Best-in-Class Sustainability Standards for Responsibly Sourced Biomaterials

Fairtrade International is a 50% producer owned multi-stakeholder international organisation and the pioneer of sustainable agriculture certification. Fairtrade is the most widely recognised ethical label globally.* [www.fairtrade.net](http://www.fairtrade.net)

The Roundtable on Sustainable Biomaterials (RSB) is a global, multi-stakeholder independent organisation and the most trusted sustainability standard for sustainable biomaterials, biofuels and biomass production. [www.rsb.org](http://www.rsb.org)

After the approval of a collaborative standards benchmark, the RSB and Fairtrade International are now working on dual certification and the advancement of sugarcane-based biofuels and biomaterials. Here is what this means.

*According to the latest GlobeScan international research, more than six in ten consumers (64%) globally said they trust the FAIRTRADE Mark.

Photo: Sugarcane farmer at Asociación de Catoliculores Orgánicos de la Zona Central (ASOCACOS) in Paraguay. Photo by: Didier Gentilhomme
SUGARCANE
Sugarcane biofuels can cut GHG emissions by 60–90% versus regular fuels.

MULTIPLE SUPPLY ORIGINS
Over 100 sugarcane farmer organisations in 18 countries are Fairtrade certified and are eligible for dual RSB/Fairtrade certification.

UNIQUE CUSTOMER ENGAGEMENT
Deep positive changes in origin countries provide strong stories and vibrant customer engagement.

THE RSB
- GHG emissions
- Food security
- Land rights
- Water protection
- Soil protection
- Child labour
- Pest management
- Workers rights
- Traceability
- Use of technology, inputs and management of waste
- Audit systems
- Legality
- Conservation
- Air quality

FAIRTRADE
- Financial transparency
- Pre-finance
- Fair prices + premium
- Fair contracts
- Democracy
- Governance
- Participation
- Added value

CLIMATE RESILIENT – CARBON NEUTRAL
Buyers and companies can further offset carbon footprint at source through climate change mitigation activities undertaken by small farmers or through Fairtrade carbon credits. www.fairtrade.net/products/carbon-credits

BEYOND SUGAR …
Industry players and mills are full partners in non-sugar diversification to expanding innovative markets.

↓ Vulnerability  ↑ Added value

UNIQUE FAIRTRADE IMPACT
Fairtrade standards include a Fairtrade Premium that can make a real difference to farmers, workers and their communities. Premium projects can range from increasing sustainable sugar cane production to improving competitiveness, preserving natural resources or bringing electricity to villages. These high-impact projects directly support the buyers’ sustainability goals and commitments.

UNIQUE RSB IMPACT
RSB standards mitigate business risk, contribute to the SDGs, and can be applied to any agricultural or waste feedstock and industrial pathway. RSB services help companies comply with important social, environmental and economic issues, like food security and land rights. RSB applies to all sectors, from aviation to textiles, and certified projects contribute to GHG emission reductions, the protection of soil, water and conservation values.

TOGETHER WE BRING THE STRONGEST SUSTAINABILITY ASSURANCE AND OFFER:

- COMPLETE SUSTAINABILITY COVER FROM FIELD TO TANK, FROM FARMER COMMUNITIES TO THE FINAL CONSUMER.
- BROADER SUSTAINABILITY SCOPE, INCLUDING GREENHOUSE GAS EMISSIONS, WITH ONE AUDIT.
- JOINT EFFORTS TO BOOST MARKET VISIBILITY AND CONSUMER BUY-IN.

TO LEARN MORE ABOUT THE RSB/FAIRTRADE SUGARCANE BIOMATERIALS AND THIS INNOVATIVE APPROACH, CONTACT: SUGAR@FAIRTRADE.NET AND/OR INFO@RSB.ORG