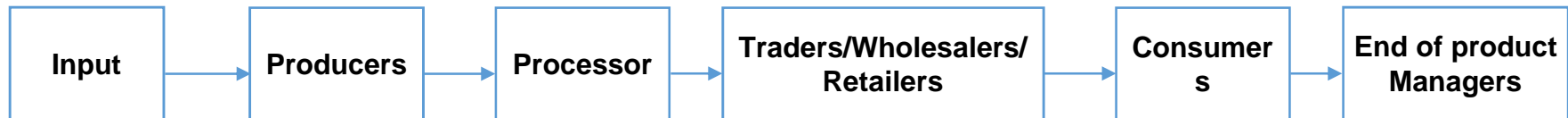
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# Approach

Sustainability for GIs is determined by understanding the requirements of several stakeholders and mapping them to a comprehensive framework.



# SAFA is a relevant benchmark



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## Sustainability Frameworks

← SAFA (used upstream but has relevance downstream) →

← SDGS (regional societal goals that require participation by all societal actors) →

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## Disclosure Standards

← GRI (used mainly by brands, emphasis on downstream, includes upstream practices) →

← SASB (used mainly by publicly listed companies, emphasis on downstream, includes upstream practices) →

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## Brands

← Ethical Sourcing Policies (used downstream but applied upstream) →

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## Certification Labels

← Applied mainly at producer level, used for communication upstream →



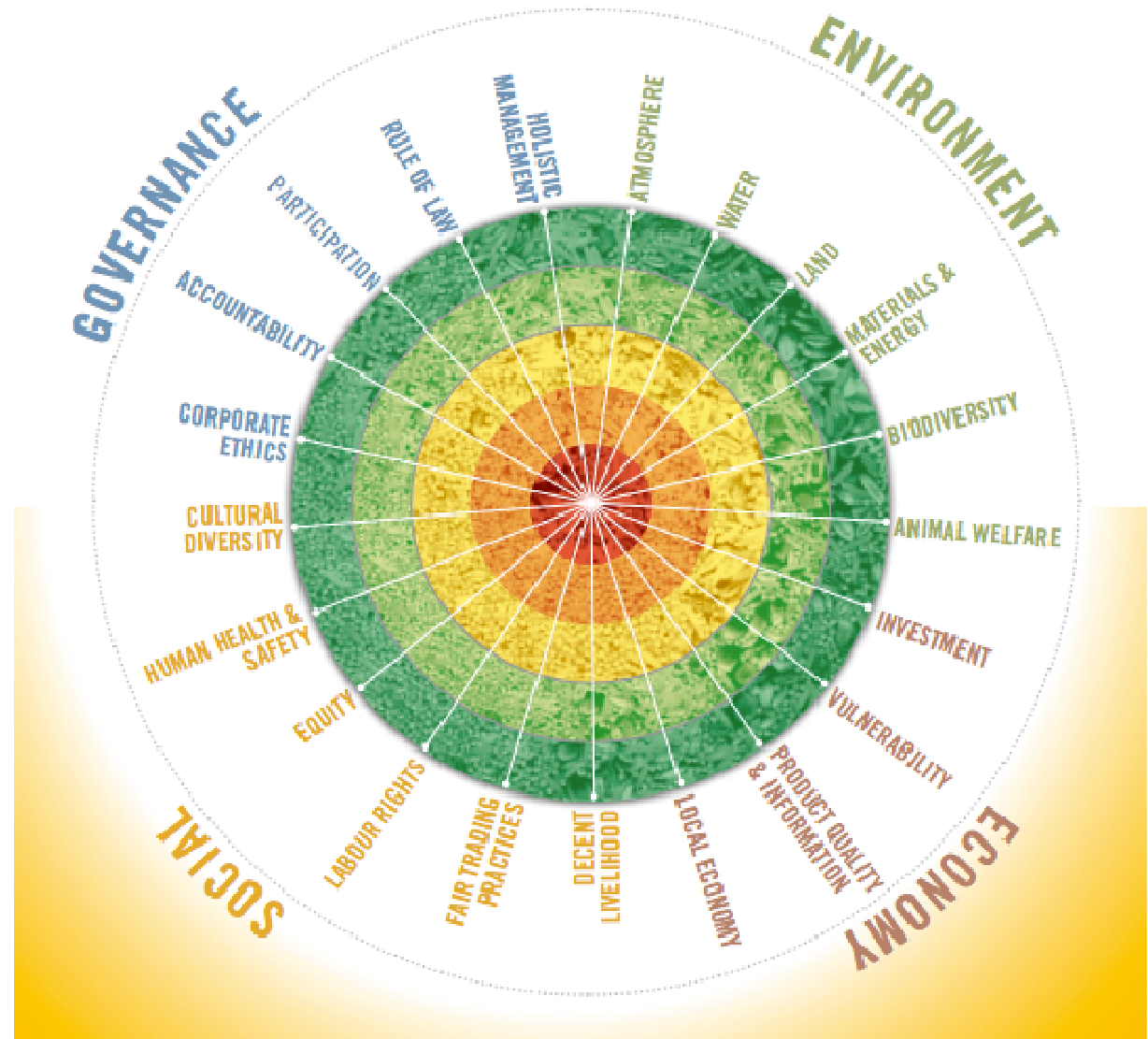
# SAFA as comprehensive Starting Point

For each of the four dimensions, SAFA outlines essential elements 21 high level themes.

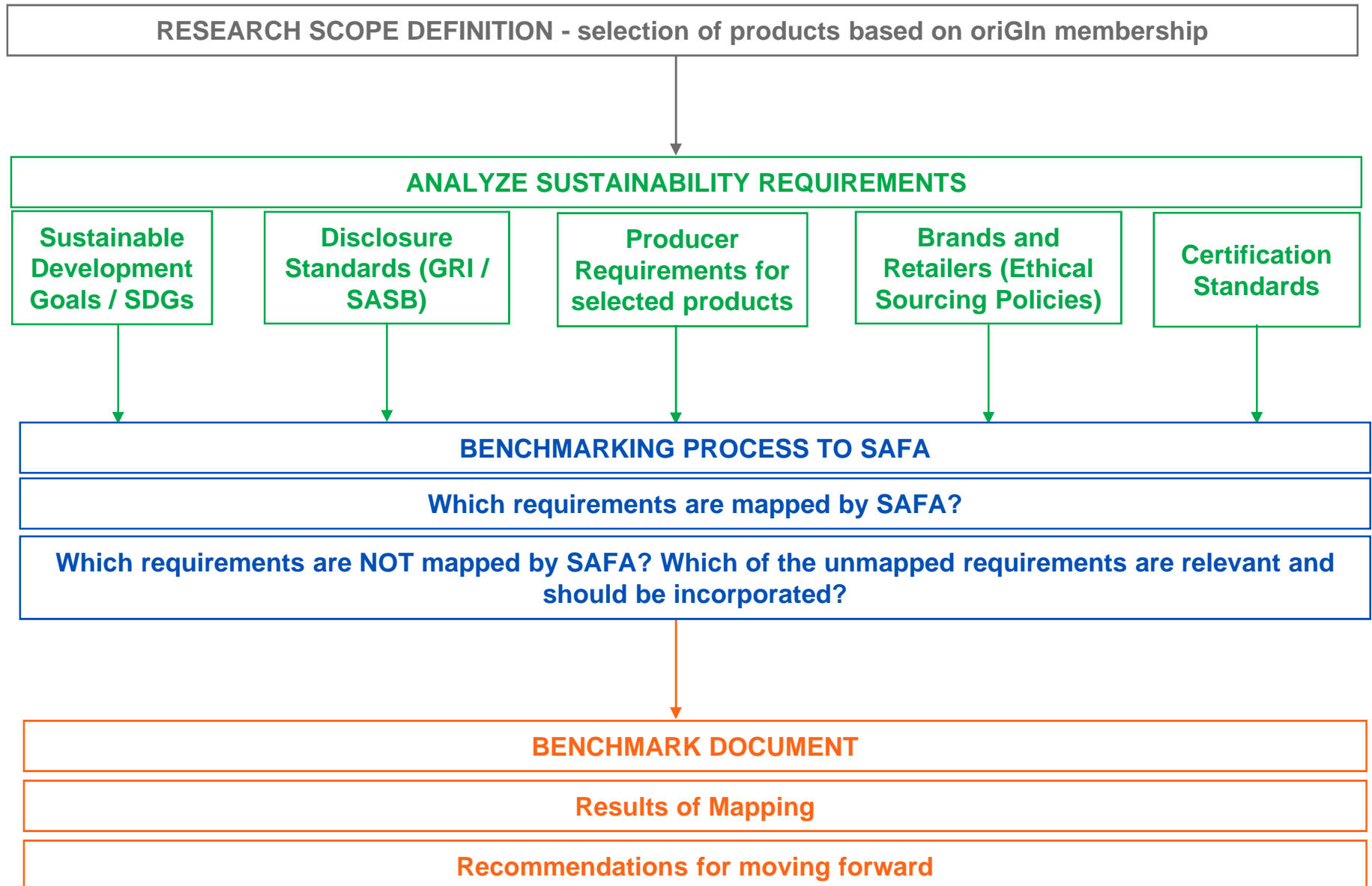
These are applicable at any level of development, for instance national level or commodity-specific – value chain.

The themes are further divided into 58 sub-themes, and then into indicators

Schader et al. 2014 *“Scope and precision of sustainability assessment approaches to food systems”*



# Process



# Summary of Results

# SAFA Benchmark Summary

**SAFA is a good framework to use for managing sustainability for GIs** for the following reasons:

- It is well aligned with the other frameworks
- It covers the topics required by the market
- It covers product material issues well
- It is is a good fit across the value chain
- It aligns well with with regional goals through linkages to the SDGs
- SAFA is comprehensive in the issues it covers, while allowing for flexibility in its application. This is useful for GIs which are inherently diverse in products and regions



# SAFA and Sustainability Frameworks - Structural Comparison

	SAFA	SDGs	GRI	SASB
Top-Level Categories	Governance, Environment, Economy, Social		Economic, Environmental, Social (Governance embedded)	Environment, Social Capital, Human Capital, Business Model and Innovation, Leadership and Governance
2nd level categories			Social Sub-categories: Labor Practices and Decent Work, Human Rights, Society, Product Responsibility	
Goals	21 themes (universal sustainability goals) under the top-level categories	17 Goals		
Objectives	58 sub-themes (sustainability objectives)	Each SDG includes a list of targets to be achieved by 2030.	Material aspects defined for each sub-category	Material issues defined for each category
Indicators	116 indicators	SDGs provide a set of indicators + targets	Framework provides default performance indicators	Framework provides default accounting metrics

# SAFA and the SDGs

SDGs	SAFA
<p>SDGs 1, 2, 5, 8, 10, 12, 13, 15, 16, 17</p> <p>SDG1 - End poverty in all its forms everywhere</p> <p>SDG 2 - End hunger, achieve food security and improved nutrition and promote sustainable agriculture</p> <p>SDG 5 - Achieve gender equality and empower all women and girls</p> <p>SDG 8 - Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</p> <p>SDG 10 - Reduce inequality within and among countries</p> <p>SDG 12 - Ensure sustainable consumption and production patterns</p> <p>SDG 13 - Take urgent action to combat climate change and its impacts</p> <p>SDG 15 - Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss</p> <p>SDG 16 - Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels</p> <p>SDG 17 - Strengthen the means of implementation and revitalize the global partnership for sustainable development</p>	<p>Strong linkages</p>
<p>SDGs 3, 4, 6, 7, 9, 11,14</p> <p>SDG 3 - Ensure healthy lives and promote well-being for all at all ages</p> <p>SDG 4 - Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</p> <p>SDG 6 - Ensure availability and sustainable management of water and sanitation for all</p> <p>SDG 7 - Ensure access to affordable, reliable, sustainable and modern energy for all</p> <p>SDG 9 - Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation</p> <p>SDG 11 - Make cities and human settlements inclusive, safe, resilient and sustainable</p> <p>SDG 14 - Conserve and sustainably use the oceans, seas and marine resources for sustainable development</p>	<p>Weak or no linkages</p>

# Issues not covered by SAFA

	Uncovered Issues		
	Not relevant for GIs. May be useful for additional detail.	Could be relevant for some GIs (by size, region or product)	Relevant, should be included in further analysis.
<b>GRI</b>	Environmental: Products and Services Environmental: Transport Environmental: Supplier Environmental Assessment Social > Human Rights: Security Practices Social > Human Rights: Supplier Human Rights Assessment Social > Society: Public Policy (includes additional Sector guidance) Social > Society: Supplier Assessment for Impacts on Society Social > Product Responsibility: Customer Privacy Social > Society: Healthy and Affordable Food (specific material aspect for Food Processing Sector)	Economic: Indirect Economic Impacts Social > Labor Practices and Decent Work: Employment Social > Labor Practices and Decent Work: Supplier Assessment for Labor Practices Social > Human Rights: Investment Social > Human Rights: Assessment Social > Society: Anti-corruption Social > Society: Anti-competitive Behavior Social > Society: Compliance Social > Product Responsibility: Compliance	
<b>SASB</b>	Social Capital: Data security and customer privacy (Food Retailers and Distributors)	Social Capital: Fair marketing and advertising (Alcoholic Beverages, Food Retailers and Distributors)	Leadership and Governance: Supply Chain Management Social Capital: Customer Welfare
<b>UTZ</b>	Farm Management: An Internal Management System for groups	Farming Practices: Access to Housing, Potable Water and Sanitary Facilities	

# SAFA and Products and the Market (selected Brands and Retailers)

Products	SAFA
Environmental issues material for cheese, whiskey and wine. Governance and Social issues especially relevant for wines and spirits.	<p><b>Covered.</b> <span>N1</span></p> <p>SAFA provides a good framework for covering product related material issues as identified by producer organizations. For cheese products, material issues are primarily environmental and are covered by SAFA. For wines and spirits, governance is an important issue which is covered well by SAFA. Responsible Consumption not covered by SAFA</p>
Market	SAFA
Management Systems - required by brands and retailers	<p><b>SAFA does not have strong focus on management system design</b> however the market values that strongly.</p> <p><b>The SAFA default indicators focus on performance rather than management systems.</b> For example, these indicators assume that having health and safety management systems in place leads to better management of health and safety issues.</p> <p>Under the <b>Holistic Management Theme in the SAFA Good Governance category</b>, SAFA does have strong requirements in holistic management and full-cost accounting.</p> <p><b>Covered</b></p>
Material Issues (environmental - water, soil, land management and animal welfare, social - social and human capital, human rights, labor rights, value chain and local economy, employment practices, working conditions, workplace safety)	



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Nidhi; 25/04/2017

# SAFA- Strengths

- **Breadth of scope** - SAFA covers a broad range of issues that can be contextualized to the realities of **different GIs**
- **Value Chain** – SAFA provides coverage primarily for the upstream components of the value chain which is relevant for GIs. It is designed for food and agricultural supply chains which constitute the majority of GIs, who produce food and agricultural products and sit upstream in the value chain.
- **Credibility** - SAFA is UN backed with multi-stakeholder support. It is science-based with well-developed tools.
- **Flexible** – SAFA can be very detailed but can also be applied flexibly by single producers or producer groups
- **Diversity of Products** - SAFA covers a diverse scope of agricultural products
- **Support for regional development** - through alignment with SDGs
- **Support for market requirements** - (through alignment with ethical sourcing policies, disclosure standards and certification systems - the Environmental Category is the most well covered.)
- **Consistency for impact measurement (Value Chain, Territory, SDGs)**

# SAFA - Gaps

- **Learning curve** may be steep to apply SAFA in its entirety,
  - modular application and selection of relevant sub-themes possible.
- Needs to be **customizable** to meet GI requirements
  - variations in products, regions, size and structure of producer organizations)
- **Comprehensive but still with room for improvement**
  - SAFA could help to simplify reporting requirements specified in disclosure standards
  - Good material for Impact assessments and benchmarking to improve management practices
- **SAFA as a Sustainability Engagement Strategy**
  - SAFA GI sustainability assessment should be very practicable, so that it can be progressively used by producer organisations
- **SAFA and Governance**
  - Improve tools to ensure adequate GI governance

# SAFA is a relevant and solid framework for a future GI Manifest

- A comprehensive approach that serves producers, markets and product standards
- Can provide consistency and comparability
- Can serve to determine local and relevant materiality / Sustainability priorities
- Provides credibility
- A Framework available to all: big and small,
- Implementations Tools becoming available
- Can be adjusted to support GIs



# An Approach for Sustainability for GIs

GIs can incorporate Sustainability as an explicit objective and as a market differentiator by adopting an approach that is comprised of commitments, frameworks and tools that enable effective governance, management and communication of sustainable practices.

