



## Challenges and Opportunities for Integrating Biodiversity Conservation in Certification schemes

Conference on Business and Biodiversity: Workshop A

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## Full Members



Fairtrade Labelling Organizations  
(FLO) International



Forest Stewardship Council



International Federation of  
Organic Agriculture  
Movements



Marine Aquarium Council



Marine Stewardship Council



Rainforest Alliance



Social Accountability  
International

## + Emerging Initiatives

Examples: Biotrade, Medicinal Plants,  
Water\*, Bioenergy\*, Carbon\*, Cotton\*,  
Mining\*, Tourism

## **Standards and Certification Systems: Threats and Opportunities**

**Delivering  
on  
Biodiversity  
Conservation**

**Credibility  
Including  
Measuring  
Impacts**

**Convergence  
&  
Cooperation**

**Role for  
Government**

# Standards and Certification systems: linking sustainable production, trade and consumption

Delivering  
on  
Biodiversity  
Conservation

- > Credible Standards are set through **multi-stakeholder** processes
- > Range of issues identified for a given sector/theme
- > **Biodiversity is a key topic** in many initiatives
- > **Interrelation** between the various issues
- > Management Framework for **education, implementation & monitoring** included

## Example: Sustainable Agriculture Network (RA)

	<b>SAN Criteria</b>	<b>Positive impacts for biodiversity in cert. coffee farms</b>
<b>Tree Cover</b>	( + ) 10 different native tree species; two vegetation strata; minimum of 40% shade; conservation of riparian forests and other forest patches	<i>High shade tree diversity and higher wild plant biomass promotes higher insect abundance and diversity, as well as mammal, (migratory and resident) bird, reptile and amphibian species richness and abundance.</i>
<b>Habitat Re-generation</b>	( + ) Farm areas that are not suitable for coffee (slope, risk of erosion, poor soils) should be reforested with native tree species; disturbed riparian forests must be recovered	<i>More complex landscapes are created; forest cover increases; proximity between forest patches is higher; edge effect diminishes; mainly insect and insectivorous migratory and resident bird communities are benefited.</i>

## Example: Forest Stewardship Council

### Principle 6: Environmental Impact

- > 6.10 generally prohibits forest conversion to other land uses
- > 6.4 set aside areas for full protection (representative of the ecosystems in the forest management unit)
- > 6.3 ecological functions and values shall be maintained/enhanced/restored, including genetic diversity

### Principle 9: High Conservation Value Forests

- > Identify and maintain/enhance in forests where they occur

## Components of Credibility

### Credibility: Measuring Impacts

- > Standard-setting process:
  - > Open, transparent, no single interested party can dominate, accessible to all (especially developing country and SME participants), least trade restrictive...
  - > ISEAL Code of Good Practice for Setting Social and Environmental Standards.
- > Implementation Process:
  - > Best practice for general conformity assessment (ISO Guides)
  - > Additional requirements for verification to social and environmental standards
- > **Impacts**

## Components of Credibility: Current Status

### Credibility: Measuring Impacts

- > A number of studies exist that demonstrate benefits but...
  - > Different methodologies used
  - > case study based
  - > Snapshots in time more common than time-series
- > How to capture pre-cert changes?
- > Causality?
- > Appropriate unit for measurement?
- > Appropriate level of aggregation?

# Components of Credibility: Where are we heading?

## Credibility: Measuring Impacts

- > Using audits to collect data
- > Databases to access and analyse data
- > Need systematic core data collection AND detailed case study work
- > Data collected needs to be:
  - > Useful for practitioners
  - > Meaningful for target audiences
- > Development of Common Core Set of Issues/Indicators
- > Development of widely accepted methodological framework

## Landscape Level

**Determine How Certification Affects Forest Conversion**  
Approach: Measure landscape changes and trends

We will **conduct a GIS analysis and create maps** to compare:

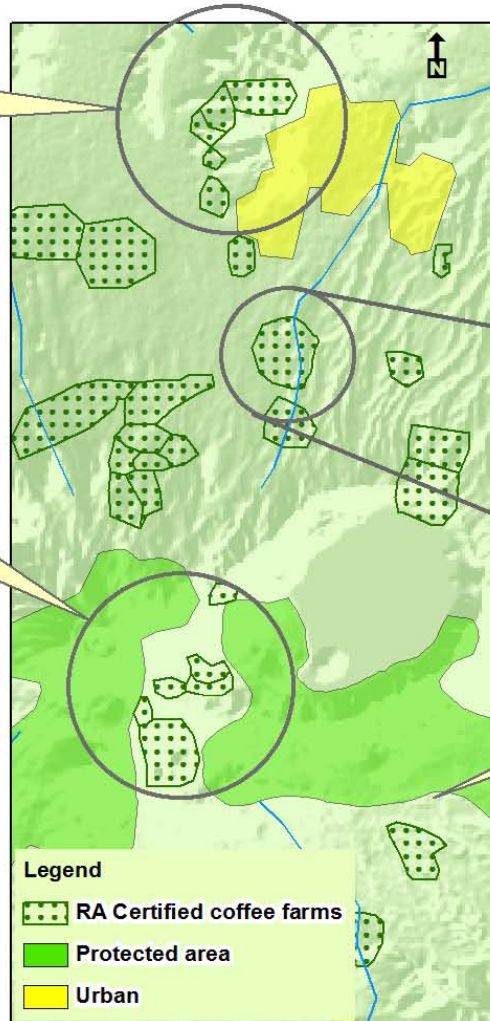
- Historical and current rates of shade-farm conversion to other uses to determine the effect of certification on deforestation rates
- Historical and current rates of shade-farm conversion to full sun or technified coffee farms, to determine the effect of certification on conversion rates

**Determine How Certification Affects Forest Connectivity**  
Approach: Test assumptions about landscape-level effects of certification

We will **conduct a GIS analysis and create maps** to illustrate the extent to which certified farms increase connectivity between protected areas

We will **conduct research** to determine:

- Whether RA shade requirements lead to better avian dispersal corridors than minimum shade, sun farms, or other land uses (EL SALVADOR)
- Whether RA shade requirements lead to better travel corridors for threatened mammals than minimum shade or sun farms (COLOMBIA)

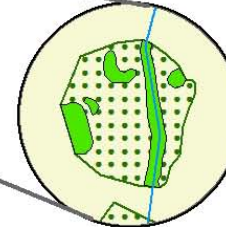


## Farm Level

**Link Certification Standards and On-Farm Improvements**  
Approach: Compare certified to non-certified farms

Much scientific evidence exists that the practices required by RA's coffee standards – such as riparian set-asides and significant shade cover -- enhance biodiversity and workers lives. We will conduct research in areas where this link is unclear. We will determine:

1. Whether stream biodiversity and water quality are higher in certified farms than non-certified farms (COLOMBIA)
2. Whether reduced agrochemical use on certified farms leads to improved soil health and more diverse soil fauna (COLOMBIA, EL SALVADOR)
3. Whether workers on large certified farms have a higher quality of life than those on large uncertified farms (EL SALVADOR or GUATEMALA)
4. The costs and benefits of certification, in terms of productivity rates, quality, price premium, and costs of production relative to non-certified coffee production (HONDURAS and/or COLOMBIA)
5. Whether certified producers are economically better off than non-certified producers (COLOMBIA or PERU)



Set-asides required by certification

**Determine aggregate effects of certification in study area**  
Approach: Monitor individual certified farms over time

We will **conduct annual monitoring** to determine how certification has affected biodiversity and farm workers, using the following indicators:

- Area designated as strict reserves
- Length of streams and water bodies protected (see related study 1 in box above)
- Volume water consumed; volume wastewater treated
- % workers with access to potable water (related study 3 in box above)
- % workers earning at least \$2/day (related study 3 in box above)
- No. of serious accidents (related study 3 in box above)
- Kg of certified production; Kg sold to certified buyers
- Kg of hazardous pesticides used

## Challenges and Opportunities

### Convergence & Cooperation

- > Healthy Competition vs. Unfettered Proliferation
- > Each initiative originated to address a specific need by particular set of stakeholders
- > Mainstreaming – how to grow fast enough to meet market demand!
- > Cooperation Efforts:
  - > Accessibility – QMS, joint inspections, certification infrastructure
  - > Modular Approaches
  - > Stepwise Approaches
  - > Training and Joint Communications

# Credible certification systems can help advance public policy objectives

## Role For Government

- > Reference tools to *differentiate* credible initiatives
- > Stimulate uptake through education and awareness raising (consumers & producers)
- > Support research and dissemination
- > Use credible certification systems:
  - > To stimulate sustainable development of industry
  - > As a tool in regional planning frameworks
  - > For public procurement
  - > As requirement for third party use/access
  - > As tool for regulatory enforcement

# Thank you

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