

**PRESENTATION GIVEN AT THE TRANS LINKS VALUE CHAIN  
WORKSHOP ENTITLED:**

**“Value Chain Cases in the Context of Conservation  
Marketing and Certification”**

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# Branding and Marketing Strategies for Conservation Products: Eco Labels, Certification Schemes & Online Retailers





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FROM THE AMERICAN PEOPLE

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# Forest Stewardship Council

**“FSC supports the conservation of forests and helps people lead better lives”**

## **Principles and Criteria**

- Prohibit conversion of forests or any other natural habitat
- Respect of international workers rights
- Respect of Human Rights with particular attention to indigenous peoples
- Prohibit the use of hazardous chemicals
- No corruption – follow all applicable laws
- Identification and appropriate management of areas that need special protection (e.g. cultural or sacred sites, habitat of endangered animals or plants)

# GlobalGap

- GLOBALGAP is a private sector body that sets voluntary standards for the certification of agricultural products around the globe.
- The GLOBALGAP standard is primarily designed to reassure consumers about how food is produced on the farm by minimising detrimental environmental impacts of farming operations, reducing the use of chemical inputs and ensuring a responsible approach to worker health and safety as well as animal welfare.
- GLOBALGAP serves as a practical manual for Good Agricultural Practice (G.A.P.) anywhere in the world. The basis is an equal partnership of agricultural producers and retailers who wish to establish efficient certification standards and procedures.

# International Federation of Organic Agriculture Movements (IFOAM)

IFOAM is the worldwide umbrella organization for the organic movement, uniting more than 750 member organizations in 108 countries.

IFOAM's goal is the worldwide adoption of ecologically, socially & economically sound systems that are based on the principles of Organic Agriculture. Leading the organic movements worldwide, IFOAM implements the will of its constituency - from farmers' organizations to multinational certification agencies, ensuring the credibility & longevity of organic agriculture as a means to ecological, economic & social sustainability.

# USDA National Organic Program

The USDA National Organic Program (NOP) develops, implements, and administers national production, handling, and labeling standards for organic agricultural



The NOP also accredits the certifying agents

(foreign and domestic) who inspect organic production and handling operations to certify that they meet USDA standards.

Organic farming is one of the fastest growing segments of U.S. agriculture & producers are turning to certified organic as a potential way to lower input costs, decrease reliance on nonrenewable resources, capture high-value markets and premium prices, and boost farm income.

# Fair Trade Labelling Organizations International (FLO)

FLO's mission is to connect consumers & producers via a label which promotes fairer trading conditions, through which producers who are disadvantaged by conventional trade can combat poverty, strengthen their position & take more control over their lives. FLO coordinates Fairtrade labelling at an international scale by:

- Setting international Fairtrade standards
- Organizing support for producers around the world
- Developing global Fairtrade strategy
- Promoting trade justice internationally



# Max Havelaar Foundation



The MHF\* (Switzerland) was established in 1992 by the 6 largest Swiss aid organizations: Brot für alle, Caritas, Fastenopfer, HEKS, Helvetas and Swissaid. The objective of the foundation was to take up the work of the pioneers of fair trade & shift fair trade products from niche to mainstream. The first product was coffee, followed by honey, cocoa, sugar, tea, bananas, orange juice, flowers, rice, pineapples, mangoes, avocados, dried fruit, nuts and cotton.

Our Vision: fair trade as a matter of course. It's a fact: your product tastes better when you know the farmer and his children can make a living out of it.

\*The Max Havelaar Foundation is the independent campaigning & certification organization behind the Fairtrade Mark..

# Fair Trade Federation (FTF)

FTF is the association of North American retailers and importers who are fully committed to fair trade and strive to only sell items sourced according to fair trade principles. With fair trade at the heart of what they do, Federation members commit to:

Creating opportunities for economically & socially marginalized producers, developing transparent & accountable relationships, building capacity, promoting Fair Trade, paying promptly & fairly, supporting safe and empowering working conditions, ensuring the rights of children, cultivating environmental stewardship, & respecting cultural identity.

# ECOCERT

Founded in 1991 ECOCERT has become a leader in organic certification around the world and certifies over 70% of producers in France and about 30% worldwide. Involved in Certification, Standard Setting, & Training, ECOCERT certifies:

## **Food Products**

- Organic Farming
- Food quality and Safety
- Fair Trade

## **Non Food Products**

- Cosmetics
- Ecological Detergents
- Perfumes
- Organic Textiles
- Fair Trade

# Wildlife Friendly Enterprise Network (WFEN)



- Seeks to mainstream the concept of WF enterprise & products via the Certified Wildlife Friendly™ logo
- Sets the standard for WF enterprise around-the-world through peer review & by requiring members to adopt best practices
- Assists members to reach new & dynamic markets & to achieve a fair price for WF products
- Advocates for the production of high quality goods & services that deliver measurable improvements for wildlife in wild places
- Promotes community-level economic development & poverty reduction by linking incentives & income opportunities to best practices
- Requires systematic monitoring & evaluation
- Values local expertise in devising workable solutions & recognizes local investment is essential for the success of WF enterprise
- Believes in the power of the educated consumer to change the world
- Works towards changing attitudes & behavior through effective & compelling stories, branding and marketing

# World of Good by eBay

*“where your shopping shapes the world”*

World of Good by eBay’s mission is to provide a trusted platform where individuals can create positive change through commerce, as part of a global community with the belief that a growing number of individuals want to understand how the choices they make impact people and the planet.

- Trust Providers (FSC, WFEN, RA etc)
- MAP Agents
- All products listed on WOG also listed on eBay
- Listing Fees, PayPal accounts etc = +15% to cost of your product

worldofgood.com  
by eBay

Where your shopping shapes the world.™



## What is Worldstock?

Overstock.com's brings small lots to consumers at affordable prices. 5 years ago they realized that this capacity is what artisans need too so they created Worldstock. Emphasizing sustainability they choose items that are environmentally sound, & that don't burn up natural or human resources. Their goal is not to make money, but to create thousands (& someday millions) of jobs in the poorest regions of the world, while bringing customers magnificent & unique products of which they can be proud – hand-crafted clothing, jewelry, ceramics, furniture, and much more.