

**CONSULTATION MEETING OF 16 APRIL 2008
ON THE
SUSTAINABILITY CLAIMS PORTAL**

PROJECT MANAGEMENT

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**Integrated Management Systems for
Quality, Safety, Ecology, Social Accountability of
Consumer Products**

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KEY SUCCESS FACTORS OF SUSTAINABILITY PROGRAMS

- **Relevance of published criteria on ecological, social and economic sustainability including food safety**
- **Added-value provided to producers and consumers**
- **Transparency of documentation on requirements, implementation processes and standard operating procedures for verification, certification and labeling**
- **Impact of marketing and point-of-sale presentation of products from sustainable production**
- **Credibility and recognition of sustainability labels**
- **Availability of products within acceptable consumer price**

KEY SUCCESS FACTORS FOR PORTAL

- **Clear presentation of sustainability principles covering all ecological, social and economic dimensions to enhance the accountability of sustainability claims**
- **Attractive, user-friendly portal configuration**
- **Dedicated access to producers, consumers, distributors and authorities with focused information and documents:**
 - **to consumers:** clarify sustainability claims of existing programs / labels and promote comprehensive agriculture sustainability
 - **to producers:** clarify compliance requirements and provide central access point for links to relevant documents
 - **to importers / distributors:** provide sourcing platform to promote trade with ACP producers

KEY SUCCESS FACTORS FOR PORTAL

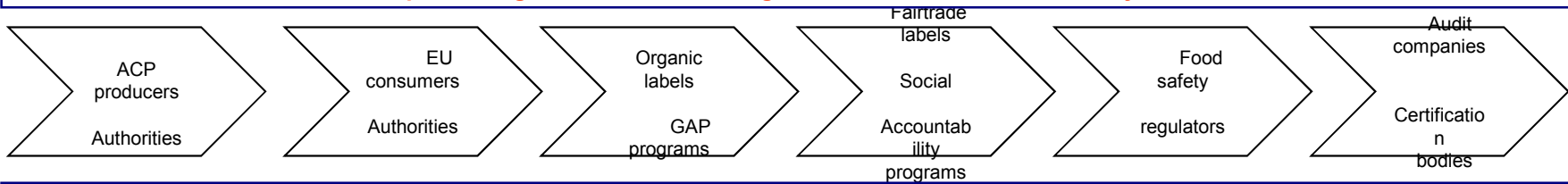
- **Coordination with existing programs related to agriculture sustainability components and links to their portals**
- **Joint definition of minimum requirements and best practices**
- **Joint definition of priorities regarding products and production regions**
- **Promotion impact for portal launch**
- **Validation and up-dating of information**

- **Dedicated project management based on traceability and accountability of development actions with systematic progress monitoring and evaluation**
- **Cooperation with committed representatives of major stakeholder groups to define portal content, functionalities, configuration and priorities**
- **Involvement of experienced website designer**
- **Step-by-step action plans with intermediary validation through larger forum of constituencies**
- **Gradual deployment to targeted audience**

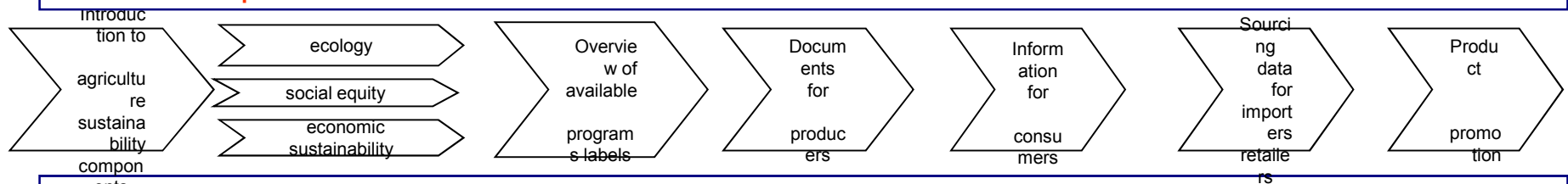
SUSTAINABILITY CLAIMS PORTAL

PORTAL DESIGN PROCESS DIAGRAM

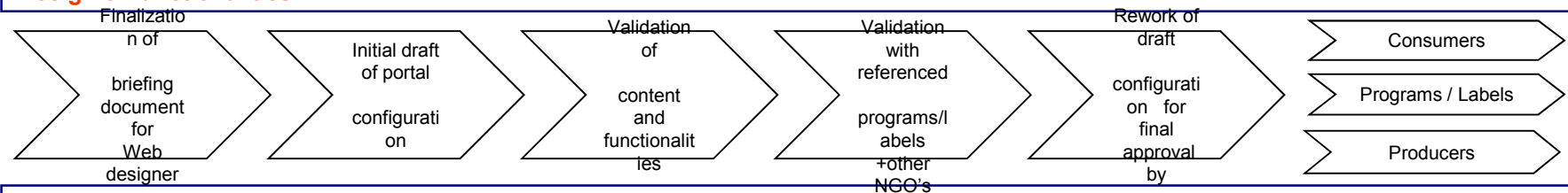
Consultation with stakeholders representing contributors and target audience of the Sustainability Claims Portal



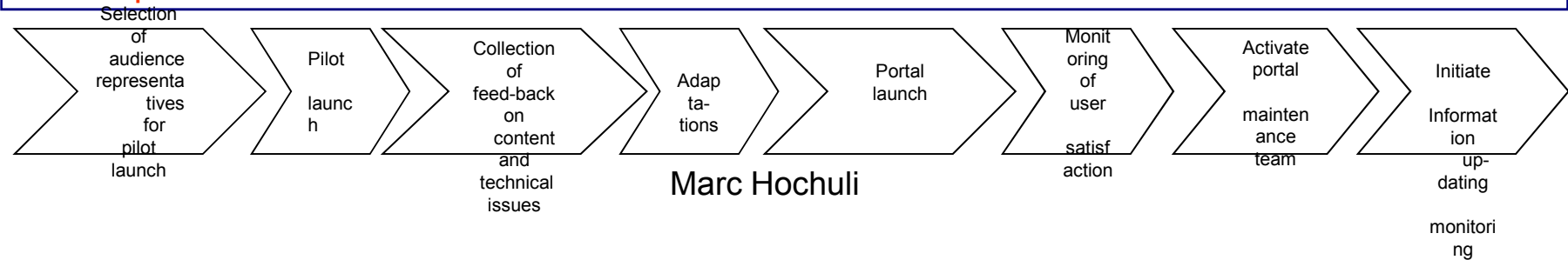
Determination of portal content



Design of functionalities



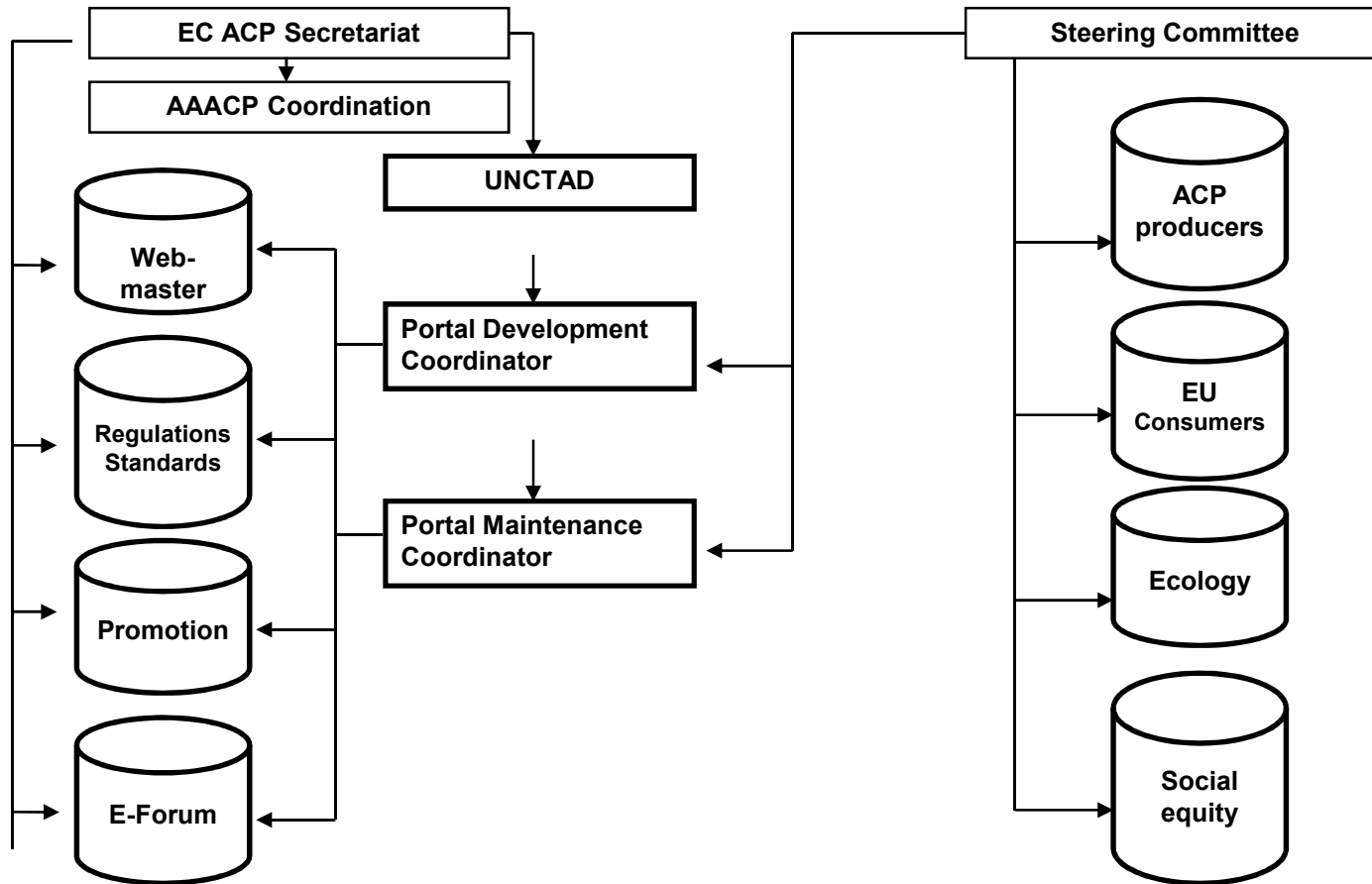
Launch of portal



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SUSTAINABILITY CLAIMS PORTAL

PORTAL MANAGEMENT ORGANIZATION STRUCTURE



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CONSULTATION KEY QUESTIONS

- 1. Recommendations on portal content**
- 2. Suggestions on steering committee composition**
- 3. Ideas on other aspects of portal's management such as hosting, administration, funding**
- 4. Priorities regarding product categories and production regions**
- 5. Observations on consolidation of agriculture sustainability dimensions covering ecology , social equity and economic sustainability**

Thanks for your participation

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