



FAIRTRADE INTERNATIONAL + THE ROUNDTABLE FOR SUSTAINABLE BIOMATERIALS

BEST-IN-CLASS SUSTAINABILITY STANDARDS FOR RESPONSIBLY SOURCED BIOMATERIALS

ABOUT FAIRTRADE

Fairtrade International is a 50% producer owned multi-stakeholder international organization and the pioneer of sustainable agriculture certification. Fairtrade is the most widely recognized ethical label globally.* www.fairtrade.net

ABOUT RSB

The Roundtable on Sustainable Biomaterials (RSB) is a global, multi-stakeholder independent organisation and the most trusted sustainability standard in the biofuel and biomass feedstock industry. www.rsb.org

AFTER THE APPROVAL OF A COLLABORATIVE STANDARDS BENCHMARK, THE RSB AND FAIRTRADE INTERNATIONAL ARE NOW WORKING ON DUAL CERTIFICATION AND THE ADVANCEMENT OF SUGARCANE-BASED BIOFUELS AND BIOMATERIALS. HERE IS WHAT THIS MEANS.

*According to the latest GlobeScan international research, more than six in ten consumers (64%) globally said they trust the FAIRTRADE Mark.

Photo: Sugarcane farmer at Asociación de Cañicultores Orgánicos de la Zona Central (ASOCACE) in Paraguay. Photo by: Didier Gentilhomme



FAIRTRADE



RSB
Roundtable on Sustainable Biomaterials
www.rsb.org

UNIQUE FAIRTRADE IMPACT

Fairtrade standards include a Fairtrade Premium that can make a real difference to farmers, workers and their communities. Premium projects can range from increasing sustainable sugar cane production to improving competitiveness, preserving natural resources or bringing electricity to villages. These high-impact projects directly support the buyers' sustainability goals and commitments.



SUGARCANE

Sugarcane biofuels can cut CO₂ lifecycle emissions by 60–90% versus regular fuels.



BEYOND SUGAR ...

Industry players and mills are full partners in non-sugar diversification to expanding innovative markets.

↓ Vulnerability ↑ Added value



MULTIPLE SUPPLY ORIGINS

Over 100 sugarcane farmer organizations in 18 countries are Fairtrade certified and are eligible for dual RSB/Fairtrade certification.



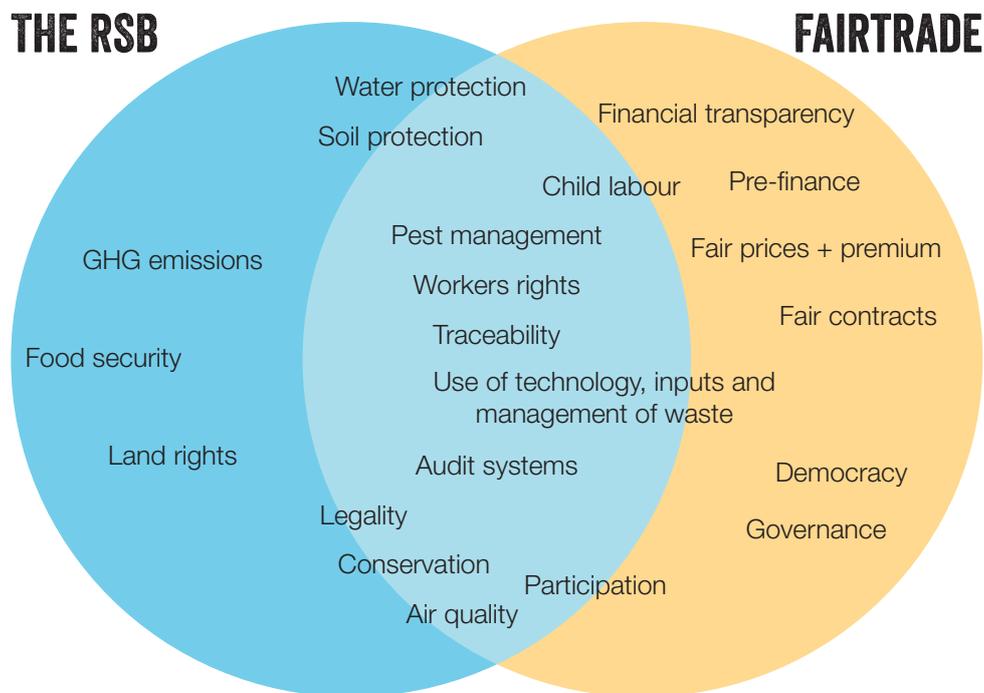
CLIMATE RESILIENT – CARBON NEUTRAL

Buyers and companies can further offset carbon footprint at source through climate change mitigation activities undertaken by small farmers or through Fairtrade carbon credits. www.fairtrade.net/products/carbon-credits



UNIQUE CUSTOMER ENGAGEMENT

Deep positive changes in origin countries provide strong stories and vibrant customer engagement.



TOGETHER WE BRING THE STRONGEST SUSTAINABILITY PEDIGREE AND OFFER:



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- ➔ COMPLETE SUSTAINABILITY COVER FROM FIELD TO TANK, FROM FARMER COMMUNITIES TO THE FINAL CONSUMER.
- ➔ BROADER SUSTAINABILITY SCOPE, INCLUDING GREENHOUSE GAS EMISSIONS, WITH ONE AUDIT.
- ➔ JOINT EFFORTS TO BOOST MARKET VISIBILITY AND CONSUMER BUY-IN.

TO LEARN MORE ABOUT THE RSB/FAIRTRADE SUGARCANE BIOMATERIALS AND THIS INNOVATIVE APPROACH,
CONTACT: SUGAR@FAIRTRADE.NET AND/OR INFO@RSB.ORG