

# Codex Planetarius

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**PROOF OF CONCEPT**



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**70%** of biodiversity loss



**25-35%** of GHG emissions



**90%** of marine stocks fully exploited



**MOST** chemical use

**70%** of freshwater use

**50%** of topsoil loss

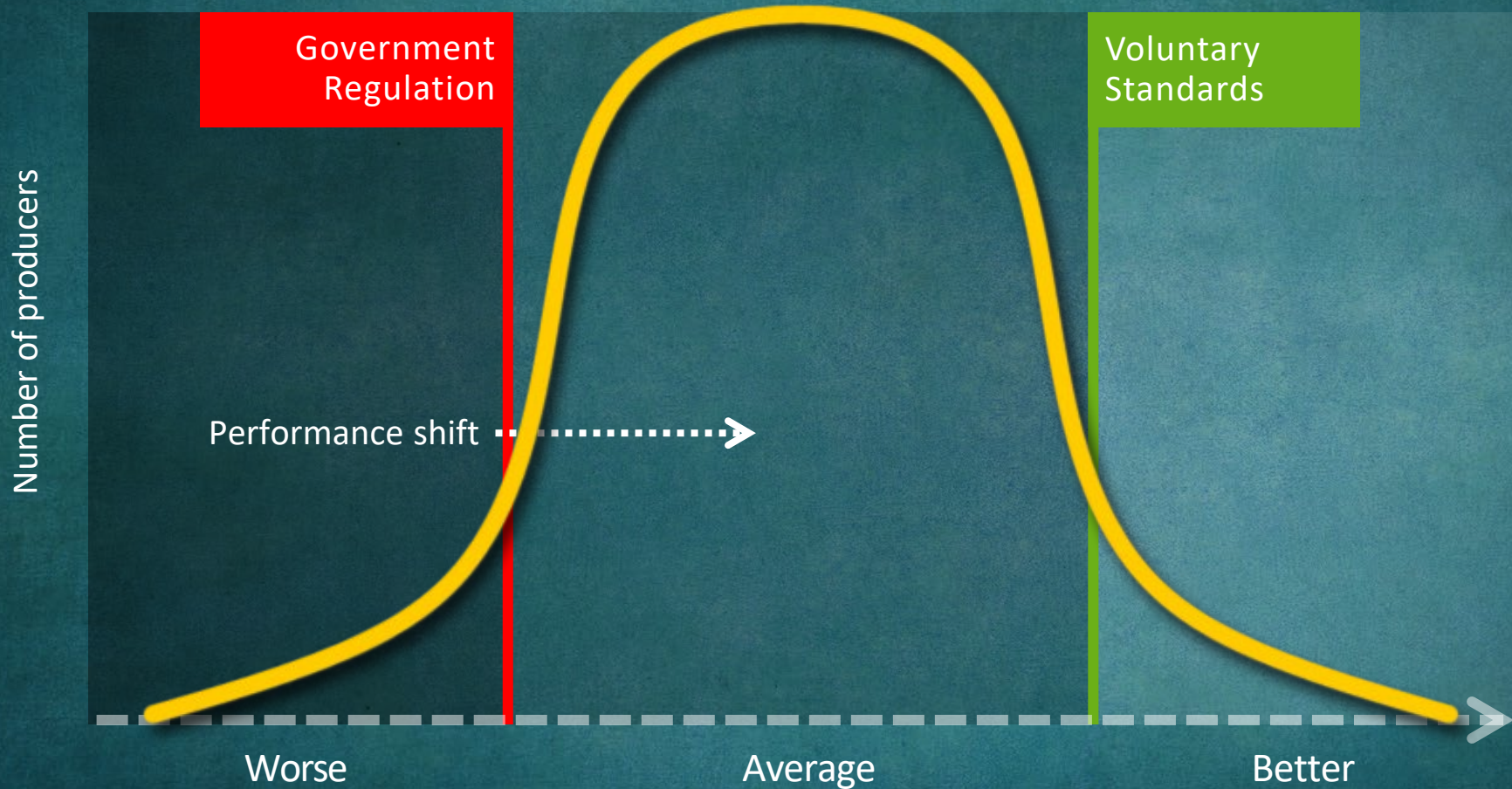
# The **problem** with **averages**



# Variability by crop and production system

- Most food commodities have 3-5 production systems, from least to most intensive
- Key impacts vary 10x between the best and worst deciles using the same production system
- They can vary 50x to 100x when comparing production systems
- The least efficient producers (10-20%) produce the bulk of the impacts (60-80%) and the least product (5%)

# Reward the best or move the rest?





# Voluntary standards don't move the bottom

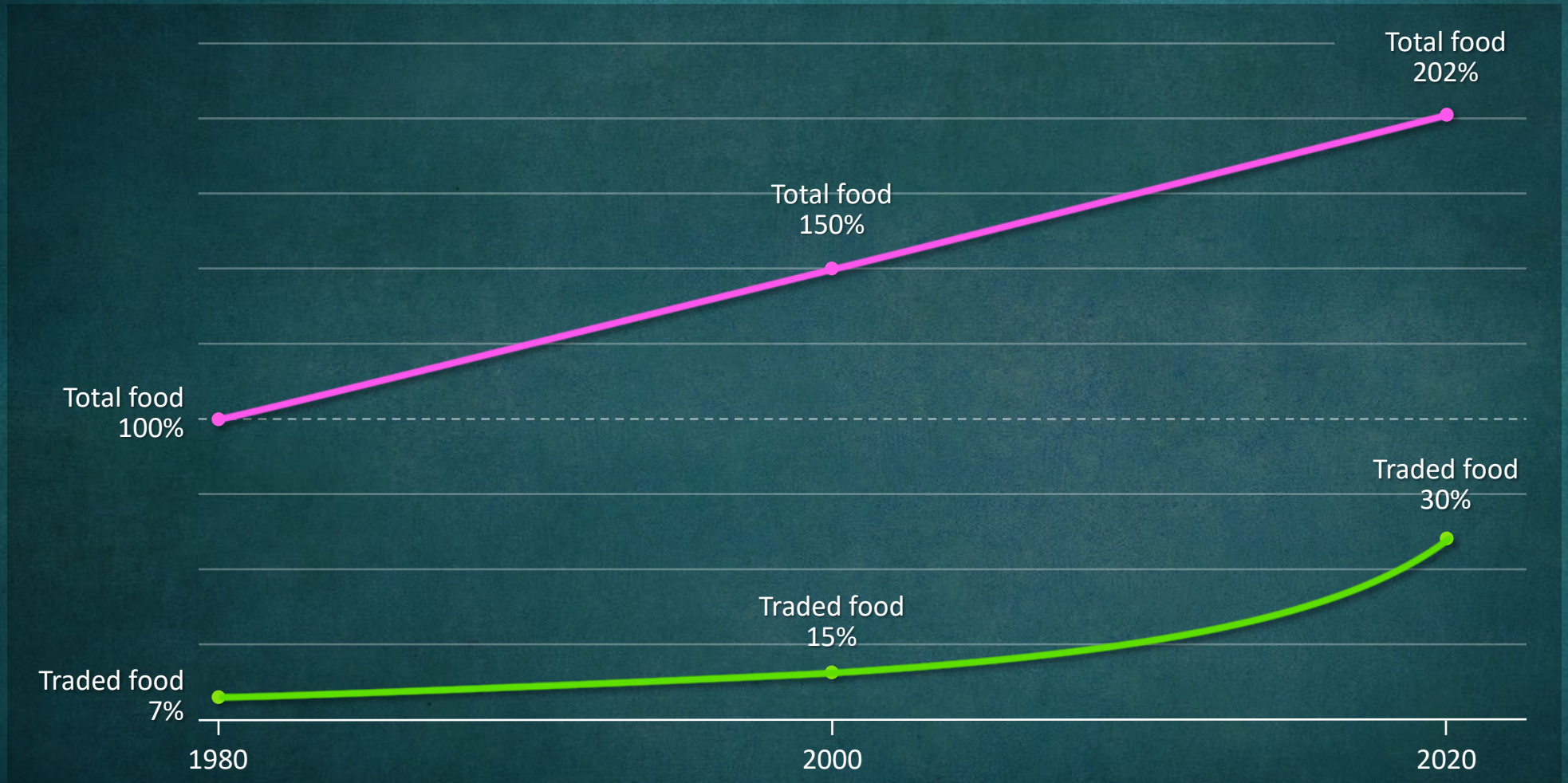
- The best producers
- Practices not results
- Compliance not innovation
- Marketing and communications
- Premiums rather than net profits



# Key takeaways from voluntary standards

- Global awareness about the impacts of food
- Consensus about the 6-8 key environmental impacts
- Agreed about what to measure and how to measure it
- Identified proxies for some impacts

# Key Trends: Globally produced and traded food





On a finite planet,  
should consumers  
have a **choice** about  
more sustainable  
products?

Or should  
**all choices**  
be more sustainable?



# *Codex Planetarius*

A standard to ensure that global trade in food and soft commodities meets demand without undermining the natural resource base in exporting countries for present and future generations



# Codex Planetarius:

## The Objective

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Develop science-based minimum performance standards for the 6-8 most significant environmental impacts of producing globally traded food



## The Goal

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Ensure that global trade maintains or improves the natural resource base in exporting countries for future generations





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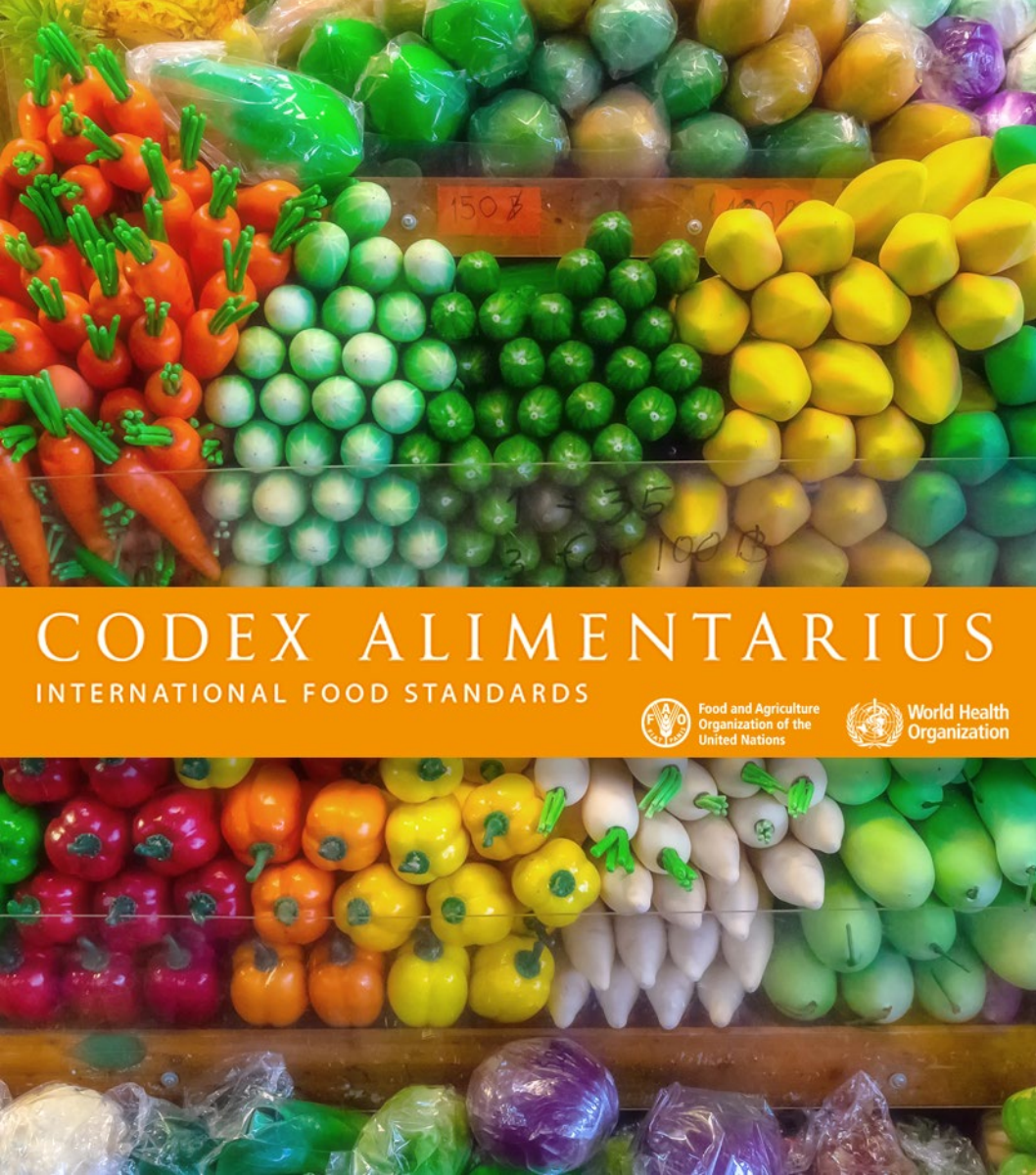
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# Focus on key impacts

- Environmental Standards – principles, criteria, indicators, and acceptable performance metrics for key impacts
  - Habitat and biodiversity
  - Soil health
  - Water take and water effluent
  - GHG emissions
  - Agrochemical use and toxicity (?)
  - Waste (?)
  - Illegality
- Drafted by scientists, peer reviewed by experts & public comment
- 4-6 Pilots covering key commodities and countries



## *Codex Alimentarius*, the precedent for *Codex Planetarius*

- FDR/Churchill meeting (1943) to anticipate post-war trade
- Created by scientists who launched the WHO
- Housed in FAO in 1963 as a minimum set of global health & safety standards for food
- 18 countries signed on to the program
- WTO endorsed it and >160 countries signed on



When fully developed and launched *Codex Planetarius* will aim to:

- **Provide common metrics** for minimal performance and continuous improvement in production and trade of food and creates and market access globally
- **Inform regulatory guidelines** for governments to use initially for trade agreements but eventually be part of WTO
- **Provide global standards and data** that inform trade and provide product transparency and traceability throughout supply chains



# The Coordination Committee

- Jason Clay, World Wildlife Fund
- The Food Systems, Land Use and Restoration (FOLUR) Impact Program funded by the Global Environment Facility and led by the World Bank, with technical expertise provided by the Food and Agriculture Organization of the United Nations



## FOLUR

Food • Land Use • Restoration

*Supported by:*

Christopher Brett & Lindsay Larson

Mohamed Bakarr & Peter Umunay

Karel Callens & Bernardete Neves

The World Bank

The Global Environment Facility

Food and Agriculture Organization

# PRELIMINARY RESEARCH: *Background information*

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- 1 Initial assumptions about the role, scope, and strategy for *Codex Planetarius*
- 2 Lessons learned from *Codex Alimentarius*
- 3 Agree Key impacts, metrics, and draft minimum performance standards
- 4 Lessons learned from voluntary performance standards (considerations for *Codex Planetarius*)
- 5 Overarching trade issues and their implications



# NEW RESEARCH: *Assessing the different impacts of CP*

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- 6 *Codex Planetarius* – the business case for companies
- 7 The impact of *Codex Planetarius* on government subsidies/programs
- 8 Assess the likely impacts of *Codex Planetarius* on livelihoods and local markets in exporting countries
- 9 *Codex Planetarius* in the context of global treaties, trade agreements, and other international mechanisms governing resource use and trade
- 10 How will *Codex Planetarius* adapt or improve its standards, add new standards or commodities, and anticipate change?
- 11 The potential impact of *Codex Planetarius* standards on the global food system

# FINAL RESEARCH: *Design & implementation issues*

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**12** Pilot studies (5-8 depending on commodities and countries)

**13** WTO issues and implications for developing *Codex Planetarius*

**14** *Codex Planetarius*: Make or buy considerations

**15** *Codex Planetarius*: Key structure and governance considerations

**16** Lessons from Proof of Concept – Impacts, metrics, commodities, countries, structure, governance, etc.

# Key WTO guardrails

## Principles for the development of international standards

1. **Transparency** – All info and results made available to WTO members
2. **Openness** – Membership should be open to relevant bodies of WTO members
3. **Impartiality and Consensus** – WTO members have meaningful opportunities to contribute
4. **Effectiveness and Relevance** – Standards must respond to regulatory and market needs and be science based
5. **Coherence** – Avoid duplication or overlap with other international standards
6. **Development Dimension** – Constraints on developing countries should be taken into account

# Questions?



# The 1% Solution



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# The 1% Solution

- The background and context
  - Increased global trade
  - Environmental Impacts: absolute reductions
- The issue
  - Paying the true cost of production
  - Who pays for environmental externalities?
- Role of awareness and communications
  - The need for consumers to pay
  - More painless ways to pay

# The 1%, a solution in the making

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## The Goal

Create a market mechanism to generate the funding to reduce key impacts in the global food system while making it more sustainable and resilient.

## The Strategy

Collect a 1% environmental fee on top of the FOB price for exported food commodities with 100% used to help the poorest performers reduce key environmental impacts and become legal.

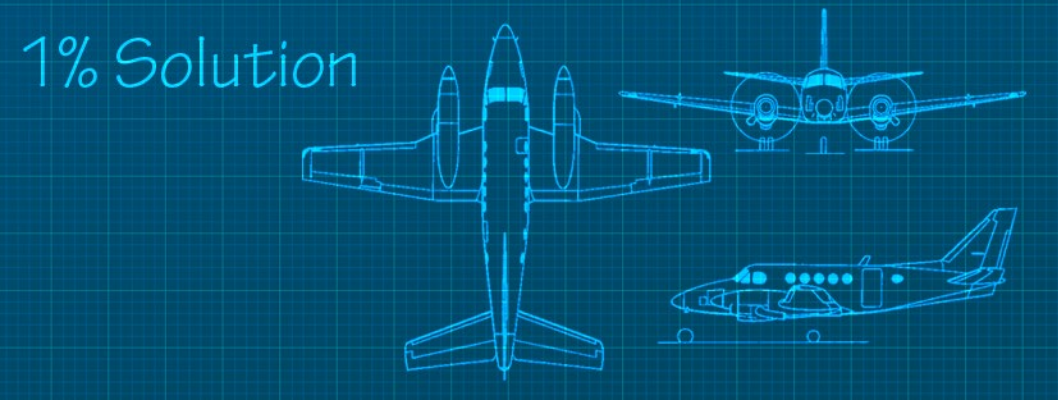




# How funding will be used

## To become legal, reduce key impacts

- Obtain land titles
- Obtain licenses and permits
- Support traceability systems
- Reforest areas (with a community model)
- Rehabilitate degraded land
- Invest in input efficiency







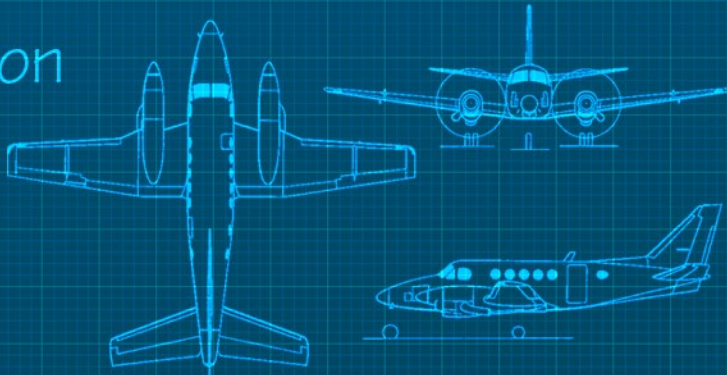
# Building the tool

## The Structure

- Propose how to create the fund
- Identify the system of payments to the fund
- Build the governance of the fund
- Explain how funds will be used
- Identify sources of direct and leveraged funds

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1% Solution





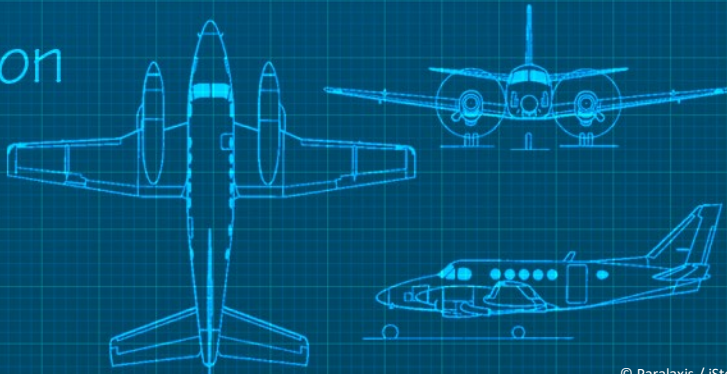
# Building the plane while flying it

## The Strategy

- Create awareness about the 1% solution
- Develop FAQs to answer common questions
- Socialize the concept; create supporters and ambassadors
- Develop a pilot—initial thinking is in Brazil
- Compare impact, costs, and results to EUDR and the impacts of climate change

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1% Solution



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# Thank you.

Please visit <https://www.worldwildlife.org/publications/codex-planetarius> for more information.

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