

# Fruit Juice CSR Platform

JuiceCSR



# Introduction



The European fruit juice sector is committed to creating sustainable fruit juice supply chains worldwide. The sector is looking to ensure that industry operations positively impact society and the environment at large.

However, integrating corporate social responsibility across complex supply chains and via a collaborative sector-wide approach is no easy task. Companies in the juice industry differ greatly in size and levels of integration, while challenges and potential solutions also vary depending on both context and supply chain.

The Fruit Juice CSR Platform plays an important role in making collaboration possible, facilitating and supporting collaboration for implementing CSR in the fruit juice sector.



# Background

The Fruit Juice CSR Platform was set up in 2013 as a sustainability initiative specifically established for the fruit juice industry. The Platform is co-initiated by the European Fruit Juice Association (AIJN) and endorsed and co-funded by the European Commission. Partner organisations are: IDH -the Sustainable Trade Initiative, Sociability, AZTI-Tecnalia and UTZ Certified.



This initiative was developed under the framework of the European Commission's CSR agenda for action 2011-2014 which covers, amongst other things, enhancing the visibility of CSR and disseminating good practices, including the establishment of sector-based platforms for enterprises and stakeholders to make commitments.



Company members that supported the Platform in its very first year are: CitrusBR, Coca-Cola, Rynkeby, FrieslandCampina, Tetrapack, AMC, Firmenich, Refresco Gerber, Eckes-Granini and Riha Weserhold.

Furthermore, a number of companies and organisations have been registered as active participants in Platform activities, such as the SAI Platform, Rainforest Alliance, Solidaridad, SOPURA Group, SGF International, Global Gap, Citrus World, JUNA GmbH, Hero, Fairtrade, Directus, Bramhults, TARGID, SVZ International, GCATRANS, Uren Food Group, Food Partners, Malawi Mangoes, Indulleida, Mainfrucht, FTA, ASYA Fruit Juice, Zuvamesa, Passina Products, Doehler, Agrofair Benelux, Cobell, Juice Source LLC, Gan Schmuel Foods, Bureau Couecou, Leo Niehoff GmbH, Zumos Valencianos del Mediterraneo, EcoVadis, VOG Products, CSR Europe, Danone, UNGC, Florida Products, Citroex and others. Additionally, over 400 stakeholders from EU and non-EU countries are involved and provided with regular updates on Platform developments.

# Why a sector CSR Platform?

In practice, fruit juice producers source their raw materials (i.e. fruits) from all around the world, and in doing so they affect the lives of thousands of people across all continents.

This represents an enormous opportunity to drive positive change and economic development, but it also brings along an important (social and environmental) responsibility. In this respect, the fruit juice sector is aware of the need for collaboration on CSR, to create sustainable supply chains worldwide and secure the future supply of quality raw materials. To do this, the sector needs to work with stakeholders to continuously improve its social, environmental, ethical and human rights performance throughout the supply chain.

The vision of the Fruit Juice CSR Platform is a thriving and resilient juice sector creating income stability and prosperity for all stakeholders involved in the global value chain. The Platform is designed to enable companies to collaborate on these global challenges.



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## More precisely the Platform aims to promote:

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- A common understanding and agreement on CSR in the fruit juice industry, including areas to collaborate and ways to track progress.
- Enhanced performance on addressing social, environmental and economic concerns creating shared value throughout the supply chain.
- Greater visibility of CSR and sustainability efforts in the fruit juice sector.

# Towards a Sector CSR Roadmap

In the first year of the Platform, some of the major challenges within the industry were identified and various activities were organized to start a dialogue amongst key stakeholders in the sector. These activities generated an understanding of what is already being done and what is still lacking to meet the key challenges. At the same time, the discussions helped prioritizing in which areas the sector could benefit from a collaborative approach.

Platform activities are announced and reported upon in newsletters and on the Platform's interactive website: [www.juicccsr.eu](http://www.juicccsr.eu)

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## Platform seminars

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The annual Platform seminars form an important meeting point for juice sector representatives and other stakeholders to discuss sector CSR challenges and share views on how the Platform should support and facilitate collaboration on CSR.

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## Supply chain research

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As part of Platform's activities, research has been conducted on fruit juice supply chains and related CSR issues in Eastern and Southern Europe. This research gives an overview of supply chain characteristics and CSR issues for the following countries and types of fruit:

- Apples from Turkey
- Oranges from Spain
- Apples and strawberries from Poland

The goal of this research was to generate and distribute knowledge on the fruit juice sector in these parts of Europe. The report can be found on the Platform website.

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## Promotion of best practices

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The Platform has started to promote the exchange of best practices within the sector, as there are so many inspiring and admirable CSR efforts being undertaken at all stages of the value chain, which are too often neglected from a communications perspective.

Two Best Practice Exchange workshops were held in Poland and in Spain, offering local producers and processors an opportunity to learn more about economic, social and environmental challenges in juice supply chains, and an open discussion and knowledge exchange with colleagues and experts in this area.

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## CSR learning trajectories in Poland and Spain

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Sector/country-specific CSR trainings were held in Poland and Spain to set the scene for strengthening the Polish apple processing sector and the Spanish citrus processing sector. The trainings were action-oriented and included an exercise of prioritizing CSR challenges in these countries as well as immediate steps to address them. Overall, the trainings helped to increase participants' understanding of the benefits of strategic CSR. Participants discussed and agreed upon the importance of collaboration for tackling the key challenges in their sector and country.

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## Webinars and working groups on responsible sourcing

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Two webinars on CSR and responsible sourcing were organized, to provide insights on activities that can be performed at both farm and corporate level to work towards more sustainable practices, get an overview of standards/principles of relevance, and gain insight in ways and tools to prioritize actions in sustainable sourcing. Following the webinars, two working groups were established representing different stages of the supply chain. Through these working groups, Platform members and other participants contributed with their ideas and suggestions regarding CSR Principles, guidance and existing initiatives.

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## Master class on Sustainable Value Chains

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The Platform has offered its members and stakeholders the opportunity to participate in a Master Class in building sustainable value chains, delivered by IMD and SAI Platform. The two-day course, attended by several Platform members and stakeholders, aimed at equipping company representatives with the tools and knowledge to build sustainable supply chains more strategically and turn this into a key competitive advantage for the company.

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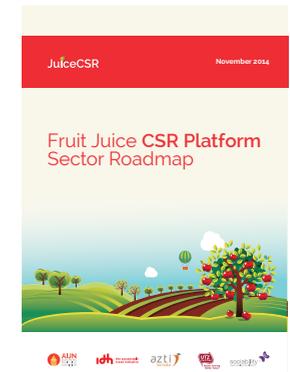
## Fruit Juice Sector CSR Roadmap

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As a concrete output of its first phase of operation, a Sector CSR Roadmap has been developed providing a framework upon which the Platform will base all its activities and programs going forward. This Roadmap presents a set of 6 CSR principles, which are based on the UN Global Compact Food and Agriculture Business Principles (FABs). The Roadmap forms the foundation for continued collaboration on strategic CSR in the fruit juice sector. The Roadmap also provides an overview of existing tools and initiatives that are all relevant for and applicable to the fruit juice sector and can be used (individually or in collaboration) as instruments for demonstrating commitment to the CSR principles.

The Roadmap is a living document, which will be updated regularly as new developments and insights require. The latest version can be downloaded from the Platform website

[www.juicecsr.eu](http://www.juicecsr.eu)



# Overview of the 6 Fruit Juice CSR Principles



## Aim for food security, health and nutrition

All partners in the fruit juice supply chain support agricultural systems that optimize production and minimize wastage, to provide nutrition and promote health for every person on the planet.



## Be environmentally responsible - protect and enhance the environment

All partners in the fruit juice supply chain support sustainable intensification of food systems to meet global needs by managing agriculture. They should protect and enhance the environment and use natural resources efficiently and optimally.



## Ensure economic viability and share value

All partners in the fruit juice supply chain create, deliver and share value across the entire food and agriculture chain, from farmers to consumers.



## Respect human rights, create acceptable working conditions and help communities to thrive

All partners in the fruit juice supply chain respect the rights of farmers, workers and consumers. They should improve livelihoods, promote and provide equal opportunities, so communities are attractive to live, work and invest in.



## Encourage good governance and accountability

All partners in the fruit juice supply chain behave legally and responsibly by respecting land and natural resource rights, avoiding corruption, being transparent about activities and recognizing the impact their work has.



## Promote access and transfer of knowledge, skills and technology

All partners in the fruit juice supply chain promote access to information, knowledge and skills for more sustainable food and agricultural systems. They should invest in developing capacities of smallholders and small and medium-sized enterprises (SMEs), as well as more effective practices and new technologies.

# Platform Roles

The Fruit Juice CSR Platform will continue to take up the following three core roles:

## Facilitate & Support Collaboration

- Provide a Sector Roadmap to set a clear framework for commitment to targets, implementation of activities and monitoring of CSR progress.
- Facilitate the design, implementation and continuous improvement of various collaborative programs.

## Ensure quality and wide participation

- Involve the whole juice supply chain: Ensure that the perspectives and experiences of all key stakeholders in juice supply chain are taken into account.
- Impact & Added value : Ensure all Platform activities are transparent, progress is monitored and synergy between different collaborative programs is created.

## Communicate and harmonize efforts

- Ensure harmonization and alignment with other initiatives.
- Provide one clear space and reference point to communicate the juice sector's commitment, progress and best practices.

# Benefits for Platform members

- 1 Participate in all key platform activities and actively contribute to the selection, design and implementation of joint programs
- 2 Enhance visibility of CSR commitment (through publications, website, seminars) and take a frontrunner-role, with endorsement of partners such as the UN Global Compact
- 3 Improve supplier relations; involve key suppliers by providing them access to guidance on the CSR Principles and to join collaborative programs.
- 4 Save costs and energy through the use of practical guidelines and monitoring of the CSR principles through collaborative programs.
- 5 Contribute to the long-term success of the juice sector, by working in a neutral, pre-competitive and collaborative environment, ensuring that CSR issues are tackled together.



Dealing with all the dimensions of CSR, is challenging and complex. Furthermore, some topics are better addressed on an individual basis rather than through collaboration.

The Platform encourages any individual effort made by companies, but especially focuses on supporting collaborative action. Platform members and other stakeholders bear the responsibility for initiating and driving any CSR-related action, while the Platform aims to support these processes whenever possible and relevant.

We need to tackle economic, social and environmental challenges proactively and through a collaborative approach, as much as possible. By joining forces, we increase our potential for making tangible improvements and a positive impact throughout the value chain.





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# JuiceCSR

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