

# COLLABORATIVE SOY INITIATIVE

convened by RTRS

## Deforestation and conversion free soy: how to collaborate better to make it happen?

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- **Lieven Callewaert**, Chair of the Steering Committee Collaborative Soy Initiative

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**Welcome**

**Marcelo Visconti**  
Executive Director, RTRS



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**How does deforestation and conversion free soy relate to the Collaborative Soy Initiative?**

**Emese Brosz,  
Managing Director, ProTerra Foundation**



# Background

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On January 26th, 2016, 31 experts representing 26 organizations committed to the “Responsible Soy Initiative” came together in Switzerland to make their contribution towards these 3 objectives.

Their Goal: “100% Responsible Soy in Europe”



# What happened since then?

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- Certification is not growing as we hoped, stepping up together and joining forces required.
- Tools and frameworks available, supporting us through the focus on the *how*.
- Multiple approaches: standard schemes (such as Donau Soja, ProTerra, RTRS...), landscape approach, land scale initiative, verified sourcing areas...
- **Main question: how they strengthen each other, where is there role in the system?**

# Key question

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**How do we scale up and collaborate better to achieve conversion and deforestation free responsible crops, soy and other?**

# What is next



**Government Engagement:** How can we achieve stronger government engagement for responsible soy?



**Create Pull:** How can we create more pull for responsible soy from the demand side?



**Global Mapping:** How can we achieve more transparency and a traceable supply base through global mapping?



**Stepwise to Responsible Soy:** What steps do we need to take, in order to effectively channel the different responsible soy initiatives towards common goals?



**Responsible Soy Alliance:** What do we need to do to create a Responsible Soy Alliance that can enhance government & stakeholder engagement most effectively?



**Commodity Collaboration:** How can we collaborate more effectively with responsibility initiatives of other commodities?



**Incentives:** What can we do to increase the incentives for responsible soy throughout the supply chain?



**Area Approach:** How can an integrated area approach (for soy and other crops) increase the effectiveness of responsible soy monitoring?



**Finance as Driver:** How can we channel more money to “responsible operations” and thus use finance as a driver?



**Sharing Responsibility:** What are the cost drivers for responsible soy and how can responsibility be shared effectively?



**Deforestation-Free:** How can we create synergy with the deforestation-free commitments that are already high on the agendas?



**National Initiatives:** What can we learn from successful national initiatives in soy and other commodities, and how can we create effective new national initiatives?



# Action clusters

<b>WG 1 COME TOGETHER</b>	<b>WG 2 REACH OUT BEYOND SOY</b>	<b>WG 3 ENGAGE</b>	<b>WG 4 MAKE IT PRACTICAL</b>
<ul style="list-style-type: none"><li>• Join the Collaborative Initiative</li><li>• Determine further its governance structure</li><li>• Show the necessity to work collaboratively with narratives</li><li>• Publish proven success and impact</li></ul>	<ul style="list-style-type: none"><li>• Share resources with other roundtables and platforms</li><li>• European and global lobby, collaboratively</li></ul>	<ul style="list-style-type: none"><li>• With a clear understanding of embedded soy</li><li>• Drive a pull market with frontrunners</li><li>• Facilitate access to capital with the finance sector</li><li>• Channel money towards zero deforestation and zero conversion</li></ul>	<ul style="list-style-type: none"><li>• Practical step for scaling up deforestation/ conversion free soy</li><li>• Assess with existing monitoring systems</li><li>• Create synergies between actors working on area/jurisdictional approach</li><li>• More awareness for existing global mapping tools</li></ul>





# Because it matters

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Priority action list Collaborative Soy Initiative for stronger uptake and field impact of **deforestation and conversion free soy**.

Why?

- Legal compliance,
- Land conflicts,
- Illegal use of pesticide,
- Illegal and legal deforestation,
- Trust is nice, control is better: whatever the origin
- Nobody controls, why should I care: standards are rule keepers and beyond...
- Any many more....



# Together we are much stronger

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- What about competition? Market decision, independent reporting helps to give company's guidance and make well-informed choices.
- Standards have a responsibility to develop and address the issues companies face.
- Standards like RTRS, ProTerra, Donau Soja offer good solutions, focus on different areas, combination always possible.
  
- None of the initiatives can save the world on its own.

# Thank you for your attention!

Emese Brosz

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