



# ProTerra Webinar - EUDR

24.04.2024





# Agenda

- Emese van Maanen, Managing Director, ProTerra Foundation,  
**Welcome & Introduction**
- Hannelore Beerlandt, Expert Global Agricultural Commodities, Advisor to EC DG INTPA F3–Sustainable Agriculture and Resilient Food Systems, Facilitator in the Public Private Taskforce of the International Coffee Organisation  
**Implementation of the EUDR - Considerations**
- Josh Taylor, ISEAL, Traceability Manager,  
**Sustainability systems and EUDR**
- Q & A

# Who we are

ProTerra Foundation is the owner of the ProTerra Certification Standard and its Interpretations:

- ProTerra Standard v5.0
  - *ProTerra Europa*
  - *ProTerra Smallholders*
- ProTerra Insecta
- ProTerra MRV (Monitoring and Verification)

ProTerra Standards specialise in promoting social and environmental sustainability through the food and supply chains.



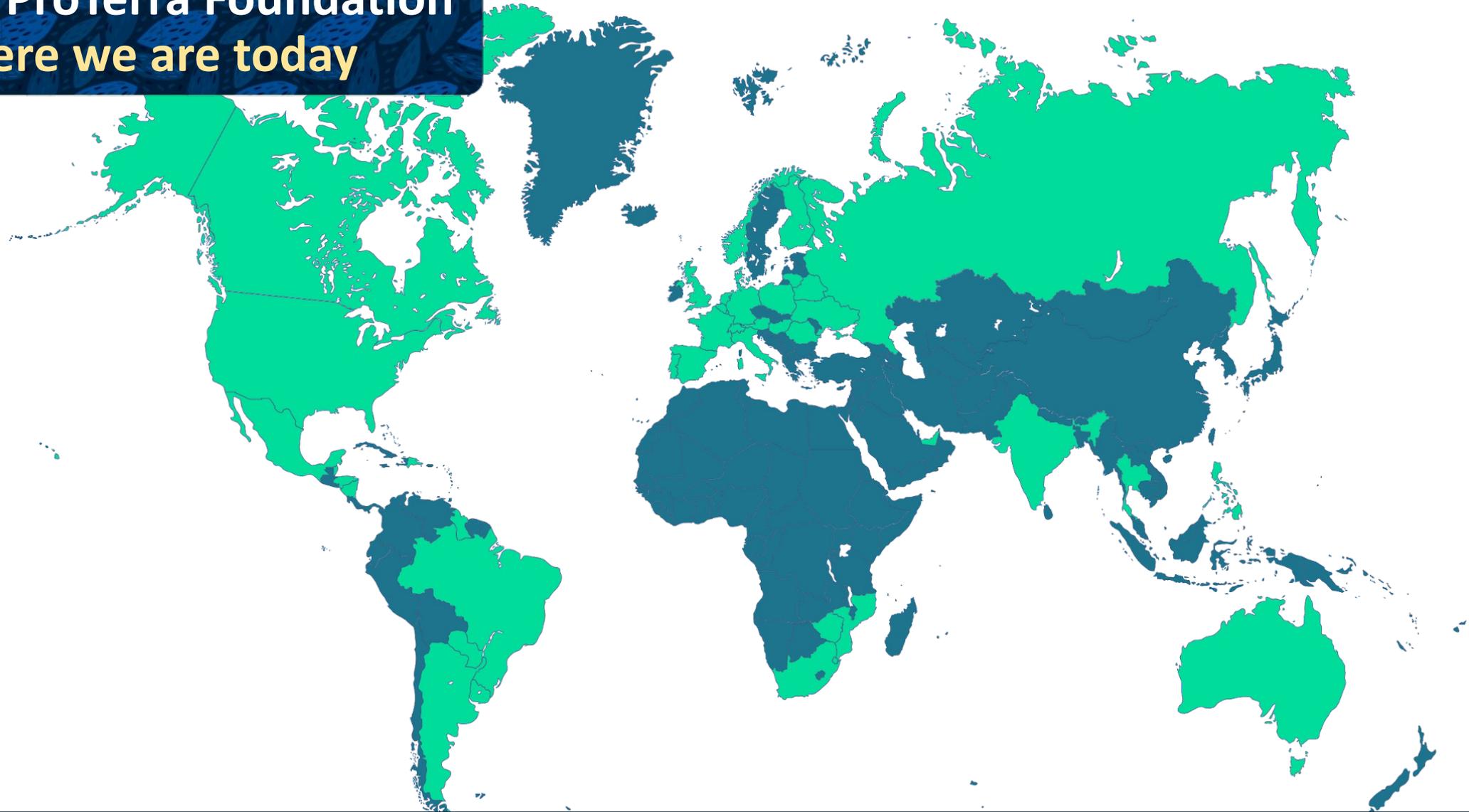
# ProTerra solutions

The ProTerra Standard covers all areas of sustainability and is **globally** applicable to **all crops**.



# The ProTerra Foundation

## Where we are today



Argentina, Australia, Austria, Belgium, Belize, Brazil, Canada, Denmark, Dominican Republic, Eswatini, Fiji, Finland, France, Germany, Guadelupe, Guyana, Honduras, Hungary, India, Italy, Lithuania, Luxembourg, México, Mozambique, Nicaragua, Norway, Paraguay, Philippines, Poland, Portugal, Republic of Belarus, Romania, Russia, South Africa, Spain, Switzerland, Thailand, The Netherlands, Ukraine, United Arab Emirates, United Kingdom, Uruguay, USA, Zimbabwe.

# The ProTerra Foundation in numbers

## SOY 2023



### CERTIFIED SOY VOLUME

TOTAL 2021	1.981.249,20
TOTAL 2022	2.392.431,51
TOTAL 2023	2.532.021,24

# The ProTerra Foundation in numbers

## SUGARCANE 2023

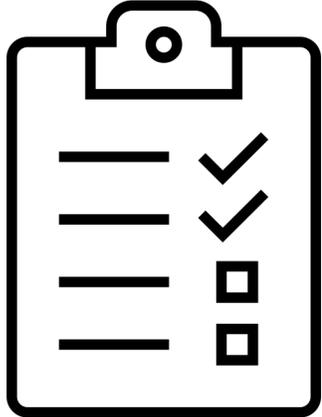


■ verification  
■ certification

SUGARCANE ANNUAL CRUSH (mt)			
	2021	2022	2023
<span style="color: yellow;">■</span>	40.275.549,65	43.626.756,76	43.086.555,24
<span style="color: magenta;">■</span>	9.032.923,66	10.081.760,12	9.721.763,94
Total	49.308.473,31	53.708.516,88	52.808.319,18

# Benchmark EUDR vs ProTerra v5.0



EUDR	ProTerra v5.0
Article 1: Subject matter and scope	
Article 3: Prohibition	
Article 4: Obligations of operators	
Article 5: Obligations of traders	
Article 8: Due diligence	
Article 9: Information requirement	
Article 10: Risk assessment	
Article 11: Risk mitigation	

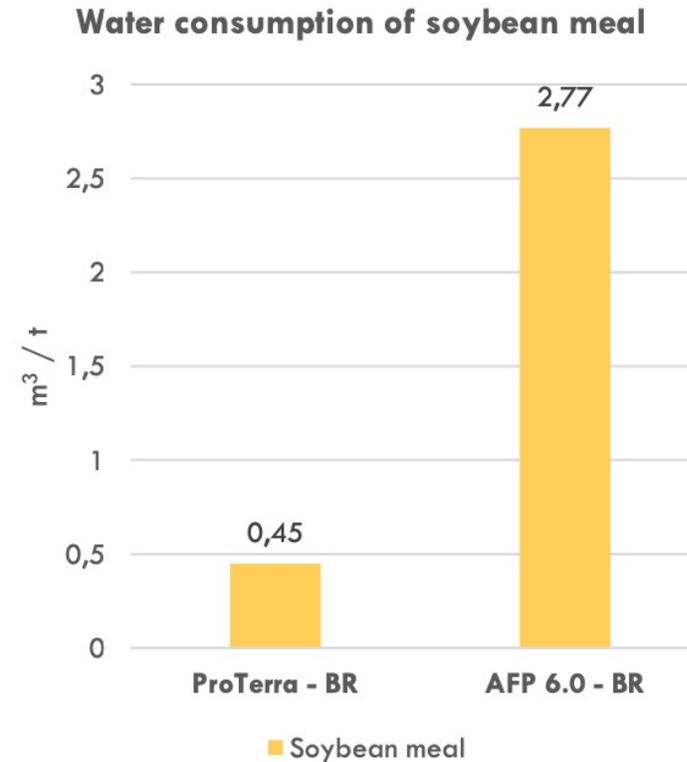
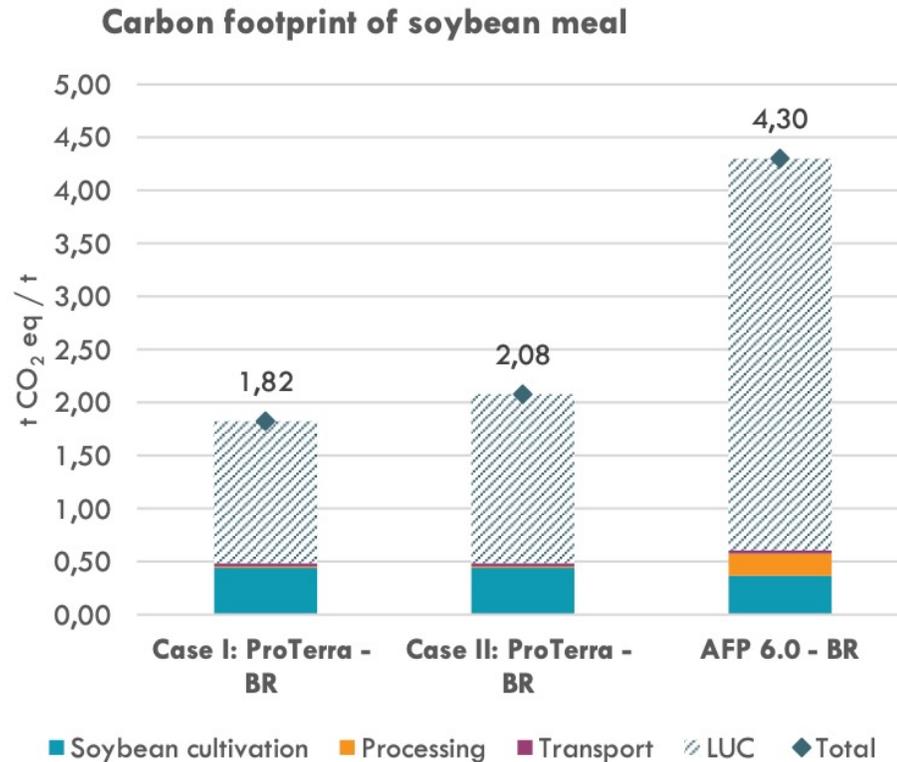
# Benchmark EUDR vs ProTerra Standards-results

- <https://www.proterrafoundation.org/news/proterra-monitoring-and-verification-mrv-standard-and-the-european-regulation-on-deforestation-free-commodities1/>
- <https://www.proterrafoundation.org/news/proterra-standard-v5-and-the-european-regulation-on-deforestation-free-commodities1/>



# Reduce carbon and water footprint

Lower emissions and water consumption with ProTerra certified-material



# Benchmarks & Collaborations



# Implementation of the EUDR - Considerations

Proterra April 24th 2024

**Hannelore Beerlandt**

Advisor Coffee EC DG INTPA F3 (Sustainable and Resilient Food Systems)



# Structure

- Current dynamics EU (8 min)
- First Lessons learnt (17 min)
- Ongoing studies and mappings (5 min)



# 1. Current dynamics EU.



- **PERSPECTIVE OF DIFFERENT STAKEHOLDERS.**
- **EXPECTED GUIDANCE BY EC and READINESS OF EU.**
- **GLOBAL AND REGIONAL SUPPORT PROGRAMMES BY EU.**
- **BALANCE BETWEEN OPPORTUNITY, IMPLEMENTATION, MARKET AND INCLUSIVENESS.**

# PERSPECTIVE OF DIFFERENT STAKEHOLDERS.



## **PARTNER COUNTRIES.**

Well regulated sectors/countries make progress + sectors with large scale farms (but ready ?)

Countries with Declaration in Excess (DIE) at the national level

Small scale farmers only partly geolocated and traceable up till now in majority of countries

## **MEMBER STATES EU.**

Ministries of Agriculture (20) ask delay and exceptions small holders in EU

## **PRIVATE SECTOR .**

Very diverse, depending on how directly dealing with farmers – some completely invisible/ ignorant?

Trust in data, price of data. Increase of direct sales

## **NGO's .**

From silence to insisting on implementation. No scaled, inclusive solutions.

## **MARKETS.**

- Two tired markets, except where Declaration in Excess at the national level (UK, US : “Acts” not voted yet)
- For coffee: traders sell coffee (with data) more expensive (extra value created at level of trader).

# EXPECTED GUIDANCE EC and READINESS EU.

**FAQ UPDATE : DELAYED.**

**GUIDELINES (JUNE)**

Legality- agricultural use- ...

**TEMPLATE DUE DILIGENCE  
STATEMENT**

**API FOR INFORMATION SYSTEM EU**



**BENCHMARKING**

**DEFORESTATION RISK?**

**LACK OF DETAILED FOREST MAPS AT CUT  
OFF POINT FOR SOME COMMDITIES**

**CAPACITY COMPETENT AUTHORITIES**



**SYSTEMS OF OPERATORS AND QUALITY  
OF DATA USED, WILL BE CHECKED**

# GLOBAL AND REGIONAL SUPPORT BY THE EU.



<p>Team Europe Initiative: main programmes to support EUDR : SAFE BY GIZ + TECHNICAL FACILITY BY EFI</p>	<ul style="list-style-type: none"> <li>- SAFE : SELECTED COUNTRIES</li> <li>- TA FACILITY : ON DEMAND OF GOVERNMENTS OR EU DELEGATION</li> </ul>	<p>ALL COMMODITIES</p>	<p>Simon Gm DG INTPA</p>
<p>Al Invest Verde (FIAP)</p>	<ul style="list-style-type: none"> <li>- LATIN AMERICA</li> </ul>	<p>ALL COMMODITIES</p>	<p>Ingrid Jene DG INTPA</p>
<p>AgrInfo by COLEAD</p>	<ul style="list-style-type: none"> <li>- GLOBAL</li> </ul>	<p>ALL COMMODITIES</p>	<p>Morag Wet Chris Dow</p>
<p>ITC : EU-Funded ACP Business-Friendly Programme and the NTFV Programme funded by the Dutch Ministry of Foreign Affairs.</p> <p>ITC : EU funded MARK-UP II programme in East Africa (EUDR focus)</p>	<ul style="list-style-type: none"> <li>- ACP</li> <li>- EAST AFRICA</li> </ul>	<p>ALL COMMODITIES (Depending on the region)</p>	<p>Matthieu L Martina Bc Malisa Mu</p> <p>Michaela S ITC</p>
<p>GIZ 'FIT for FAIR' programme</p>	<ul style="list-style-type: none"> <li>- 4 SELECTED COUNTRIES</li> </ul>	<p>DEPENDING ON THE COUNTRY</p>	<p>Katharina</p>
<p>Central American regional programme for EUDR compliance Coffee</p>	<ul style="list-style-type: none"> <li>- CENTRAL AMERICA</li> </ul>	<p>COFFEE</p>	<p>Kathrin Re Regional E Delegator</p>



EU  
DELEGA  
TIONS

# FINDING BALANCE

## OPPORTUNITIES.

WAKE UP CALL  
COMPANIES

WAKE UP CALL  
COUNTRIES (E.G.  
IMPROVING LEGAL  
ASPECTS,  
REGISTRATION FARMS,  
DIGITAL TOOLS,...

LEVEL PLAYING FIELD

## IMPLEMENTATION .

Direct full implementation could give space for fraude or for hollowed implementation as not all operators, farmers and competent authorities are ready

## INCLUSION .

Implementation is possible but not in all countries, with all farmers or with all SME's (consolidation ... ?)

Fast implementation limits empowerment and awareness of farmers

## MARKET

Two tired market.

EUDR (coffee) sold more expensive (premium), (not on farmers' level)

## 2. First Lessons Learnt.

**PROCESS WITH PRODUCING COUNTRIES.** (Role, readiness plan,...)

**MULTISTAKEHOLDER PLATFORMS** (Per sector, all levels; objectives to learn, trust,...)

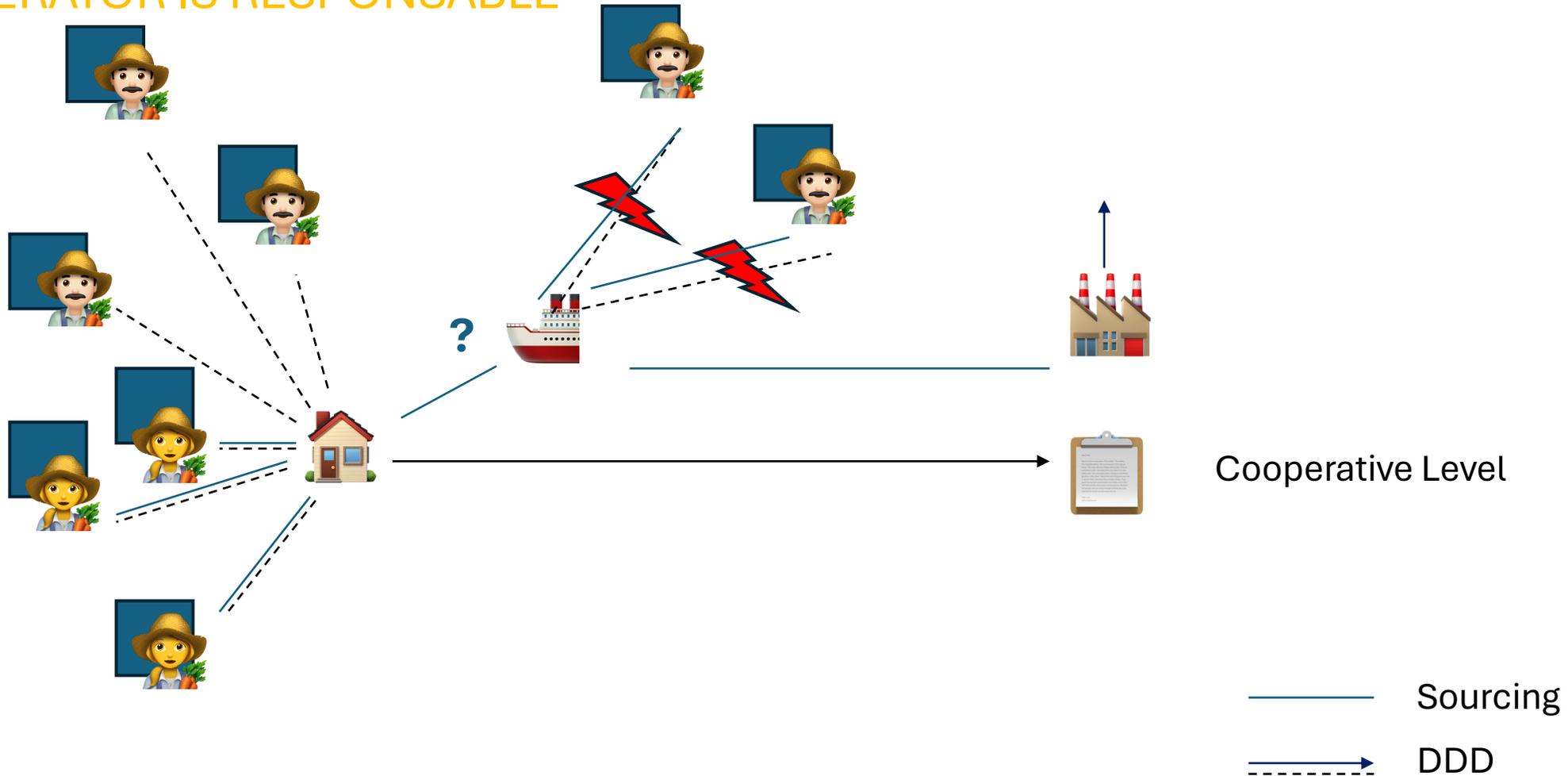
**DECLARATION IN EXCESS** (Vs territorial, different levels)

In a declaration in excess more coffee plots are declared than have contributed to the respective coffee batch, but:

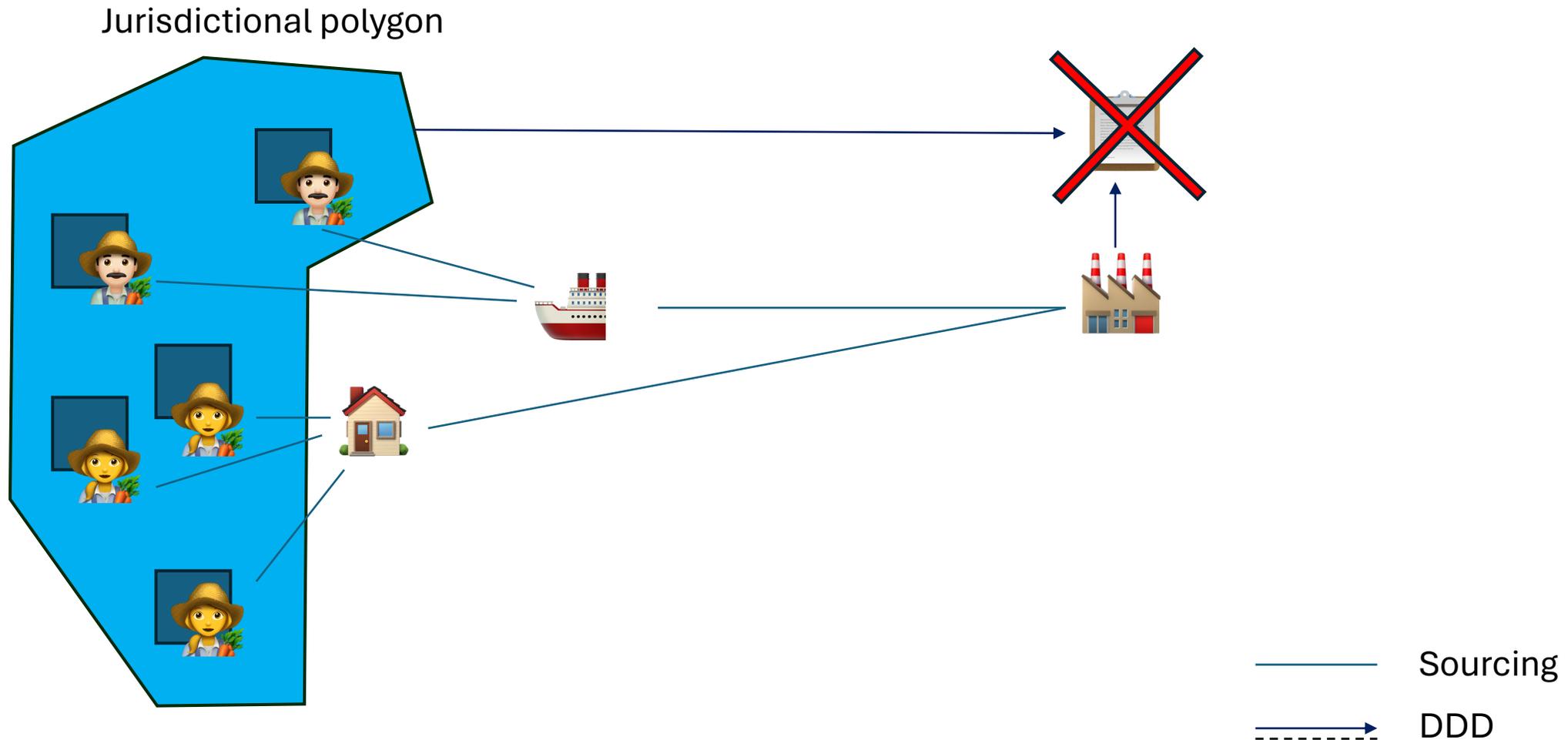
All coffee in the batch must come from within the declared plots

All declared coffee plots must be compliant, even if they have not contributed coffee to the batch

- You check and declare all polygons of all farmers in a certain, well defined area, even if they didn't all contribute to the shipment and if you don't know whether they contributed or not
- No other polygons contributed to the shipment
- OPERATOR IS RESPONSABLE

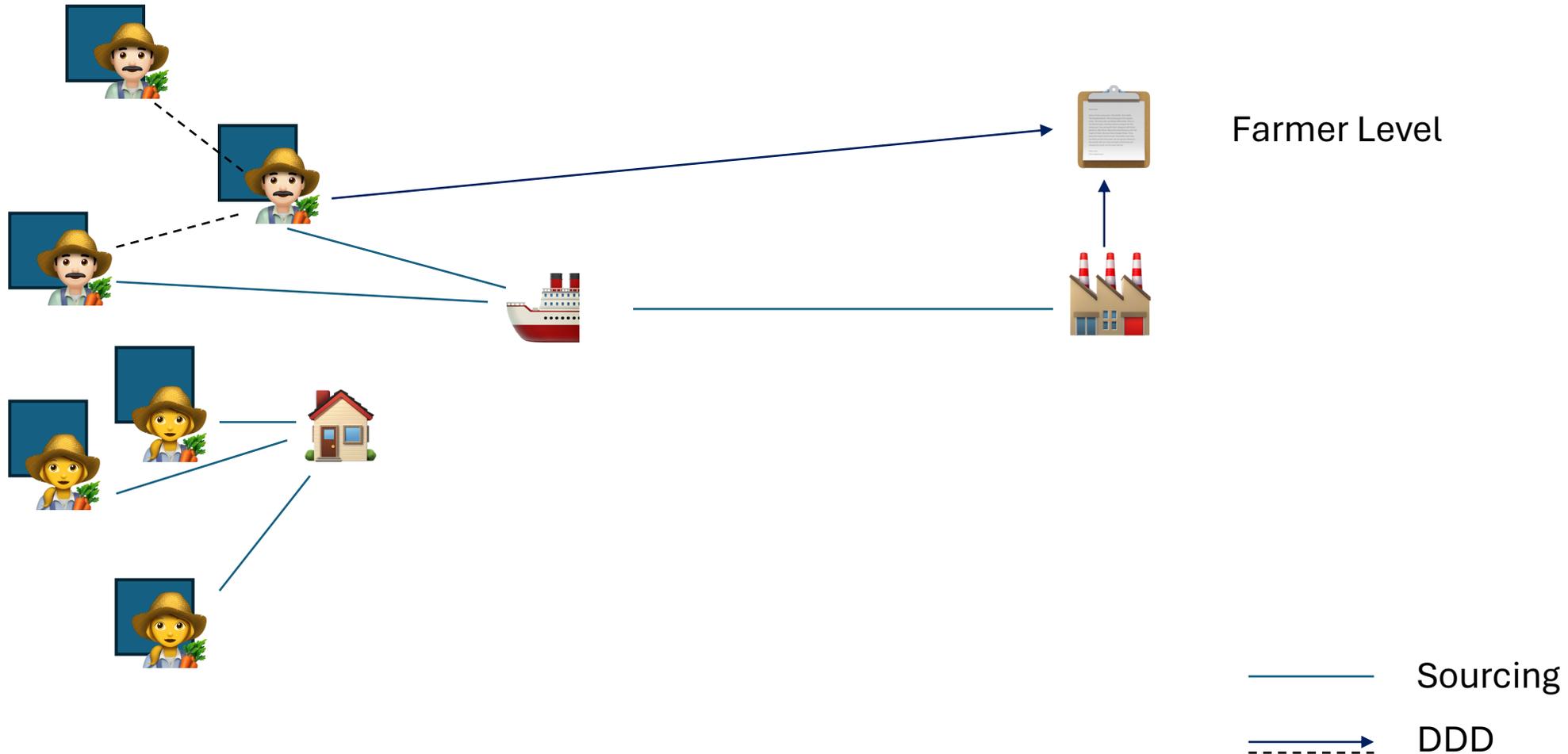


# Avoiding misunderstanding: polygons still need to be at plot level



DIE can be applied to multiple scale, each bringing specific risks and opportunities

Example : Farmer level: you can include more farmers' polygons than the ones the coffee is exactly coming from, but no other farmers contributed



## 2. First Lessons Learnt.

.../...

**PHASED APPROACH.** (Improvements by all stakeholders,...)

**DIGITAL PUBLIC INFRASTRUCTURE AND DATA GATEWAYS** (Multiplying. Different aspects (shared infrastructure, standards, tools, maps, databases, governance). What is minimum per sector ? New or use existing ? Evolving ?)

**LEGALITY ASPECTS** (Challenges in clarity- interpretation of regulations, coherence, enforcement, monitoring, mandate of private sector) + nuances 'complying to' or 'according to'.

**ROLE GOVERNMENTS PRODUCING COUNTRIES** (Context and sector dependent, but can be more limited that assumed (?): limiting deforestation, legal framework, measures that minimize cheating).

# 3. Ongoing studies and mappings.

## Impact studies

Solidaridad Central America (projected impact, digital tools in Honduras)

EC DG INTPA E2

## Support mappings

Mappings of services for compliance for Cocoa and Coffee

Mapping of support projects to coffee + web app

## Other studies

Cost of traceability (ICCO, Colead/ITC)

Confusion of roles for implementation of EUDR (Digital Future Coffee)

# 3. Ongoing studies and mappings.

Regional learning community in Central America

With Early Action Initiatives

Several initiatives on data gateways, data standardisation, sharing data

DIASCA with CIAT/ Linux, ITC, GCP, IDH, ICO

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THANK YOU !

[HANELORE.BEERLANDT@OUTLOOK.COM](mailto:HANELORE.BEERLANDT@OUTLOOK.COM)



# Sustainability systems and EUDR

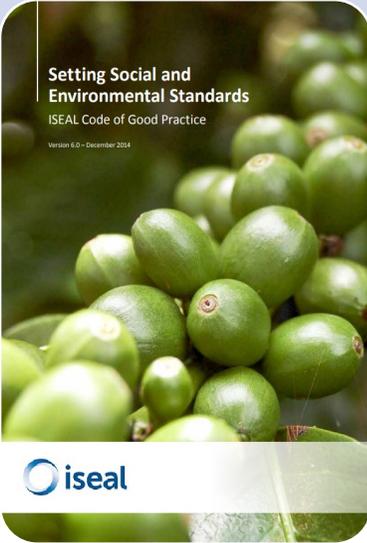
April 2024



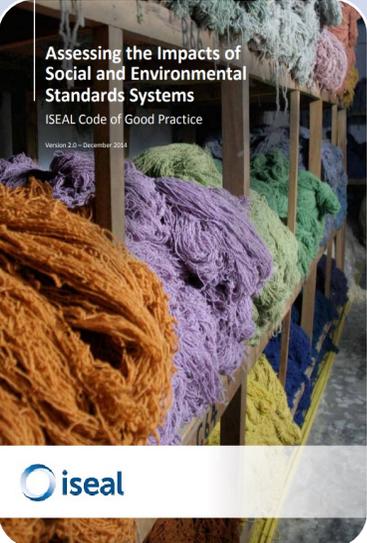
# The global reference on credibility for sustainability systems



[iseal.org/credibilityprinciples](http://iseal.org/credibilityprinciples)



**Standard-Setting Code**  
promotes meaningful participation and local relevance



**Impacts Code**  
helps standards define and measure their impacts, and improve



**Assurance Code**  
supports rigorous and efficient assessments that add value



**Claims Good Practice Guide**



Recently merged into one integrated and revised code

# 3<sup>rd</sup> party verification systems and EUDR

## Supporting, not replacing, corporate due diligence obligations

- › No green lane for certified supply chains entering Europe
- › 3<sup>rd</sup> party systems can provide supporting evidence that products are legal and deforestation-free, informing risk assessments and due diligence processes
- › Not all 3<sup>rd</sup> party systems are set up to support EUDR compliance. Important to consider:
  - Normative frameworks (scope, definitions and requirements for field + supply chain)
  - Implementation (Verification of geospatial data and legality status, risk assessments)
  - Credibility (Governance and transparency)

# 3<sup>rd</sup> party systems are responding to EUDR

## RAINFOREST ALLIANCE POLICY:

Alignment with the European Union Deforestation Regulations (EUDR)

Document SA-P-SD-2-V1

Version 1

English

Valid from January 15<sup>th</sup>, 2024

Published on December 20<sup>th</sup>, 2023

RAINFOREST ALLIANCE

NEWS

## INTRODUCING PRISMA: RSPO'S CERTIFICATION, TRADE AND TRACEABILITY SYSTEM FOR SUSTAINABLE PALM OIL MANAGEMENT

22 FEBRUARY 2024

7 Nov 2023

## Fairtrade producers set to expand deforestation monitoring through new partnership with Satelligence

Programme prioritises producer access to satellite monitoring data to boost forest protection and meet EU regulations



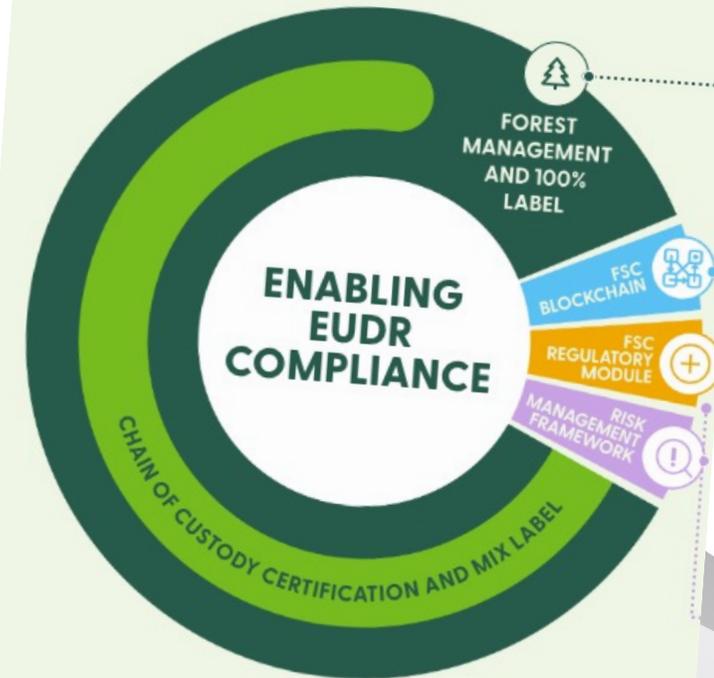
4C joined forces with GRAS to support your company with these requirements for compliance with the EUDR

ProTerra Monitoring and Verification Standard

Deforestation, Land Use Change and Human Rights



Version 1.0 | September 14, 2023



# VSS responding to EUDR

- › Aligning definitions and normative requirements
- › Strengthening how geolocation and land plot data is collected and verified
- › Sharing consistent risk data with certified entities
- › Embedding responsible geolocation data sharing within policies and systems
- › Adapting Chain of Custody (CoC) and traceability solutions

# The need for clarity to proceed

## ISEAL technical submissions to inform EUDR Guidance

1. Credibility criteria for evaluating third-party certification systems (Jan 2024)
  - Building on regulatory precedent and existing definitions
  - Standards' requirements
  - Assurance processes
  - Traceability and data management
2. Considerations for effective implementation (April 2024)
  - Consistency in operator data collection and risk assessments
  - Defining acceptable uses for reporting in excess
  - Clarifying the role of controlled mass balance systems

# Defining acceptable uses for reporting in excess

## EUDR FAQ 15 (v1.2)

‘An operator can, in specific circumstances, provide geolocation coordinates for a number of plots of land higher than those where the commodity was produced...

The operator assumes full responsibility for compliance of ALL plots of land for which geolocation is provided, regardless of whether such plots of land are concerned by the production of commodities/products eventually placed on the market.’

# Defining acceptable uses for reporting in excess

## EUDR FAQ 15 (v1.2)

Reporting in excess – a pragmatic tool for maintaining smallholder market access.

Important to clarify acceptable uses, considering:

- › What geographical scale will be allowed?
- › How should compliance requirements be evidenced?
- › How to manage the risks of overcompliance?
- › Can it be used to by supply chain organisations when internal traceability is complex?

# Clarifying the role of controlled mass balance

## EUDR FAQ 4 (v1.2)

‘Mass balance chains of custody that allow for mixing, at any step of the supply chain, of deforestation-free commodities with commodities of unknown origin or non-deforestation-free commodities **are not allowed** under the Regulation, because they do not guarantee that the commodities placed on the market or exported, are deforestation-free...

... As mass balance is therefore to be ruled out, full identity preservation is not needed.’

What is actually being ruled out?

# Clarifying the role of controlled mass balance

## EUDR FAQ 4 (v1.2)

Some mass balance systems do also include, or can be complemented by:

**Site-level due diligence controls:** restrictions placed on the materials that may enter a facility

**Batch-level due diligence controls:** restrictions placed on non-certified materials that may be mixed with certified materials during a manufacturing process

These could be considered a ‘controlled’ version of mass balance, and well aligned to the objectives of the regulation.

# Q & A

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**Any questions?**



# Thank you for your participation!

Emese van Maanen

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