

# Juice CSR Platform

## Annual Report 2020

### Introduction

AIJN and Fair & Sustainable Consulting (F&S) form the Platform Management team.

### Tasks and Roles



#### Coordination

Marjoleine Motz



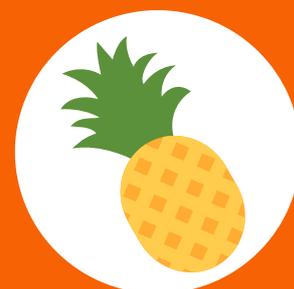
#### Working Group 1

Marjoleine Motz with support of Jan Hermans



#### Working Group 2

Eric Hees



#### Working Group 3

Roland Waardenburg, Sway Leung

### Workplan 2020

#### **Membership Growth**

2 new members joined. Leaving a total of 48 members. Attracting more producer/farmer and retail members turned out to be difficult. New efforts planned for 2021.

#### **Best Practices**

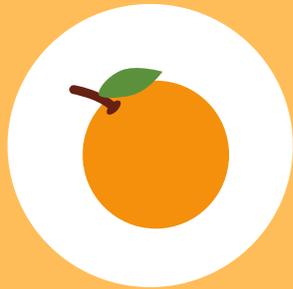
2 best practices were shared and more information exchanged during meetings. Follow-up discussions held on projects in Poland, Thailand and Brazil.

#### **Pilot Project**

1 project = A Living Wage Benchmark Study in the orange sector in Brazil

## Working Group 1

*Brazil*



### Tasks

1. Engage with Brazilian partners
2. Living Wage Benchmark study
3. Research issues in the European orange juice sector

### Insights and results

Liaising with German Partnership for Sustainable Orange Juice (PANAJO) was positive and they joined the WG in organizing a living wage benchmark study implemented by Martha & Richard Anker. The draft report was discussed with Juice CSR Platform members and several sessions held with Brazilian stakeholders. Final report published on the website of the Global Living Wage Coalition and follow-up discussions held within WG1. To be continued with concrete steps in 2021.

## Working Group 2

*Poland*



### Tasks

Monitor developments on the use of the score cards and explore possibilities to set up a joint project around dedicated production/farming

### Insights and results

- Living conditions of migrant workers are sufficient. Leaflet on rights/obligations used in the sector. Two score cards developed and discussions held with farms on how best to test including an approach for dedicated farming.
- Selecting pilot farms was in the end not possible as a pre-competitive project set-up could not be found.
- WG members decided to use the learnings within their own sustainability programs.

## Working Group 3

*Thailand*



### Tasks

Form a coalition on labour issues with Platform members and Thai stakeholders

### Insights and results

Overview map of 10x standards & auditing methods, established communication with several Thai processors, TFPA and TPIA, answered open consultation surveys from multiple standards, but no coalition around the topic could be formed. Priority setting within the Thai sector turned out too disperse.

## Knowledge & structure

During the year the Juice CSR Platform was evaluated and improvement areas were explored. Members decided to introduce an extra tool (SAI Platform's spotlight) to give more and faster insight in project ideas, cooperation possibilities in the field and sharing of learnings.

The Platform has partnered up with the IFU to improve our international reach and partnership, and access to global institutions and organisations.

## Communication & advocacy

The website was kept up-to-date and newsletters for members were produced.

The EU aims to be climate-neutral by 2050 an objective at the heart of the European Green Deal. This overarching European strategy encompasses different action plans of which the Farm To Fork is one of the most important ones to transition to a sustainable European Union (EU) food systems. It is critically important for the juice industry to be aware of the existing and upcoming regulations, to understand the impact, and to have a common, holistic plan to proactively address these requirements.

The Juice CSR platform can play a critical role in disseminating the information and to allow the Juice industry and its partners to identify and address those topics requiring the value chain actors to work together. A juice industry roadmap towards carbon neutrality by 2050 will be in support of the EU commission's goals on sustainability and carbon neutrality. More info [here](#)

## Administration & Coordination

AIJN is proud to take the secretarial support of the Juice CSR platform. What does this mean? AIJN is supporting the platform in the organisation of meetings/webinars.

We also perform the overall financial monitoring and reporting to the Juice CSR Steering Committee. Updating the website and other social platforms is also part of this administrative support. Additionally, we are creating the newsletters with updates on events, policy developments, suggestions for match-funding on projects, etc...

We continuously support the platform in a professional way.

# Membership of the Platform

