



## **ECO MARK AFRICA**

---

### **FINAL DRAFT REPORT OF THE FIRST SECTOR WORKING GROUP MEETING**

---

AUGUST 10-11, 2011 AT REDCOURT HOTEL, NAIROBI

**MODERATOR: MARTIN OLOO**

**RAPPORTEUR: ODANYIRO WAMUKOYA**



## Introduction

African economies are among the most heavily affected by the detrimental effects of climate change such as prolonged drought periods and flooding. Mitigation of climate change and adaptation to its impacts will be vital for the continent.

Sustainable production methods are not only a suitable means of adapting to climate change – in fact, key economic sectors in Africa such as agriculture or forestry also bear a largely untapped potential for greenhouse gas emission savings. At the same time, future success of African products in the world market will decisively depend on meeting the consumers' rising demand for sustainably produced goods and services. In order to benefit from these market opportunities, environmental claims need to be credibly verifiable and eco-labelling is an effective market-based instrument to prove the validity of such claims.

Through its sustainability label Eco Mark Africa (EMA), the African Eco-labelling Mechanism (AEM) aims at promoting intra-African and international trade as well as sustainable consumption and production patterns across the continent.

Striving towards these objectives, the AEM both as the pan-African political structure as well as the technical framework will award the EMA label on the basis of a clear set of threshold sustainability criteria. AEM therefore establishes certifiable sustainability standards for agriculture, forestry, fisheries and tourism. Moreover, AEM serves as a benchmarking and recognition system for other sustainability standards.



On behalf of



Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

of the Federal Republic of Germany





## List of Acronyms

|       |   |
|-------|---|
| AEM   | African Eco-labelling Mechanism                                 |
| AFF   | African Forest Forum (AFF)                                      |
| AFRAC | African Accreditation Cooperation                               |
| AMCEN | African Ministerial Conference on the Environment               |
| ARSCP | African Roundtable on Sustainable Consumption and Production    |
| ARSO  | The African Organisation for Standardisation                    |
| ASC   | Aquaculture Stewardship Council                                 |
| ATO   | African Timber Organization                                     |
| AU    | African Union   |
| BMU   | Bundesministerium für Umwelt, Naturschutz und Reaktorsicherheit |
| CAMFA | Conference of African Ministers of Fisheries and Aquaculture    |
| CIFOR | Center for International Forestry Research                      |
| EMA   | Eco Mark Africa   |
| FAO   | Food and Agriculture Organization                               |
| FSC   | Forest Stewardship Council                                      |
| GAP   | Good Agricultural Practices                                     |
| GIZ   | Deutsche Gesellschaft für Internationale Zusammenarbeit         |
| GSTC  | Global Sustainable Tourism Council/Criteria                     |
| ICLEI | International Council for Local Environmental Initiatives       |
| ILAC  | International Laboratory Accreditation Cooperation              |
| ITTO  | International Tropical Timber Organization                      |
| IUCN  | International Union for Conservation of Nature                  |
| LVFO  | Lake Victoria Fisheries Organization                            |
| MSC   | Marine Stewardship Council                                      |
| MFMR  | Ministry of Fisheries and Marine Resources                      |
| NEPAD | New Partnership for Africa's Development                        |
| NDT   | National Department of Tourism                                  |
| REC   | Regional Economic Communities                                   |
| REPAO | Réseau sur les Politiques de Pêche en Afrique de l'Ouest        |
| SCP   | Sustainable Consumption and Production                          |



On behalf of



Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

of the Federal Republic of Germany





|      |   |
|------|---|
| SEMS | Social and Environmental Management Systems |
| SWG  | Sector Working Group                        |
| TBT  | Technical Barriers to Trade                 |
| UNEP | United Nations Environment Programme        |
| WTO  | World Trade Organization                    |



On behalf of



Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

of the Federal Republic of Germany



## Programme

### Day 1

| Time          | Subject  | Resource Person   |
|---------------|--|---|
| 8.30 – 9.00   | Arrival, registration and refreshments                         | Catherine Oswere<br>(Programme Administrator)   |
| 9.00 – 9.30   | Opening remarks  | Andrew Maiyo<br>(AEM Executive Manager)   |
| 9.30 – 10.00  | Introductions  | Participants  |
| 10.00 – 10.15 | Tea break  |   |
| 10.15 – 11.00 | Overview of AEM/EMA & Structure of EMA Standards               | Purity Karuga<br>(Programme Coordinator)<br><br>Christian Hagemann<br>(Standards Coordinator) |
| 11.00 – 12.00 | Questions & Answers  | Moderator   |
| 12.00 – 12.30 | Standard-setting Procedures                                    | Andrew Maiyo<br>(AEM Executive Manager)   |
| 12.30 – 13.00 | Questions & Answers  | Andrew Maiyo<br>(AEM Executive Manager)   |
| 13.00 – 14.00 | Lunch  |   |
| 14.00 – 15.30 | Discussion on the structure and criteria of EMA Standards      | Split up into the four Sector Working Groups  |
| 15.30 – 15.45 | Tea Break  |   |
| 15.45 – 17.00 | Presentations<br><i>(10 minutes per group and discussions)</i> | Moderator   |
| 17.00 – 17.10 | Closing remarks & Outlook to Day 2                             |   |
| 17.45         | Dinner at the Big Five Restaurant<br>Ole Sereni Hotel          |   |

## Day 2

| Time          | Subject  | Resource Person                               |
|---------------|--|---|
| 8.30 – 9.00   | Arrival, registration and refreshments                                   | Catherine Osware<br>(Programme Administrator) |
| 9.00 – 9.30   | Recap of Day 1 activities  | Moderator                                     |
| 9.30 – 9.45   | Brief on election of Chairs and Secretaries of the SWGs, and their roles | Andrew Maiyo<br>(AEM Executive Manager)       |
| 9.45 – 10.15  | Elections  |   |
| 10.15 – 10.30 | Tea break  |   |
| 10.30 – 13.00 | Detailed discussions on the sectoral standards                           | Split up into the four Sector Working Groups  |
| 13.00 – 14.00 | Lunch  |   |
| 14.00 – 15.45 | Continuation: detailed discussions on the sectoral standards             |   |
| 15.45 – 16.00 | Tea break  |   |
| 16.00 – 17.00 | Presentations  | Chairs of Sector Working Groups               |
| 17.15 – 17.30 | Closing  | Andrew Maiyo<br>(AEM Executive Manager)       |



## OPENING REMARKS

ARSO Secretary General Andrew Maiyo, acting Executive Manager of the Africa Eco Labelling Mechanism Secretariat, set the tone for the workshop in the opening remarks for the two days consultative workshop. He thanked all participants for coming to the meeting. He reminded the participants of the objective for the two days as seeking to harmonize standards in Agriculture, Fisheries, Forestry and Tourism. He noted the excellent turn out as recognition that the threat from climate change is serious, urgent, and growing. He observed that our generation's response to this challenge will be judged by history, for if we fail to meet it – boldly, swiftly, and together – we risk subjecting future generations to an irreversible catastrophe.

He noted that no nation, however large or small, wealthy or poor, can escape the impact of climate change. Rising sea levels threaten every coastline. Lengthy droughts, more powerful storms and floods threaten every continent. More frequent drought and crop failures breed hunger and conflict in places where hunger and conflict already thrive. The security and stability of each nation and all people – our prosperity, our health, and our safety – are in jeopardy. He stressed that the time to reverse this tide was running out.

He reminded participants that the initiative of the African Eco-labelling Mechanism started in the year 2005 with the aim of promoting sustainable consumption and production and tackle the issues of climate change. Various meetings thereafter culminated in November 2007 with the launching of the AEM at the AMCEN meeting in Addis Ababa, Ethiopia. The initiative was financially supported by UNEP until the year 2009 when the German Ministry for the Environment, Nature Protection and Nuclear Safety (BMU) through GIZ took over phase two in terms of funding and technical support. Fast track to 2011, he noted that the meeting's crucial tasks were: the formation of Sector Working Groups (SWGs), Technical Board and to define harmonized standards that will be used as a basis for recognition of existing labels through benchmarking. He stressed that AEM was confident with the participants' expertise in various sectors which would be utilized in the two days to realize eco-labelling standards that would be ready for further deliberations before they are forwarded to the public for voting.

In concluding his remarks, he observed that the setting of eco-labelling standards is a small part of the efforts to tackle issues of sustainability of production and climate change, but also important. He stressed that the task would not be easy but would require persistence in the following statement: "The journey is long and hard. It is a journey that will require each of us to persevere through setback, and fight for every inch of progress, even when it comes in fits and starts. So let us begin. For if we are flexible and pragmatic; if we can resolve to work tirelessly in common effort, then we will achieve our



On behalf of



Federal Ministry for the  
Environment, Nature Conservation  
and Nuclear Safety

of the Federal Republic of Germany



common purpose: a world that is safer, cleaner, and healthier than the one we found; and a future that is worthy of our children”.



On behalf of  
 Federal Ministry for the Environment, Nature Conservation and Nuclear Safety  
of the Federal Republic of Germany







## 1 OVERVIEW OF THE ECO MARK AFRICA

Andrew Maiyo's remarks were followed by a presentation on the African Eco-labelling Mechanism (AEM) and its Eco Mark Africa (EMA) by Purity Karuga and Christian Hagemann<sup>1</sup>.

The key points emanating from the two presentations were:

- In 2010 AEM started setting up the organisational structure, developing the technical framework of the AEM as well as the creating the Eco Mark Africa and its standards.
- Initial priority sectors identified for the Eco Mark are Fisheries, Agriculture, Forestry and Tourism.
- While AEM provides the political and technical framework, EMA is its label and brand.
- EMA Standards developed by the Sector Working Groups (SWGs) are submitted to the AEM Technical Board for approval.
- SWGs will develop the principles and criteria for each sector and, the normative documents for verification
- The proposed standards are work in progress and there are many issues that still need to be considered to make the Eco Mark Africa effective.

### 1.1. PLENARY DELIBERATIONS

The two presentations gave way to a plenary session where the participants discussed key issues concerning EMA. The AEM secretariat responded to the following issues:

#### 1. What is the fundamental difference between EMA and other certification systems/labels? What value does EMA add to the market?

##### Response:

The African Ministerial Conference on Environment (AMCEN) sanctioned the need for an African Eco-labelling Mechanism in 2007 thus the birth of the AEM.

The Eco Mark Africa is a label that has been approved by the Council of Ministers of the various key economic communities in Africa.

The key concerns identified by the AEM are: environmental distraction, climate change impacts and management of natural resources. These risks called for the

<sup>1</sup> The full presentations are annexed to this report.



need to develop EMA to ensure that products from the selected sectors benefit the small scale farmers and are produced in a sustainable way.

EMA will be a tool to guide purchasing decisions of commercial and public buyers as well as consumers regarding towards more sustainable consumption patterns. EMA is unique in highlighting the African origin of products and their contribution to the climate change adaptation of producers.

2. The AEM partners are supporting a harmonised label arising out of this sanction. The harmonisation will be by labelling of products and services through benchmarking, thus reducing time and the cost for certification.

**How is Eco Mark Africa going to ensure value for money for the supplier and the consumer?**

**Response:**

EMA proposes a rigorous labelling process that takes into account continuous improvement that is embedded in communal ownership.

3. **What is the objective of the meeting?**

**Response:**

The objective of the meeting was to form SWGs, agree on the roles and responsibilities of the SWGs in the four sectors and to elect their representatives (Chairs) to the Technical Board. Moreover, the structure and the content of the Draft EMA Standards should be discussed by the members of the SWGs.

4. **Is the AEM seeking to be both a certifier and an accrediting body?**

**Response**

EMA Standards will need to be recognised through an accreditation body and AEM will harmonise EMA Standards with other standards. In the development of EMA Standards, AEM will follow the ILAC requirements. AEM will be a label owner and not an accrediting body.

5. **How will the AEM work with the other standard and accrediting bodies internationally and nationally?**

**Response:**

Regarding the implementation of EMA Standards, the WTO principle of non-discrimination will apply. Only one body will provide accreditation services in a country. In the future, there is going to be a pan-African accreditation body (AFRAC) to serve the continent's needs.

6. **How will EMA compliment the other criteria emphasised by other labels?**



On behalf of



Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

of the Federal Republic of Germany





**Response:**

This will need to be discussed and agreed upon by each SWG according to the needs in the different sectors. EMA shall be developed as a complimentary standard to other standards that focuses on the specific African conditions in each sector and gives products a unique pan-African label.

**7. What is the fundamental philosophy of AEM and EMA?**

**Response:**

EMA seeks to give guidance to consumers, create transparency regarding other labels, support especially small-scale producers in climate change adaptation and mitigation, and reduce certification cost through benchmarking. Moreover, EMA will be the first pan-African label that creates identity for African products in the world market.

**8. What are the other sectors that EMA could be focusing on?**

**Response:**

Currently, AEM focuses on the four key sectors. In the long run, the scope shall be expanded to other sectors which have a high environmental impact and/or are of great importance to African economies.

**9. EMA seems to be a mix of both a performance and process standard? Was this deliberate? How will this respond to the market?**

**Response:**

EMA has elements of both to get the best out of those two complementary types of standards.

## 2 STANDARD-SETTING PROCEDURES FOR EMA

Mr Maiyo introduced the participants to the EMA Standard-setting procedures. He welcomed the participants to bring in their knowledge and inputs to enrich and, where necessary, improve the standards.

Some of the key issues of the presentation were:

- **Front Matter References and Definitions**

The beginning of the standard covers the following aspects: Foreword; Introduction; Scope including Purpose; Normative References; Definitions and Abbreviations.

- **The Principles of the Standards**





The standards would be guided by the principles of: Openness; Transparency; Impartiality and Consensus; Effectiveness and Relevance; and Coherence.

- **Structure of the SWG in relation to the Standards**

The Standards are developed by the Sector Working Groups who in turn are led by elected chairpersons. The AEM Secretariat provides the day-to-day administrative support for the AEM in general and the SWGs in specific, while the Technical Board is responsible for overseeing and ensuring the implementation of the technical policies of the Eco Mark Africa.

There is need to distinguish between the Mechanism (African Eco-labelling Mechanism, AEM) and the label (Eco Mark Africa, EMA). This will help defining the roles and responsibilities of the different bodies engaged in the standard-setting process, namely the Technical Board, the SWG and the Secretariat.

The standard will be developed by the SWGs.

The criteria for accreditation will be developed by the AEM Secretariat and approved by the Technical Board.

It was noted that points 3.0 and 3.1 needs to stipulate the responsibilities of SWG regarding accreditation guidelines.

The performance indicators will be developed by the SWGs whereas the reference documents will be:

- International Standards
- African Standards
- REC Standards

### **Stages of Drafting the EMA Standards**

The presentation enumerated the various stages and durations proposed to complete each of these stages in drafting the EMA Standards. These were:

| STAGE | STAGE NARRATIVE          | TIME (Months) |
|-------|--------------------------|---------------|
| 1     | Preparatory stage        | 3             |
| 2     | Committee stage          | 2             |
| 3     | Enquiry stage            | 3             |
| 4     | Approval/Balloting stage | 2             |



|   |                     |    |
|---|---------------------|----|
| 5 | Publication stage   | 3  |
|   | TOTAL time proposed | 13 |

It was noted that the process of drafting the EMA standards might take longer than the proposed 13 months. It however should not take more than 24 months which would render the prepared standard irrelevant.

There is need for more time on the enquiry stage since this is a new standard for a new label. There was a concern that 3 months might not be adequate. This however has to be balanced with the needs to keep the standard relevant.

- **Meetings**

Meetings in person will be held on a need basis but not more than every six months. For most of the work, SWGs will use modern means of technology to communicate so as to reduce the environmental and cost burden for the AEM. The presentation also covered the important aspect of meetings of the SWGs and key stakeholders of the EMA. The presentation looked at the following aspects: *General, Procedure for calling a meeting, Sector Working Group and subcommittee meetings, Languages at meetings and Cancellation of meetings.*

- **Appeals**

This aspect covered the following areas that could guide stakeholders to appeal on decisions concerning the standards: *General; Appeal against a subcommittee decision; Appeal against a Sector Working Group decision; Appeal against a Technical Board decision; Progress of work during an appeal process.*



On behalf of  
 Federal Ministry for the Environment, Nature Conservation and Nuclear Safety  
 of the Federal Republic of Germany



### 3 GROUP WORK AND PRESENTATIONS ON STRUCTURE AND CRITERIA OF EMA STANDARDS

The original structure of the Draft EMA Standards as proposed by the AEM Secretariat is as follows:

| Principles                   | Agriculture | Fisheries | Forestry | Tourism |
|------------------------------|-------------|-----------|----------|---------|
| Legal Compliance             | ✓           | ✓         | ✓        | ✓       |
| S & E Management System      | ✓           | ✓         | ✓        | ✓       |
| Good Social Practices        | ✓           | ✓         | ✓        | ✓       |
| Conservation of Biodiversity | ✓           |           | ✓        | ✓       |
| Stock Management             |             | ✓         |          |         |
| Soil Management              | ✓           |           | ✓        |         |
| Water Management             | ✓           |           |          | ✓       |
| Energy Efficiency            | ✓           | ✓         | ✓        |         |
| Air and GHG Management       | ✓           | ✓         | ✓        | ✓       |
| Pesticide Management         | ✓           |           | ✓        |         |
| Waste Management             | ✓           | ✓         | ✓        | ✓       |
| Good Business Practices      |             |           |          | ✓       |

Four groups were formed around the following Sector Working Groups: Agriculture, Fisheries, Forestry, and Tourism. These presentations cover the developed standards. The following details come from the observations and recommendations from the SWG reports:

#### AGRICULTURE WORKING GROUP

##### Participants

Mr. Tom Apina (Agriculture Working Group Chair, Sustainet East Africa); Ms. Diana Callear (Organic Agriculture Expert); Mr. Christian Hagemann (African Eco-labelling Mechanism – German International Cooperation (GIZ)); Shamiso Mungwashu (Agriculture Working Group Secretary, KAITE).





### **Summary of the discussion**

The discussion focused on the structure as well as the content of the Draft Eco-labelling Standard for Agriculture. The following issues were raised:

1. The **Scope of the Standard** needs to be defined in more detail. In specific, the Standard should provide requirements for the following products and inputs:

- a. Food and beverage products
- b. Livestock and livestock products
- c. Bee products
- d. Wild harvesting
- e. Agricultural fibre products
- f. Farming inputs

Moreover, the Standard should explicitly enable

g. group certification (requirements for group certification are to be outlined in a separate document) and

not be restricted to the production phase but also comprise requirements for

h. processing activities which requires

- i. record-keeping
- ii. inputs acquired from certified production
- iii. food safety, stipulating requirements for cleaning material
- iv. correct labelling
- v. separation of certified from conventional produce and traceability of certified products

2. The participants highlighted the **importance of performance indicators** as they are indispensable to translate the criteria into meaningful guidance for the implementation of the standard.

3. Performance indicators need to be accompanied by **verification guidelines to assure compliance** with the standard's requirements.

4. The question was raised whether requirements on Social and Environmental Management Systems (SEMS, Principle 4.2) might be too





demanding for producers. As one possible solution to ensure that these requirements will not be overly burdensome, it was suggested to **provide necessary forms for management plans, record-keeping, monitoring and other SEMS requirements.**

5. It was discussed whether to form a separate Principle on Good Agricultural Practices (GAP). It was agreed that **GAP are already included in the standard**, however attributed to different principles (e.g. Conservation of Biodiversity (4.4); Soil and Water Management (4.5)) to account for the diversity of GAP.
6. To ensure effective guidance for certifiers but also to allow producers pre-assessing their potential level of compliance, **a list of all applicable conventions and regulations should be provided.**
7. It was agreed that **additional members for the Agriculture Working Group need to be sought.** Current members will make proposals for suitable candidates.
8. Changes which have been made to the content of the standard are highlighted in the EMA Agriculture Eco-labelling Standard document (**Annex 1**).
9. The AEM Secretariat will draft a work plan to guide the activities of the Agriculture Working Group.







## FISHERIES WORKING GROUP

### Participants

Dr. Sloans Chimatiro (NEPAD/AU), Ms. Tabeth Chiuta (WorldFish), Mr. Frederick A. Dofiko (Kenya Fisher Peoples Network), Mr. Iain Gatward (Imani Development), Mr. Titus Iilende (Resource Management, MFMR, Namibia), Mr. Papa Gora Ndiaye (REPAO), Mr. Dick Nyeko (LVFO), Purity Karuga (African Eco-labelling Mechanism), Mr. Sylvano Okeloh W'Namadoa (Fishnet Africa), Mr. Martin Purves (MSC International).

### **Summary of the discussion**

The discussion focused on general issues relating to the Draft EMA Standard for Fisheries standard, and the scope and structure of the standard:

1. Participants decided that the entire Fisheries standard would have **three sub-standards**:
  - a. Marine capture;
  - b. In-land capture;
  - c. Aquaculture.
2. The standard should **comply with the international standards** laid out by Food for Agricultural Organization (FAO).
3. Participants further agreed that FAO Technical Guidelines for Responsible Fisheries should act as a reference document for **both inland and marine capture sub-standards' criteria**, while the GlobalGAP and Aquaculture Stewardship Council (ASC) documents would be used as reference documents for the EMA **aquaculture sub-standard**.
4. Participants agreed that **African instruments** such as the African Charter on People and Human Rights should also be used as references documents for the standard development instead of referring to only international instruments as it was the case with the draft document.
5. A **risk-based approach** should also be used in fisheries management. This is where species or communities with the highest biodiversity risk and/or vulnerable are identified and appropriate actions prioritized.
6. Member agreed that the **social criteria should be adapted to specific African conditions** so that they do not create Technical Barriers to Trade (TBTs).





7. Member noted that **governance** should be a crucial principle, which **clearly elaborates benefit sharing** among communities.
8. Members emphasized on the need for targeting a **specific niche**, especially the small-scale holders and communities who are vulnerable to climate change impacts.
9. There is need for **public funding for on ground pre-assessment** for the aquaculture sub-standard.
10. Dr. Chimatiro of NEPAD reported that there was **political support for the fisheries standard** since he had earlier shared the AEM concept to the Conference of African Ministers of Fisheries and Aquaculture (CAMFA).
11. Participants emphasized the need for a **business model for marketing the fisheries standard**, which should run **concurrently with standard's development** process. This would in turn facilitate its acceptance in the region.
12. To reduce costs incurred during accreditation and certification – especially through hiring international consultants -, members emphasized **the need for a comprehensive capacity building programme** for African accreditation and certification bodies.
13. It was agreed that the AEM programme – especially where it deals with fisheries – should **collaborate with research institutions such as universities in order to get access to a critical mass of scientists** for scientific support.
14. Since AEM is a pan-African initiative with many stakeholders involved in its implementation, participants recommended **that a system and procedures be developed to mitigate corruption risk**.
15. Participants emphasized that the programme needs African governments support and other stakeholders especially in playing a role in **holistic approach to ecosystem management, since the outside environment such as pollution, might affect the producers production environment**. For instance, holistic water management should be considered especially when dealing with aquaculture.
16. It was agreed that the following outline would guide the development of the standard:
  - i. Principles
  - ii. General considerations





iii. Terms and definitions

iv. Criteria:

- i. Environmental and Social Management System
- ii. Socio-economic criteria
- iii. Governance structure criteria
- iv. Stocks under consideration
- v. Ecosystems under consideration
- vi. Methodological aspects
- vii. Procedural and institutional aspects
- viii. Climate change criteria

v. References

17. Participants decided on the **plan of action after the SWG meeting** as follows:

- a. Sharing of relevant information and documents which should be an ongoing process.
- b. The first Draft EMA Standard for Fisheries (Version 0) to be prepared by the AEM Secretariat and then circulated to members. This should be inclusive of the three sub-standards (marine, inland and aquaculture).
- c. Establishment of a discussion forum.
- d. Organization of a second working group meeting.
- e. Circulation of the second working draft (draft 1).
- f. Realize ongoing marketing activities for the Draft EMA Standard for Fisheries to ensure market uptake.



## 18. FORESTRY WORKING GROUP

### Participants

Dr. Richard Eba'a Atyi (Center for International Forestry Research); Mr. Achille Djeagou (The Forest Trust); Mr. Elie Hakizumwami (Forest Stewardship Council); Dr. Larwanou Mahamane (African Forest Forum); Mr. Andrew Maiyo (African Eco-labelling Mechanism Executive Manager); Ms. Pauline Matata Feza (Office Congolais de Contrôle); Mr. Jervais Nkoulou (Rainforest Alliance Smartwood); Ms. Caroline Onanina (AlpiCam).

### Summary of the discussion

The discussion focused on the structure as well as the content of the Draft Eco-labelling Standard for Agriculture. The following issues were raised:

1. The **Scope of the Standard** should not solely focus on the Congo Basin but be open to forests across the continent. Therefore, the scope should make explicitly reference to Mediterranean forests.
2. The **structure of the Standard** was widely **accepted**. It will provide broad **principles** which are translated into more specific **criteria**, which again are made measurable by clear **indicators**.
3. It was discussed whether indicators should be developed through the Forestry Working Group or rather at national level by relevant authorities. **It was agreed that indicators be formulated by the Forestry Working Group as part of the EMA Standard.** However, in exceptional cases where indicators need to describe specific local conditions, they could be complemented at national level.
4. Indicators should be developed in **coherence with applicable national legislation and adapted to the type of forest** under consideration.
5. Specific reference should be made to the criteria developed by the African Timber Organisation (**ATO/ITTO principles, criteria and indicators** for the sustainable management of African natural tropical forests).
6. The **EMA Standard** is expected to provide the following **added values** to the market through criteria for:
  - d. enhanced management system and assessment
  - e. climate change mitigation and adaptation
  - f. economic sustainability of communities
  - g. improved energy management





7. The importance of developing the EMA Forestry Standard as a holistic sustainability standard was emphasised. Therefore, it should cover the following issues and principles:

1. Legal compliance, including but not restricted to:

- 1.1 International conventions
- 1.2 Labour codes
- 1.3 Timber harvesting regulations
- 1.4 Environmental laws

2. Environmental soundness

2.1 Environmental Management System

- 2.1.1. Management planning
- 2.1.2. Implementation
- 2.1.3. Monitoring and evaluation
- 2.1.4. Review
- 2.1.5. Resource management
- 2.1.6. Traceability
- 2.1.7. Silviculture and research

2.2 Biodiversity conservation

2.3 Soil and water conservation

2.4 Reduced impact practices

2.5 Measures to mitigate GHG emissions

2.6 Waste management

2.7 Climate change adaptation and mitigation

3. Social equity

3.1 Worker's wellbeing

3.2 Development of local communities

3.3 Indigenous people





### 3.4 Land tenure and security

It was acknowledged that the DRAFT EMA Standard already includes most the issues and principles listed above. It should therefore be revised for integrating the gap principles.



On behalf of



Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

of the Federal Republic of Germany







## **TOURISM WORKING GROUP**

### **Participants**

Mr. Jules Taba Camara (Institut Guinéen de Normalisation et de Métrologie); Mr. Kahindi Lekalhaile (Ecotourism Kenya); Burghard Rauschelbach (Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)); Ms. Heidi van der Watt (Consultant for Responsible Tourism at the National Department of Tourism (NDT)); Ms. Anne-Kathrin Zschiegner (Zeitz Foundation)

### **Summary of the discussion**

The EMA Draft Standard for Tourism prepared by the AEM Secretariat comprised a list of criteria which aimed at defining “sustainable tourism”. The document served as a starting point for further discussions in the Tourism Working Group (TWG).

It was stated that the structure and compilation of criteria had been aligned with those of the standards drafted for the other sectors (agriculture, forestry, fishery). However, the members of the TWG debated the option of undertaking changes regarding both structure and content.

After considering different standards systems and labelling schemes in tourism, the TWG analysed the criteria of the Draft EMA Tourism Standard. The TWG agreed that the Global Sustainable Tourism Criteria (GSTC) of the Global Sustainable Tourism Council served as the best reference as they currently constitute the widest consensus in the global debate on sustainability criteria for the tourism sector.

A direct comparison proved that the Draft EMA Tourism Standard had been widely aligned with the GSTC criteria.

The main areas covered by both systems are:

1. Effective sustainable management
2. Social and economic benefits to the local people
3. Benefits to cultural heritage
4. Benefits to the environment

There are some GSTC criteria which are not included, whereas there are also criteria included in the Draft EMA Tourism Standard which do not form part of the GSTC.

The TWG recommended aligning the EMA Tourism Standard with the structure and the content of GSTC as much as possible while still accounting for the specific conditions prevalent in Africa. The group emphasised the importance of





measurable indicators in determining and assuring the (labelled) sustainability quality of the tourism product.

Other points to be considered and further discussed for the development of the EMA Tourism Standard:

1. Involvement of other/more stakeholders (also through different modes of involvement)
2. Integration of the tourism (supply) value chain
3. Role of destination-related criteria (social and environmental quality, attraction, ...)
4. A comprehensive glossary
5. Selected references (source books, etc.)
6. Statistics on the tourism sector
7. Climate change issues / adaptation to and – where feasible – mitigation of climate change
8. Resource-efficiency
9. Source books for different tourism products
10. Reference to the Blue Flag system as an example to promote community related environmental quality
11. References to the other sectors such as hunting, fishery, food production, etc.
12. Target group oriented approach, i.e. different adapted criteria according to main function, e.g. tour operator, customer, etc.







### 13. ELECTION OF SWG CHAIRPERSONS

Mr. Maiyo stressed that the elected officials are elected in their personal capacity and not representing institutions. It was further agreed to set term limits for office bearers and that terms may be renewed.

Subsequently, the following Chairpersons were elected:

#### **AGRICULTURE**

1. Mr. Tom Apina – Chairperson (Sustainet)
2. Ms. Shamiso Mungwashu – Secretary (KAITE)

#### **FORESTRY**

1. Dr. Richard Eba'a Atyi – Chairperson (CIFOR)
2. Pauline Matata Feza –Secretary (Office Congolais de Contrôle)

#### **FISHERIES**

1. Dr. Sloans Chimatiro – Chairperson (NEPAD/AU)
2. Mr. Papa Gora Ndiaye – Secretary (Réseau sur les Politiques de Pêche en Afrique de l'Ouest (REPAO))

#### **TOURISM**

1. Ms. Heidi van der Wat – Chairperson (Consultant for Responsible Tourism at the National Department of Tourism (NDT))
2. Mr. Kahindi Lekalhaile – Secretary (Eco Tourism Kenya)





#### 4 CLOSING REMARKS

The participants appreciated the meeting logistics and thanked the AEM Secretariat for their service and hospitality as well as the moderator for his excellent work.

They noted however, that in future, the workshop documents should be circulated in good time prior to the meeting. For accessibility, the documents should be in both, English and French.

In their concluding remarks, the AEM Secretariat observed the fact that the meeting had exceeded their expectations, thanks to the very engaged and most valuable input of the participants. They reiterated that the issue of climate change is a real threat calling for a concerted effort to meet this challenge.

Mr. Maiyo expressed his hope that with the effort of the SWG, the standards can be realized within the next 18 months.

Mr. Maiyo concluded by observing that the two days had achieved the following key milestones:

1. The formation of the SWGs;
2. the election of the SWG Chairpersons to the Technical Board;
3. A first common understanding of the standards and valuable inputs into the standards, and
4. the identification of the criteria for developing the standards to compliment and add value to the other standards.



On behalf of



Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

of the Federal Republic of Germany





## Annex I

### Sector Working Group Meeting

10<sup>th</sup> and 11<sup>th</sup> of August 2011, RedCourt Hotel, Nairobi, Kenya

#### LIST OF PARTICIPANTS

| No. | Name                   | Organization  | Country      |
|-----|------------------------|---|--------------|
| 1   | Mr. Tom Apina          | Sustainet   | Kenya        |
| 2   | Dr. Richard Eba'a Atyi | Center for International Forestry Research, RO for Central Africa | Cameroon     |
| 3   | Ms. Gerda Brodner      | Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)     | Zimbabwe     |
| 4   | Ms. Diana Callear      | Organic Agriculture Expert  | South Africa |
| 5   | Mr. Jules Taba Camara  | Institut Guinéen de Normalisation et de Métrologie                | Guinea       |
| 6   | Dr. Sloans Chimatiro   | NEPAD   | South Africa |
| 7   | Ms. Tabeth Chiuta      | WorldFish   | Zambia       |
| 8   | Mr. Achille Djeagou    | The Forest Trust  | Cameroon     |
| 9   | Mr. Iain Gatward       | Imani Development   | Malawi       |
| 10  | Mr. Christian Hagemann | AEM / EMA   | Kenya        |
| 11  | Mr. Elie Hakizumwami   | FSC International   | Rwanda       |
| 12  | Mr. Titus Iilende      | Resource Management, Ministry of Fisheries and Marine Resources   | Namibia      |
| 13  | Ms. Purity Karuga      | AEM / EMA   | Kenya        |
| 14  | Dr. Larwanou Mahamane  | African Forest Forum (AFF)  | Kenya        |
| 15  | Mr. Kahindi Lekalhaile | Ecotourism Kenya  | Kenya        |



On behalf of



Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

of the Federal Republic of Germany



|    |                                 |  |              |
|----|---------------------------------|--|--------------|
| 16 | Mr. Andrew Maiyo                | AEM / EMA  | Kenya        |
| 17 | Ms. Pauline Matata Feza         | Office Congolais de Contrôle   | Congo        |
| 18 | Mr. Evance Mundia               | Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)                  | Kenya        |
| 19 | Ms. Shamiso Mungwashu           | KAITE  | Zimbabwe     |
| 20 | Mr. Papa Gora Ndiaye            | Réseau sur les Politiques de Pêche en Afrique de l'Ouest (REPAO)               | Senegal      |
| 21 | Mr. Frederick Augustine Ngalama | Kenya Fisher Peoples Network   | Kenya        |
| 22 | Mr. Dick Nyeko                  | Lake Victoria Fisheries Organization of The East African Community (EAC)       | Uganda       |
| 23 | Mr. Sylvano Okeloh W'Namadoa    | Fishnet Africa   | Kenya        |
| 24 | Mr. Jervais Nkoulou             | Rainforest Alliance Smartwood  | Cameroon     |
| 25 | Ms. Caroline Onanina            | AlpiCam  | Cameroon     |
| 26 | Ms. Catherine Oswere            | AEM / EMA  | Kenya        |
| 27 | Mr. Martin Purves               | MSC International  | South Africa |
| 28 | Mr. Burghard Rauschelbach       | Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)                  | Germany      |
| 29 | Ms. Grace Stead                 | ICLEI Africa: Sustainable Consumption and Production (SCP)                     | South Africa |
| 30 | Ms. Heidi van der Watt          | Consultant for Responsible Tourism at the National Department of Tourism (NDT) | South Africa |
| 31 | Ms. Anne-Kathrin Zschiegner     | Zeitz Foundation   | Kenya/UK     |