



ProTerra标准在中国 - 研讨会

ProTerra Standards in China

Webinar
12.11.2024

合作伙伴：
In partnership with:



日程安排 Agenda

- 15:00-15:05 欢迎致辞 Welcome Remarks
- 15:05-15:20 ProTerra 基金会介绍及标准的全球应用情况
ProTerra Foundation Introduction & Overview of Global Application of Standards
- 15:20-15:40 ProTerra 基金会《社会责任和环境可持续性5.0》标准中文版介绍
ProTerra Foundation Standards Chinese Version Introduction
- 15:40-15:55 问答
Q&A
- 15:55-16:00 总结致辞
Closing Remarks

问卷 Survey



Slido 问卷：第一个问题

问卷 Survey



Slido 问卷：第二个问题

你对农业可持续性标准和监测、报告与验证（MRV）系统的了解程度如何？

How familiar are you with sustainability standards in agriculture and MRV systems?



Who we are

关于我们



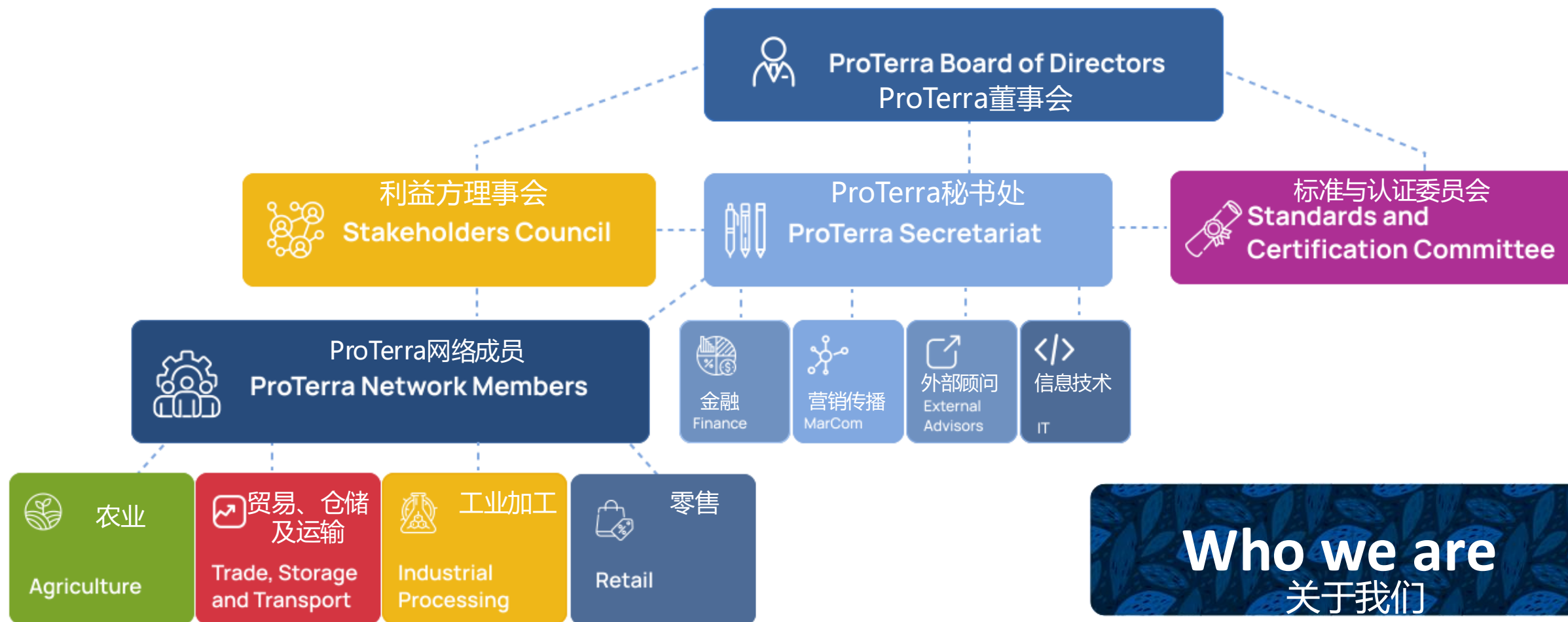
The ProTerra Foundation is a non-for-profit organization, located in the Netherlands.

ProTerra 基金会是一家位于荷兰的非营利组织。

We envisage a world where all businesses:

在我们的设想中，所有的企业都将：

- Contribute to the protection of biodiversity by e.g. switching to non-GMO production 通过转向非转基因生产等方式，为保护生物多样性做出贡献
- Conserve natural resources and 保护自然资源，并
- Ensure that workers and local communities are treated with dignity and respect 确保工人和当地社区受到有尊严的对待和尊重



Who we are
关于我们

Who we are

关于我们

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

ProTerra 基金会是 ProTerra 标准及其解释的所有者:

- ProTerra Standard v5.0 ProTerra标准5.0版本
 - *ProTerra Europa* ProTerra欧洲公司版
 - *ProTerra Smallholders* ProTerra小农户版本
- ProTerra Insecta ProTerra昆虫食品版本
- ProTerra MRV (Monitoring and Verification)
ProTerra MRV (监督和验证) 标准

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

ProTerra 标准致力于通过食品和供应链促进社会和环境的可持续发展。



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

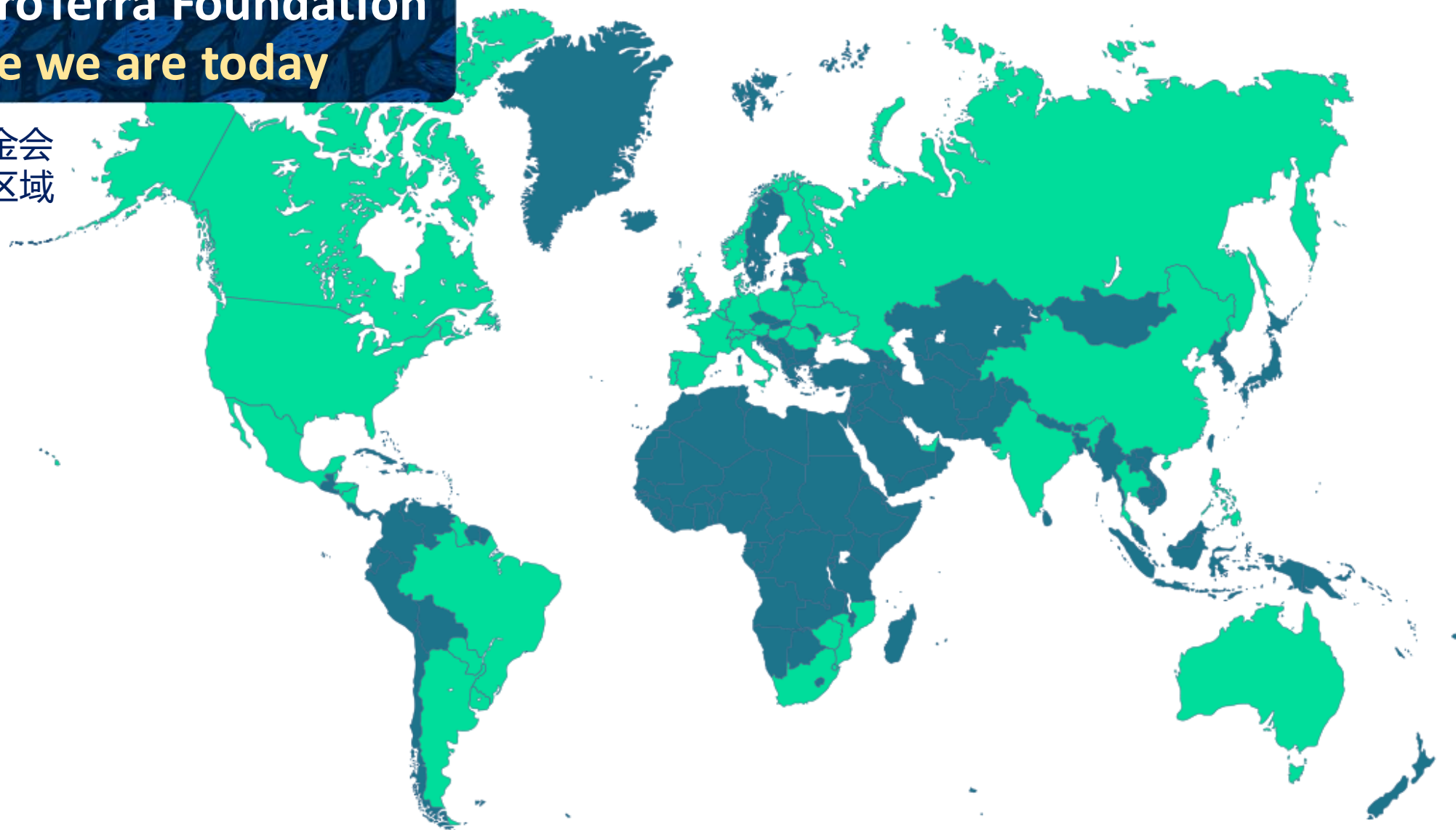
ProTerra标准涵盖可持续发展的所有领域，在**全球范围**内适用于**所有作物**。



The ProTerra Foundation

Where we are today

ProTerra基金会
目前涉足的区域



Argentina, Australia, Austria, Belgium, Belize, Brazil, Canada, China, 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

ProTerra基金会数据
大豆 - 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



ProTerra基金会数据
甘蔗 - 2023



■ verification 验证
■ certification 认证

甘蔗年压榨量 (吨)

SUGARCANE ANNUAL CRUSH (mt)					
2021		2022		2023	
■	40.275.549,65	■	43.626.756,76	■	43.086.555,24
■	9.032.923,66	■	10.081.760,12	■	9.721.763,94
Total	49.308.473,31	Total	53.708.516,88	Total	52.808.319,18

Benchmarks & Collaborations

对标及合作





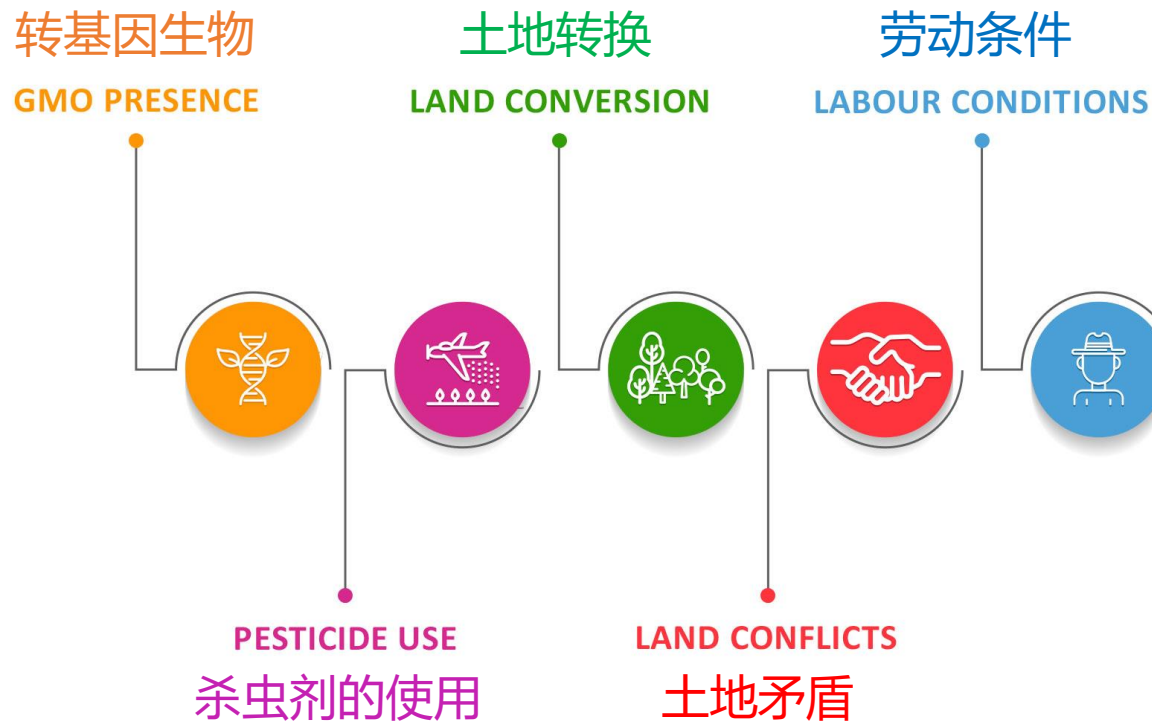
Requirements of the Standard

标准要求



ProTerra certification to manage and mitigate risk

利用ProTerra认证来管理并降低风险



An instrument for managing and mitigating ecological, social and environmental risks. Certification means:

认证是用来管理和降低生态、社会和环境风险的一项工具，它意味着：

✓ A standard for environmentally and ethically responsible raw materials within the supply chain that goes beyond the minimum requirements of national legislation.

该供应链中对环境和道德负责的原材料标准，超越了国家立法的最低要求。

✓ Greater certainty for the company when making public claims, with traceability of materials throughout the value chain verified by external auditors.

通过外部审计员对整个价值链中材料的可追溯性进行验证，相关公司在进行公开声明时更有把握。

✓ Contributing evidence to demonstrate that due diligence has been carried out within its own supply chain to fulfil the new due diligence requirements.

可以证明已在自有供应链中开展尽职调查，以满足相关审核要求。

✓ Improved knowledge of the origin of raw materials within their direct supply chain and therefore the regions over which they have the greatest influence and ability to influence.

更好地了解其直接供应链中原材料的来源，从而更好地了解对其影响最大、影响能力最强的地区。

✓ A clear indication of what is expected of suppliers and what they consider to be sustainable sourcing.

明确说明对供应商的期望，以及什么被认为是可持续采购。

Standard Principles

ProTerra标准的原则



PRINCIPLE 1 – Management system, compliance with laws, international conventions and the ProTerra Standard

原则1: 遵守管理体系、法律、国际公约和ProTerra标准



PRINCIPLE 2 - Human rights and responsible labour policies and practices

原则2：人权和负责任的劳工政策和做法

PRINCIPLE 3 - Responsible relations with workers and community

原则3：负责任的工人和社区关系

PRINCIPLE 4 – Biodiversity conservation, effective environmental management and environmental services

原则4：生物多样性保护、有效的环境管理和环境服务

PRINCIPLE 5 - No use of Genetically Modified Organisms (GMOs)

原则5：不使用转基因生物（GMOs）



PRINCIPLE 6 - Pollution and waste management

原则6：污染和废物管理

PRINCIPLE 7 - Water Management

原则7：水资源管理

PRINCIPLE 8 - Greenhouse gases and energy management

原则8：温室气体排放和能源管理

PRINCIPLE 9 – Adoption of good agricultural practices

原则9：采用良好的农业做法

PRINCIPLE 10 - Traceability and Chain of Custody

原则10：可追溯性和监管链



Levels of Certification

ProTerra标准的认证等级

The ProTerra Certification is applicable to distinct levels of operation across the food and feed production chains:

ProTerra 认证适用于食品和饲料生产链中不同级别的操作：

一级——农业生产

- **Level I:** Agricultural production

二级——运输、储存、
贸易商和经销商

- **Level II:** Transport, Storage, Traders and Dealers

三级——工业加工

- **Level III:** Industrial Processing



It is also applicable to any agricultural product, globally
它也适用于全球范围内的任何农产品

Scope of Certification

ProTerra标准的认证范围

The ProTerra Certification can apply to:

ProTerra 认证适用于:

- raw materials
- ingredients or multi-ingredient products
- 原材料
- 配料或多种成分产品



Legal requirements

法律要求



Use the ProTerra Standard to manage and mitigate risks 利用ProTerra标准来管理并降低风险

转基因生物
GMO PRESENCE



土地转换
LAND CONVERSION



劳动条件
LABOUR CONDITIONS

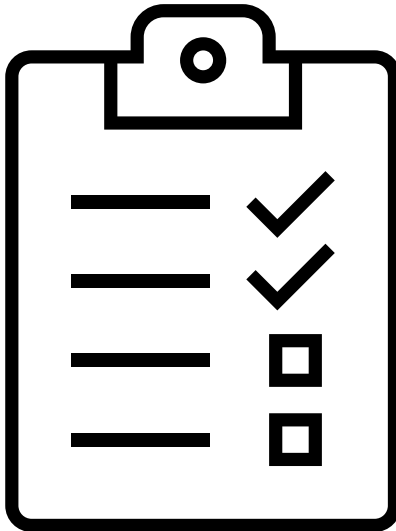


PESTICIDE USE
杀虫剂的使用

LAND CONFLICTS
土地矛盾

Benchmark EUDR vs ProTerra v5.0

《欧盟零毁林法案》（EUDR）和ProTerra 5.0版本的对标

<i>EUDR</i>	<i>ProTerra v5.0</i>
Article 1: Subject matter and scope 第一条：主题事项和范围	
Article 3: Prohibition 第三条：禁令	
Article 4: Obligations of operators 第四条：经营者的义务	
Article 5: Obligations of traders 第五条：贸易商的义务	
Article 8: Due diligence 第八条：尽职调查	
Article 9: Information requirement 第九条：信息要求	
Article 10: Risk assessment 第十条：风险评估	
Article 11: Risk mitigation 第十一条：降低风险	

Reduce carbon and water footprint

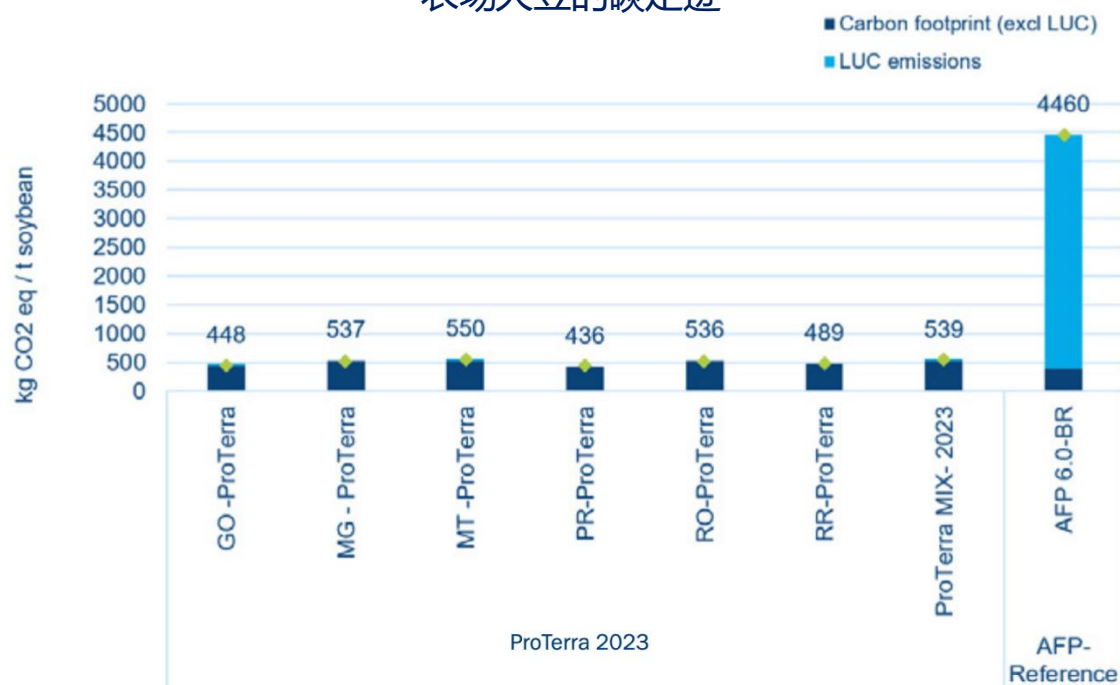
减少碳足迹和水足迹

Lower emissions and water consumption with ProTerra certified-material

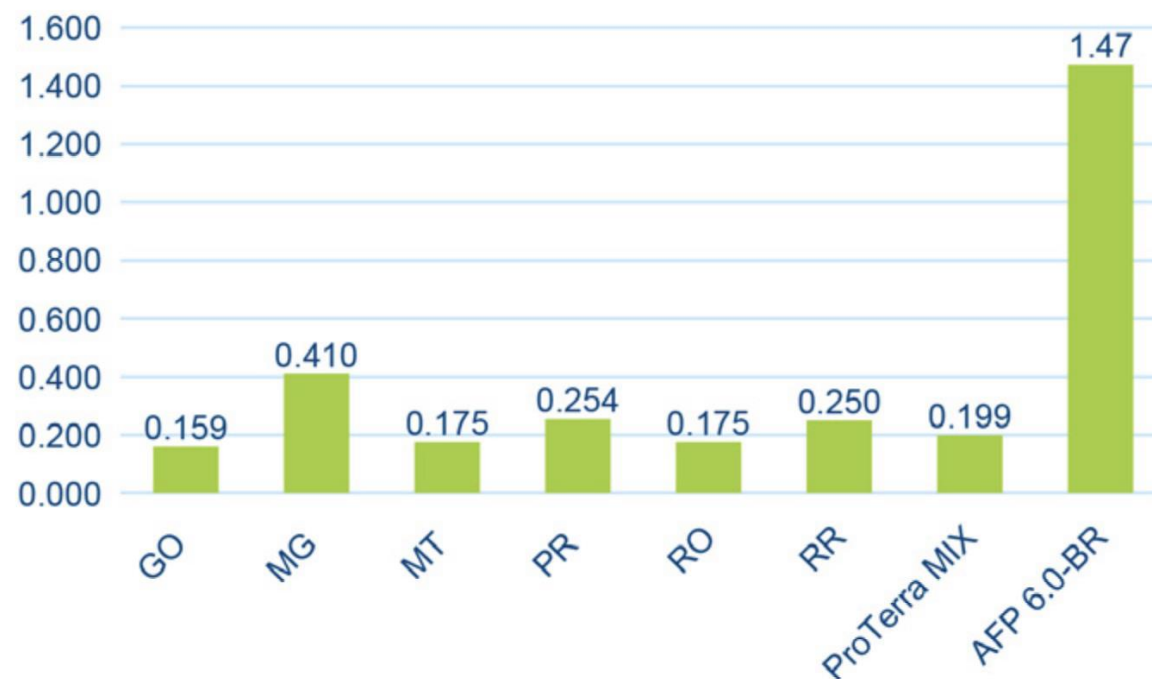
使用经 ProTerra 认证的材料可以降低排放和水足迹

Carbon footprint soybean at farm

农场大豆的碳足迹



水消耗量
Water consumption





Monitoring and Verification (MRV Standard)

监督和验证 (MRV标准)



Legal and conversion-free supply chains: MRV Standard

合法、无转换的供应链：MRV 标准

The ProTerra Monitoring and Verification (MRV) Standard provides a systematic approach to assess and verify an organisation's due diligence practices and supports reporting on supply chain due diligence and deforestation-free aspects.

ProTerra 监督和验证标准 (MRV标准) 提供了一种系统性方法，对相关组织所进行的尽职调查实践进行评估和核查，并支持供应链尽职调查和无毁林方面的报告。

合法、无转换的供应链： MRV 标准

Legal and conversion-free supply chains: MRV Standard

Commitment to:

致力于：

- ✓ Promote a raw material supply chain that is free from illegal and/ or legal deforestation, and land-use change or conversion.

促进原材料供应链不受非法、合法毁林、土地利用变化或转换的影响。

- ✓ Respect the rights of workers, indigenous peoples, and local communities.

尊重工人、原住民和当地社区的权利。

- ✓ Ensure that sourcing is fully compliant with national and local environmental laws and regulations, as well as applicable international laws.

确保采购过程完全符合国家和地方环境法律法规以及适用的国际法律。

- ✓ Take affirmative actions to mitigate identified potential risks associated with commodities and related products or demonstrate that the risk is negligible.

采取积极行动，减轻已识别到商品和相关产品的潜在风险，或证明风险可以忽略不计。

- ✓ Assess risks by identifying the factual circumstances of their activities and business relationships and evaluate these facts against the environmental impacts, social impacts, and applicable national and international laws and standards.

通过识别其活动和业务关系的实际情况来评估风险和根据环境影响、社会影响以及适用的国家和国际法律和标准来评估这些实际情况。





Benefits of certifying against ProTerra

根据 ProTerra 进行认证的好处



Benefits of certifying against ProTerra 根据 ProTerra 进行认证的好处



Improve sustainability and traceability, decrease risk (social, reputational, environmental, economical) within the supply chain

提高可持续性和可追溯性，降低供应链中的风险（社会、声誉、环境和经济风险）



Demonstrate to buyer market a differentiated product, opening possibilities for new markets

向买方市场展示差异化产品，开辟新市场的可能性



Help to preserve biodiversity and valuable habitats for future generations

为我们的子孙后代保护生物多样性和宝贵的栖息地



Implement one standard that is globally applicable for all crops and origins

实施一个全球适用、适用于所有作物和原产地的标准

Benefits of being a part of the ProTerra Network 成为ProTerra网络成员的好处

Being a Member of the ProTerra Network gives you the opportunity to accelerate your journey
and increase the success of your continuous improvement program

成为ProTerra网络的一员将使您有机会加速您的可持续之旅，并提高持续改进计划的成功率

Drive Growth 推动发展





Guidelines and Requirements for the Use of the ProTerra Logos and Seals

使用 ProTerra 标识和印章的指导原则和要求

Types of Logos:

标识种类:

- B2B (企业对企业)
 - ProTerra Foundation (ProTerra基金会)
 - ProTerra Network Member logo (ProTerra网络会员标识)
 - ProTerra Certification Logo (ProTerra认证标识)
- B2C (企业对消费者)
 - Product labelling (产品标签)

问答 Q&A

了解更多：
Learn More:

<https://www.proterrafoundation.org/>



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