Why standards?

- **Collect and consolidate available knowledge**
  - consensus of all stakeholders - 'experts' and with public input
  - assist public authorities
- **Improve efficiency**
  - solve it once; don't reinvent the wheel
  - allows specification by reference
  - predictability
- **Assist inter-operability**
  - between jurisdictions (e.g. countries)
  - nationally
  - between organisations when communicating and trading
- **Contribute to public confidence**
  - safety
  - reliability
  - comparability

To make life easy!

ISO/IEC

VHS – Video 2000 Betamax ?

JPEG
MPEG 4

DS
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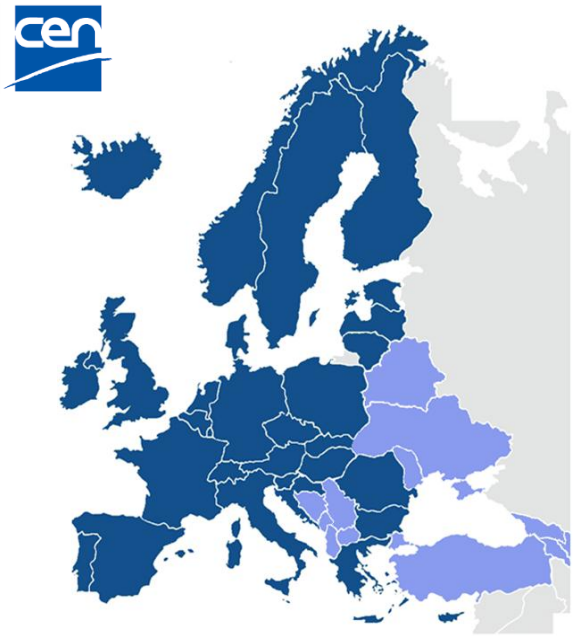
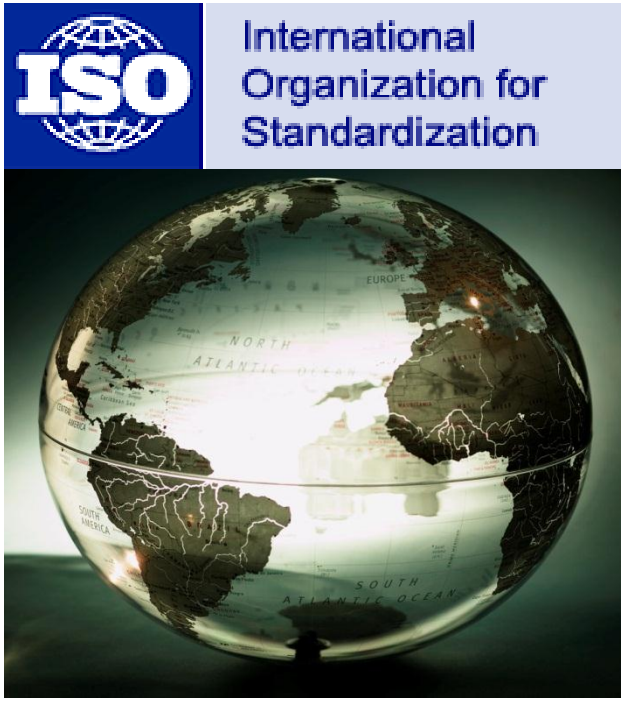
Why CEN and ISO?

- Members recognized by national authorities
- More than 40000 standards – 200000 experts
- Processes for engaging stakeholders and obtaining consensus

CEN/TC 415 – Sustainable and traceable cocoa



ISO/TC 34 - Food



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Making standards = rowing a boat

Why do it?

How to reach the end destination?

What is the environment - are the risks?

A competent coach is needed:
CEN/TC 415 has Jack Steijn as chair

Procedures are needed:
We apply the CEN and ISO Directives

3 C's are needed:
Competences – Commitment - Continuity

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Our vision

Vision

Framework which meets the needs of:

- **Producers**
- **Consumers**
- **Other stakeholders**

for sustainability of cocoa production and traceability of the cocoa supply chain.

Outcome shall be:

- **Clear**
- **Measureable**
- **Robust**
- **Achievable**

standards, which are cost effective for stakeholders

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Our objectives and deliverables

13 objectives

E.g.:

- **Obtain clarity and transparency of requirements**
- **A standard to which all standard schemes can align**
- **Support the eradication of forced labour**
- **Improve impacts on the environment**
- **Improve farmer income and livelihoods**

3 European/International standards for:

1. ***Requirements for sustainability of cocoa***
2. ***Requirements for traceability of cocoa***
3. ***Requirements for bodies assessing conformity of sustainability and traceability of cocoa***

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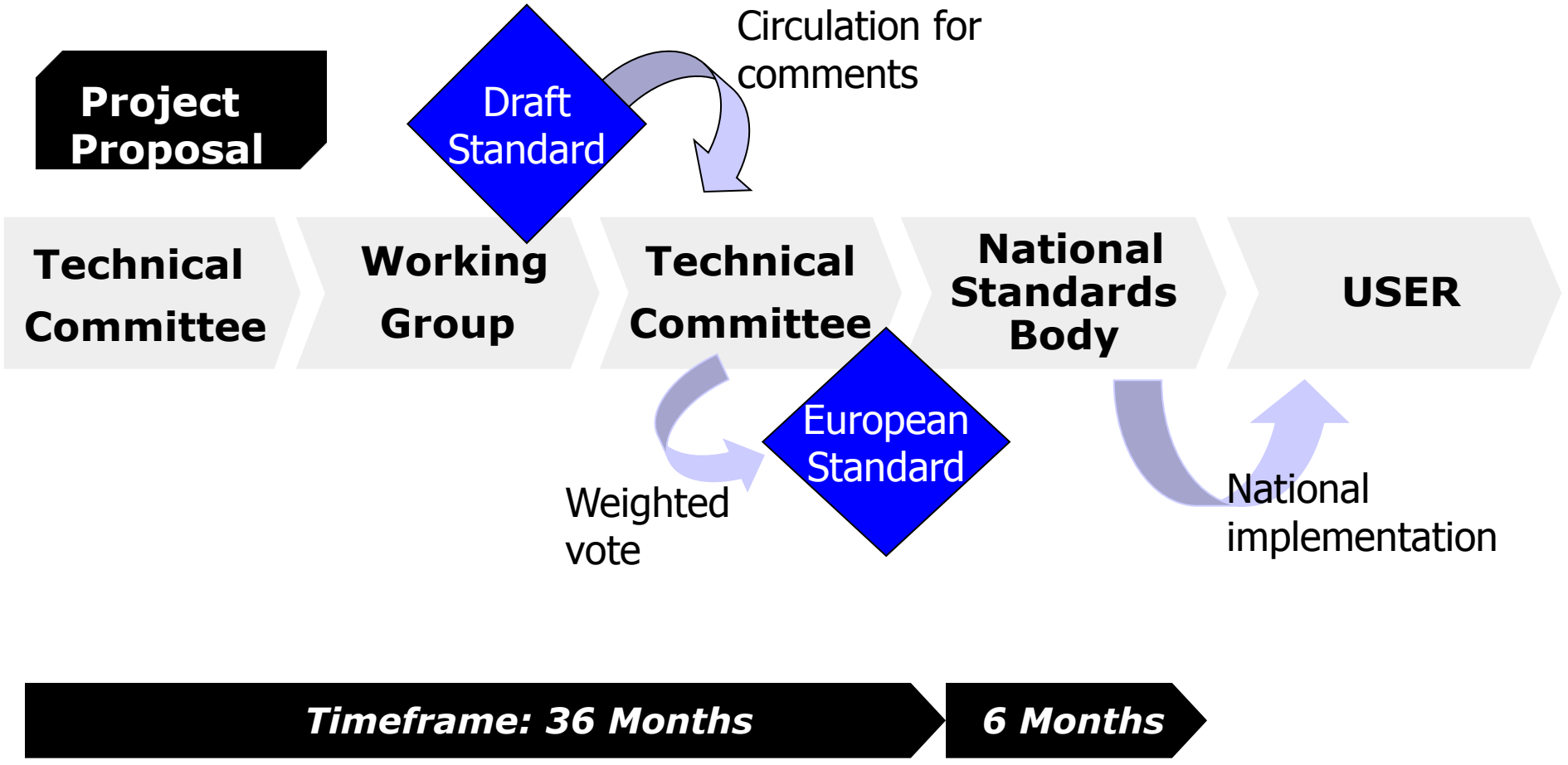
Drafting European/International Standards!



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Our journey

Start

End

We still strive to fulfil the objectives

We deliver standards

We develop draft standards

We agree to start our journey

We agree on objectives

We agree on work programme

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