

## ProTerra Stakeholder Engagement

ProTerra has conducted an internal exercise to identify its stakeholders and understand their potential interest in the various aspects of ProTerra Standards and operations. Understanding who the stakeholders are helps to engage and address their specific needs better and thus drive meaningful improvement.

Collaborating and interacting with stakeholders is key for ProTerra to reach its objectives.

ProTerra Foundation is a not-for-profit organisation that envisages a world where all businesses contribute to the protection of biodiversity by switching to sustainable production, conserving natural resources, and ensuring that workers and local communities are treated with dignity and respect. The ProTerra Foundation's mission is to be a global network of businesses supporting more sustainable agricultural practices, in the food and feed supply chains, where relevant the conversion to non-GMOs and full respect for workers and communities' dignity. This is not achievable without the active participation and support of its Stakeholders.

ProTerra believes that strategic alliances and continuous engagement and cooperation are essential to move the sustainable agenda forward and ensure that we succeed in tackling the enormous social and environmental challenges we have ahead. To achieve this, open dialogue, education, continuous development, collaboration, sharing difficulties and best practices are crucial. Together with the stakeholders ProTerra initiatives working groups and projects help them to demonstrate their efforts and to differentiate from non-sustainable producers (e.g. [environmental footprint calculations](#), [MRV program](#)), as well as working on increasing market uptake (creating scale) and seeking feasible solutions (participating in national and topic-specific initiatives).

ProTerra creates and communicates opportunities for stakeholders to engage on several occasions with specific objectives. These are communicated through newsletters, direct mailing and pop-ups on ProTerra's website and include:

- Revision and creation of new standards where public consultations are held;
- Improvements and updates to the ProTerra Monitoring and Evaluation system (M&E), and
- Webinars and training, where active participation and expressed needs from the public are welcome.

Aside from these, ProTerra has a [Stakeholder Council](#) that is responsible for providing strategic advice and recommendations on the goals and objectives of the ProTerra Foundation and its implementation. Meetings are held regularly. The Stakeholder Council has a crucial role within ProTerra's operations as it is a permanent connection with external viewpoints, adding diversity to decision-making.

The Stakeholder Council consists of a minimum of three and a maximum of nine members with demonstrated knowledge in the field of sustainable food supply chains and certification as well as genuine interest and stake in the vision and mission of the organisation (e.g., those being part of the ProTerra Network). They are nominated for a three-year period, renewable once, following an open call for new candidates. If you are interested in participating, please contact us for future opening opportunities.

However, it is important to point out that stakeholders' inputs are very welcome at any moment in time. Contact us at [info@protterrafoundation.org](mailto:info@protterrafoundation.org). If you prefer to reach out directly to our team, key contacts are:

**Emese van Maanen**

Managing Director

[emese.vanmaanen@protterrafoundation.org](mailto:emese.vanmaanen@protterrafoundation.org)

Tel: +31 6 83 29 28 52

**Alexia Stumpf**

Administrative Manager

[alexia.stumpf@protterrafoundation.org](mailto:alexia.stumpf@protterrafoundation.org)

Tel: +35 191 5874439

We look forward to hearing from you.