trustea - Introduction

- trustea is a locally developed and owned Indian sustainability tea code
- Championed by the Tea Board of India and funded by IDH, HUL and TGBL
- Solidaridad is the lead implementing partner and also hosts the interim trustea code secretariat
- Solidaridad is in the process of registering trustea as a separate legal entity
- 30% of Indian tea production (370 million Kgs planned to be trustea certified by end of 2016 (335 million achieved currently, rest on-track)
Sectoral Challenges/Bottlenecks for outreach

• Complex & slow decision making
• Yet to migrate from “program mode” to “institution mode” with self-sustained business model
• Lack of success with Small Tea Growers (STGs) and Bought Leaf Factories (BLFs)
• Lack of perceived monetary benefits by suppliers resulting in delay to achieve compliance level and/or drop out from the program
• Significant proportion (about 40%) of the gap-assessed suppliers yet to be certified
Trade facilitation and contribution-Global and Domestic

- Technical support on-field towards trustea code compliance
- Training and hand holding support aiming at consumer safety, better productivity, improved hygiene, safe and judicious use of chemicals and improved environment
- Compliance on Tea Board of India’s Plant Protection Code
- Improved image of Indian tea locally and globally
- Enabling producers to sell to Unilever, TGBL, BW and other packers
- USD 0.014 per Kg cost to get 370 million Kgs (3.71 million USD budget for four year)
Linkages of the standard with the SDGs

trustea is a comprehensive code that covers environmental, safety and livelihood elements ensuring minimum country prescribed standards on health, nutrition, sanitation, housing, wage, education, gender equality and climate, hence contributing to various SDG goals. However majority of the contribution of the current trustea implementation can be ascribed towards goal 17

**Goal 17:** Strengthen the means of implementation and revitalize the global partnership for sustainable development

**17.11** Significantly increase the exports of developing countries, in particular with a view to doubling the least developed countries’ share of global exports by 2020

**17.16** Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries
Way Forward for PSS in India—role & facilitation

- Continued support and active involvement of Tea Board of India
- Need to maintain independence, neutrality and industry wide acceptance
- Need to have a viable funding/business model
- Rigorous impact assessment and documentation of learning
Thanks!