

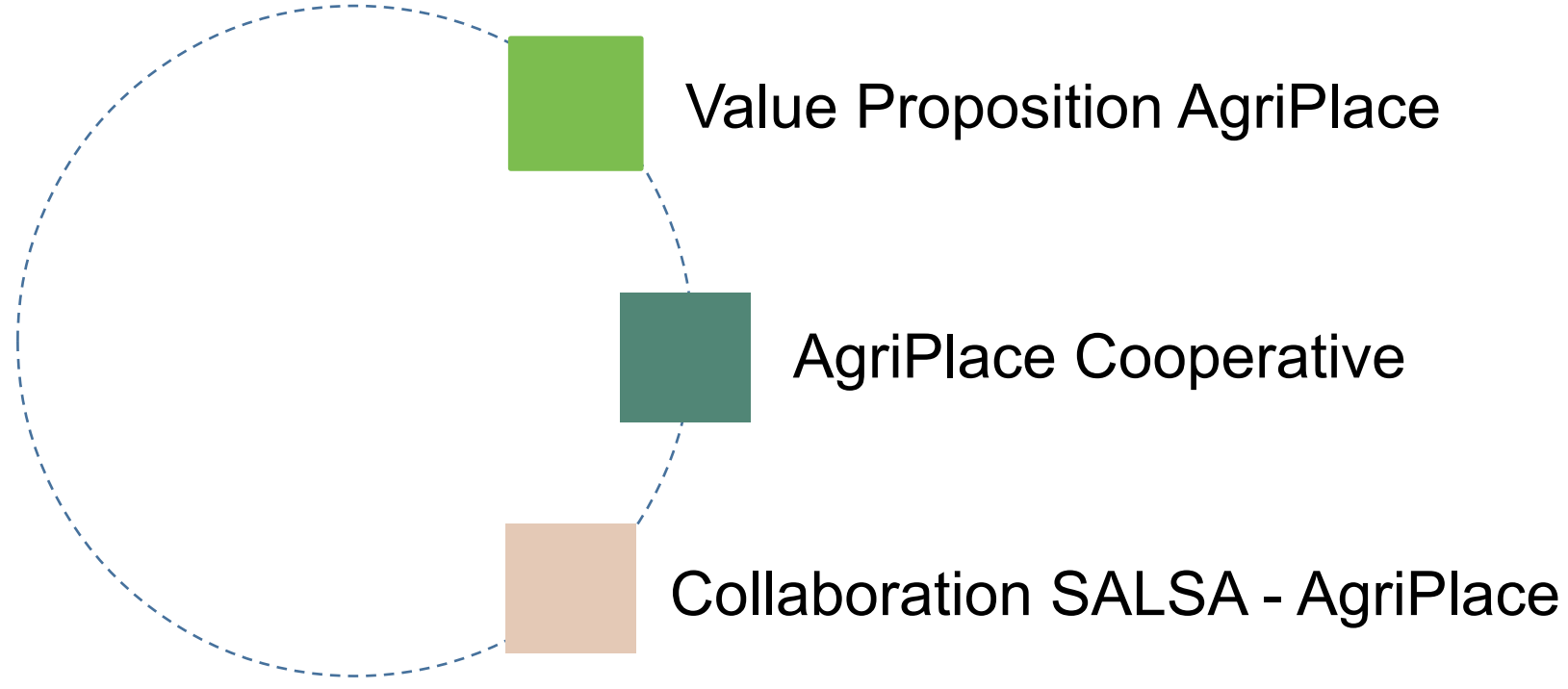


AGRIPLACE

CREATING SHARED VALUE IN PRACTICE

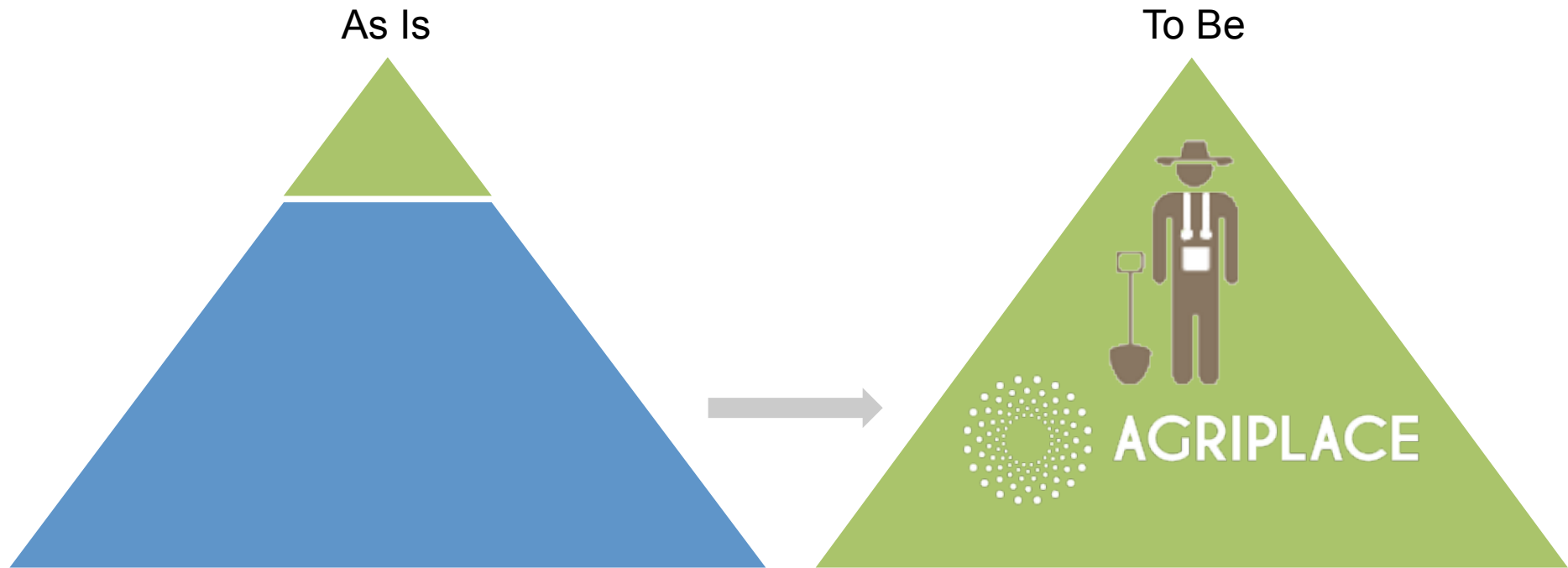
EU SALSA GENERAL CONFERENCE BRUSSELS 19 MARCH 2014







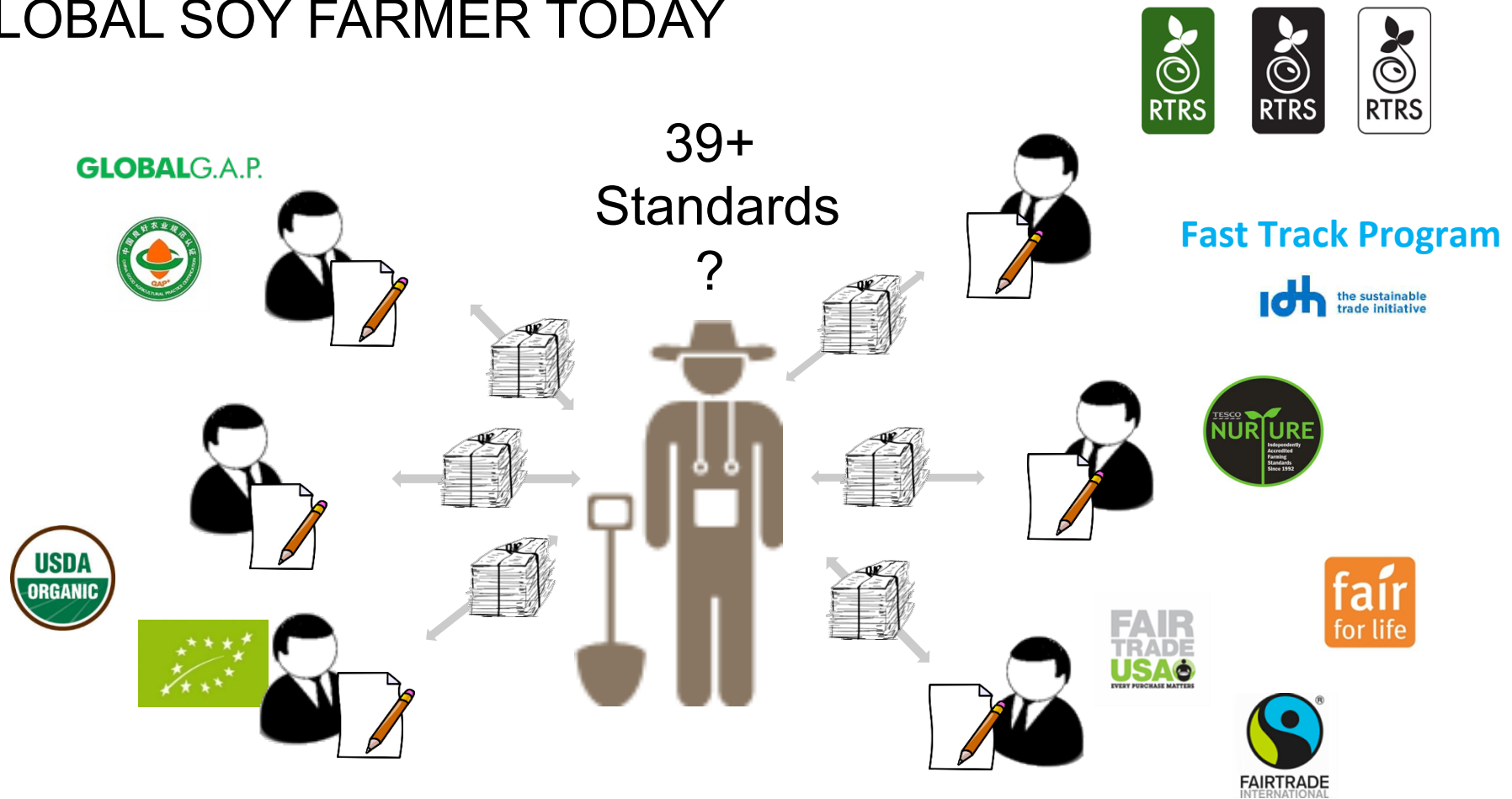


OUR SHARED VALUE PROPOSITION



-  Unsustainably labelled production
-  Sustainably labelled production

GLOBAL SOY FARMER TODAY



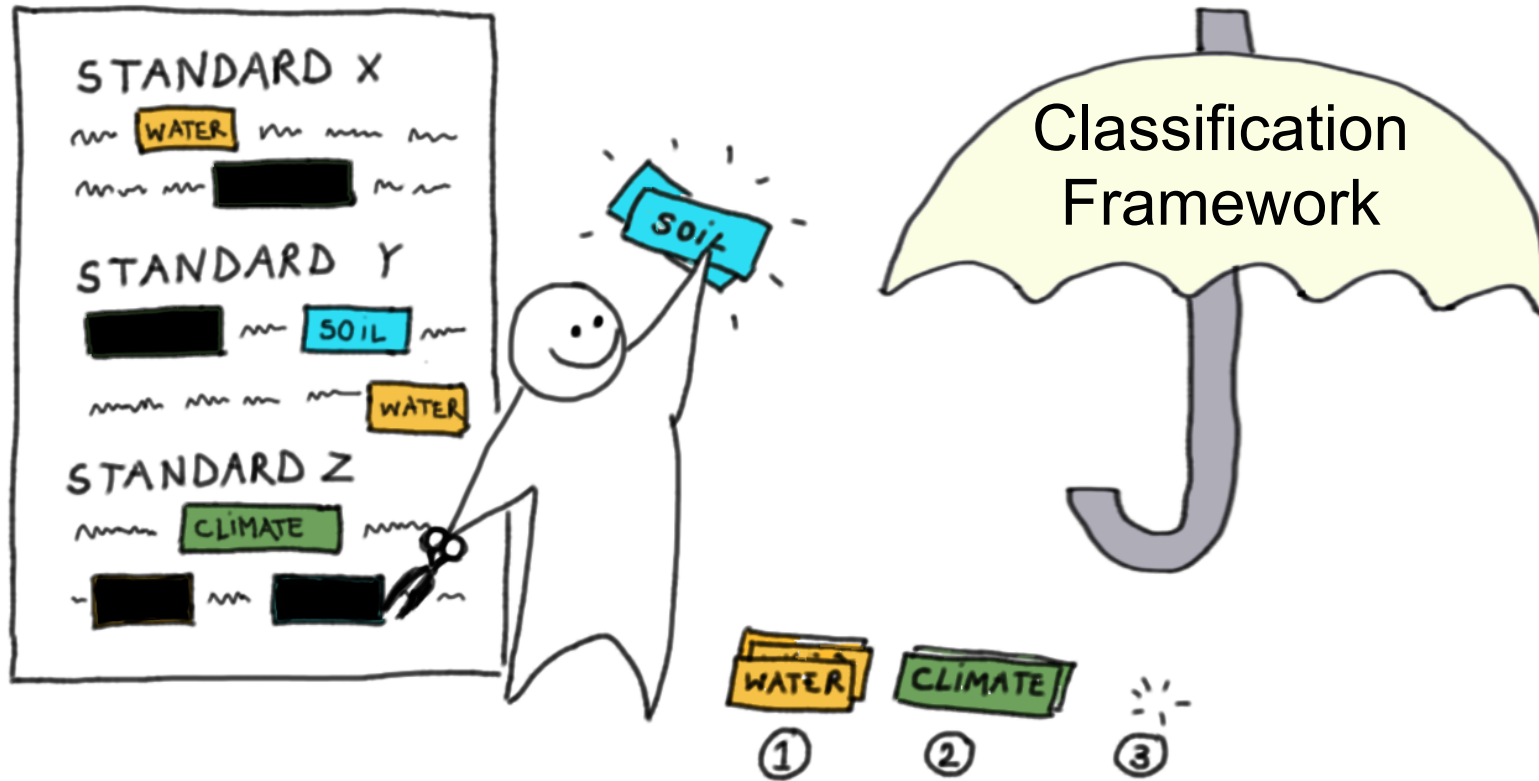
- High compliance burden
- Overlapping questions
- Duplication of efforts
- Limited use of IT

GLOBAL FARMER TOMORROW



- One simple interface for compliance
- Questions are linked between standards
- Farmer owns data and can reuse data
- Lean IT support including reliability checks and profile

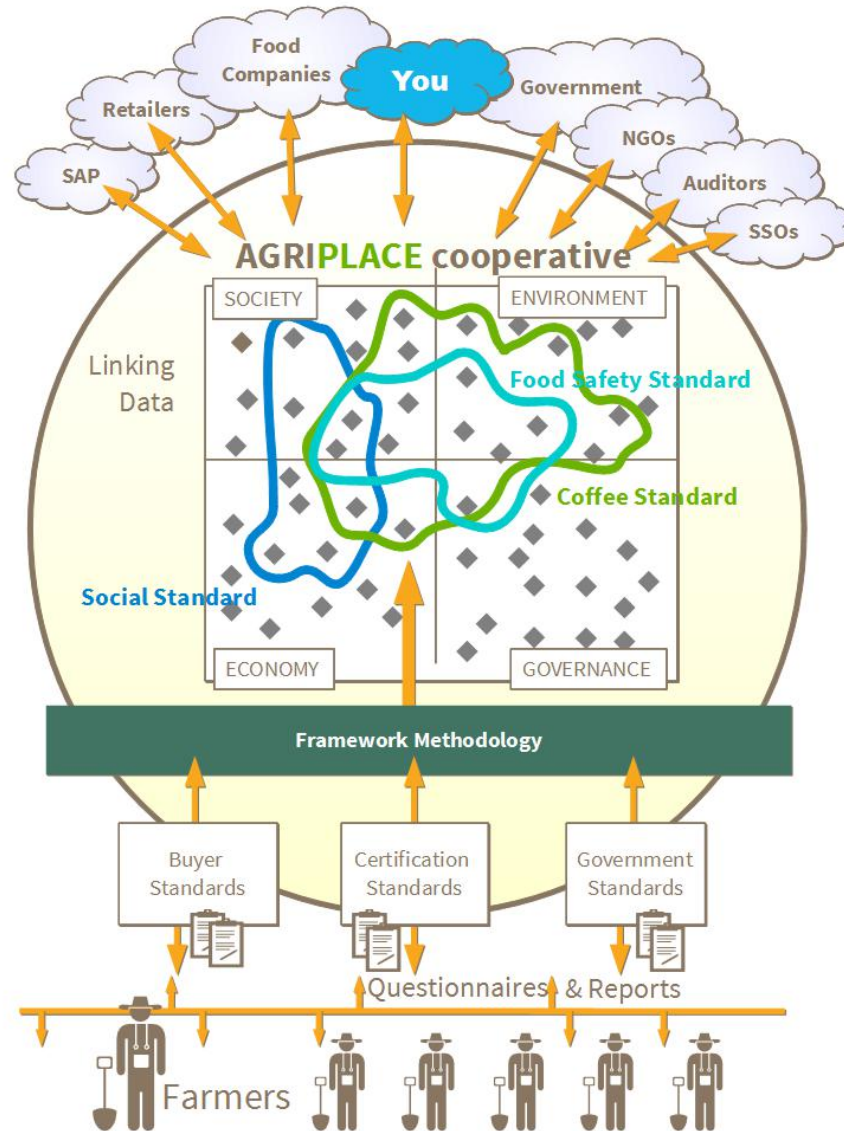
DATA COLLECTION AND LINKING

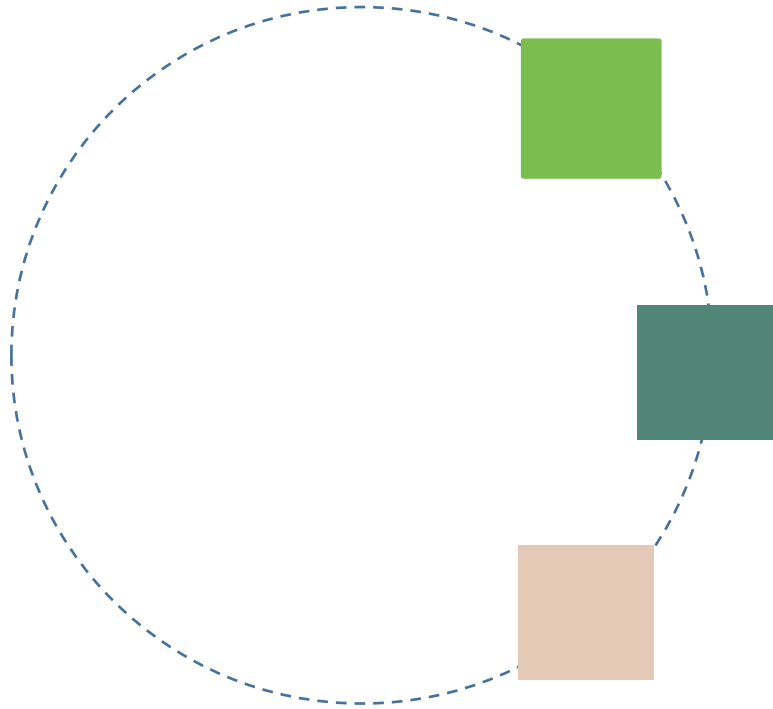


USING A FRAMEWORK TO LINK AND RE-USE DATA

Environment	LAND	Land Use Loss of Soils Soil Fertility	Economy	PHYSICAL CAPITAL	Buildings and Infrastructure Vehicles and Equipment
	MATERIALS	Resource Inputs Waste Chemicals		ECONOMIC VIABILITY	Access to Finance and Credit Business Stability Internal Audits Production Efficiency and Productivity R&D Innovation
	WATER	Water Sources Water Use Wastewater		PRODUCT ADDED VALUE	Packaging Certification
	AIR & CLIMATE	Greenhouse Gas Emissions Climate Adaptation Air Pollution		VALUE CHAIN ACTORS	Terms of Trade Local Economy Risk Sharing Certification
	ENERGY	Energy Use Energy Sources	Society	WORKERS	Freedom of Labour and Discrimination Child Labour and Child Protection Treatment of Workers Employment Practices Working Hours and Resting Periods Compensation and Payment Housing Occupational Health and Safety Freedom of Association and Collective Bargaining
	LIFE	Ecosystem Integrity Wild Biodiversity Genetically Modified Organisms Agricultural Practices Animal Welfare		CONSUMERS	Product Health and Safety Product Quality Product Authenticity
Governance	MANAGEMENT	Management and Decision Making Organizational Learning Group Structure and Functioning Organization Ethics Transparency and Communication		COMMUNITY	Access to Resources Community Relations Local Rights, Customs and Traditions
	POLICY				

OUR HORIZON 2020





AgriPlace Cooperative



COOPERATIVE PLATFORM

- Farmers, auditors and buyers are key users
- Work with existing standards and tools
- Aim to make sustainability easier: simplicity rules
- Cooperative platform to co-create
- Think globally, act and implement locally

BUILDING BLOCKS FOR 3 FUNCTIONALITIES



FUNCTIONALITY I

PUBLIC PROFILE

The screenshot shows the AgriPlace public profile for 'Aardappelboer Maarten'. The page layout includes a top navigation bar with 'Home', 'Mijn organisatie', 'Assessments', and 'Network'. A left sidebar contains a menu with 'Organisatie', 'Organisatie onderdeel', 'Producten', 'Certificering', and 'Openbaar profiel' (highlighted). The main content area features a profile header with the name 'Aardappelboer Maarten' and a location 'NL'. Below the header is a map of Amersfoort, with a 'View Larger Map' link. The 'Foto's' section displays three images: a potato, a potato field, and a basket of potatoes. The 'Certificering' section shows two placeholder icons labeled 'asdf'. On the right, the 'PROFIEL OPTIES' panel lists 'Business card', 'Lokatie op de kaart', 'Certificering', and 'Producten', all of which are checked, with an 'Opslaan' button. The 'DELEN' panel shows the public profile URL 'www.agriplace.org/aardappelboer-maarten' and a 'Make profile private' button.

AGRIPLACE Aardappelboer... maartenadrian@gmail...

Home Mijn organisatie Assessments Network

Organisatie
Organisatie onderdeel
Producten
Certificering
Openbaar profiel →

This is your public profile. It is visible to everyone on AgriPlace and the web.

Aardappelboer Maarten
NL

Amersfoort

View Larger Map

Foto's

Certificering

PROFIEL OPTIES

- Business card
- Lokatie op de kaart
- Certificering
- Producten

Opslaan

DELEN

Uw profiel is openbaar op:
www.agriplace.org/aardappelboer-maarten

Make profile private



FUNCTIONALITY II

STANDARDS AND INFORMATION

Performance
Current
Standards

Compliance support on
required standards:
questionnaires central, linked
and easy to share with
auditors, buyers, cooperatives
etc

Information
Other
Standards

Standard selection support:
information about new
standards, comparisons
between standards, quick-
scans and self assessments

E.G. PERFORMANCE CURRENT STANDARDS



Hoe werkt het?

1. Zelfbeoordeling - Boeren

- Beoordeel jezelf aan de hand van slimme vragenlijsten
- Direct zien waar je staat op duurzaamheid en vis à vis standaarden.
- Deel je zelfbeoordeling en bewijsstukken direct met je auditor
- Deel je eigen duurzaamheidsprofiel ook met anderen!

[Meer weten?](#)

2. Verificatie - Auditor

- Je audit op afstand voorbereiden
- De zelfbeoordeling en bewijsstukken van de boer op 1 plek digitaal beschikbaar
- Deel je aanbevelingen met de boer en ontvang feedback op efficiënte wijze.
- Reduceer je rapportagetijd.

[Meer weten?](#)

3. Certificering - Standaardzitters

- Ontvang de auditors validaties en rapportages direct en op gestructureerde wijze.
- Krijg feedback van boeren op je standaard.

[Meer weten?](#)

E.G. INFORMATION OTHER STANDARDS



STANDARDS MAP
Your roadmap to sustainable trade



Home Modules My account Tutorials About EN FR ES Log in

Identify Quick-scan Compare Self-assess

Guided tour View tutorial Partners info

Review the main characteristics of the selected standards: these Quick-Scan reports may be saved in PDF and their respective webpage's URL may be used for referencing in other web platforms.

Criteria Edit scenario details

Product / Services: Beef
Producing country: South America
Destination market: Europe

Standards Modify selection

EU Organic Farming Sedex Members Ethical Trade Audit - SMETA US National Organic Program

Quick-scan Hotspots Environment Social Economic Quality Ethics

Hotspots breakdown Hotspots requirements Degree of obligation

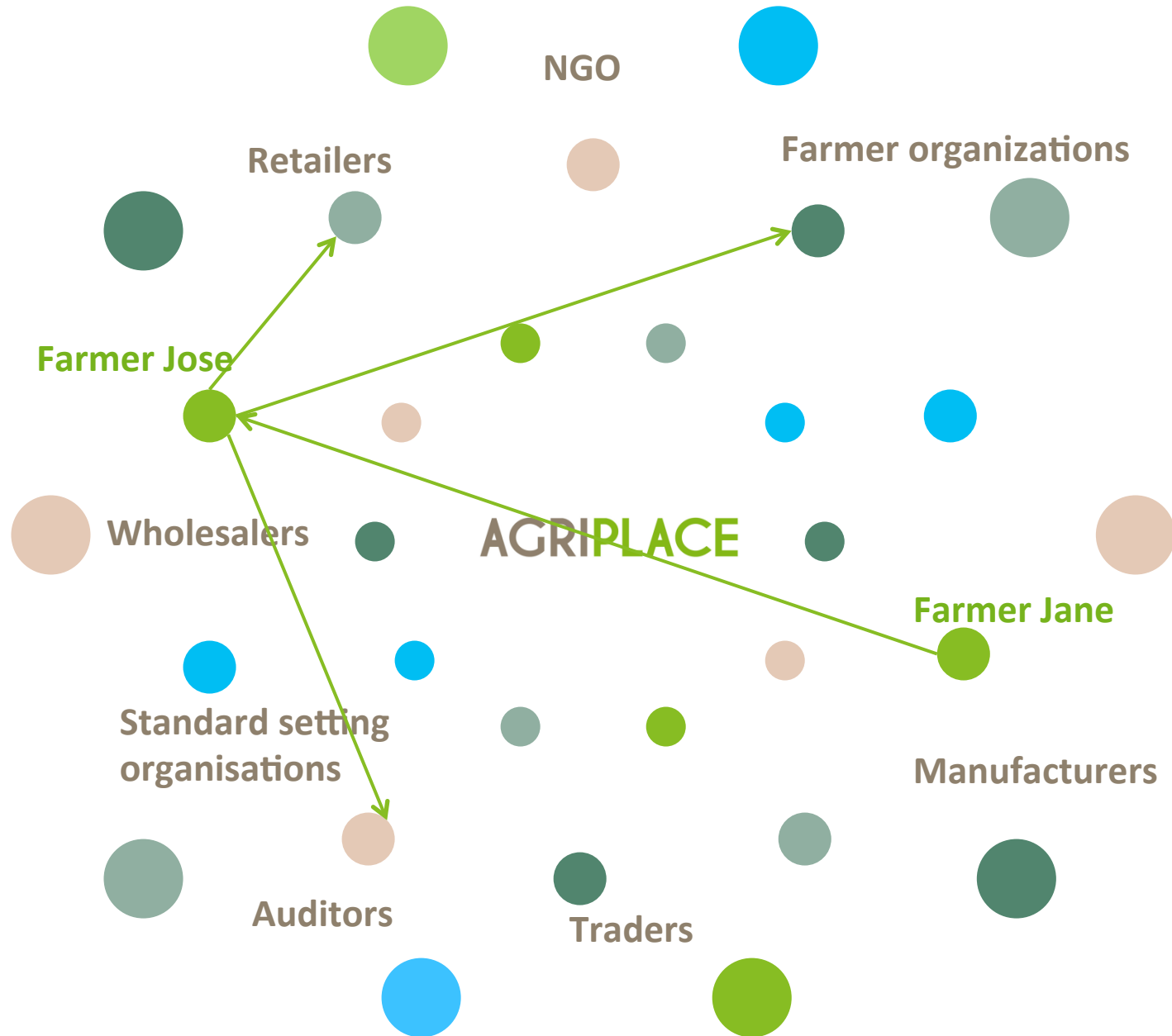
2.5 4

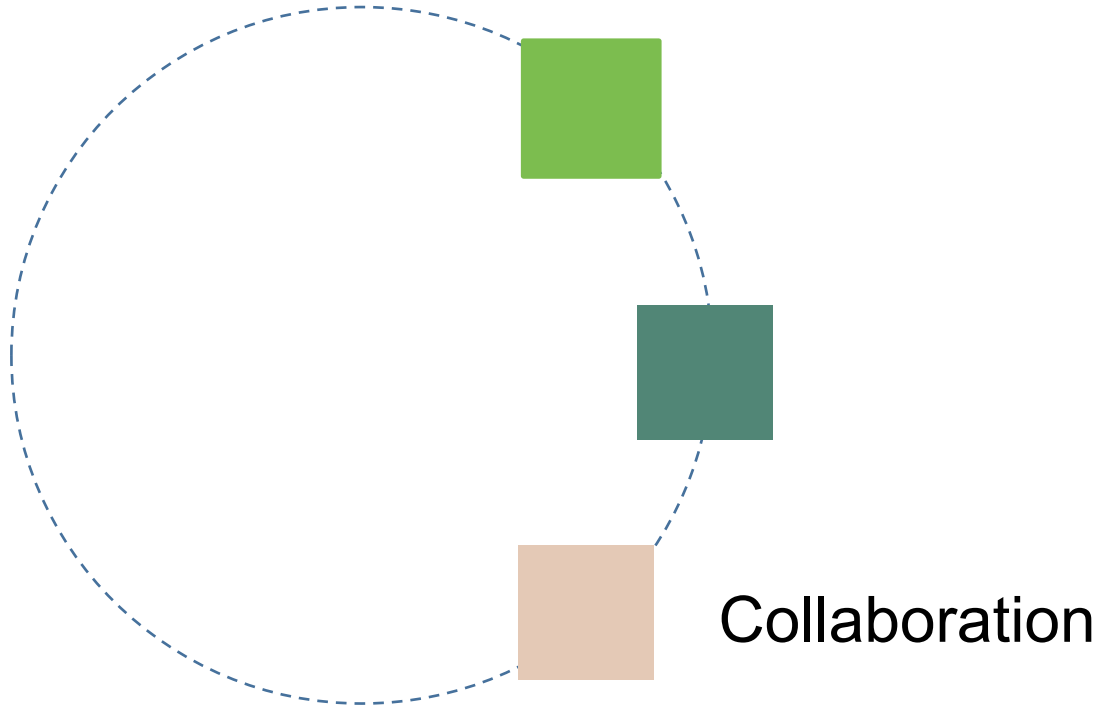
- One login and interface
- Translate in local language
- Collect and reuse data for assessments



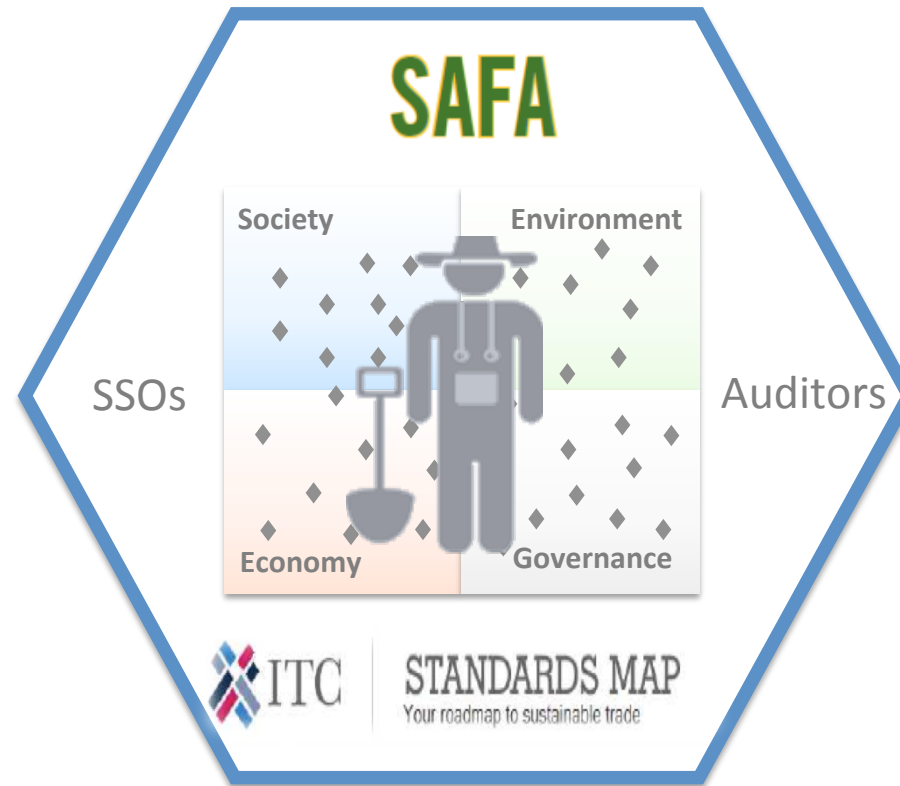
FUNCTIONALITY III

SHARING MADE EASY

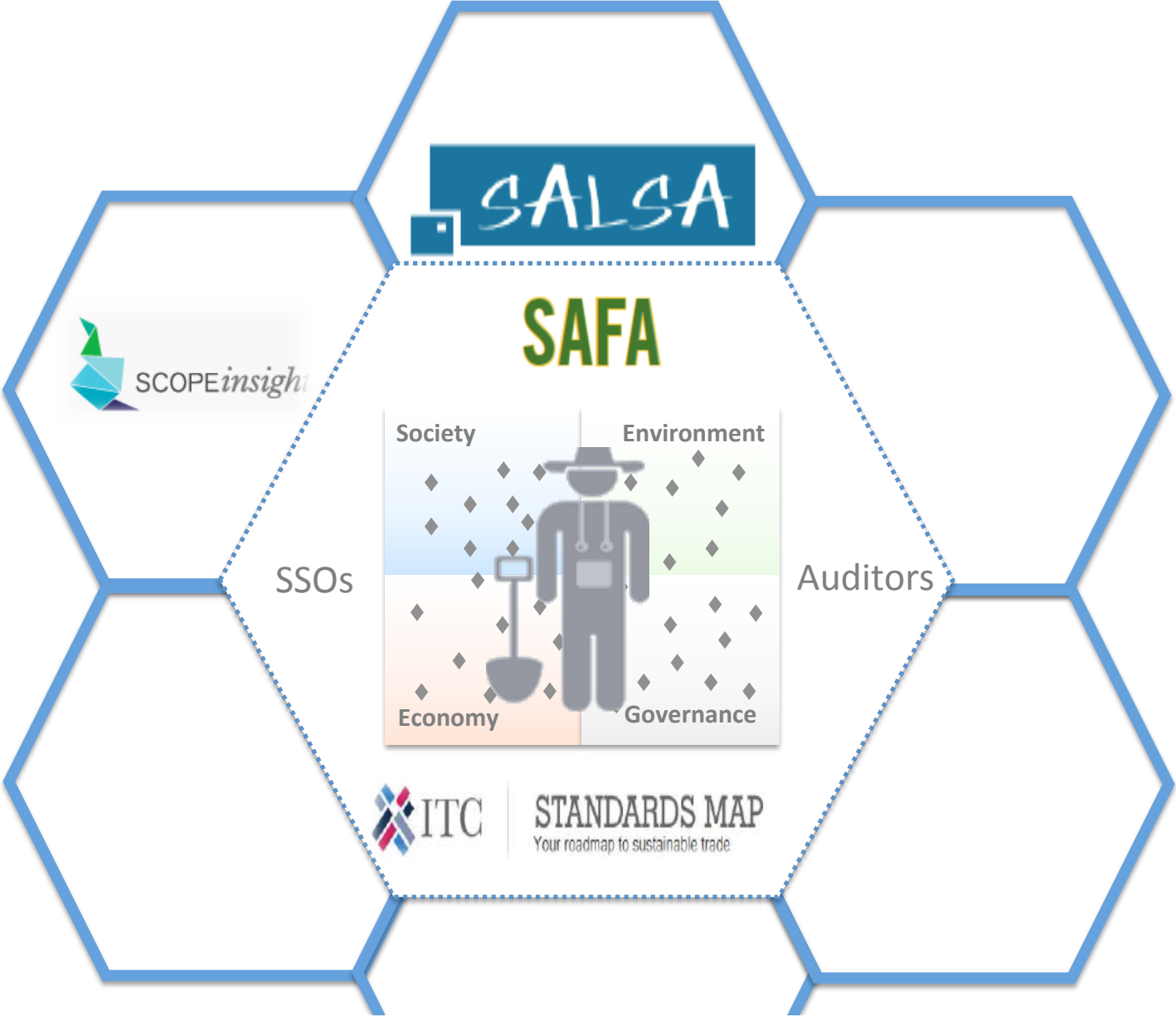




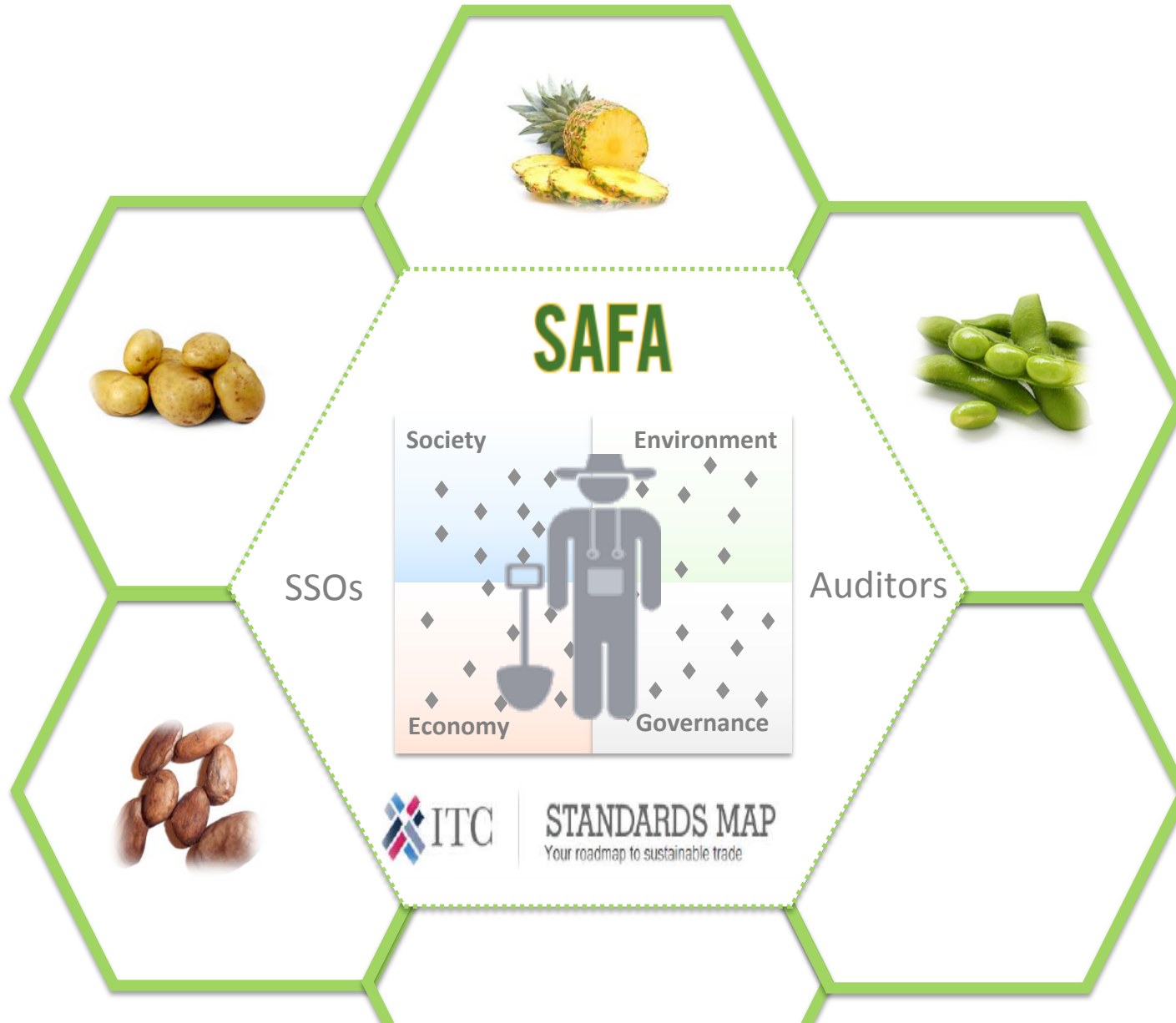
SHARING VALUE IN PRACTICE



LEVERAGING EXISTING TOOLS



CHAIN SPECIFIC MODULES WITH PULL FROM BUYERS





AGRIPLACE

www.agriplace.org

Marieke de Ruyter de Wildt

marieke.drdw@people4earth.org