




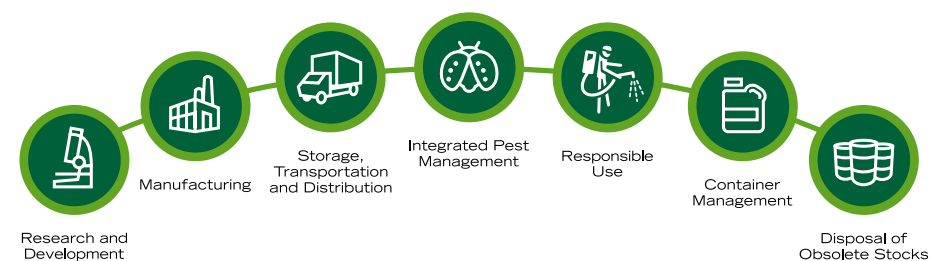
Stewardship Vision 2020



Stewardship is often described as the life-cycle approach to product management. It is the ethical way to manage crop protection products from their discovery and development, to their use and final disposal or phase out.

CropLife International and its member companies are committed to promoting effective stewardship in and away from the field, and believe that the appropriate management and use of our products helps underpin sustainable agriculture and safeguards the environment and public health.

The life-cycle of a crop protection product.



Stewardship Vision 2020

● THE CONTEXT

The implementation and outcomes of CropLife International's stewardship activities are undertaken within and driven by social and economic trends and developments in addition to technical requirements. The following key trends and developments have been identified:

- An increasing number and variety of stakeholders and the interests of the end-consumer lead to increased public awareness and the creation of secondary standards by the food-chain industry
- Environmental issues like sustainable resource use, carbon footprint and ecosystem services (water, biodiversity) became a central issue on the public agenda
- The fast development of biotechnology raises the issue of integration of crop protection and biotechnology
- The recent food crisis made agricultural production an important issue on the public agenda
- The crop protection industry faces a more diverse interests and expectations as information access improves, public awareness increases and regulators introducing new and stricter standards
- Counterfeit products and illegal trade remain an important issue

● VISION

To be recognized as a responsible industry promoting effective stewardship programs, which are essential elements of sustainable agriculture, food security and food safety.

● STRATEGY

- Promote and implement stewardship so that it is recognized by key internal and external stakeholder as a vital contributor to food safety and security, sustainable development and sustainable agriculture
- Position the crop protection industry so that it is recognized as the key source of expertise in stewardship
- Alignment of industry stewardship strategy/areas/priorities at global regional and national levels
- Support regional stewardship projects that have been adapted to regional and cultural differences, and demonstrated needs
- Promote and report industry-wide performance indicators and measure progress against these
- Promote stewardship throughout the value chain through partnerships and demonstration of best practices:
 - addressing and supported by key stakeholders
 - with a major focus on food value chain, especially farmers
- Leverage industry's stewardship activities in the industry's regulatory and communication activities

Global Stewardship Guidance

● GOALS

- To have a complete, reliable and quantitative picture of impact and effectiveness of the industry's stewardship programs in the key focus areas
- To initiate a continuous cycle of review and improvement to increase impacts and outreach, and recognition of the value of stewardship
- To report and validate activities and impacts to key stakeholders
- To gain recognition as a contributor to sustainable agriculture and food safety and security

● KEY ACTIONS FOR 2011-2020 2011

- Achieve transparency of costs, resources and impact
- Set KPIs that measure efficiency and cost-effectiveness, and find reliable ways to measure, validate and report them
- Bring focus and consistency:
 - on key areas of activity
 - priority setting
 - select countries to maximise impact
- Develop action plans to 2020 for each key area
 - global stewardship workshop to validate the stewardship approach and impacts with key stakeholders

2014 onwards

- Assess impacts of all project team activities vs. milestones and adjust programs as needed
- Obtain comment and validation on key issues and results from recognized external experts
- Publish impact reports (3 year interval) and provide specific reports to external stakeholders

- Develop and agree clear targets for each key area
- Develop key material for communication/advocacy (internal & external) with support of the Communication Steering Committee
- Seek alignment between industry led biotech and crop protection stewardship programs in support of sustainable agriculture and food safety and security

● KPIs

- Identify and publish as for Key Result Areas
- Available reports and communication material
- Number and type of partnership in place
- Training outreach and effectiveness
 - key groups of stakeholders are defined, selected and trained with feedback received
 - of farmers and other key stakeholders (e.g. distributors) implementing stewardship
- Recognition of Stewardship/ Stakeholder awareness
 - data from repeated surveys on understanding of stewardship by all key stakeholders
 - of positive press publications on stewardship activities (mentioning players involved)
 - of requests for advice/training regarding stewardship
 - stakeholder support for major programs
 - having an invited seat in major consultation rounds
 - media coverage in international and local press
- Conference outputs:
 - reports (peer reviewed)

IPM/Responsible Use

● GOAL/VISION

Industry-led IPM/Responsible Use programs (IPM/RU) are recognized as essential elements of sustainable agriculture. Major stakeholders actively seek partnerships with industry to disseminate and implement these programs.

● STRATEGY

- Adopt a harmonized set of guidelines
- Build more local sustainable training capacity
- Increase funding and outreach through partnerships
- Prioritize project with the view to increase impact and outcome
- Agree KPIs and measurements

● GOALS 2020

- All the member companies and associations have a harmonized set of IPM/RU guidelines and commonly accepted and effective IPM/RU programs implemented at field level in selected countries
- Expanded geographical outreach and increased impact through partnership and alliances implementing consistent and effective IPM/RU programs globally at farm level
- Biotech and Resistance management strategies are included in IPM/RU
- Impact assessed in key countries
- Key alliances with the food value chain established to disseminate and implement common approaches to IPM/RU

● KEY ACTIONS 2010-2020

Now/2011

- Review of consistency of RU training programs globally
- Collect existing crop related IPM training programs and assess IPM training needs (globally)
- Identify key countries for IPM/RU training programs
- Define major stakeholders at global/regional/local level
- Run IPM/RU survey on promotion and implementation of IPM/RU (company and association level)
- Develop methodology how to measure impact (behavioral change) at farmer level

2012

- Engage with relevant stakeholders, including the food value chain, to broaden outreach and to promote a commonly shared concept of IPM/RU
- Development of global RU training manual and program
- Revisit IPM manual and update biotech and resistance management modules
- Initiate development of regional IPM training programs on major crops



2014

- Leverage the Indian RU and Secure Storage project learnings into other key countries (2013)
- Implement impact assessment process (based on global methodology)
- Establish IPM crop program in selected region(s) in cooperation with food value chain

2016

- Impact measurement in place globally
- Continue and broaden reach
- Increased number of key partnerships/alliances IPM/RU training
- All countries activities that are supported through CropLife are reporting progress and impact

2020

- Increased number of programs showing impact at grower level
- IPM/RU survey: Vision 2020 implemented

● KPIs

- Number of Countries with association supported training programs in place
- Number of associations monitoring (directly or by third party) and reporting training impact (number of externally available activity and impact reports)
- Number of IPM strategies developed and reported
- Understanding of IPM throughout Industry (Number of companies reporting support of IPM programs, number of in-country IPM programs supported by member companies)
- Third party leverage and recognition (including number of partnerships, in-kind support, funding support, request for industry expertise)



Container Management 2020

● GOAL/VISION

To have a safe and responsible management of empty, properly rinsed pesticide containers worldwide, with our industry recognized as a leader for this initiative.

● STRATEGY

- Develop container management (CM) programs in key countries
- Provide guidance and support for CM programs
- Establish information flow for all countries
- Seek and implement cost reduction opportunities
- Base all decisions, program components and end use applications on solid technical science
- Work with governments and other country stakeholders to achieve these goals, e. g. consider promotion of mandatory regulations as means to involve all stakeholders



● GOALS 2020

- Business models developed and established for established and new pilot schemes resulting in improved efficiency and cost reduction (ultimate goal: breakeven)
- Industry leadership position recognized by external stakeholder through success stories, branding, benchmarks and demonstration of best practices that are based on sound scientific and technical footing
- Regulatory acceptance that properly rinsed containers are non-hazardous; only properly rinsed containers enter the system
- End-use application of high value with 100% containers recycled
- Crop protection industry abiding by all health, safety and environmental policies; significant reductions in health risks and environmental footprint
- Expansion of program to key countries



● KEY ACTIONS 2010-2020

Now/2011

- Expand eco-efficiency analyses (EEA) to key countries in each region
- Development of a communication program on successes and best practices, including further communication material and roll-out on triple rinsing

2012

- External business people attending CM activities/broaden stakeholders
- Complete ecotoxicology and leaching studies
- Ensure that all involved parties have fully implemented Environmental, Health and Safety principles
- Conduct Global EEA for established container management systems

2016

- All advanced country schemes have branding
- Increase mean return rate to 30% (priority area: Americas and Europe)

2020

- Increase mean return rate to 50% (priority area: Americas and Europe)
- Have governments supporting programs with regulations
- Global container management workshop: every 2 years, multi-media coverage (traditional & social media), international journalists
- New countries/new programs – invited to provide expertise when establishing new container management programs
- Reduce costs (\$/kg) with new business models (2% per year)
- Find new end use options/markets: 1 new end-use per year



● KPIs

- Number of countries with a program
- Tonnes of recovered container plastic
- % containers recovered from the market
- Total cost of program
- Cost per kg recovered by region
- Number of countries with non-hazardous classification

Obsolete Stocks 2020

● GOAL/VISION

To have a world free of the legacy of obsolete stocks and with effective measures to prevent their reoccurrence. This will be achieved through multi-stakeholder efforts in which industry is recognized as a key partner.

● STRATEGY

- Reduction of risk to companies participating in the CropLife obsolete stocks program
- Progressive destruction/safeguarding of stocks of products originating from participating companies
- Influencing national and international policy on obsolete stock prevention
- Major focus on the Africa Stockpiles Program (ASP)
- Promote a common policy within industry
- Provide informed expert resource to participating companies
- Enhance reputation through effective participation in multi-stakeholder activities

● GOALS 2020

- Substantially reduced stocks of CropLife member companies through completion of disposal component of the ASP
- Prevention policies and mechanisms in place
- Provide input to locust procurement policies to minimize unwanted stocks
- Agrochemical waste management programs in place in key countries
- Ongoing close collaboration with major stakeholders and donors e.g. FAO, World Bank (Global Environment Facility)
- Map of obstocks situation in OECD countries
- Sustainable collection schemes planned in high risk OECD countries
- Enlarged group of participating companies
- Company commitment to measurable prevention measures



● KEY ACTIONS 2010-2020

Now/2011

- Continue with support to ASP partnership – financial payments for obstocks destruction made, technical advisors in position in Phase 1 countries
- Complete CropLife safeguarding project - hazardous stock risk assessment in 5 countries and all identified high risk stocks safeguarded
- Continue close collaboration with major stakeholders and donors e.g. FAO, World Bank and establish a funding channel for contributions
- Develop public domain position/discussion paper on locust obstock prevention

2012

- Engage with member companies in obstocks prevention issues
- CropLife member companies have obstocks prevention policies in place – implemented, validated and with a minimum standard defined

2014

- Facilitate funding streams for sustainable management of obsolete stocks
- Develop capacities in project management amongst key national associations
- Tonnes of member companies obstocks destroyed in key countries (first target: ASP countries):
 - 50% by 2015
 - Complete by 2020

2016

- Locust obstocks prevention policy adopted by FAO, donor agencies and Industry

2020

- Agrochemical waste management in place in key countries to agreed standards
- Continue to implement agricultural waste management model e.g. under ASP
- Advocate adoption of CropLife agricultured waste management model to policy makers
- CropLife model for agricultural waste management adopted by policy makers

● KPIs

- Tonnes of stocks safeguarded with industry participation
- Tonnes of stocks destroyed in projects with industry participation
- Prevention measures implemented by participating companies
- CropLife members and main stakeholders (incl. governments) and donors agree to policies to prevent build-up of more obsolete stocks from unused locust control products

International Code of Conduct 2020

● GOAL/VISION

Members of CropLife know, follow and promote internally and externally the International Code of Conduct on the Distribution and Use of Pesticides (CoC).

The reputation of the industry is enhanced with outside stakeholders (governments, NGOs, food value chain and general public) as a result of adherence to the code and full participation in its further development.

● STRATEGY

- Use established e-learning modules to drive awareness in CropLife member companies, associations and relevant key stakeholders and demonstrate extent of awareness at company, regional and country level
- Encourage the relevant authorities to adhere to the CoC
- Encourage FAO/WHO/UNEP and other "code-owners" to champion the CoC and promote it as the primary guiding principle for improved chemicals management
- Maintain and improve inputs into CoC guideline development, including guidance documents

● GOALS 2020

- Continue awareness (>90%) of the CoC for relevant people in member companies and associations
- Contribution to CropLife Tri-Annual Stewardship report; report to be submitted to FAO and others
- Verified reporting of non-observance of the code approaching zero
- Promotion of international CoC by all members of distribution chain undertaken by all CropLife members

● KEY ACTIONS 2010-2020

Now/2011

- Improve industry interaction and inputs to the International Meeting on Pesticide Management (FAO/WHO led) and comment and monitor the development of international guidance
- Continue the roll out of CoC e-learning training internally and externally (company and association level)
- Develop policy on 'Highly Hazardous Pesticides' (HHPs)
- Prepare report on implementation of CoC for input into CropLife Stewardship Report 2011

2012

- Measure effectiveness of Code observance (reports of non-observance, number of adverse incidents)
- Make recommendations on the responsibilities within the industry network for development of a system for collecting adverse health incidents data

2014

- Measure awareness and implementation of code through:
 - % of members who have undertaken the training
 - CropLife network awareness
 - Reports of industry adherence to the CoC

2016

- Measure numbers of adverse incident
- Measure numbers of non-compliance

2020

- Key actions ongoing
- Strengthen partnership with key stakeholders to promote the CoC
- Report industry adherence to the CoC

● KPIs

- of companies and associations running e-learning course or equivalent training.
- % of personnel trained (split by sub-modules, companies, associations, countries)
- Number of guidelines commented on and improved
- Number of partners in distribution chain taken e-learning
- Number of adverse incidents (accidental, occupational and intentional, measured independently)
- Number of non-compliance reports (measured independently)



Resistance Action Committees 2020

● GOAL/VISION

- Resistance management is seen as an integral part of the stewardship approach to management of crop protection products and is regarded as an essential element of sustainable pest control. Promotion of voluntary resistance management strategies should be a priority for industry and non-industry stakeholders.

● STRATEGY

- Integration of the Resistance Action Committees (RACs) into CropLife International's stewardship strategy
- Develop proactive training programs (for regulatory authorities, extension services and users), including development and distribution of communication material and outreach strategy
- Review the need to broaden membership of the RACs
- Establish a global network through increasing regional presence, particularly via CropLife associations

● KEY ACTIONS 2010-2020

Now/2011

- Agree areas of common interest, collaboration and further actions for RACs and CropLife representatives
- Vision 2020 outputs to be discussed and agreed in RACs
- Development of KPIs
- Review the engagement of RACs with non-CropLife International member companies and, as appropriate for each RAC, invite more companies to join
- Continue to work with relevant stakeholders in the food chain, including the European Plant Protection Organisation (EPPO) in order to shape/support (national) regulation

2012

- Liaise with CropLife's IPM/RU project team to provide input on contribution of RACs into IPM
- Agree concrete actions supporting the RAC vision on regional presence (e.g. in Africa, Asia, Latin America)

2014

- Increased liaison with industry associations on resistance management issues in plant biotech
- Agree/implement actions supporting vision on accessing the farmer (e.g. training modules within the IPM/RU training program)
- Cooperate with public sector organization involved in Resistance Management

2016

- Share common elements of research approaches on resistance prediction across RACs

● KPI's

- Number of training and information material developed and rolled out
- Number of IPM/RU training programs that incorporate resistance management training
- Number of active regional and national RACs in place



Regional Stewardship Responsibilities 2020

● KEY ACTIONS 2010-2020

- Implement Stewardship Vision 2020 and adapt to regional and country needs
- Develop, improve and implement methodologies for measuring impact of stewardship programs e.g. change in farmer behaviour
- Review programs for impact and efficiency
- Exchange information across regions and countries
- Adapt/translate training material and guidelines (by national associations), as required
- Develop clear strategy and goals for programs with improved impact and outreach
- Adapt programs, as required
- Identify/map and increase partners for program implementation
- Maintain a stewardship team in each region



● KPIs

- As for Key Result Areas
- Number of guidelines and other stewardship publications in local languages
- Number of partnerships
- Number of sources of local funding



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