

# STIC- European Consultation



**Brussels**

**24 Sept 2003**

# Sustainable Trade

A Global Agenda for  
overall growth & development



# Sustainable Trade

Trade based on sustainability principles both for the trade relations and the traded products or services



...leading to...

**Economic Growth**

**Environmental Respect**

**Social Development**



... and to ...

**Economic Independence**

**Self-Reliance**

**Innovation**



# Focus

- Capacity & Awareness Building
- Innovation & compliance with legal, market and community requirements
- Support to development programs for business processes



**Business Processes**  
**enable all parties**  
**to invest & contribute**  
**generating ...**



**... profit to support  
national economies,  
build social structures and  
allow a minimization of  
environmental load.**



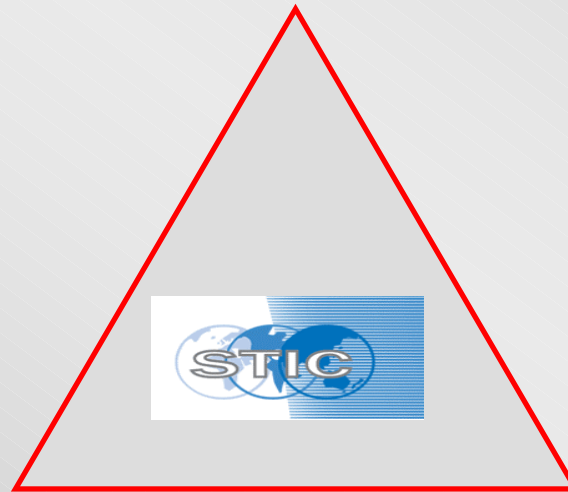


# **Profit** enables all parties to invest & contribute into ...



# Business Triangle

Developing Country  
Producers



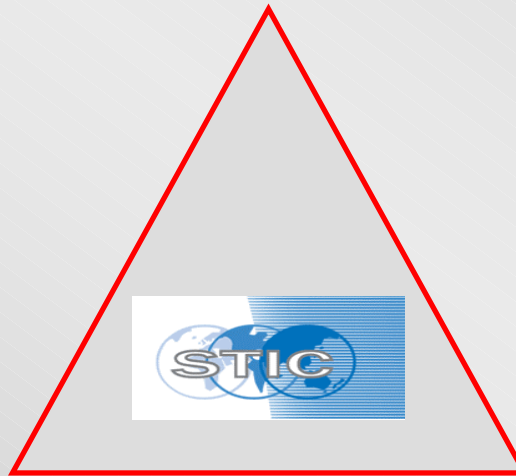
Regional STIC's

National & International  
Buyers



# Cooperation Triangle

Capacity Building  
Producers



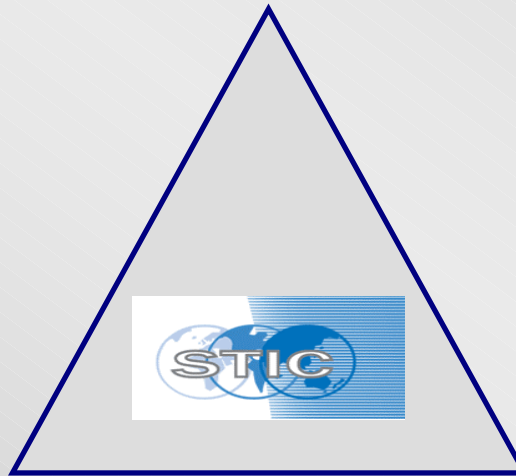
Training  
Regional STIC's

Sustainable  
Purchasing Guidance  
Buyers



# Success Triangle

Compliance Producers



Expertise Regional STIC's

Requirements Buyers



# Triangular Business Process

## → Capacity Building for Sustainable Management Approaches

Producers will be able to comply with market requirements, bringing more business opportunities

## → Training for Regional STIC's

Continuous source of services to local producers at local accessibility and at local costs. Business opportunities for Intermediaries

## → Sustainable Purchasing Guidance

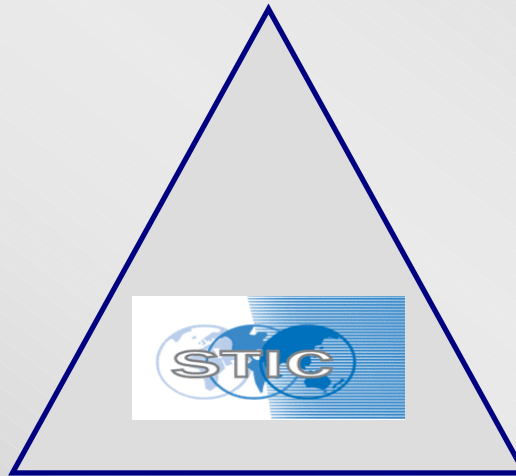
Sustainable & organized purchasing results in solid business relations and a continuous business to producers and the trade



# Project Example

## Viet Nam

Compliance Vinatex



Expertise VCCI/TÜV

Requirements KarstadtQuelle



# Triangular Business Process

**DEG – eco-tex - KARSTADT**

**Viet Nam**

Multiplication of this initiative to  
other developing countries and  
network of STIC 's



# Other Perspectives

- Sustainability Cent
- Harmonisation of Requirements
- Buyers Project Group





# Sustainability Cent

Logistics companies worldwide contribute a "Cent" per unit of their transport activities to Sustainability Funds.



# Sustainability Cent

The project is supported by DEG – the German Development Agency.

50% of the funds raised will be used for re-forestation projects.



# Harmonisation of Requirements & Mutual Recognition

...is supported by

The Global Trade  
The Global Associations  
The Consumer Groups



# Harmonisation of Requirements & Mutual Recognition

...will reduce costs to

Industry & Trade  
globally

up to 20%!



# The Buyers Project Group

...is working on the ...

Harmonization of Requirements (Reciprocal Recognition of Different Standards and Schemes)

Sustainable Purchasing Guidelines for Buying Organizations

Sustainable Compliance Tools for Developing Country Producers

Capacity Building in Supply and Value Chain



# The Buyers Project Group

...with the challenge to ...

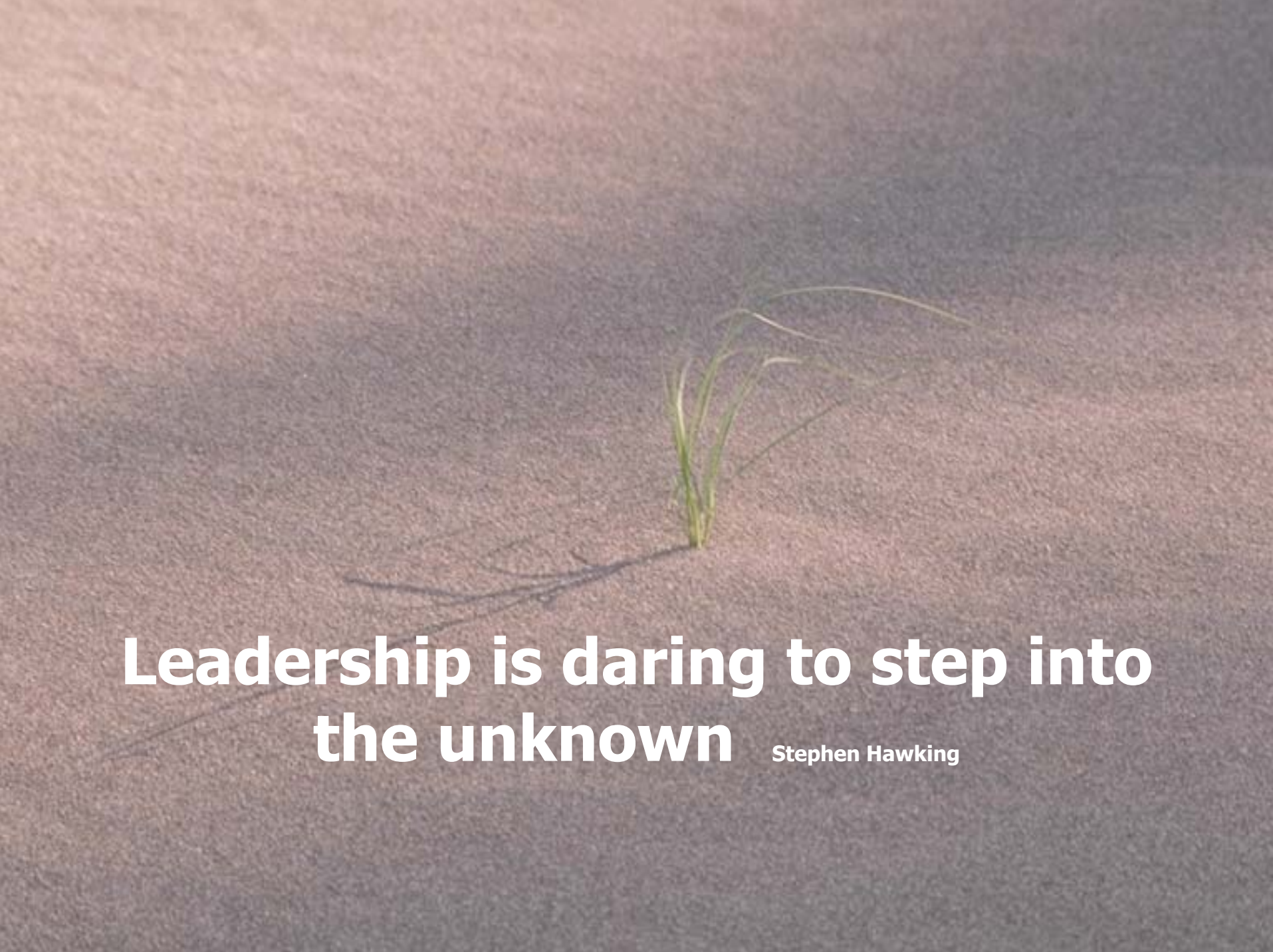
buy sustainable products and services

market Sustainable Trade

mainstream Sustainable Trade

design Public Private Financing Mechanisms





**Leadership is daring to step into  
the unknown**

Stephen Hawking