

Webinar of 2020-06-08

Webinar: Exploring standardization’s contribution to the achievement of the United Nations Sustainable Development Goals (SDGs)

Questions & Answers

Questions asked by Attendees	Answers from the Presenter
<p>How do we measure the impact of Standards from Economic, Technological, Environmental and Societal viewpoints?</p>	<p>-The impact of standards can be measured by defining KPI’s, estimating a baseline and monitoring progress on the KPI’s. For ISO 34101 this exercise has not yet been started</p>
<p>How do CEN and CENELEC take needs and expectations of other stakeholder groups and not only business?</p>	<p>-Standards are set in an inter active process of international meetings of the technical committee and national meetings of ‘mirror committees’ that prepare the national input on the international level. The composition is these mirror committees and the national delegations is a reflection of all stakeholders involved. In the case of ISO TC34/SC 18 on cocoa we have monitored the composition of the national delegations so as to be sure that all stakeholders are represented on international level.</p>
<p>How does CEN and CENELEC aim to engage with other European and International SDOs and SSOs to create a truly global approach to achieving the UN SDGs?</p>	<p>CEN and CENELEC are working on a project to introduce a more systematic approach to addressing sustainable development objectives in European standards and to develop and apply a method that enables the standardization community to demonstrate whether a specific European standard is supporting one or several SDGs. Many European standards are identical to ISO and IEC standards therefore the approach will be</p>

	aligned with ISO and IEC which already have such approach in place.
What is the aim of this seminar?	<p>This webinar aims to tell you more about:</p> <ul style="list-style-type: none"> - Europe's environmental and sustainability ambitions, goals and strategies - how European standards can contribute in the overall achievement of the SDGs, - how to include the SDGs in standardization projects in practice, through concrete examples, - how you and your networks can accelerate the contribution to the SDGs through the standardization path.
How does CENELEC exert influence on its members to support SDGs, especially when some might think of SDGs as limiting industrial innovation, growth and profitability?	Currently only environmental guides exist that cover also sustainability aspects. However, as indicated above, CEN and CENELEC are working on providing guidance to standard writers to be able to apply a more systematic approach to addressing sustainable development objectives in standards.
Is accessibility one of the social pillars of the SD model for cities and communities?	Yes, it is. CEN has a series of initiatives in this respect and a Strategic Advisory Group on Accessibility (SAGA).
Another recommendation would also be to in New work item proposals propose that standards are developed with Vienna Agreement (EN ISO standard).	This is the intention and it has to be aligned with ISO.
Can you please share the working definition for sustainability that was on a very early slide?	Sustainable development = development that meets the needs of the present without compromising the ability of future generations to meet their own needs
Question for Jonas Frykman: what is the percentage of local authorities involved in the Swedish committee? You mentioned there are 24 members in total. So how	The Swedish committee for sustainable cities and communities has 24 members representing different types of interests and approximately 1/3 are local

<p>many are among the affected/ target group of the standard?</p>	<p>authorities. The Swedish standard SS 854000 "<i>Governance and management for sustainable development in municipalities and regions - Guidance for the implementation of the UN's 2030 Agenda for Sustainable Development</i>" is of interest for all local authorities in Sweden and can be a source of inspiration for the private sector as well as for governmental agencies or NGOs.</p>
<p>Since road safety now is a part of the 2030 agenda I won</p>	<p>This question is unclear. See box below.</p>
<p>I wonder if the road safety of the cocoa value/supply chain is included in the ISO 34101 work?</p>	<p>-ISO 34101 covers requirements for the sustainable production of cocoa. Road safety is not within this scope. Sustainability beyond the farm gates now gets more attention and could become part of ISO work in the future.</p>
<p>How do you guarantee information transparency and authenticity?</p>	<p>-The standard includes many requirements for documentation so as to assure transparency and authenticity. This is also part of the auditing programs</p>
<p>Question for Jonas Frykman: Knowing that many municipalities, cities and regions in Europe are already localising the SDGs and European tools - such as the European Handbook for SDG VLRs developed by the European Commission as well as others - already exist, what would be the purpose of creating a standard for the implementation of the SDGs?</p>	<p>The Swedish standard isn't about localising the SDGs at the local level, but about implementing the SDGs in local authorities' governance and management systems via a systematic approach based on the PDCA methodology principles. Right now, there are no equivalent European tools and that's why SS 854000 is also of interest at the European level.</p>
<p>How can we inform consumers of cocoa about its sustainability? Is there a ranking list available so we can help awareness?</p>	<p>Part 4 of the ISO 34101 series on sustainable and traceable cocoa includes requirements on consumer information on the sustainability of the cocoa used in the product that is labelled. All cocoa that meets the requirements has the same ranking of sustainability.</p>
<p>For Jack Steijn: The International Cocoa Agreement, (2001) "encourages its</p>	<p>The latest edition of the International Cocoa Agreement is dated 2010. Parties</p>

<p>Members to give due consideration to the development of a sustainable cocoa economy" and in 2005 the ICCO Consultative Board on the World Cocoa Economy started to work on the issue. What tangible outputs do you believe have been achieved to date and are realistically achievable in the future?</p>	<p>are currently negotiating a new agreement. The scope of the sustainability programs has changed over time, recently including requirements to halt deforestation. Although tangible outcomes have certainly been achieved, the overall impact has been disappointing. Partly due to external circumstances (civil war, epidemics) but also due to errors in development and implementation of the programs. New programs try to deal with these errors and built on experience, so as to achieve better results.</p>
<p>Mr. Steijn - Could you please share an image of the cocoa certification buyer should look for on the box of the chocolate/cocoa product?</p>	<p>-The standard includes requirements for the content of the declaration (the sustainability claim) and the location of the label on the cocoa product. To date. no products have been released that publish these claims.</p>
<p>My question is on child labour: As a child I used to help my parents in the farm (which is a common practice in small villages in India). My question is: Is it also child labour if a child merely helps his/her parents in the farm part-time?"</p>	<p>-The definition of child labour is copied from the conventions of the International Labour Organisations. It is about the worst forms of child labour, that form a problem to the development of children: heavy, dangerous work, work that stops them from going to school. Helping parents in the farm on part-time basis, in so far as it does not include the above, is no problem as far as ISO 34101 is concerned</p>
<p>Mr. Steijn - What does 'life below water' mean? (slide 23)</p>	<p>-This is one of the 17 SDG's as defined by the UN. It covers the sustainably use the oceans, seas and marine resources</p>
<p>How can it be measured or assessed, if an activity really contributes in a positive (or negative) manner to a defined SDG?</p>	<p>- The impact of standards can be measured by defining KPI's, estimating a baseline and monitoring progress on the KPI's. For ISO 34101 this exercise has not yet been started</p>
<p>How will you measure or demonstrate that these standards are having an impact on</p>	<p>SS 854000 ambition is to assist cities and regions with the implementation of</p>

<p>the SDGs once they have been referenced?</p>	<p>the SDGs. If we want to have an impact the most important thing to do is to promote the use of the standard. We also plan to contact the users of the standards in one or two years.</p>
<p>SDGs addressed by standards are formally identified in the ISO New Work Item Proposal, is there a plan to do so in CEN/CENELEC?</p>	<p>- Yes, the project aiming to address this will be launched in 2021.</p>
<p>So the EU is following the UN SDG's: there is no EU framework on this, yet?</p>	<p>- The European Green Deal is considered an integral part of the European Commission's strategy to implement the United Nation's 2030 Agenda and the sustainable development goals.</p>
<p>How can claims to fulfilling SDG's by standards and actual actions on the ground be differentiated? In other words, how can double counting be avoided?</p>	<p>- Standards are voluntary instruments and the standard users can claim to fulfil certain SDGs by applying them. There are a multitude of ways to get accredited/certified/registered related to standards.</p> <p>For example, EN ISO 14001 'Environmental management systems — Requirements with guidance for use' is designed to reduce organisations' environmental impacts and increase their sustainability. It can help organisations to directly contribute to achieving several SDGs. By implementing ISO 14001 and completing certification, the organisation can assure stakeholders that their environmental management system meets international environmental standards and a series of SDGs.</p>
<p>Many countries in EU are now working on "avoided of imported deforestation". How did you see these activities in Europe influencing the cocoa development in West and Central Africa? What can producing countries can does during the elaboration</p>	<p>-Companies have already developed action plans to avoid deforestation in important cocoa producing countries such as Ghana and Côte d'Ivoire (two thirds of all cocoa that is produced world-</p>

<p>of these policies in Europe? What can companies do in producing countries?</p>	<p>wide), together with the authorities in these countries and impact investors.</p>
<p>Will achieving the SDGs be more costly (more correctly: higher investment) in a world with standards or a world without standards?</p>	<p>In a world without standards.</p>
<p>Has CEN mapped their standards catalogue to the SDGs?</p>	<p>Not yet.</p>
<p>To Mr Steijn: I like your table, but how to set a standard of the minimum requirements?</p>	<ul style="list-style-type: none"> - The ISO standard includes requirements on three levels. The minimum level needs to be respected by all certified companies. These levels are already higher than most of the existing standards and are a balance between what is achievable for farmer organisations within a reasonable timeframe and what is fundamental for social, environmental or economic sustainability.
<p>Very fundamental question to all speakers - I often hear people telling that standard have "impacts" to society. I can understand using my brain that standard seems to have impacts to society. But I haven't experienced clearly that society is affected by standard. How for example our society have got better due to standards? How much for example regional and/or international standards have so far contributed to society? Please let me know your thought with concrete (or statistical) data.</p>	<p>There are many standards that have an impact on our societies such as ISO 26000 "Social responsibility" or ISO 14001 "Environmental management systems".</p>
<p>To Jonas Frykman: can you give an example on how to apply your standards to a practical investment or project in a city?</p>	<p>SS 854000 is based on a holistic approach and would therefore be difficult to implement at a project level. To have a positive impact the standard must be integrated in the local authority's governance and management system.</p>

<p>A general question: How can road safety be integrated in the standardization work? Road safety is a part of the SDG's and has to be considered in the sustainability work? Multinational companies often have supply chains which generate a huge amount of road transports. How can we influence sustainability also from a road safety perspective for these supply chains?</p>	<p>- You can find more information on the CEN website: https://www.cen.eu/work/Sectors/Transport/Pages/TransportservicesITS.aspx</p>
<p>There are number of certification on cocoa. What is the difference between ISO34101 and UTZ Fairtrade? If it similar why there is a need for ISO34101?</p>	<p>-ISO 34101 has the ambition to become a reference standard for others. Already during the definition phase, many of the results of negotiations have been copied in other standards. The ISO standard focusses on the professionalisation of farmer organisations as a theory of change. These farmer organisations must support the sustainable development of the member farmers</p>
<p>What can be the role of science/research in standardization contribution to achieve SDGs?</p>	<p>The latest developments in science/research regarding SDG issues have been considered in the writing of SS 854000 through the involvement of universities and research centres in our standardization work.</p>
<p>Have you considered how the covid-19 pandemic is going to impact the way governments and businesses could embrace the SDGs and how can CEN standards on sustainability get more momentum through the green recovery agenda (opportunity rather than risk)?</p>	<p>Yes. The 2030 Agenda and the SDGs may contribute both to understand why pandemics such as Covid-19 occur and the economic, social and environmental consequences the pandemic has for the society. Working with standards based on the SDGs may therefore contribute to solutions and innovations for the future and foresee unwanted consequences for the future.</p>
<p>Jonas, can you share the Swedish (SIS) draft standard?</p>	<p>Yes, we can share it with you, but the document is in Swedish.</p>
<p>Can we have access to the SIS standard at the moment??</p>	<p>Yes, we can share it with you, but the document is in Swedish.</p>

<p>Is CEN/CENELEC working with ISO or the other regional/national bodies to develop a common approach to evaluating how standards impact on the SDGs?</p>	<p>The newly started CEN TC 465 “sustainable cities and communities” and ISO TC 268 “sustainable cities and communities” are in contact regarding this issue. Both TCs are managed by AFNOR (French Standardization Association)</p>
<p>Is there a time schedule to implement new SDGs into the CEN standard (CEN/TC 465) and what will be the influence to products?</p>	<p>CEN TC 465 will develop a set of standards which are deemed to be relevant by the experts participating to this work. If, when and how CEN/TC 465 will address the SDGs depends of the TC’ business plan which is actually being developed.</p>
<p>How are CEN/CENELEC engaged with UNECE WP6?</p>	<p>- CEN and CENELEC started to work with UNECE on mapping on Standards for the SDGs: https://standards4sdgs.unece.org/</p>
<p>As standards ensure global harmonization of efforts to achieve the SDGs for a myriad of relevant stakeholders, are there any further efforts on aligning the ways of working between CEN/CENELEC, ISO and national standardization bodies to give rise to such sustainable standard development?</p>	<p>- CEN and CENELEC are working on a project to introduce a more systematic approach to addressing sustainable development objectives in European standards and to develop and apply a method that enables the standardization community to demonstrate whether a specific European standard is supporting one or several SDGs. Many European standards are identical to ISO and IEC standards therefore the approach will be aligned with ISO and IEC which already have such approach in place.</p>
<p>"Marketing organisations" develop their own principles, based on QS standards but failing SDGs. How can we check existing regulations concerning SDGs?</p>	<p>- Please refer to regulators. https://ec.europa.eu/environment/eussd/</p>
<p>How is CEN taking into account sustainability norm currently under development at national level in particular in Cote d'Ivoire regarding cocoa?</p>	<p>- CEN works at European level. In case of joint work with ISO the standards become both European and international. National level initiatives are taken into consideration at the time of the development of a standards if they are</p>

	brought to the attention of the committees.
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