



Sustainable Trade



Sustainable Trade
Sustainable
Standards and
Environmental
Leadership
Social
Program



Gateway to the future

The practices of greater transparency, increased long-term value and social and environmental sustainability will set the pattern for the business world in coming years. In this context, the companies that endorse their operations with sustainable seals will increase their sales potential.

Certification helps to compete in global markets, where consumers increasingly seek products and services from suppliers with a demonstrable commitment to society's progress.

Sustainability can give a company an edge over non-certified companies when bringing its products to market. In a global world, sustainability-certified goods

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Obtaining them implies that businesses adapt their production processes to international standards in order to access important benefits. A sustainable company is more resilient, offers competitive advantages that stand out from the competition, increases its bottom line through more efficient use of resources, improves brand reputation and

consumer loyalty, attracts and retains the best professionals, and is more profitable and competitive in foreign markets.

If you wish to be part of a global market that is committed to sustainability and sell your products under the best conditions, these programs and certifications will help you achieve it.■

Biotrade

Program

Biotrade is a business model based on native biodiversity that builds on the three fundamental pillars of sustainability: economic profitability, biodiversity conservation and consideration of social components.

Its importance in markets is growing, and is an attractive differential, as an increasing number of buyers require suppliers to meet Voluntary Sustainability Standards. Biotrade allows both to preserve native biodiversity and access the most demanding international markets.

Compliance with 75% of the Biotrade principles and criteria (P&C) entitles companies to use the **Biocomercio Peru** logo. User friendly and accessible educational information about this program can be found in PROMPERÚ's Biotrade virtual classroom. ■



Stages

- ✓ Training on value chains and P&C compliance.
- ✓ P&C assessment.
- ✓ P&C compliance supervision.



Requirements

- ✓ Exporting companies with a sustainable exports supply.
- ✓ Exporter's test.
- ✓ Do not have debts to PROMPERÚ.



Organic Certification Management Program

The certification management program focusing on the implementation of an internal control system of the products' export chain to prevent the use of polluting chemicals and preserve the health of people, ecosystems and natural resources.

Organic production standards cover the entire supply chain, from field production, to storage and processing, to commercialization (for local or export / import markets).

Among the benefits of having organic certification are the higher price of the product in international markets, increased competitiveness and improvements in production technology.■



Stages

- ✓ Company diagnosis.
- ✓ Organic certification sensitization and regulations workshop.
- ✓ Implementation of internal control system.
- ✓ Training of internal auditors.
- ✓ Pre-audit.



Requirements

- ✓ Exporting SME or operating in international markets.
- ✓ Exporter's test.
- ✓ Do not have debts to PROMPERÚ.





Organic Foods Traceability Program

A tool to enhance operational efficiency and marketing, it allows businesses to track information about their products' journey, from their source to final export destination.

This mechanism not only allows the business to demonstrate its compliance with organic production standards, it also lowers its production costs and improves its credibility and commercial reputation.

Having this instrument assures importers that the product is reliable and healthy for human consumption. The program opens an important door to access increasingly demanding and competitive markets. ■



Stages

- ✓ Technical assistance to companies.
- ✓ Training.
- ✓ Workshops on how to use the organic traceability and regulatory compliance tool.
- ✓ Diagnosis of the traceability system.



Requirements

- ✓ Exporting SME or operating in international markets.
- ✓ Exporter's test.
- ✓ Do not have debts to PROMPERÚ.



Good Fair Trade Practices Program

Fair Trade is a commercial option based on respect, transparency, fairness and dialogue that involves responsible social and environmental actions.

Faced with the need of companies in the textile and food sector to have tools for competitiveness and differentiation that promote sustainability, the Good Fair Trade Practices Program is developed,

which seeks the implementation of this national seal valid for two years. Program participants also benefit from additional discounts at fairs organized by PROMPERÚ. ▀



Stages

- ✓ Training workshops for the program's 6 modules:
 1. Action plans management.
 2. Labor costs and obligations management.
 3. Fair trade strategies and policies.
 4. Traceability.
 5. Training of internal auditors.
 6. Fair Trade as a marketing tool.
- ✓ Technical assistance.
- ✓ Implementation visits.
- ✓ Periodic evaluations.
- ✓ Pre-audit.
- ✓ Certification audit.



Requirements

- ✓ Exporting company (its stakeholders included).
- ✓ Exporter's test.
- ✓ Be a part of the production chain.
- ✓ Do not have debts to PROMPERÚ.

Good Profitable Environmental Management Practices - Program Eco-efficiency

The program encourages good environmental management practices based on the four enhanced profitability concepts of improved economic efficiency, environmental performance, organizational strengthening and occupational health.

This innovative tool fosters using simple and economically profitable measures capable of improving a company's competitiveness. It also allows to access demanding external markets, and is an attractive differential for consumers abroad since compliance with free trade and other

agreements signed by Peru suggests the deployment of trade measures that benefit the environment and avoid the establishment of tariff barriers that hinder the entry of Peruvian products. Good practices in profitable environmental management not only contribute to increase re-



venues, reduce costs and enhance the business's productivity, but also allow optimizing the use of raw materials, water and energy, and reduce solid waste contamination and greenhouse gas (GHG) emissions. Finally, joining the program allows participating companies to use the "Eco-efficiency" logo and benefit from additional discounts at fairs organized by PROMPERÚ. ■



Stages

- ✓ Sensitization.
- ✓ Technical assistance.
- ✓ Implementation of measures.
- ✓ Compilation of success stories.
- ✓ Publication / dissemination of success stories.



Requirements

- ✓ Exporting company.
- ✓ Operating a processing plant, including production equipment and specialized labor.
- ✓ Exporter's test.
- ✓ 5Ss or other quality certification / management programs.



Environmental Footprint Measurement Program

The Environmental Footprint Measurement Program from a Life Cycle Analysis approach allows to evaluate the potential environmental impacts of a product, process or activity through all their stages, to identify their origin and magnitude.

Information makes it easier for companies to make decisions to change their industrial processes for others that are more efficient, and implies added value for their customers, who will thus be kept apprised in detail of the environmental footprint of the products they consume.

This program not only improves performance, competitiveness and business efficiency, but also helps to open access to

new market niches; it also helps to reach out to eco-friendly customers and to mitigate the impact of company's actions on nature, since it paves the way for creating concrete strategies and action plans to reduce such impact.

Program participants also benefit from additional discounts at fairs organized by PROMPERÚ. ■



Stages

- ✓ Sensitization.
- ✓ Measurement.
- ✓ Environmental assessment.
- ✓ Environmental footprint communication strategy.



Requirements

- ✓ Exporting company.
- ✓ Exporter's test.
- ✓ Do not have debts to PROMPERÚ.



Carbon Footprint Measurement Program

Through this program, businesses can measure their Greenhouse Gases (GHG) emissions and take actions to reduce their environmental impacts in a scenario where the environmental concerns and the resulting trade regulations are gaining increasing more importance.

Knowing goods and services' Carbon Footprint provides an added value that distinguishes them from their competitors'. It is an attractive differential in the standardization process: more and more markets demand it, and everything indicates that the rest of the countries will adopt the same decision over time. The measurement of the Carbon Footprint (CF) not only implies an economic saving for the company and a gain in its performance, competitiveness and efficiency. It also opens the door to more demanding markets and provides an internationally accepted assurance of compliance with environmental legislation and good Corporate Social Responsibility (CSR) practices. By joining the program companies also benefit from additional discounts at fairs organized by PROMPERÚ. ■



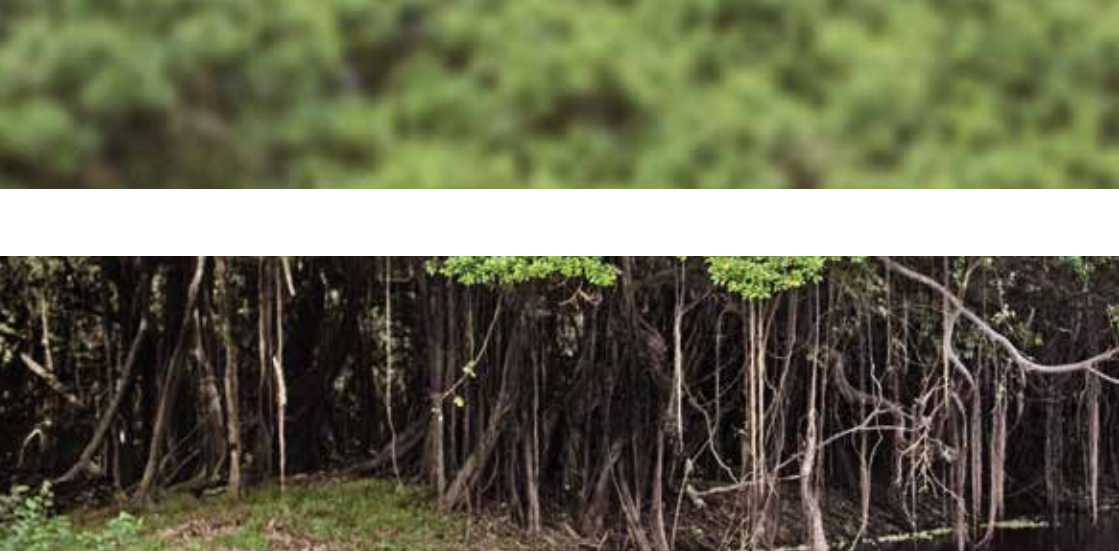
Stages

- ✓ Sensitization.
- ✓ Measurement.
- ✓ Environmental assessment.
- ✓ Carbon footprint communication strategy.



Requirements

- ✓ Exporting company.
- ✓ Exporter's test.
- ✓ Do not have debts to PROMPERÚ.



Water Footprint Measurement Program

The Water Footprint Measurement Program helps companies manage water efficiently and responsibly.

The competitiveness of the company through the efficient use of water resources, which is a strategic resource for the sustainability of its business, improves its level of production and reduces environmental impact, thus avoiding risks with water management at the economic and legislative level. Knowing its water footprint adds value to a company's products

and improves its business reputation by assuring its business partners worldwide it complies with Corporate Social Responsibility (CSR) principles.

Program membership also brings additional discounts at all fairs organized by PROMPERÚ. ■



Stages

- ✓ Sensitization.
- ✓ Measurement.
- ✓ Environmental assessment.
- ✓ Water footprint communication strategy.



Requirements

- ✓ Exporting company.
- ✓ Exporter's test.
- ✓ Do not have debts to PROMPERÚ.

Women Entrepreneurs Leadership

Program

"Ella Exporta"

"Ella Exporta" is a corporate management strengthening program aimed at leading exporting entrepreneurs that allows to increase the productivity and improve the working conditions of women entrepreneurs, as well as promote women's export culture.

The empowerment of women and their inclusion in organizations is seen positively in the most demanding international markets. ■



Stages

- ✓ Business Plan CANVAS.
- ✓ Logistic export costs.
- ✓ Corporate social responsibility.
- ✓ Financial strengthening program.
- ✓ Technical assistance.
- ✓ E-commerce.



Requirements

- ✓ At least one year in existence.
- ✓ Be composed of women with 51% of the property and/or decision-making capacity.
- ✓ 51% female staff.
- ✓ Internationalization strategy.
- ✓ Exporter's test.



Corporate Social Responsibility Program

A Corporate Social Responsibility Program (CSR) is a sustainable business initiative to improve companies' performance and their impact on people, society and the environment, by demonstrating the companies' relationship with their stakeholders.

It is based on the seven principles of transparency, impact on society and the environment, accountability, ethical behavior and respect for the rule of law, international standards and the interests of the parties. It allows businesses to meet

market trends, and report on the enterprises' sustainability. Although it is not a certification, demanding consumers will find CSR programs an attractive component of a company's operations, since including a vulnerable group in its development



plans, improves the company's image, strengthens its commercial credibility and adds value to its products. In addition, a sustainability report allows a company to map its relationship with various stakeholders and take the most appropriate measures to improve its production processes. ■



Stages

- ✓ Awareness workshop.
- ✓ Design of a CSR Action Plan.
- ✓ Sustainability Report.



Requirements

- ✓ Exporting company (related interest groups included).
- ✓ Role in productive chain.
- ✓ Exporter's test.
- ✓ Do not have debts to PROMPERÚ.



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