



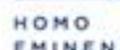
Social Innovation &
Inclusion of Sustainable
Development Goals

WEBINAR

SDG 12: Responsible consumption and production

- Ensure sustainable consumption and production patterns

22 May 2018 | 10:00 ET | 15:00 GMT | 16:00 CET



Agenda:

16:00 – 16:10 (CET): Introduction (Prof. Angelo Russo, PhD, Full Professor of Management and Director of the PhD Program in The Economics and Management of Natural Resources, LUM Jean Monnet University)

16:10 – 16:30: Responsible consumption and production (Prof. Wayne Visser, PhD, Professor of Integrated Value and Holder of the Chair in Sustainable Transformation, Antwerp Management School)

16:30 – 16:50: Impact of agriculture biodiversity loss on agriculture value chains: risks for agri-food companies and opportunities for change (Gianpiero Menza, PhD, Private Sector Engagement Coordinator, Bioversity International – The World Agrobiodiversity Research and Innovation Center)

16:50 – 17:00: Q & A, Discussion

Housekeeping:

- This webinar is being recorded and it will be published on our YouTube channel afterwards
- Please use #sociSDG for social media
- Your voice will be automatically muted upon joining the webinar
- To ask questions or engage in discussion please use the chat window
- If you have any comments, please write us at sociSDGs@gmail.com

SDG 12: Responsible production and consumption



Prof. Angelo Russo, PhD
Full Professor of Management
Director of the PhD Program in
The Economics and Management of Natural Resources
LUM Jean Monnet University

SDG 12: Responsible production and consumption

Achieving economic growth and sustainable development requires that we urgently **reduce our ecological footprint by changing the way we produce and consume goods and resources**. Agriculture is the biggest user of water worldwide, and irrigation now claims close to 70 percent of all freshwater for human use.

The efficient management of our shared natural resources, and the way we dispose of toxic waste and pollutants, are important targets to achieve this goal. **Encouraging industries, businesses and consumers to recycle and reduce waste is equally important**, as is supporting developing countries to move towards more sustainable patterns of consumption by 2030. It is also essential to ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

A large share of the world population is still consuming far too little to meet even their basic needs. On the other hand, issues connected with overconsumption are prevalent in some developed nations, resulting in various health problems. Halving the per capita of global food waste at the retailer and consumer levels is also important for creating more efficient production and supply chains. This can help with food security, and shift us towards a more resource efficient economy.

SUSTAINABLE DEVELOPMENT GOAL 12

Ensure sustainable consumption and production patterns



The world we are living in... is changing



We are all aware that a change is
needed...

...do companies really care
about it?

Sustainable SCM

The **strategic, transparent integration and achievement of an organization's social, environmental, and economic goals** in the systemic coordination of key **inter-organizational business processes** for improving the long-term economic performance of the individual company and its supply chains”

Carter and Rogers, 2008



Sustainable purchasing: Available tools

- Purchasing contracts incorporating sustainability criteria
- Reference to reportable KPIs
- Wide scope international certification schemes
- Industry specific certifications
- Rating
- Toolkits
- Public Private Partnerships
- Traceability models

Sustainable purchasing: Public-private partnerships

Cross-sector social partnerships (CSSP) include all forms of voluntary collaboration between organizations belonging to different sectors and occur by combining organizational resources in order to purposefully offer solutions that benefit partners, as well as society at large

- Interest alignment around a common objective
- Mutual understanding
- Interdependency to succeed
- Gains (or risks) for all the parties involved
- Explicit social agenda

Sustainable purchasing: Public-private partnerships



- **Furniture and home accessories** swedish retailer
- **Strategy:** good quality and affordable furniture for mass-market
- **Procurement policy:** Establish long term relations with suppliers
- 2,300 suppliers in 70 Countries
- **RANGAN EXPORTS:** indian supplier for carpets: signed a contract with IKEA in the early 90's with a specific "no-child-labor" clause
- **1995:** IKEA suffers a child labor scandal in India.
- **Develops a code of conduct for the eradication of child labor in partnership with UNICEF**

MIGROS

- Swiss **retail chain**
- **Strategy:** tradition, economy, freshness
- **Procurement policy:** 16 directly owned suppliers
- **MIFA AG:** supplier for home cleaning and margarine
- **1999:** MIGROS is publicly accused of using palm oil from non sustainable cultivations in Indonesia
- **Develops a code of conduct for sustainable palm oil production in partnership with WWF and finances second tier supplier for compliance.**

Traceability and sustainable purchasing

A GUIDE TO TRACEABILITY

A Practical Approach to Advance Sustainability in Global Supply Chains



United Nations Global Compact



The ability to **identify** and **trace** the **history**, **distribution**, **location** and **application** of products, parts and materials, to ensure the **reliability of sustainability claims**, in the areas of human rights, labour (including health and safety), the environment and anti-corruption

The role of traceability

By providing information on the components of products, parts, and materials, as well as information on transformations throughout the value chain, traceability is a tool to:

- Assure and verify sustainability claims
- Identify and align on good practices
- Ensure respect for people and the environment all along the supply chain



Responsible consumption and production



antwerp
management school



UNIVERSITY OF
CAMBRIDGE

INSTITUTE FOR
SUSTAINABILITY LEADERSHIP



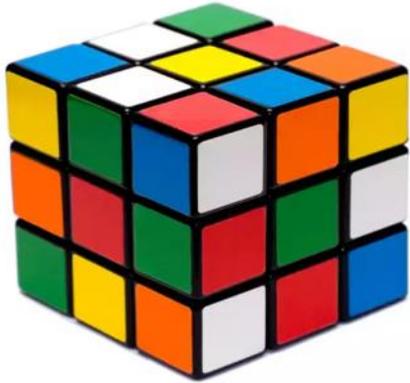
Prof. Wayne Visser, PhD

Professor of Integrated Value and Holder of the BASF-Port of Antwerp-Randstad Chair in Sustainable Transformation, Antwerp Management School

Fellow, Institute for Sustainability Leadership, Cambridge University

The Message in a Nutshell ...

3 PROBLEMS



1. Market level noise
2. Value-action gap
3. Voluntary madness

3 OPPORTUNITIES



1. Business model clarity
2. Integrated value choice
3. Regulatory boldness

Problem 1: Market Level Confusion



Problem 2: Value-Action Gap

FAIRTRADE COFFEE – THE FACTS



32
COUNTRIES AROUND THE WORLD BRING YOU FAIRTRADE COFFEE

125 MILLION
PEOPLE WORLDWIDE
DEPEND ON COFFEE FOR THEIR LIVELIHOOD

SUPPORT FOR FAIRTRADE COFFEE FARMERS
MEANS THEY CAN IMPROVE YIELDS AND QUALITY, AND OFFER RELIABLE, SUSTAINABLE COFFEE TO THE MARKET

44%
FAIRTRADE FARMERS INVEST 44% OF THEIR PREMIUM IN IMPROVING THEIR OWN ORGANIZATIONS

FAIRTRADE COFFEE MEANS YOU CAN FIND OUT EXACTLY WHERE YOUR COFFEE WAS PRODUCED

FROM 2013-2014 OVER \$69M CAD FAIRTRADE PREMIUM GLOBALLY
WAS GENERATED EMPOWERING FARMERS TO DECIDE HOW THEY INVEST IN THEIR COMMUNITIES

1.3 FOOTBALL FIELDS
AVERAGE SIZE OF A FAIRTRADE COFFEE PLOT

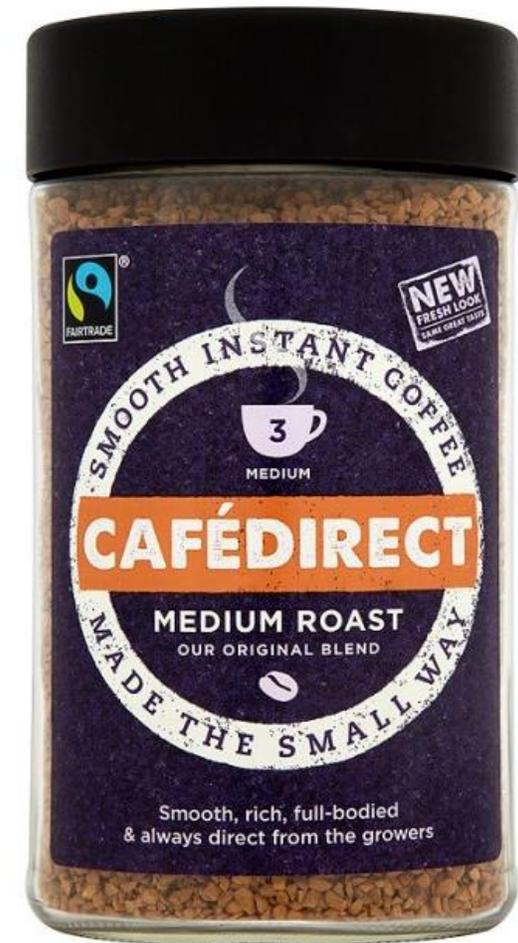
FAIRTRADE ENABLES FARMERS TO IMPROVE THEIR LIVING STANDARDS

THE PREMIUM IS...
AN ADDITIONAL SUM OF MONEY FARMERS AND WORKERS RECEIVE ON TOP OF THE PREMIUM PRICE. THEY DECIDE HOW IT SHOULD BE INVESTED TO IMPROVE THEIR BUSINESSES AND COMMUNITIES.

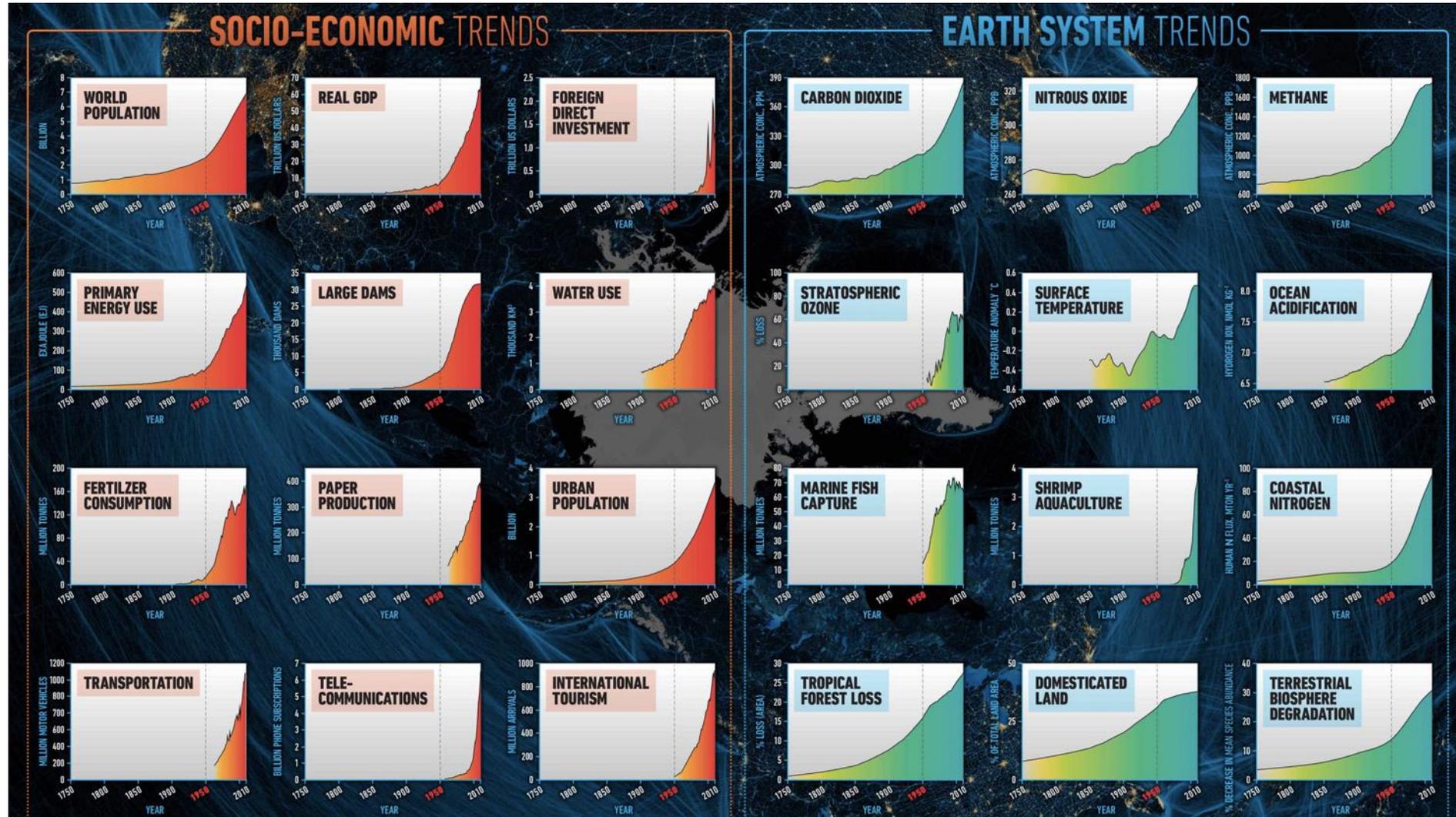
MAKE SURE IT'S FAIRTRADE

Visit fairtrade.ca

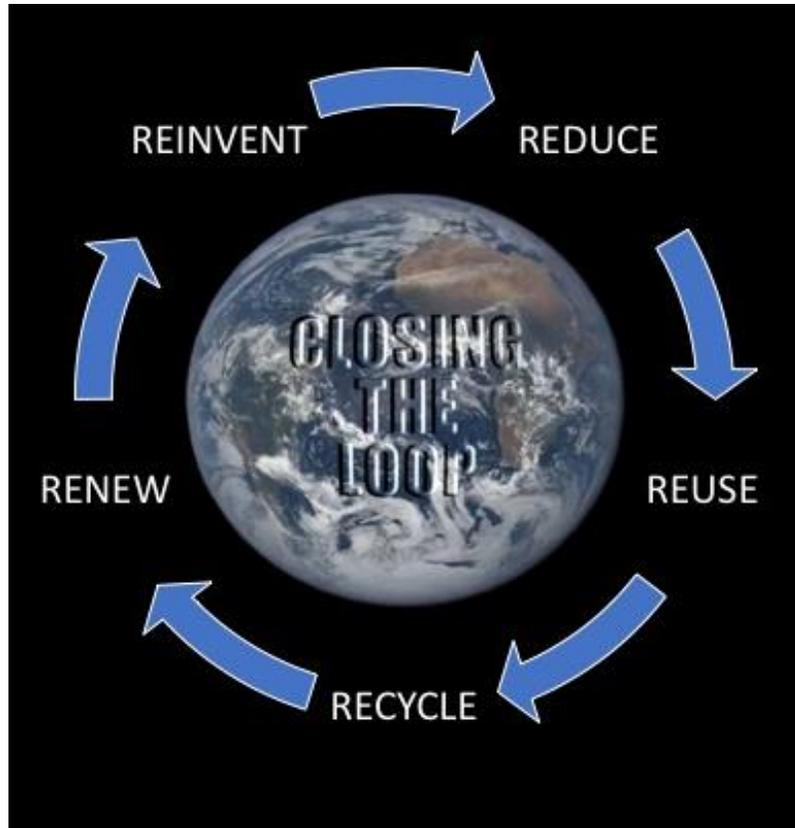
FAIRTRADE IS GROWING. OVER 800,000
COFFEE FARMERS ARE NOW PART OF THE MOVEMENT



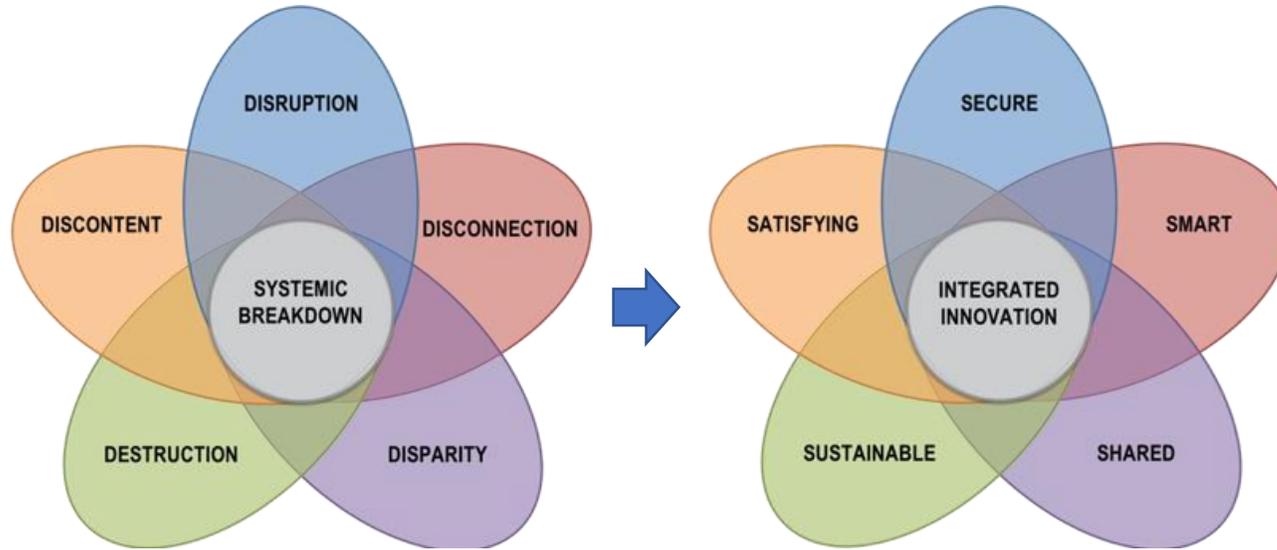
Problem 3: Voluntary Madness



Opportunity 1: Business Model Clarity



Opportunity 2: Integrated Value Choice

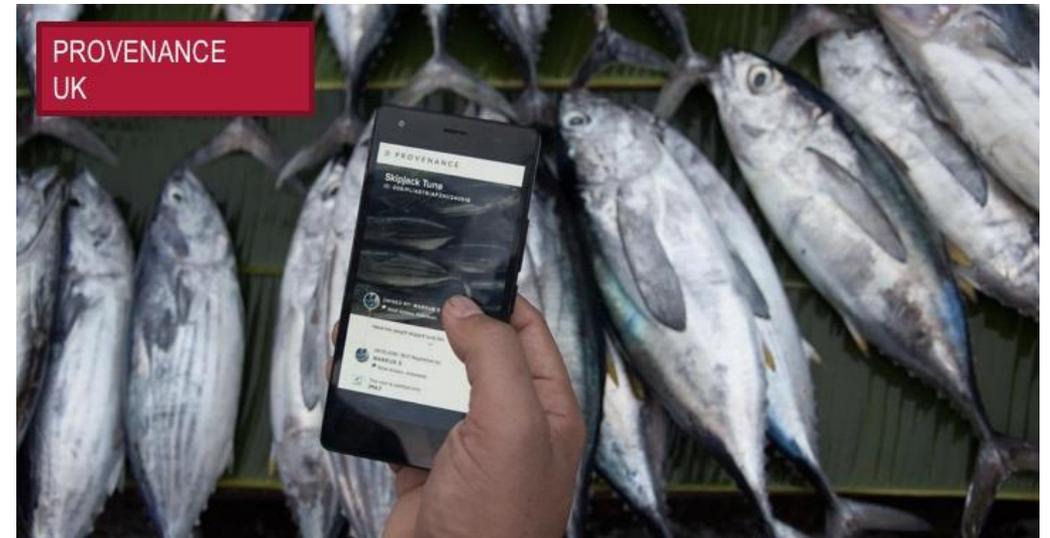


NISSAN
Innovation that excites

NO ONE SHOULD HAVE ANY RESERVATIONS ABOUT GETTING AN ELECTRIC CAR TODAY.

WHY WAIT WHEN YOU CAN DRIVE AN ALL-ELECTRIC LEAF NOW?

And why drop \$1,000 to stand in line when you can get \$4,000 cash back* and best-in-class range? Nissan has been the global leader in electric vehicle sales since the LEAF was unveiled in 2010. And we have one waiting for you right now, no reservations needed. Visit NissanUSA.com/LEAF to learn more about LEAF and locate a dealer.



Opportunity 3: Regulatory Boldness



EU ENVIRONMENTAL FOOTPRINT
FINAL CONFERENCE
FROM VISION TO ACTION

PEF: Product Environmental Footprint
OEF: Organisation Environmental Footprint



UK To Ban All Plastic Straws, Single-Use Plastics



Trevor Nace, CONTRIBUTOR
FULL BIO ▾

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European cities announce bans on petrol and diesel cars as green initiative spreads across continent

'It's not a human right to pollute the air for others'

Charlotte Beale | @CharlotteAGB | Saturday 14 October 2017 14:52 BST | 6 comments



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Costa Rica to ban fossil fuels and become world's first decarbonised society

New president embraces 'titanic and beautiful task' of complete renewable energy transition

Tom Embury-Dennis | @tomemburyd | Thursday 10 May 2018 10:30 BST | 16 comments



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Impact of Agriculture Biodiversity loss on agriculture value chains: Risks for agri-food companies and opportunities for change



Gianpiero Menza - *Private Sector Engagement Coordinator, External Engagement Unit at Bioversity International-CGIAR*

Gianpiero is an international development professional assigned to Bioversity International (CGIAR) by the Government of Italy. He is responsible for developing and coordinating innovative public-private partnerships and strategic relationships.

Gianpiero conducts research on environmental and especially biodiversity finance policies and works to identify solutions on how to leverage innovative financing mechanisms to contribute to sustainable development including agriculture and forest biodiversity.

Prior to this appointment, he served as business development consultant and as a private sector analyst at the United Nations Development Programme (UNDP) in Geneva from 2014 to 2016.

Gianpiero holds an MA in Strategy and Entrepreneurship from the Bocconi School of Management and a PhD in Economics and Management of Natural Resources.



Who is Bioversity International?

The World Agrobiodiversity Research and Innovation Centre.
It is a global research-for-development organization.

Vision – Agricultural biodiversity nourishes people and sustains the planet.

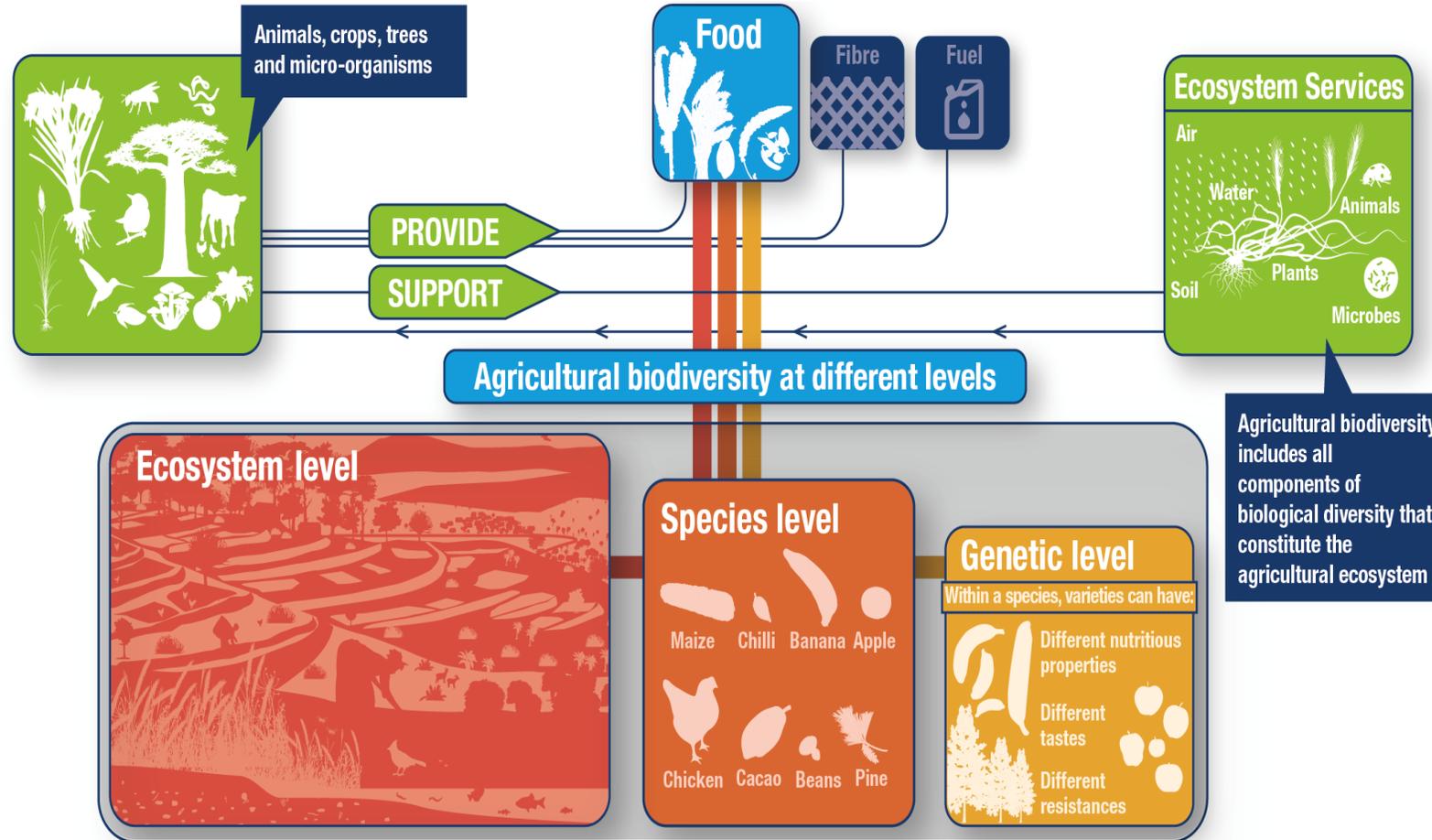
Bioversity deliver scientific evidence, management practices and policy options to use and safeguard agricultural and tree biodiversity to attain sustainable global food and nutrition security.



International Day for Biological Diversity – 22 May



What is Agriculture Biodiversity?



The variety and variability of animals, plants and micro-organisms that are used directly or indirectly for food and agriculture

Ensure sustainable consumption and production patterns

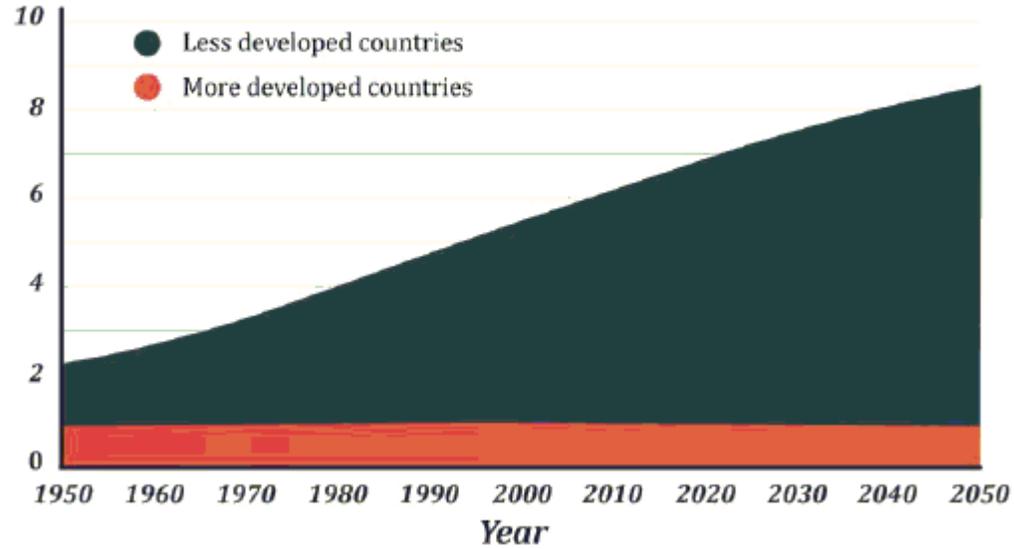
“Doing more and better with less”



Norman Borlaug: agriculture was not an “idyllic state of harmony between humankind and nature”, but a “struggle between the forces of natural biodiversity and the need to produce food”

Setting the scene

*Global population
(billions)*

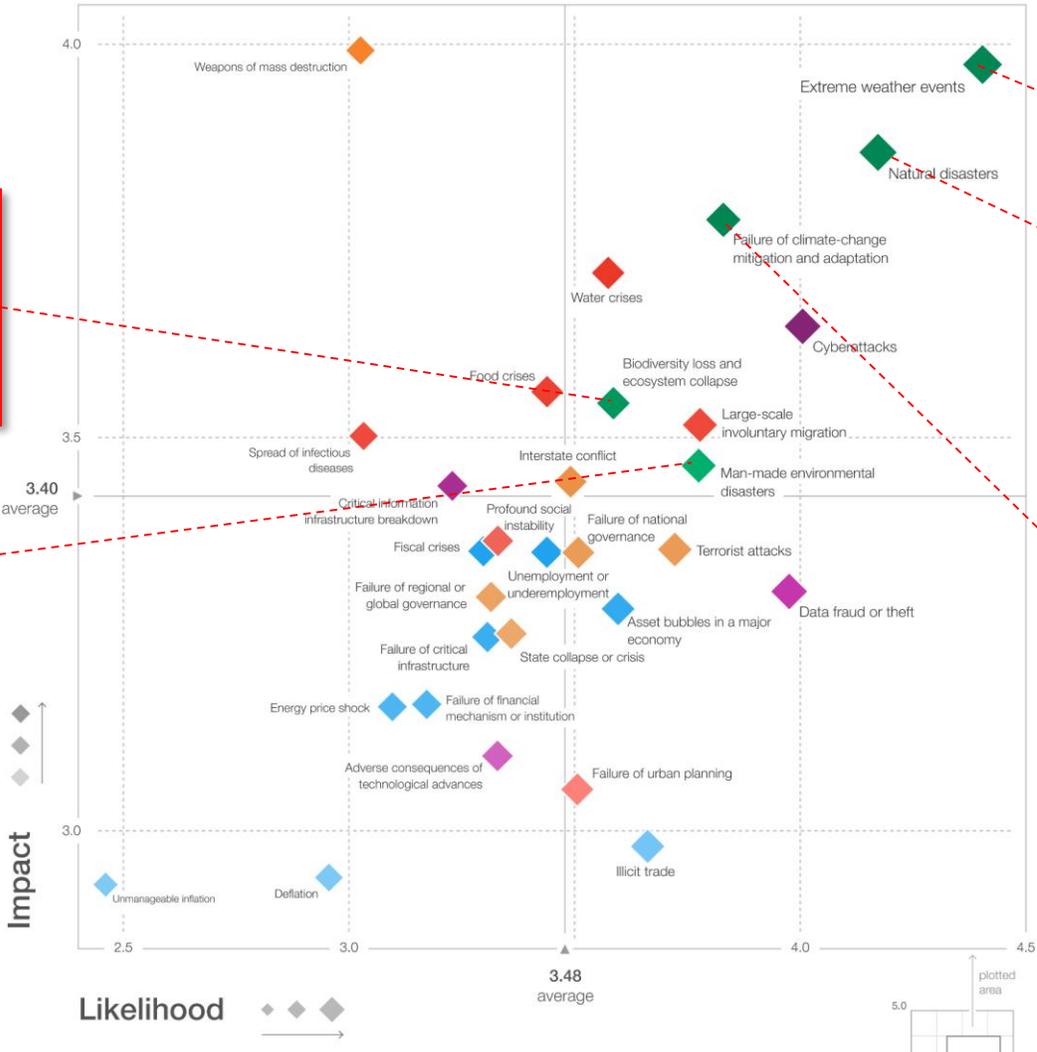


Source: UN Report – World Population Prospects S017

UN FAO Report – THE STATE OF FOOD SECURITY AND NUTRITION IN THE WORLD 2017

Agrobiodiversity Mitigates High Impact and High Likelihood Global Risks

Global Risks Landscape



Biodiversity loss and ecosystem collapse

Extreme weather events

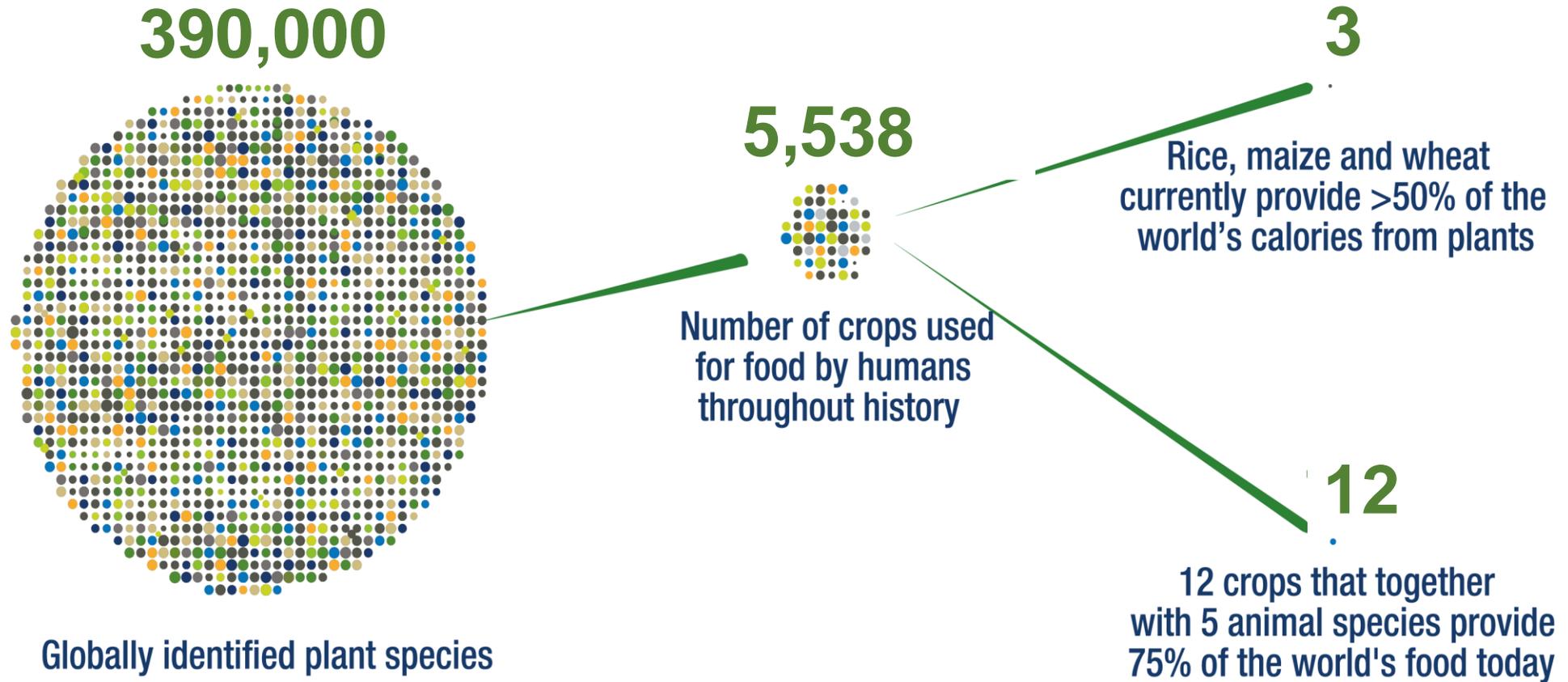
Natural disasters

Man-made environmental disasters

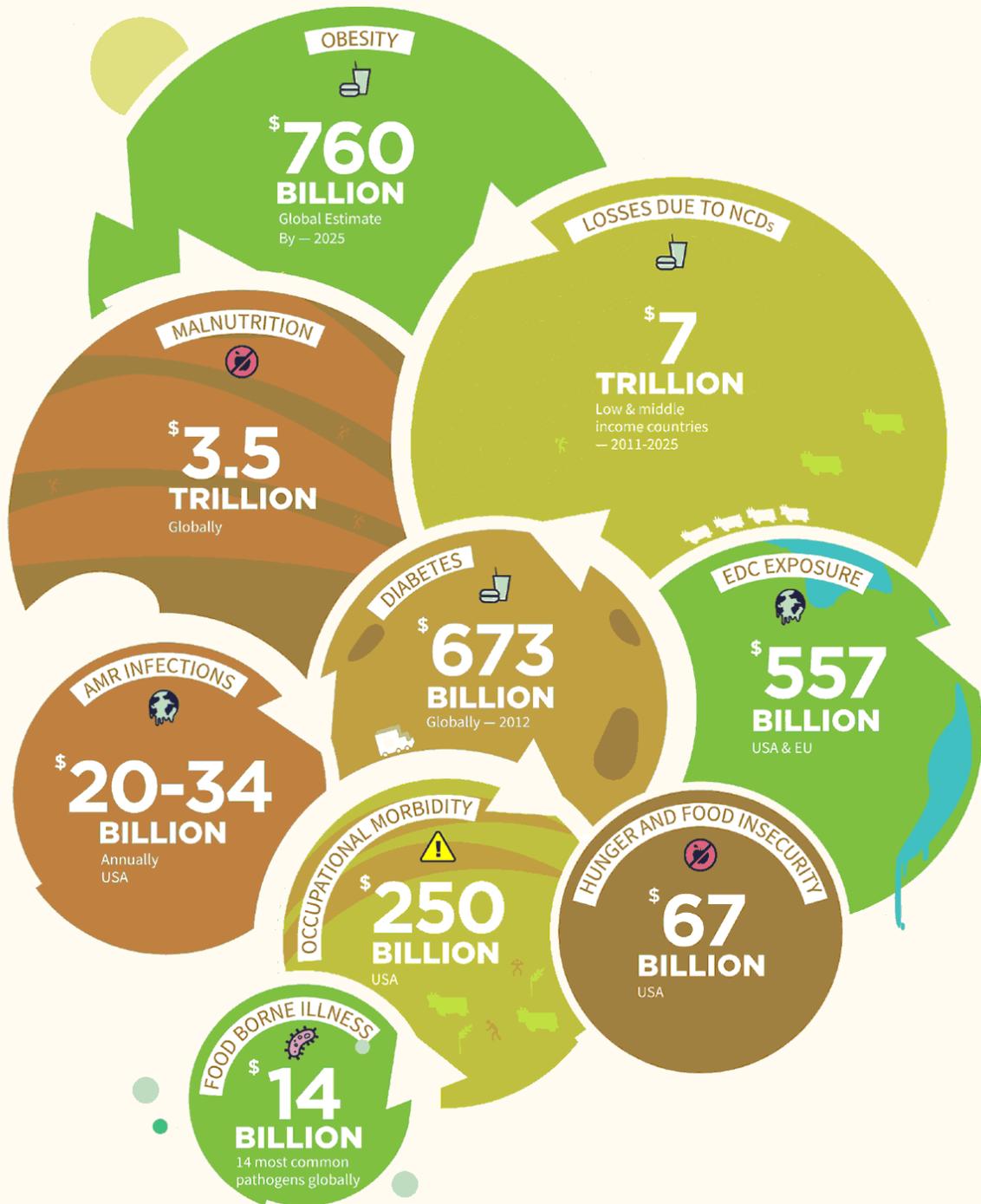
Failure of climate-change mitigation and adaptation

Source: WEF The Global Risks Report 2018

21st Century Challenge: Shrinking Biodiversity



Source: Kew, 2016; FAO, 1997)



The Ballooning Costs of Health Impacts in Food Systems

Infographics : [Global Alliance For The Future Of Food](#)



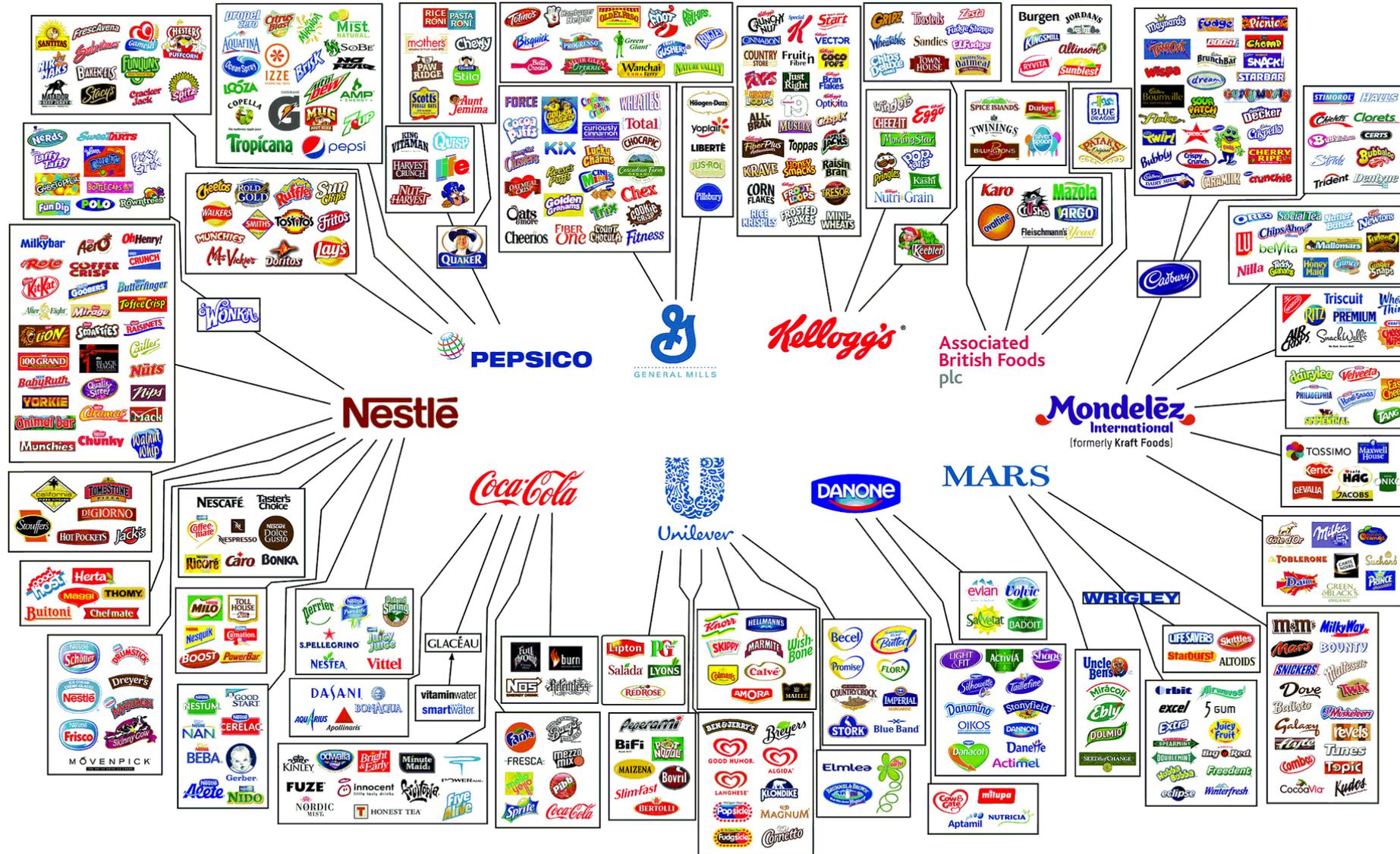
We should learn from past mistakes and instead...

Agricultural supply chains that are dominated by a single variety or species may gain process efficiencies and consistency, but are at greater risk from pest outbreaks, extreme weather and market fluctuations.

- The great Famine also known as the Irish Potato Famine – mid-1800s
- Brazilian Cacao – Witch-broom disease decimated 70% of their crop – 1980s
- US maize impacted by corn blight - 1970s
<https://www.nytimes.com/1970/08/16/archives/blight-epidemic-perils-corn-crop-agriculture-aides-estimate-10-of.html>
- Gros Michel variety and the modern Cavendish banana varieties – 1950s

Suggested Book: Never Out of Season: How Having the Food We Want When We Want It Threatens Our Food Supply and Our Future written by *Rob Dunn*

10 Companies that Control the Food Industry



Just few figures...

- 3 companies control 60% of commercial seed market
- 7 companies control majority of fertilizer sales
- 3 companies share 71% of agrochemical market
- 4 firms account for 97% of private R&D in poultry
- 4 firms control up to 90% in the global grain trade

What are the opportunities linked to the implementation of the SDGs for agribusinesses?

“Business opportunities in the implementations of the Sustainable Development Goals (SDGs) related to food could be worth over USD 2.3 trillion annually for the private sector by 2030. Investment required to achieve these opportunities is approximately USD 320 billion per year” - Business and Sustainable Development Commission

Risks:

- Enabling Environment
- Risks related to costs and Return on Investment (ROI)
- Short Termism – “The tragedy of the Commons”
- Greenwashing – SDGs washing

Opportunities

- Create demand for healthy food by informing consumers – moving from “Green Revolution” to “Food Revolution”
- Developing shared metrics of performance and success
- Mainstream agrobiodiversity component and solutions in agricultural practices – Toolkit
- Support short supply chains
- Role of Governments and IOs.
- Reward agribusiness rather than punishing them
- Adoption of science based solutions
- Role of Innovation technology and traceability
- Big data
- Certification schemes (e.g. Fairtrade, Rainforest Alliance/UTZ) – not the panacea

What are International Organizations doing?

The Agrobiodiversity Index Bioversity International

An actionable index, empowering decision makers to reduce risk and to transform what we grow, eat and conserve.

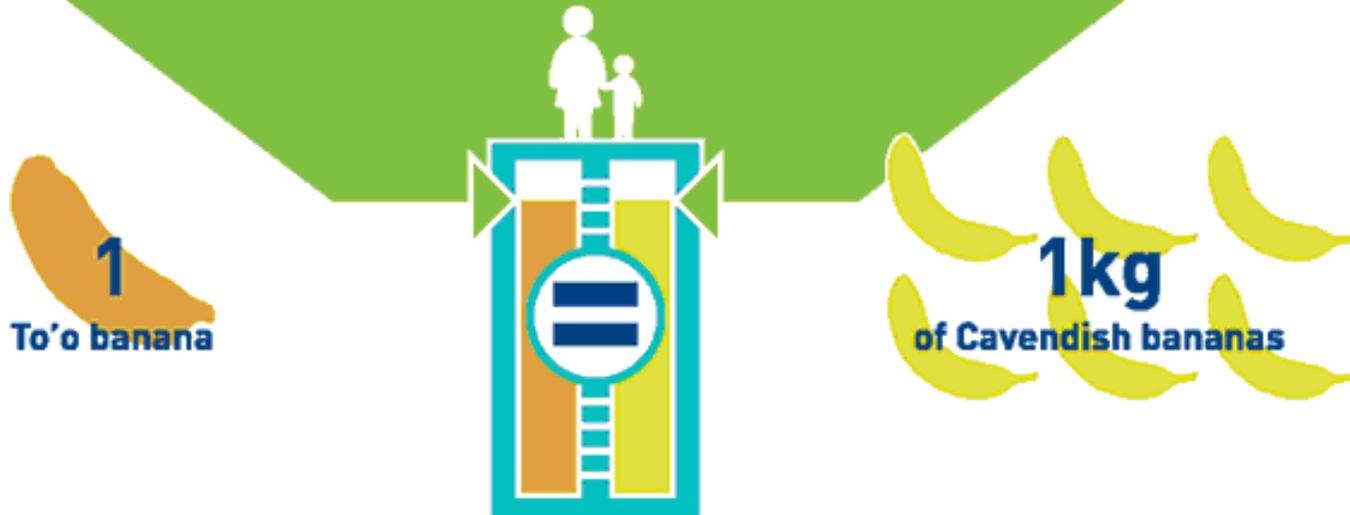


What are International Organizations doing?

Science based solutions: Tackling Vitamin A Deficiency With Banana Diversity

Nutrient content between different species

Vitamin A recommended daily intake for women and children

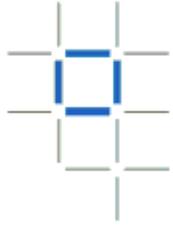


Vitamin A deficiency - **major public health problem** in many developing countries.

500,000 children go blind every year and half of those die from infections.

Bioversity International and partners are researching how **bananas naturally-rich in vitamin A** can become part of East African diets to fight vitamin A deficiency

What are companies doing?



IBM Food Trust™ is a cloud-based, software-as-a-service (SaaS) solution built on the IBM Blockchain Platform.

The IBM Food Trust is a technological solution that provides traceability to improve food transparency and efficiency. It is built on a Blockchain platform that is used to create a trusted connection with different actors operating along the supply chain, including end consumers

Source: IBM Food Trust – Blockchain solutions



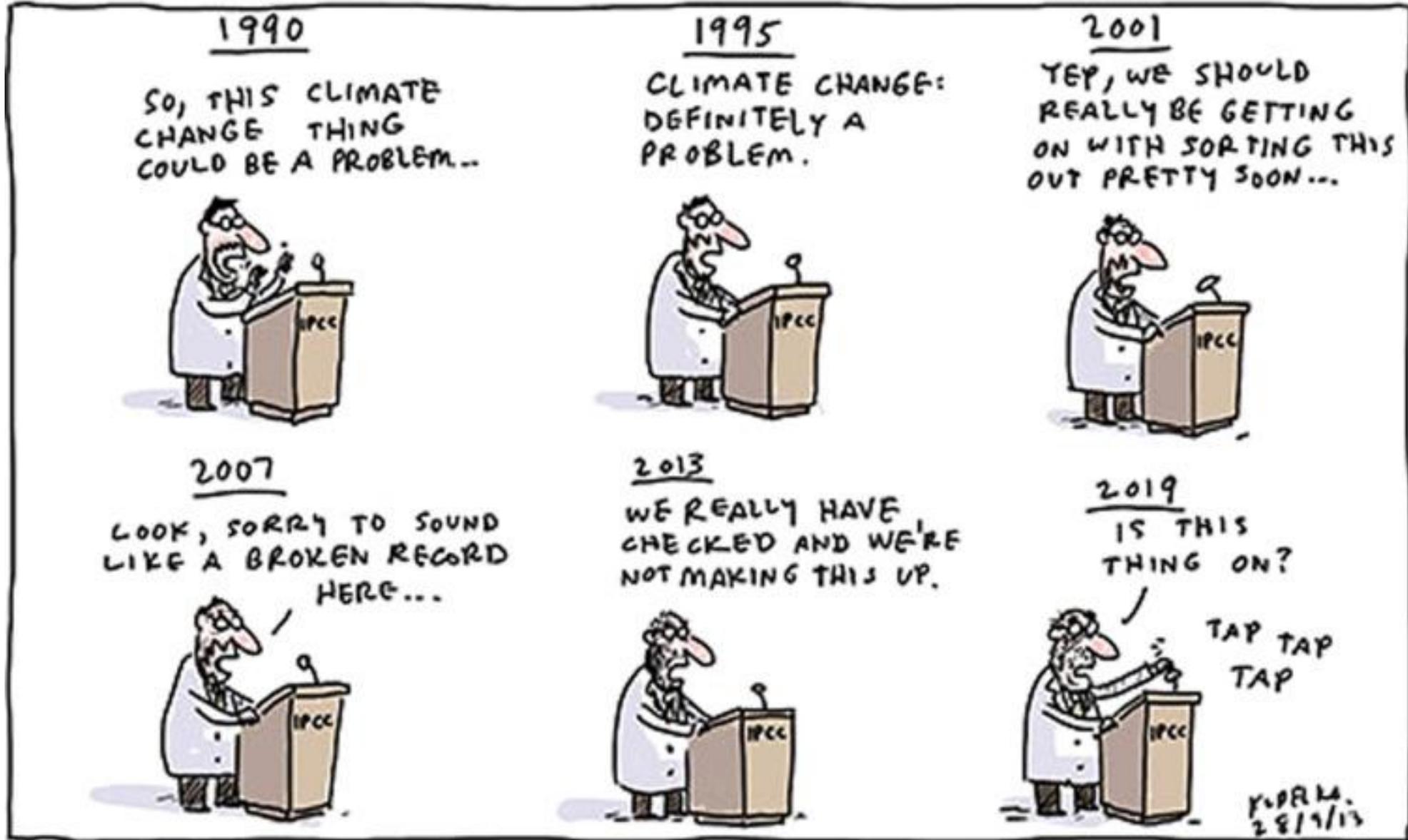
Danone is moving away from standardized food production systems to new models inspired by local dietary practices and leveraging on local sourcing models.

Danone has chosen to offer to its customers products and services suited to each community's own way of life by taking into account the cultural, social, emotional and physiological aspects related to dietary practices in each part of the world, while at the same time pursuing the goal of building, nurturing and protecting health capital.

Source: Danone Annual Financial Report 2017

Final Consideration

"There is no Plan B, because there is no Planet B" - UN Secretary-General Ban-Ki Moon





Thank you
Gianpiero Menza
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Q & A, Discussion