



Navigating Sustainability Standards with Standards Map

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<https://www.standardstmap.org>



Joint agency of the United Nations and the World Trade Organization. Established in **1964** in Geneva, Switzerland.

Pamela Coke-Hamilton,
Executive Director

Standards Map: www.standardsmap.org



The screenshot shows the homepage of the Standards Map website. At the top, there is a teal navigation bar with the ITC logo and 'Standards Map' text on the left, and three menu items: 'Why Standards Map', 'Knowledge base', and 'Get started' on the right. Below the navigation bar is a large dark green banner with the text 'The world's largest database for sustainability standards' and a sub-headline: 'We provide free, accessible, comprehensive, verified and transparent information on over 300 standards for environmental protection, worker and labour rights, economic development, quality and food safety, as well as business ethics.' A green button labeled 'Explore Standards Map' is positioned on the right side of the banner. Below the banner, the page is divided into two columns. The left column is titled 'Standards Map free toolkit' and contains a paragraph: 'Our free tools help you to find trusted and neutral information about voluntary sustainability standards (VSS), codes of conduct, audit protocols, reporting frameworks and company programs on sustainability. Download two pager'. Below this paragraph are four white boxes, each representing a tool: 1. 'Identify standards' with a magnifying glass icon and the description 'Review 300+ standards by product, sector, area or focus and more'. 2. 'Compare' with a bar chart icon and the description 'Compare up to 4 standards side by side across 1650+ criteria'. 3. 'Monitor trends' with a line graph icon and the description 'Make informed decisions regarding production trends among standards'. 4. 'Certified Business Registry' with a network icon and the description 'Building the world's largest database of certified businesses'. A small blue 'New' badge is located above the 'Certified Business Registry' box. The right column is titled 'How this works →' and is currently empty.

- Global Public Tool
- Accelerate the transition to sustainable trade
- Helping MSMEs overcome the knowledge gap to add value to their products and do business with buyers who increasingly require the implementation of sustainability initiatives.

Sustainability Initiatives

Sustainability Initiatives are defined* as “Programs / systems / organizations designing and / or implementing tools and approaches to advance / promote / enhance sustainability in value chain activities”.

Examples of sustainability initiatives include:

- Voluntary sustainability standards, codes of conduct, audit protocol,
- Reporting initiatives, benchmarking systems, ESG rating programs, corporate sustainability programs,
- Sustainable public policies, international social and environmental norms or conventions, guidance and good practices, due diligence frameworks and any related social and environmental programs.

* ITC work on Typology

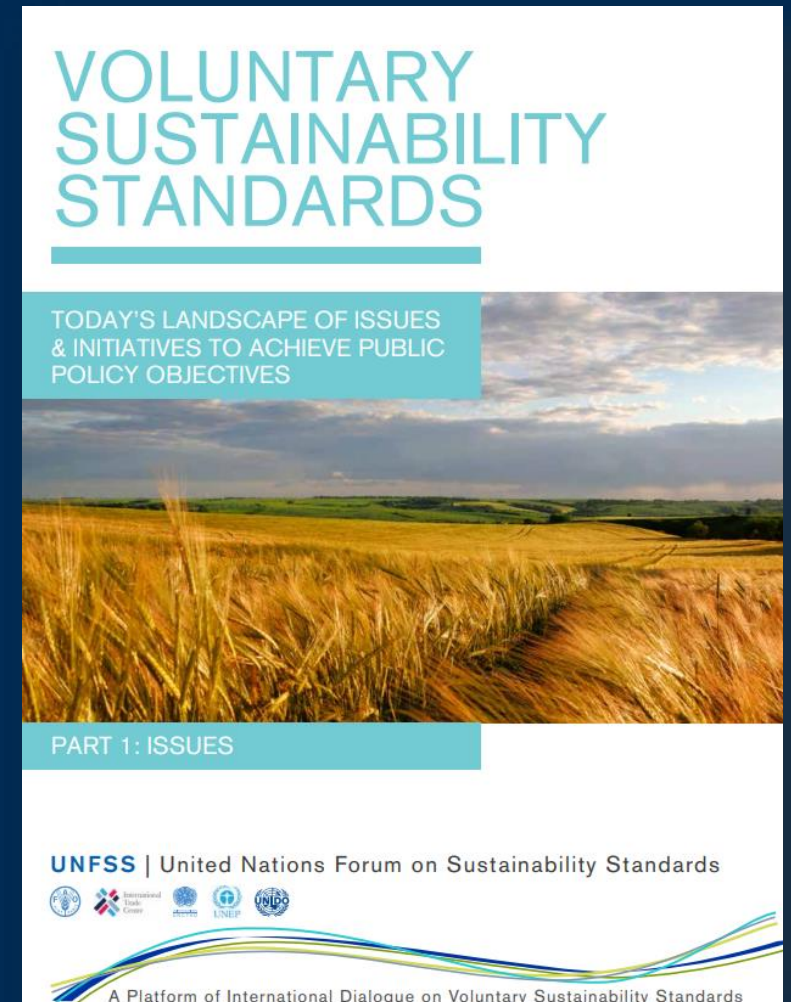


OECD/ITC (2024): **Understanding Sustainability Initiatives: A Typology Framework**
https://www.oecd.org/en/publications/understanding-sustainability-initiatives_8f8a3d7f-en.html

Sustainability Initiatives: Voluntary Sustainability Standards

“Voluntary sustainability standards (VSS) are standards specifying requirements that producers, traders, manufacturers, retailers or service providers may be asked to meet, relating to a wide range of sustainability metrics, including respect for basic human rights, worker health and safety, environmental impacts, community relations, land-use planning and others.”

Source: 1st Flagship Report of the United Nations Forum on Sustainability Standards - UNFSS (2013) <https://unfss.org/home/flagship-publication/>





Sustainability Initiatives: Voluntary Sustainability Standards

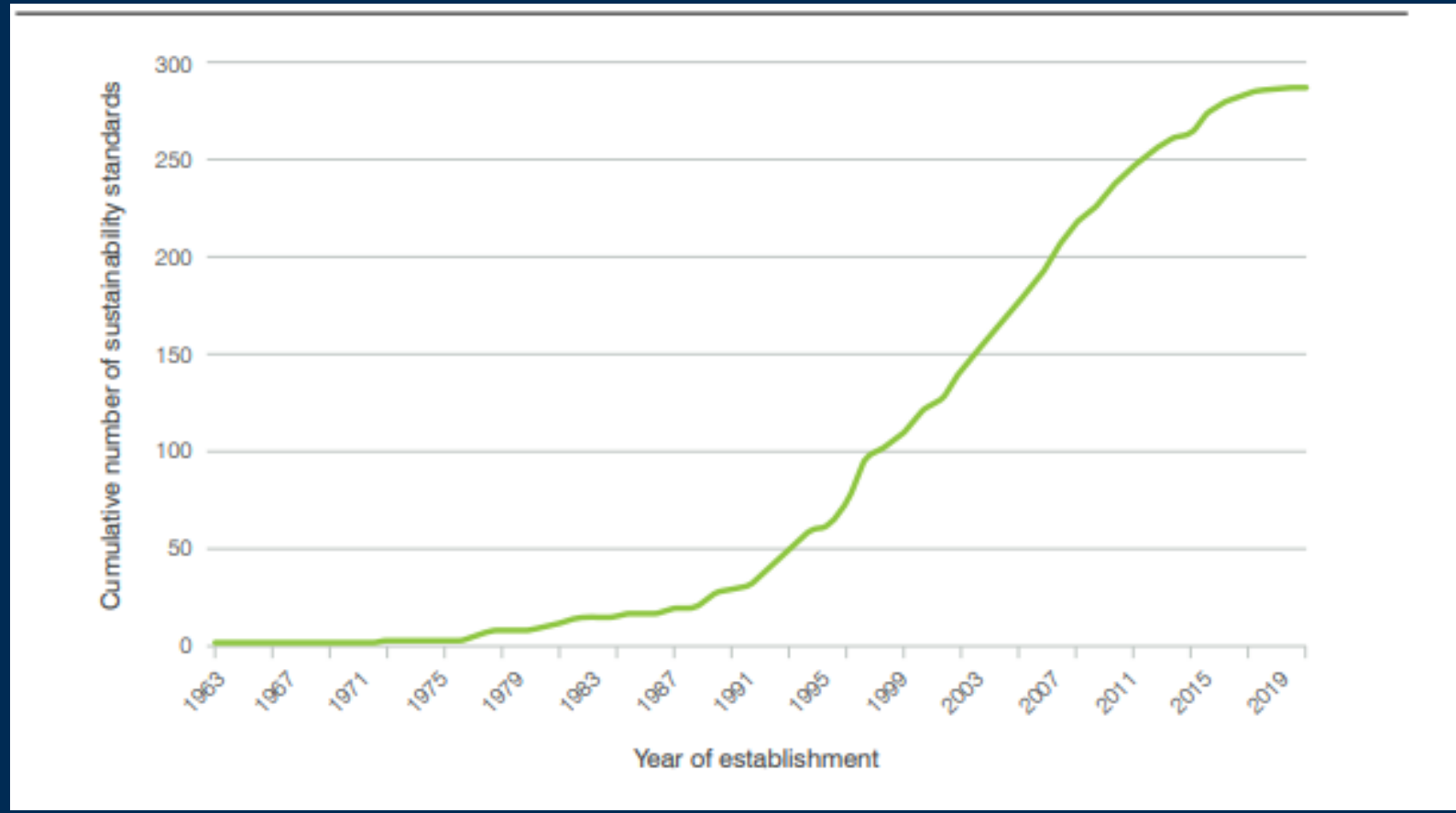
- “VSS and Codes of Conduct are mostly designed and marketed by **non-governmental organizations (NGOs) or private firms**
- They are adopted by actors up- and down-stream of the value chain, from farmers to retailers.
- VSS and Codes of Conduct sometimes use **certifications and labels** to signal their successful implementation
- Both have become a **market reality** and non-compliance with certain VSS or Codes of Conduct can lead to the exclusion of producers from global value chains





Sustainability Initiatives: Voluntary Sustainability Standards

Development of sustainability standards over time



Source: ITC (2021). Sustainability Standards: A new deal to build forward better:
<https://www.intracen.org/resources/publications/sustainability-standards-a-new-deal-to-build-forward-better>

Standards Map

Quick Statistics:

- Users from over 192 countries
- Over 500'000 users
- 19 industry sectors
- 350 standards
- +1650 database criteria

Standards Map's features

ITC | Standards Map App

Identify Compare Trends Self-assess

Standard profile for
Global Organic Textile Standard - GOTS

Overview Requirements How to comply Governance Resources

Overview

Show Sustainability themes by

Area

Standards have different sustainability based on the number of criteria referred that are addressed by the standard's methodology, go to our [Knowledge](#)

Legend:

- Human and labour rights
- Due Diligence
- Environment and Climate change
- Gender
- Sustainable Business
- Quality
- Food Safety
- Traceability
- Credibility

Generated by ITC Standards Map Source



Identify standards

Review 300+ standards by product, sector, area or focus and more



Compare

Compare up to 4 standards side by side across 1650+ criteria



Monitor trends

Make informed decisions regarding production trends among standards

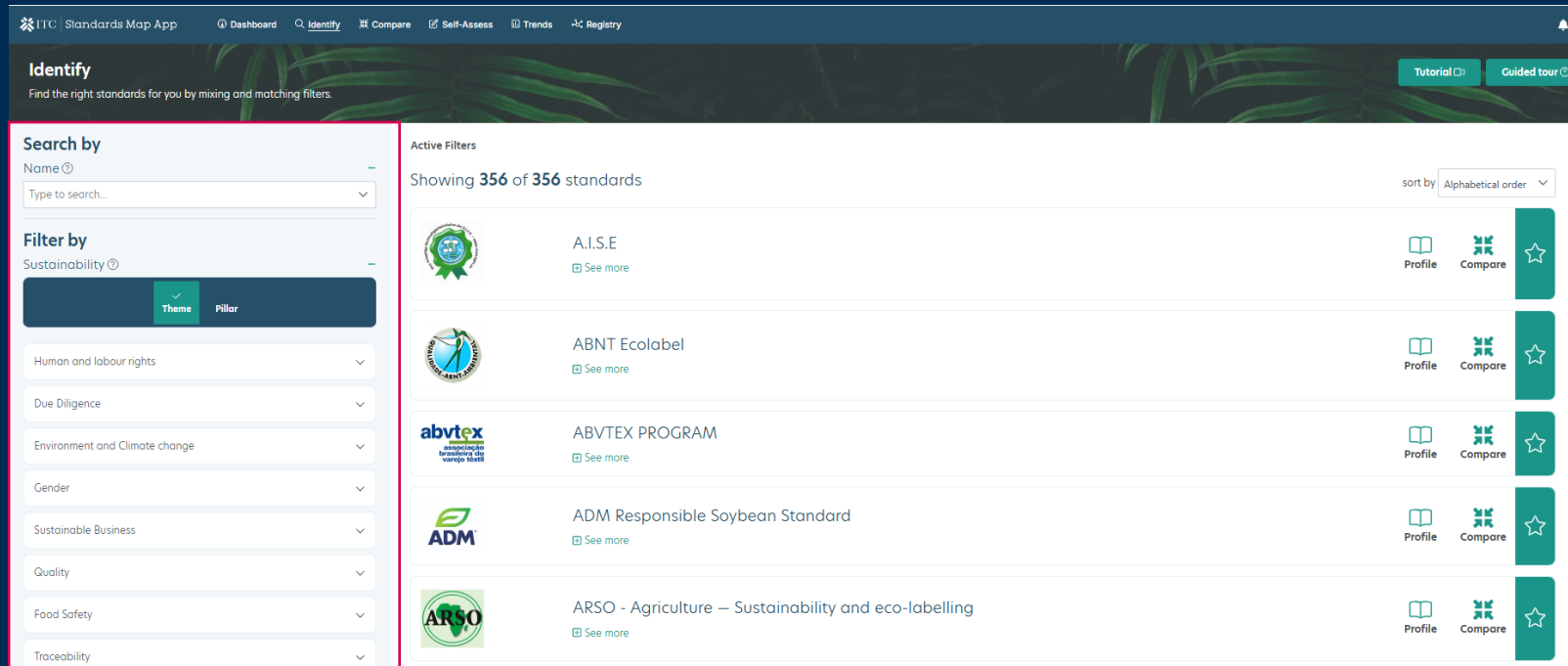


Certified Business Registry

Building the world's largest database of certified businesses

New

I. Identification of Standards




ITC Standards Map App | Dashboard | Identify | Compare | Self-Assess | Trends | Registry

Identify

Find the right standards for you by mixing and matching filters.


Tutorial | Guided tour

Search by

Name 

Type to search...

Filter by

Sustainability 

Theme Pillar

Human and labour rights

Due Diligence

Environment and Climate change

Gender

Sustainable Business

Quality






Food Safety

Traceability

Active Filters

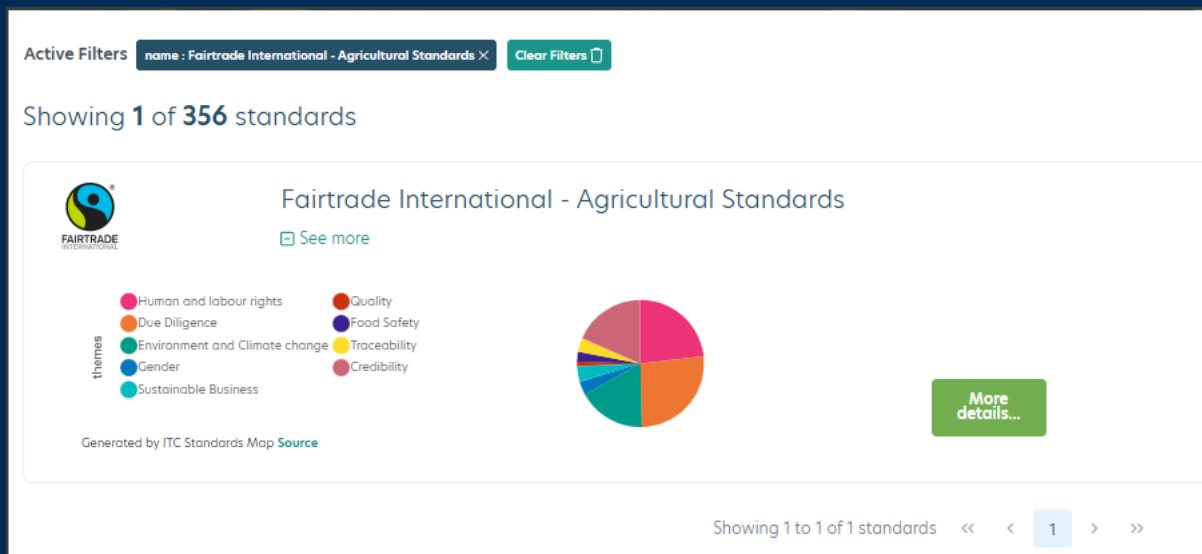
Showing 356 of 356 standards

sort by: Alphabetical order

-  A.I.S.E. [See more](#) Profile Compare
-  ABNT Ecolabel [See more](#) Profile Compare
-  ABVTEX PROGRAM [See more](#) Profile Compare
-  ADM Responsible Soybean Standard [See more](#) Profile Compare
-  ARSO - Agriculture – Sustainability and eco-labelling [See more](#) Profile Compare


Filters to select standards based on:

- ❖ Sectors and products
- ❖ Origin and destination markets
- ❖ Sustainability themes and pillars
- ❖ Value chain focus
- ❖ SDGs
- ❖ Availability of consumer label
- ❖ Recognition by industry platforms



Active Filters: name: Fairtrade International - Agricultural Standards [Clear Filters](#)

Showing 1 of 356 standards

 Fairtrade International - Agricultural Standards [See more](#)

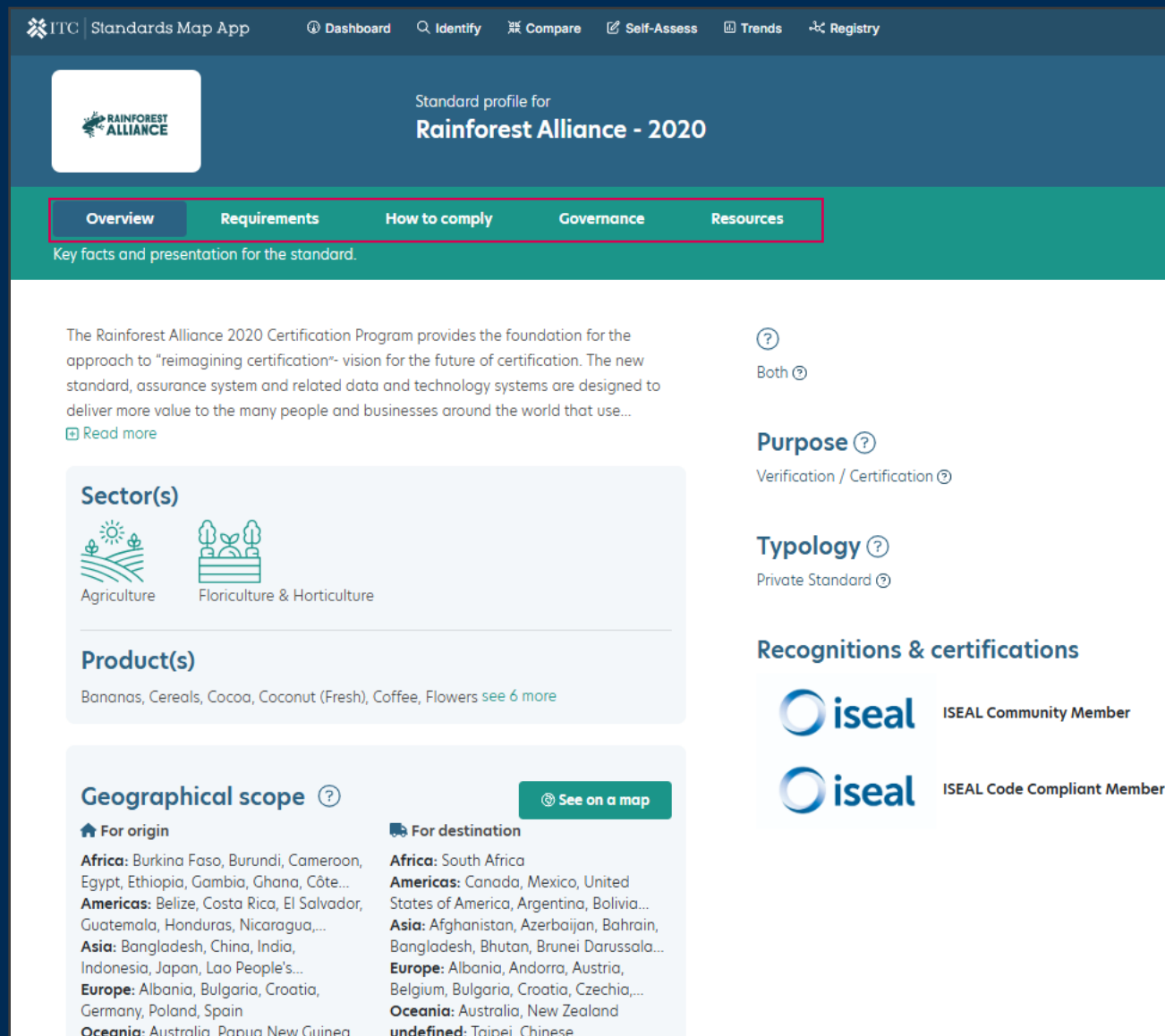
themes

- Human and labour rights
- Due Diligence
- Environment and Climate change
- Gender
- Sustainable Business
- Quality
- Food Safety
- Traceability
- Credibility

Generated by ITC Standards Map [Source](#)

Showing 1 to 1 of 1 standards << < 1 > >>

II. Standards' profiles



ITC | Standards Map App | Dashboard | Identify | Compare | Self-Assess | Trends | Registry

Standard profile for **Rainforest Alliance - 2020**

Overview | Requirements | How to comply | Governance | Resources

Key facts and presentation for the standard.

The Rainforest Alliance 2020 Certification Program provides the foundation for the approach to "reimagining certification"- vision for the future of certification. The new standard, assurance system and related data and technology systems are designed to deliver more value to the many people and businesses around the world that use...
[Read more](#)

Sector(s)

Agriculture | Floriculture & Horticulture

Product(s)

Bananas, Cereals, Cocoa, Coconut (Fresh), Coffee, Flowers [see 6 more](#)

Geographical scope [?](#) [See on a map](#)

For origin

Africa: Burkina Faso, Burundi, Cameroon, Egypt, Ethiopia, Gambia, Ghana, Côte...
Americas: Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua,...
Asia: Bangladesh, China, India, Indonesia, Japan, Lao People's...
Europe: Albania, Bulgaria, Croatia, Germany, Poland, Spain
Oceania: Australia, Papua New Guinea


For destination


Africa: South Africa
Americas: Canada, Mexico, United States of America, Argentina, Bolivia...
Asia: Afghanistan, Azerbaijan, Bahrain, Bangladesh, Bhutan, Brunei Darussala...
Europe: Albania, Andorra, Austria, Belgium, Bulgaria, Croatia, Czechia,...
Oceania: Australia, New Zealand
undefined: Taipei, Chinese

Purpose [?](#)
Verification / Certification [?](#)

Typology [?](#)
Private Standard [?](#)

Recognitions & certifications

 **iseal** ISEAL Community Member

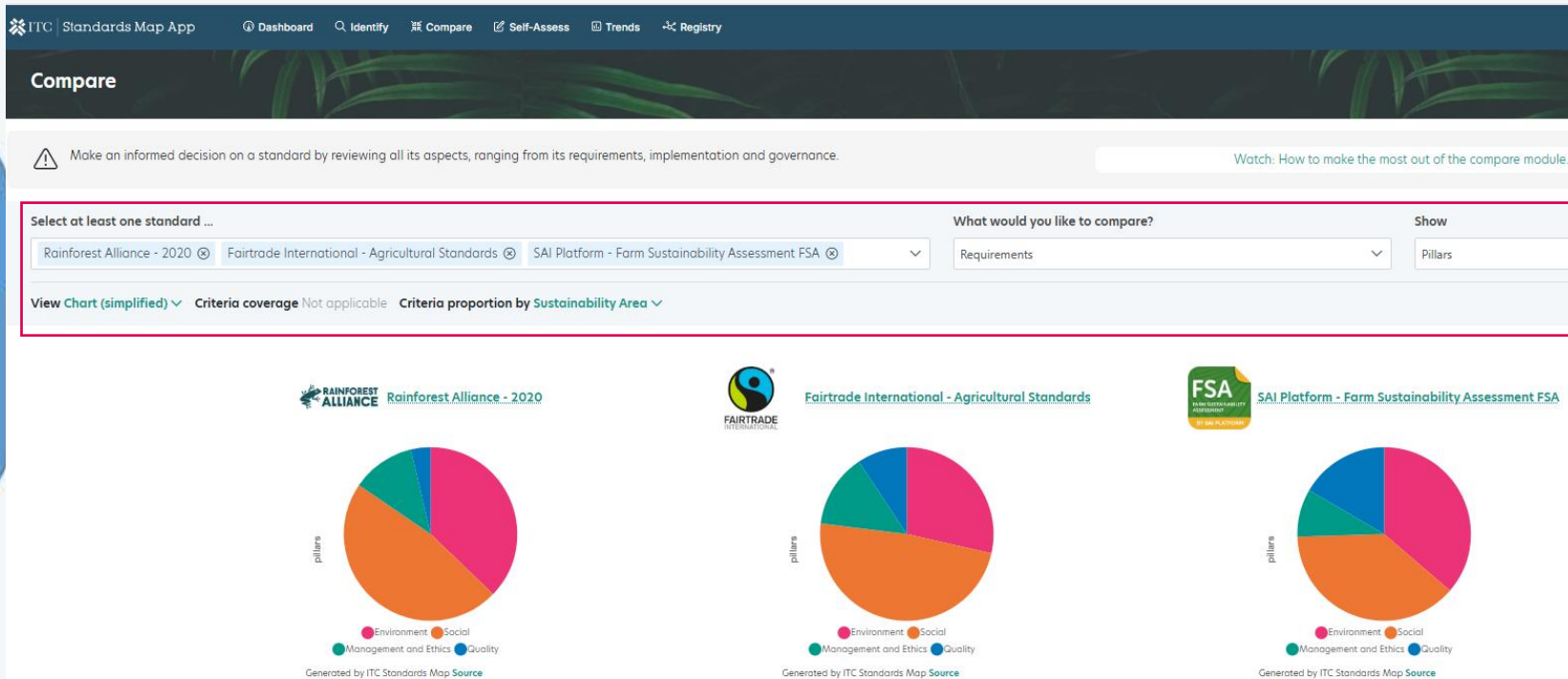
 **iseal** ISEAL Code Compliant Member

Review information on:

- ❖ Requirements
- ❖ Verification and audit procedures
- ❖ Governance and standard setting
- ❖ Facts and figures
- ❖ Geographic scope
- ❖ Sectors and products covered
- ❖ Value chain focus

III. Comparison of standards

Modify comparisons parameters and change the focus of analyses using the various options



ITC Standards Map App | Dashboard | Identify | Compare | Self-Assess | Trends | Registry

Compare

⚠ Make an informed decision on a standard by reviewing all its aspects, ranging from its requirements, implementation and governance. [Watch: How to make the most out of the compare module.](#)

Select at least one standard ... What would you like to compare? Show

Rainforest Alliance - 2020 Fairtrade International - Agricultural Standards SAI Platform - Farm Sustainability Assessment FSA Requirements Pillars

View Chart (simplified) Criteria coverage Not applicable Criteria proportion by Sustainability Area

RAINFOREST ALLIANCE Rainforest Alliance - 2020

FAIRTRADE INTERNATIONAL Fairtrade International - Agricultural Standards

FSA SAI Platform - Farm Sustainability Assessment FSA

pillars

Environment Social Management and Ethics Quality

Generated by ITC Standards Map Source

Generate comparisons of standards, in graphs and tables

III. Advanced comparisons

Modify comparisons parameters and change the focus of analyses using the various options

Open and collapse sections of the database and review the various indicators covered by each standard

Review in detail the scope and coverage of sustainability topics by each standard, the degree of obligation, compliance level of criticality, explicitness, full text and source of information

ITC | Standards Map App | Dashboard | Identify | Compare | Self-Assess | Trends | Registry




Select at least one standard ...

Rainforest Alliance - 2020 | Fairtrade International - Agricultural Standards | SAI Platform - Farm Sustainability Assessment FSA

What would you like to compare? Requirements | Show Pillars

View Table (advanced) | Criteria coverage Covered by the standard | Criteria proportion by Not applicable

Some of the standards you are comparing have different mandates, typologies or operate in different sectors.

	 Rainforest Alliance - 2020	 Fairtrade International - Agricultural Standards	 SAI Platform - Farm Sustainability Assessment FSA
Environment			
Soil			
Soil: general principle	<p>✓</p> <p>Time to comply: <i>Immediate</i> Criticality: <i>Major</i> Explicit: <i>yes</i> Excerpt 4.4.2 Based on the soil assessment, management identifies soil management measures and includes these in the Management Plan to...</p> <p>More Info +</p>	<p>✓</p> <p>Time to comply: <i>Immediate</i> Criticality: <i>Major</i> Explicit: <i>yes</i> Excerpt SPO: Soil and Water (Immediate/ Major): Intent and scope: Soil and water are non-renewable resources. Fertile soils and clean and available water...</p> <p>More Info +</p>	<p>✓</p> <p>Time to comply: <i>Within 3 years</i> Criticality: <i>Minor</i> Explicit: <i>yes</i> Excerpt FSA30 (Advanced) Have you or your service provider adopted any soil amendment measures to actively improve soil health?</p> <p>More Info +</p>
Criteria on soil erosion	<p>✓</p> <p>Time to comply: <i>Immediate</i> Criticality: <i>Major</i> Explicit: <i>yes</i> Excerpt 6.4.5 Erosion by water and wind is reduced through practices such as re-vegetation of steep areas and terracing.</p> <p>More Info +</p>	<p>✓</p> <p>Time to comply: <i>Within 3 years</i> Criticality: <i>Major</i> Explicit: <i>yes</i> Excerpt SPO: Soil and Water 3.2.20 NEW 2019** Identification of land at risk of soil erosion (Within 3 years/ Major): You identify land at risk of soil erosion an...</p> <p>More Info +</p>	<p>✓</p> <p>Time to comply: <i>Within 1 year</i> Criticality: <i>Minor</i> Explicit: <i>yes</i> Excerpt FSA29 Where applicable, do you or your service provider take any measures to prevent or minimise: b (Intermediate) Air and waterborne soil...</p> <p>More Info +</p>



IV. Self-Assess

From "simple sustainability check lists" to customised "SME Sustainability Toolkits"

ITC | Standards Map App Identify Compare Self-Assess Trends Registry

Assess your sustainable practices

How you are doing with sustainability? See where you're at with our checklists and in-depth assessments and receive personalized recommendations.


Sustainability checklists In-depth assessments SME Sustainability Toolkit

Sustainability checklists In-depth assessments SME Sustainability Toolkit


Discover how well your company understands key sustainability topics and learn how standards can help address these challenges. Each checklist is quick and easy, taking just 10 to 15 minutes to complete.

Coming soon: At the end, you'll receive tailored recommendations to enhance your sustainability efforts

Labour rights



Gender



Sustainability checklists In-depth assessments SME Sustainability Toolkit

BioTrade Assessment

The BioTrade Self-Assessment Tool brings together information related to assist biodiversity-based companies, producers, associations, and others to conserve biodiversity and generate livelihoods. This assessment provides an introduction to the BioTrade Principles and Criteria developed by the United Nations Trade and Development (UNCTAD) which supports the implementation of sustainability practices throughout supply chains. For further information on how these Principles and Criteria are implemented or other information, please access the BioTrade Library here

About the tool Start assessment

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SME Sustainability Toolkit

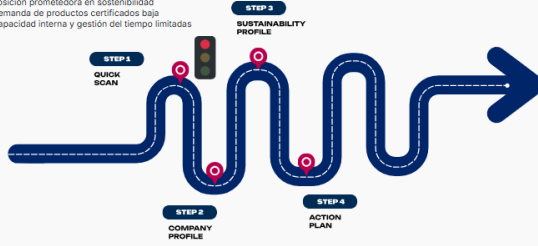
Dashboard

- 1. Quick Scan ○
- 2. Company profile ○
- 3. Sustainability assessment ○
- 4. Action plan ○

Resources

Our partner







V. Monitor trends

ITC | Standards Map App | Dashboard | Identify | Compare | Self-Assess | Trends | Registry


Trends


What are the latest trends? Find out more here.

The State of Sustainable Markets - 2024


Click and review market trends specific to 14 major Voluntary Sustainability Standards (VSS) for bananas, cocoa, coffee, cotton, palm oil, soybeans, cane sugar, tea and forestry products.
For a quick review of the main findings, download the [report](#).


Market trends of certified commodities and 11 VSS



 Click on the image to explore market trends

Market trends of certified forests and two VSS



 Click on the image to explore market trends

VI. Certified business registry

ITC | Standards Map App Dashboard Identify Compare Self-Assess Trends **Registry**

Certified Business Registry

The trusted source for sustainability credentials [Find out more](#) Tutorial

Select an initiative: **Bonsucro - Certified Entities data (Public)** Last update: Saturday 22 February 2025 Data source [Read more about this initiative](#)

358 companies

List Map

Business entity name ↑↓	Related Account ↑↓	Membership number ↑↓	Certification Status ↑↓	Date first certified ↑↓	Current certificate valid from ↑↓	Current certificate valid until ↑↓	Certificate Number ↑↓	Certification Body name ↑↓	Certification Body men
Ragus Sugars Ltd	Ragus Sugars Ltd	GBR0006	Certified	12/3/24	12/3/24	12/2/27	PBN-BSC-ChoC-078094	Preferred By Nature	EST0001
Umida Group AB	Umida Group AB	SWE0003	Certified	11/21/24	11/21/24	11/20/27	PBN-BSC-ChoC-071899	Preferred By Nature	
Cevital SPA	Cevital Spa	ALG0001	Certified	6/4/14	6/1/23	5/31/26	Bonsucro-CUC-ChoC-831940	Control Union	BRA0042
Seaboard Energías Renovables y Alimentos S.R.L.	Seaboard Energías Renovables y Alimentos S.R.L.	ARG0002	Certification Withdrawn	10/30/18	8/12/21	8/11/24	Bonsucro-CUC-P&C-856776	Control Union	BRA0042
ARCOR SAIC - Ingenio La Providencia	Ingenio La Providencia (ARCOR SAIC)	ARG0001	Certified	1/17/17	9/11/23	9/10/26	Bonsucro-CUC-P&C-848787	Control Union	BRA0042
Manildra Harwood Sugars - Harwood Mill	Sunshine Sugar	AUS0002	Certified	9/19/12	9/1/22	6/27/25	SCS-BONS-P-0123	SCS Global Services	USA0012
Manildra Harwood Sugars - Condong Mill	Sunshine Sugar	AUS0002	Certified	12/30/14	3/28/24	12/29/26	SCS-BONS-P-0122	SCS Global Services	USA0012
Manildra Harwood Sugars - Broadwater Mill	Sunshine Sugar	AUS0002	Certified	12/30/14	3/28/24	12/29/26	SCS-BONS-P-0121	SCS Global Services	USA0012
Manildra Harwood Sugars - Harwood Refinery	Sunshine Sugar	AUS0002	Certified	9/19/12	9/1/22	6/27/25	SCS-BONS-C-0142	SCS Global Services	USA0012
Bundaberg Sugar Ltd - Millaquin Mill	Bundaberg Sugar Ltd	AUS0010	Certified	12/30/14	3/30/24	12/29/26	SCS-BONS-P-0120	SCS Global Services	USA0012

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Leveraging the Standards Map: Benchmarking

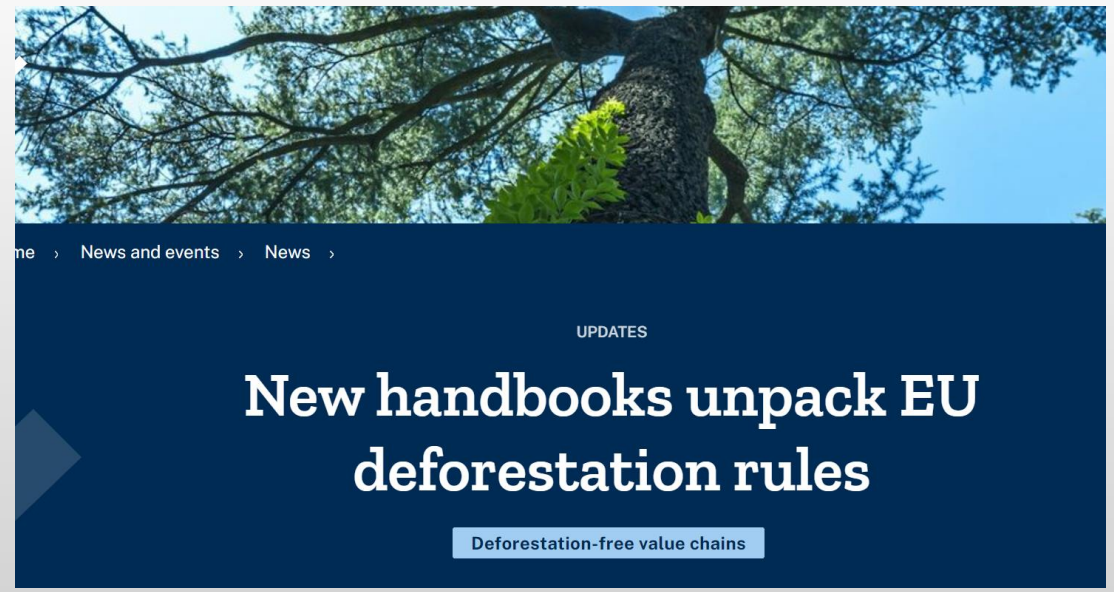
- ✓ Leveraging Standards Maps database and technical expertise for harmonization & transparency
- ✓ Trusted neutral broker of information on sustainability standards
- ✓ Benchmarking methodologies covering both scope and operational requirements
- ✓ Equivalency assessment of sustainability standards and policies' goals and expected outcomes
- ✓ Shedding light on potential interplay between public policies / regulations and private initiatives / certification schemes





Leveraging the Standards Map: Capacity Building & Awareness-raising

- ✓ Sustainability Standards Coaching Methodology
- ✓ Digital tools and platforms
- ✓ Advisory services





Thanks!

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