

Sinterafé 25 Costa Rica

## Future of Sustainability: Shifting Landscape for Certification

Daniele Giovannucci, Executive Director



**C**ommittee **O**n **S**ustainability **A**ssessment

### MISSION

Advancing global measurement tools  
to **understand** and **manage**  
sustainability.

# C<sub>ommittee</sub> O<sub>n</sub> S<sub>ustainability</sub> A<sub>ssessment</sub>

## who we are

non-profit & volunteer-driven consortium  
with great supporters...

## C<sub>ommittee</sub> O<sub>n</sub> S<sub>ustainability</sub> A<sub>ssessment</sub> working together:

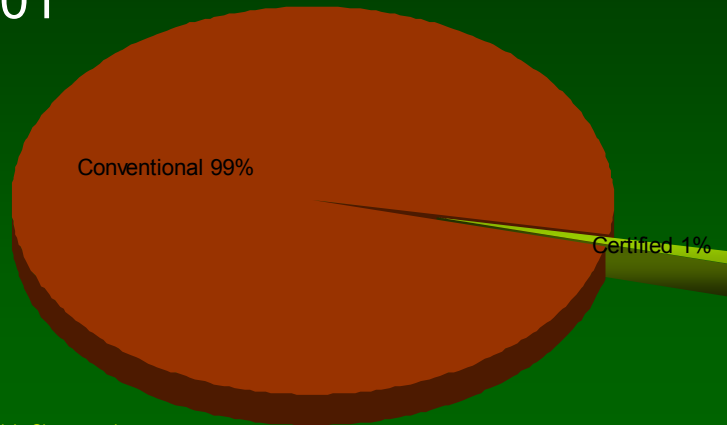


World Agroforestry Centre  
TRANSFORMING LIVES AND LANDSCAPES



## certification decade

2001

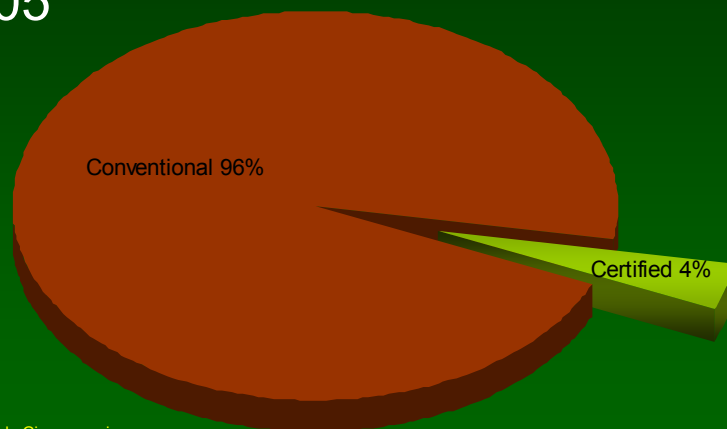


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## certification decade

2005

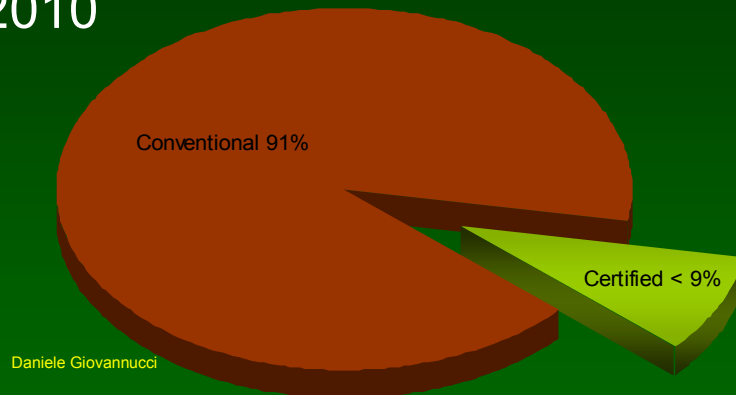


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## certification decade

2010

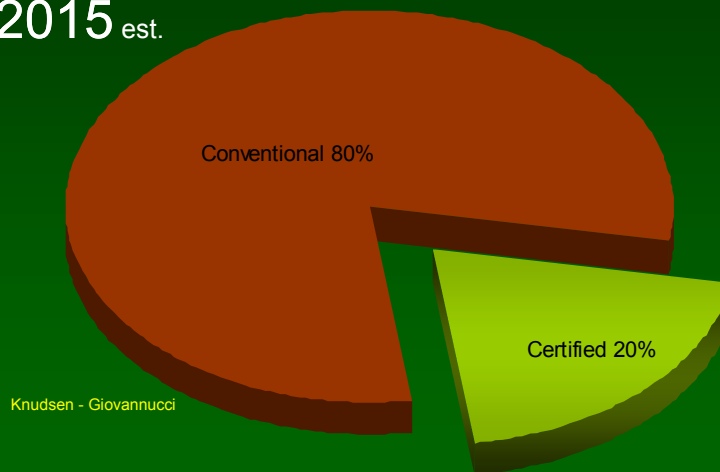


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## Where is the tipping point?

2015<sub>est.</sub>



Knudsen - Giovannucci

# Managing Sustainability

Learning

Smart

Learning organization



Beyond business as usual  
Beyond CSR  
Beyond advocacy

## *Capitalizing on Complexity*

Learning  
organization



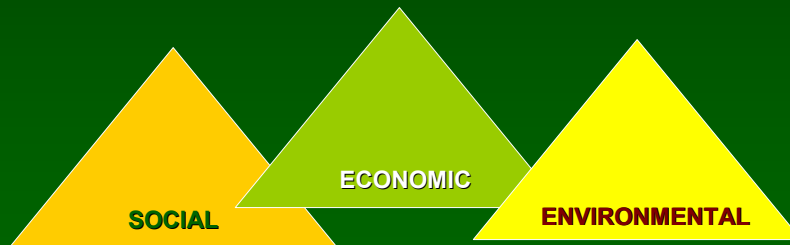
**Sustainable competitiveness**

## We need:

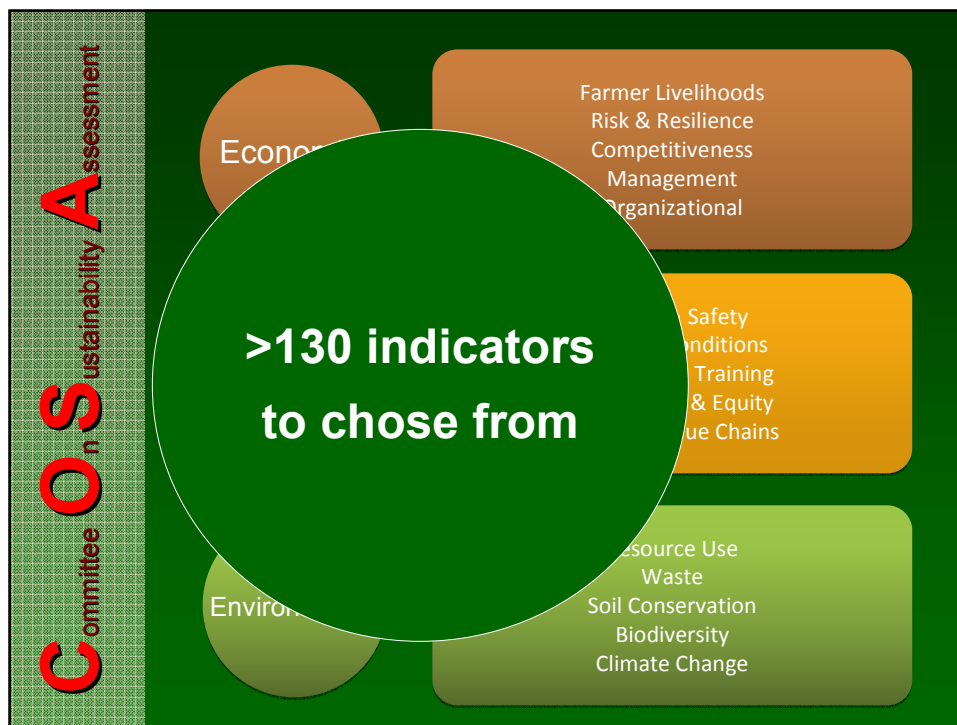
- **Simple scientific metrics**
  - Practical
  - Combine economic + social + environmental
- **Consistent and comparable**
  - Across countries
  - Across crops
  - Across businesses

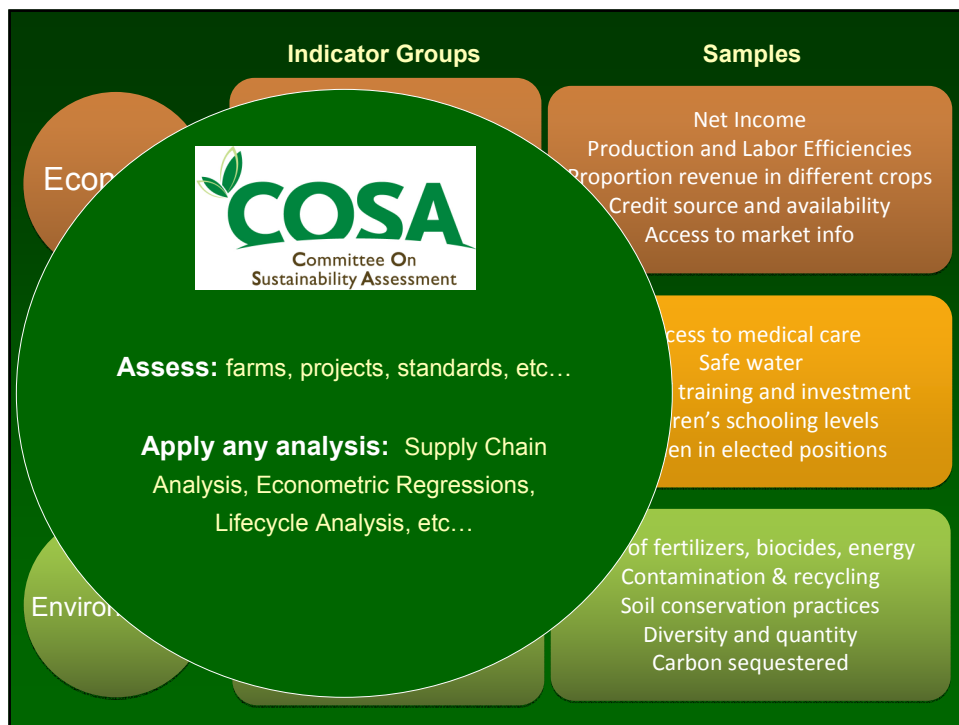
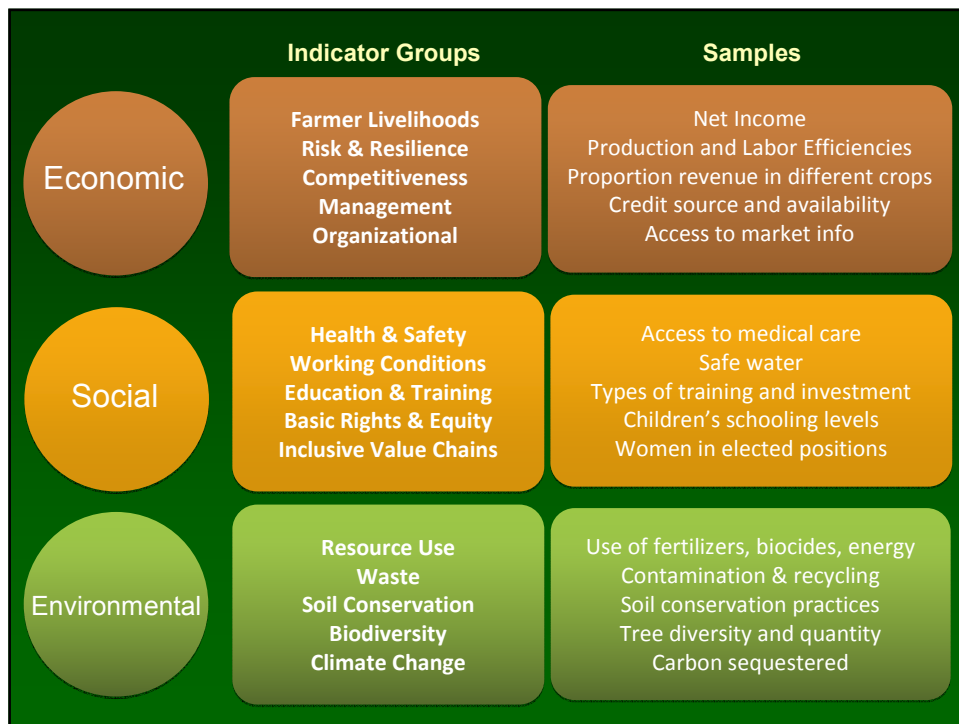
## COSA Measuring to Manage<sup>®</sup>

Not corporate CSR metrics...an entirely  
**new balance sheet**



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## Unlike most metrics

### Typical CSR - ERP

- self-reporting
- generic codes
- northern slant
- firm level

### COSA

- 3<sup>rd</sup> party validated - neutral
- specific & measurable
- adapted to dev. countries
- producer (supply chain) level

...sustainability comes in many forms  
COSA encompasses them...and more



# C O S A

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## COSA origins

### COSA basis: International and Normative References

- CITES Convention
- Convention on Biological Diversity
- FAO Rome Declaration on World Food Security
- FAO GAP
- IFC Social and Environmental Policies & Performance Standards
- ILO Core 8 Conventions
- International Covenant on Economic, Social and Cultural Rights
- International Plant Protection Convention
- Millennium Development Goals
- OECD Agri-Environmental Indicators
- OECD Economic Guidelines
- Ramsar Convention on Wetlands
- Rio Declaration
- Stockholm Convention on Persistent Organic Pollutants
- UN Convention to Combat Desertification
- UN Framework Convention on Climate Change
- UN Global Compact
- Universal Declaration of Human Rights
- Winnipeg Principles
- WHO Guidelines for Water Quality
- Etc...



## COSA Scientific Committee

Lawrence Busch - Lancaster Univ. & MSU

Alain DeJanvry - Univ. California Berkeley

Michael Hiscox - Harvard Univ.

Jeremy Haggard - University of Greenwich (NRI-CATIE)

Steven Jaffee - World Bank

Jaya Krishnakumar – Univ. of Geneva

Bob Picciotto – Kings College (World Bank Dir.-General Evaluation ret.)

Krislert Samphantharak - Univ. Cal San Diego

Sietze Vellema - Wageningen Univ.

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**how we operate**

## **COSA is modular so select your own Set**

**consistent metrics =**

- **Simple**
- **Comparable**
- **Facilitates learning**



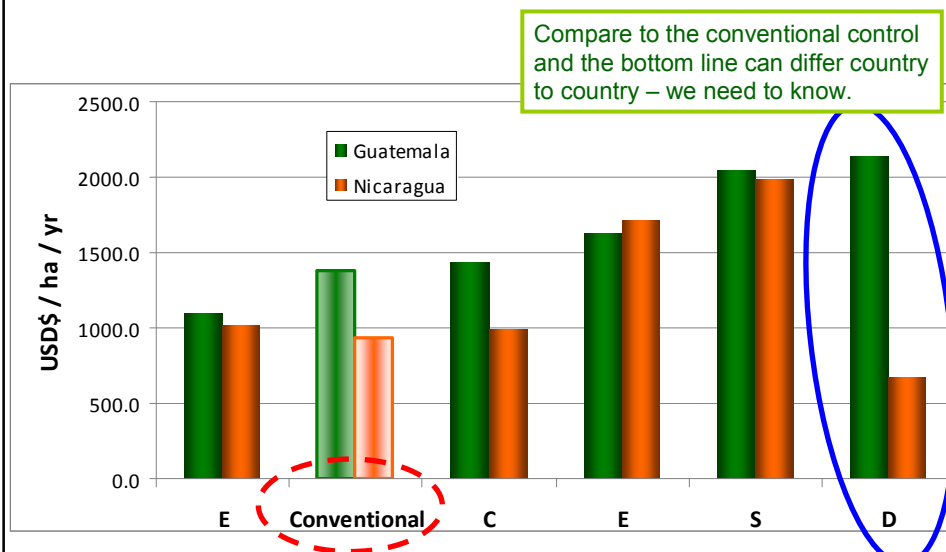
**Works at 4 levels:**

- 1. Investors**
- 2. Supply Chain Management**
- 3. Impact Assessment**
- 4. Monitoring and Evaluation**



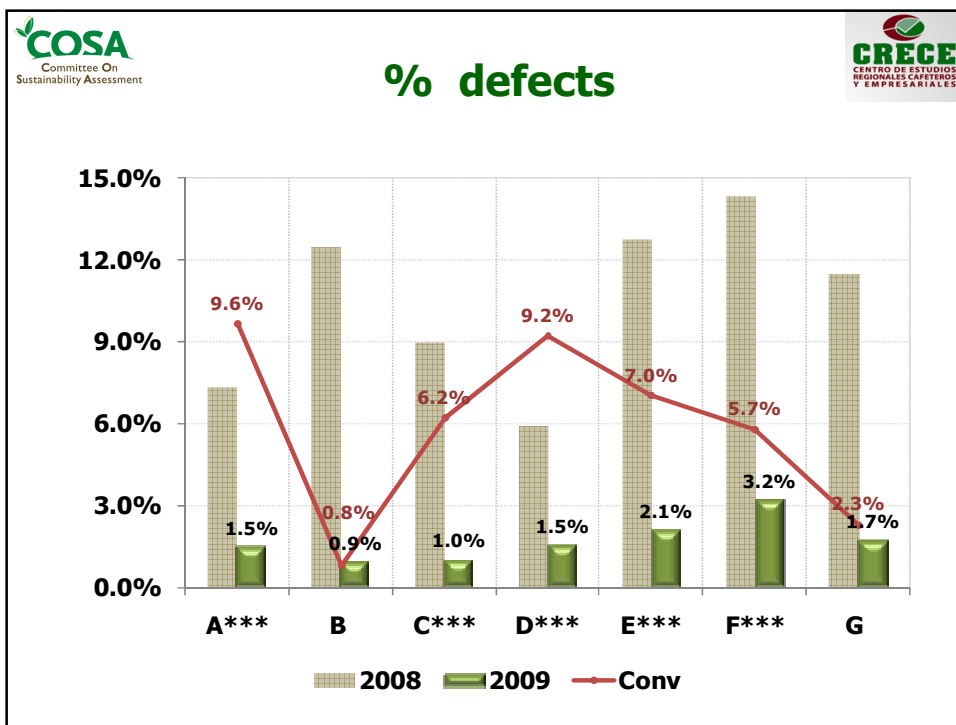
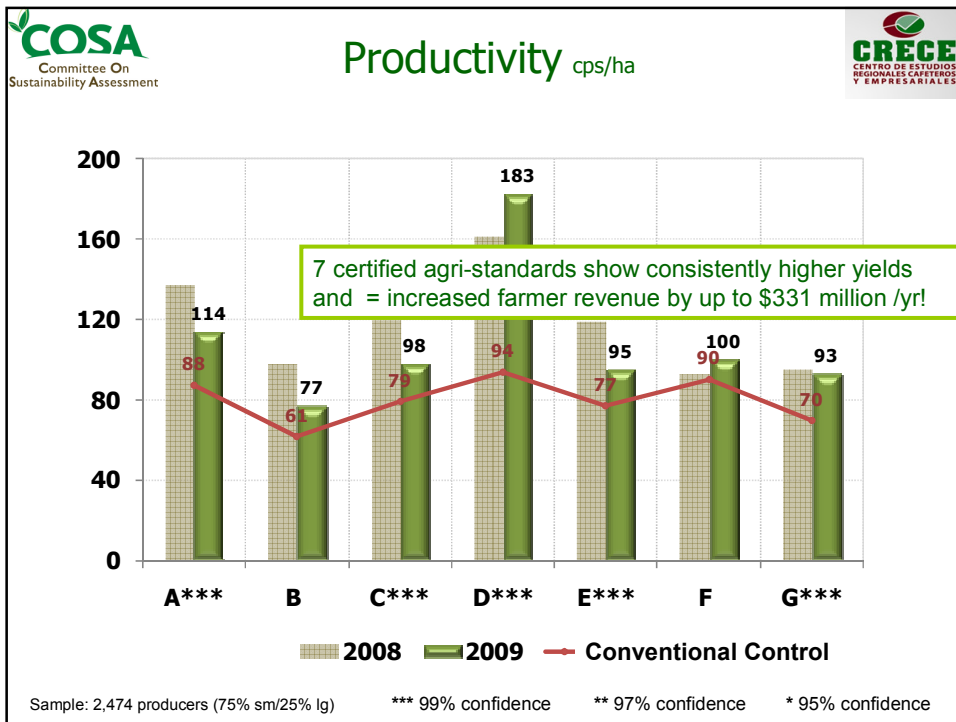
## Net income: 5 standards in 2 countries

### Measuring consistently

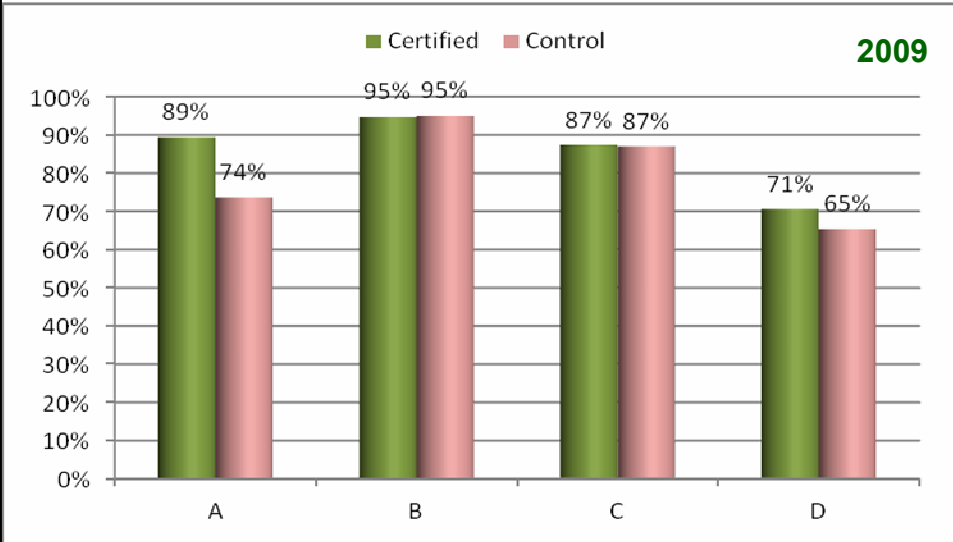


## Training in Vietnam (hours & type)

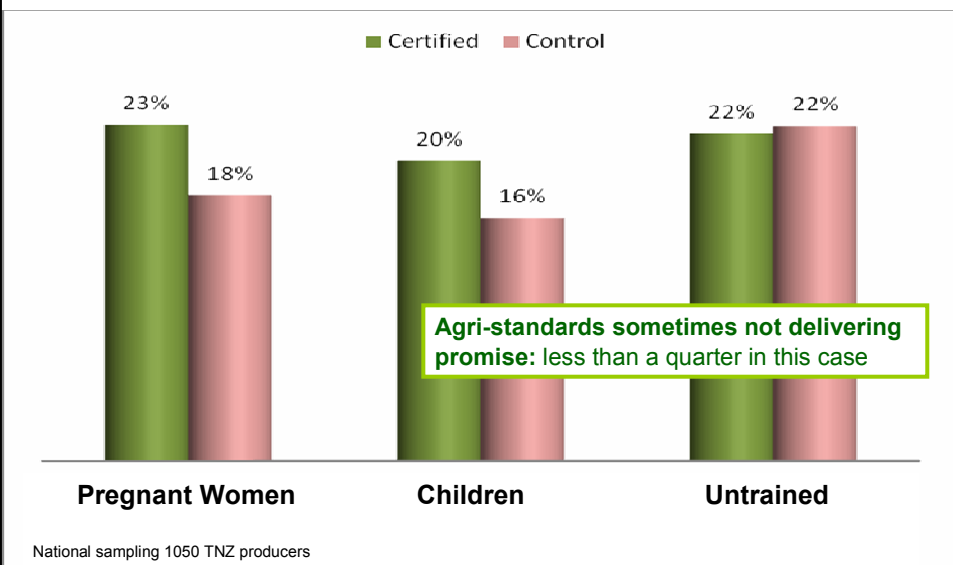




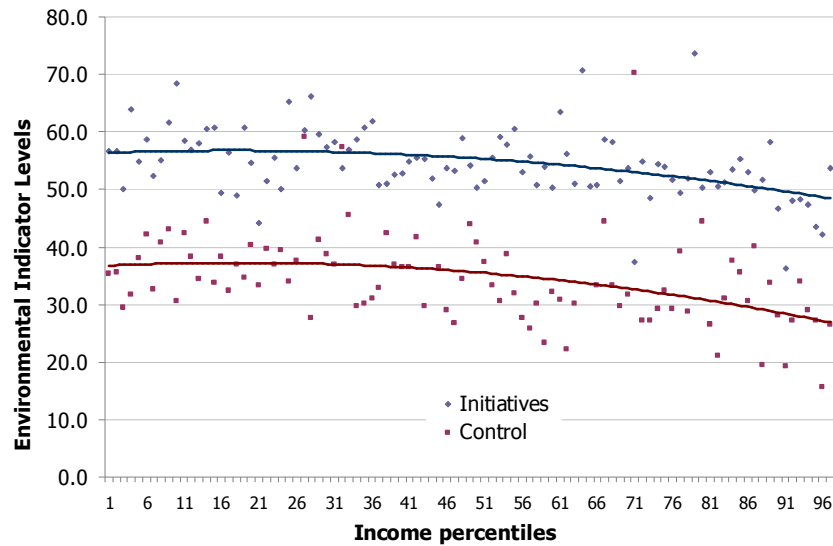
## children attending school



## modest restrictions for agrochemical application by vulnerable groups (2010)



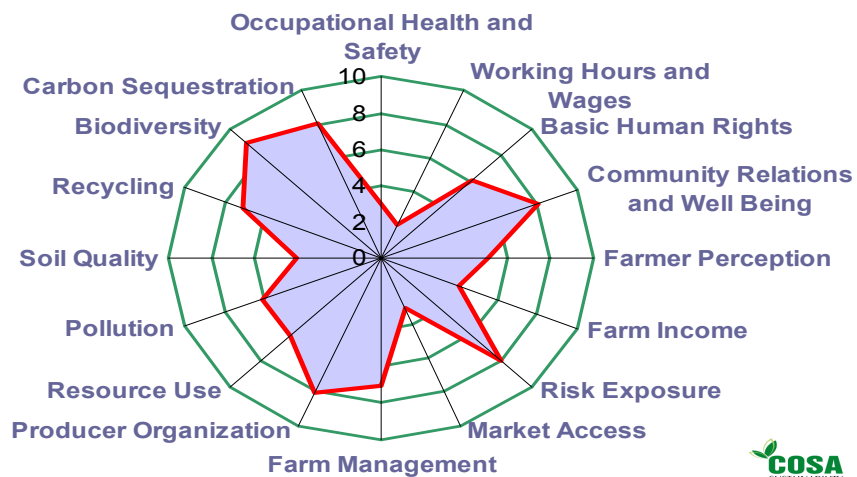
More income alone does **not** improve environmental conditions



## COSA neutral Multi-Criteria Analysis

Assess: farm, project, standard, etc...

use any analytical tool - Regression, LifeCycle, Chain Analysis, etc...







1. **Local Partners** participate and co-lead
2. **Neutral Science** is accepted and credible
3. Globally **comparable** indicators in Africa, LAC, Asia...

## Seeking Sustainability

[www.theCOSA.org](http://www.theCOSA.org)

Daniele Giovannucci

DG@theCOSA.org