



# COLLABORATIVE SOY INITIATIVE

convened by RTRS

## BACKGROUND

Until today only a fraction of global production and trade is sustainably certified by RTRS, ProTerra or national standards. The European market alone will not ensure deforestation and conversion-free, sustainable soy production but only lead to market segregation and/or substitution. Contextual factors and other consumer markets are important. To increase stakeholder engagement and its impact on a global scale, the scope was expanded from European to global.

Stakeholders working on sustainable soy initiatives have individual values, diverse interests and expert knowledge and do not yet function as a community of experts. All of these initiatives, projects and strategies contribute to a sustainable soy supply chain, but some may be partly overlapping, actions may be missing, or synergies may be overlooked. Joining forces on common ambitions, sharing lessons and expertise and aligning strategies to reach those, could be a significant accelerator in the efforts of building sustainable soy supply chains.

The Collaborative Soy Initiative is the result of brainstorm sessions with 31 experts of the soy sector, held in 2016, initiated by RTRS and facilitated by the Malik Institute by the Syntegration methodology (see Malik Syntegration Report). Discussions focused on what supply chain stakeholders had to do together to achieve 100% sustainable soy products for food, feed and other applications.

The idea of the Collaborative Soy Initiative is to build a neutral, credible, transparent and inclusive soy community (no legal structure; only a collaboration framework) and was presented to supply chain stakeholders on 11 June 2019 during the Global Round Table for Responsible Soy RT#14 in the ADP International Sustainability Week (convened by the Amsterdam Declarations Partnership and hosted by the government of the Netherlands).



# VISION, MISSION, VALUES, OBJECTIVE AND GOALS

**Full name:** Collaborative Soy Initiative, convened by RTRS  
**Vision:** 100% conversion-free, sustainable soy, globally  
**Values:** Neutral, credible, transparent, inclusive

## **Mission:**

- Inform about the actions that are on-going (referring to the 34 Syntegration actions)
- Come-up with new actions that are not yet done, but needed
- Facilitate the synergies between stakeholder initiatives and actions

*The long-term objective of the initiative is 100% conversion-free, sustainable soy production and market uptake.*

The short-term goals are to:

1. Build a neutral, credible, transparent and inclusive soy community which can motivate and show and share successes over time;
2. Implement practical common actions to facilitate systemic changes in and beyond the soy supply chain;
3. Create a market pull for conversion-free, sustainable soy by engaging all influential and willing supply chain stakeholders;
4. Work together on systemic changes beyond the soy supply chain.

## **ADDED VALUE CSI**

The initiative will provide added value to on-going initiatives and not duplicate efforts nor fund new initiatives. As the mission is stating, the CSI will focus on communication (inform) and actions that foster synergies between stakeholders. All partners will benefit from these synergies in terms of outreach, cost reductions (shared resources/actions), transparency, joined lobby, etc.