

Making sense of sustainability for SMEs:

Global Trade Helpdesk- Sustainability module

Oct 2 2026

Sustainability is one of the major drivers of
business transformation and
strategic long-term value creation

What have been changed in the sustainability requirements landscape?

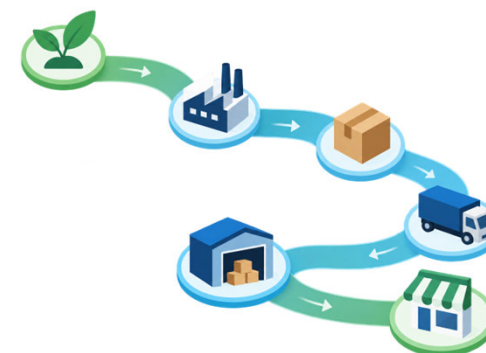
Shift from voluntary certification to mandatory compliance



From market expectation
to market access



From commitments and
statements to structured
documentation, reporting,
and verification



From first-tier suppliers
to the supply chain

Trickle-down effect on small businesses



**The challenge:
only a small share of SMEs
are actively
exporting/importing**

Information is abundant, but scattered
and constantly evolving

And Now...

Sustainability requirements

**How do we
simplify the process ?**



A single entry-point for trade intelligence



Market Analysis Process



Global Trade Helpdesk

NEW



from

Which product?

To which market?

Type or select...

Type HS code or product name...

Get started →

Let's look at an example

www.globaltradehelpdesk.org

Exporting from: Indonesia

Product: Coffee 090111

To: Germany



You are exploring
Indonesia's export of **090111 Coffee, whether or not roasted or decaff...** to Germany [Edit](#)

[Market overview](#) [Market access](#) [Sustainability](#) [Go digital](#) [Partners](#)

Sustainability

Navigate environmental, social and governance requirements on your trade journey.

- Get started
- Legislations
- Standards
- Knowledge hub

European Union | Legislation and regulations | Market overview | Market access

Voluntary Sustainability

Not legally required, but recognized and some can open access to high-value markets and standards.

Data provided by ITC Standards Map

How to choose voluntary standards

Today, the number of existing standards may be difficult for producers to navigate.

Find out more

Which voluntary sustainability standards in your market?

The Common Code for the Coffee Community - 4C

Share of certified area in Indonesia: 66,894 ha certified

Production (in metric tons): 66,468 metric tons certified

List of applicable standards (30)

Standards have different sustainability focus. The shares are requirements. For more information on our methodology, go to: [Widely used standard](#)

Fairtrade International - Agriculture

Last update: January 2025

Fairtrade Standards seek to ensure fair workers' rights, and provide the framework for a sustainable business.

[Read more](#)

Rainforest Alliance Sustainable Agriculture

Last update: April, 2025

Sustainable agriculture has never been more important. Rainforest Alliance offers a practical framework for sustainable agriculture.

[Read more](#)

Tools and resources

All resources

Due Diligence Capacity Building Hub

Understand how your organisation performs across ESG dimensions, identify gaps, and get action plans.

[Access tool](#)

OECD Due Diligence Checker

Get a snapshot of your due diligence approach by answering 13 simple questions

[Access tool](#)

Agricultural Market Information System

Provides information on global food markets, including prices, production volatility and market demand.

[Access tool](#)

AGRINFO

The latest on EU Agri-food policies impacting low- and middle-income countries

[Access tool](#)

FAO GLOBEFISH European Price Dashboard

Provides weekly prices for more than 350 fisheries products across the European market.

[Access tool](#)

Food Price Monitoring and Analysis (FPMA) Tool

Domestic and international prices of basic foods, and early warning on high food prices at country level.

[Access tool](#)

ICC Framework for Responsible Environmental Marketing Communications

A global benchmark to help marketers communicate sustainability

[Download PDF](#)

ICC One Click

AI supported gateway to navigate and craft your customised international business plan.

[Access tool](#)

ITC-OECD Typology framework of Sustainability

A framework and guide to understand and assess the differences between sustainability initiatives.

[Download PDF](#)

OECD-FAO Guidance for Responsible Agricultural Supply Chains

The global framework for responsible sourcing, due diligence, and risk management in agriculture sector.

[Download PDF](#)

The European Union Deforestation Regulation (EUDR) handbooks

A series of ITC-developed EUDR compliance handbooks outlining the fundamental principles and responsibilities through business scenarios.

[Download PDF](#)

The State of Sustainability Markets

This latest global report on the evolution of 13 major sustainability standards for bananas, cocoa, coffee, cotton, oil palm, soybeans, sugarcane, tea, and forestry products.

[Download PDF](#)

What are Standards?

A quick introduction to standards from WTO Trade4MSMEs

[Read](#)

What are voluntary sustainability standards?

A quick introduction to voluntary sustainability standards from WTO Trade4MSMEs

[Read](#)

WIPO GREEN Database of Innovative Technologies and Needs

Catalogue of tangible green and innovative solutions to environmental or climate change problems and needs

[Access tool](#)

Handbook 1- Introduction

Deforestation-free? Navigating EUDR D

Home

Data for

Does your product meet requirements?

IN INDONESIA: Domestic Requirements: 5, Product Requirements: 8

Prepare your business

Understand what ESG means and why it matters to your business. Environmental, social and governance (ESG) requirements shape how your products access international markets. Understand what applies to your trade and prepare your business.

[Get started](#)

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Get started

Due Diligence CB Hub Assessment

A regulation- and commodity-agnostic tool enabling companies to (i) assess ESG readiness & risks; (ii) close gaps through targeted capacity building (inc. e-learning); and (iii) monitor progress and impact.



ASSESSMENT

Company report with supporting evidence submitted



CAPACITY BUILDING

Tailored guidance & supporting resources



IMPACT

Monitoring financial & non-financial impact



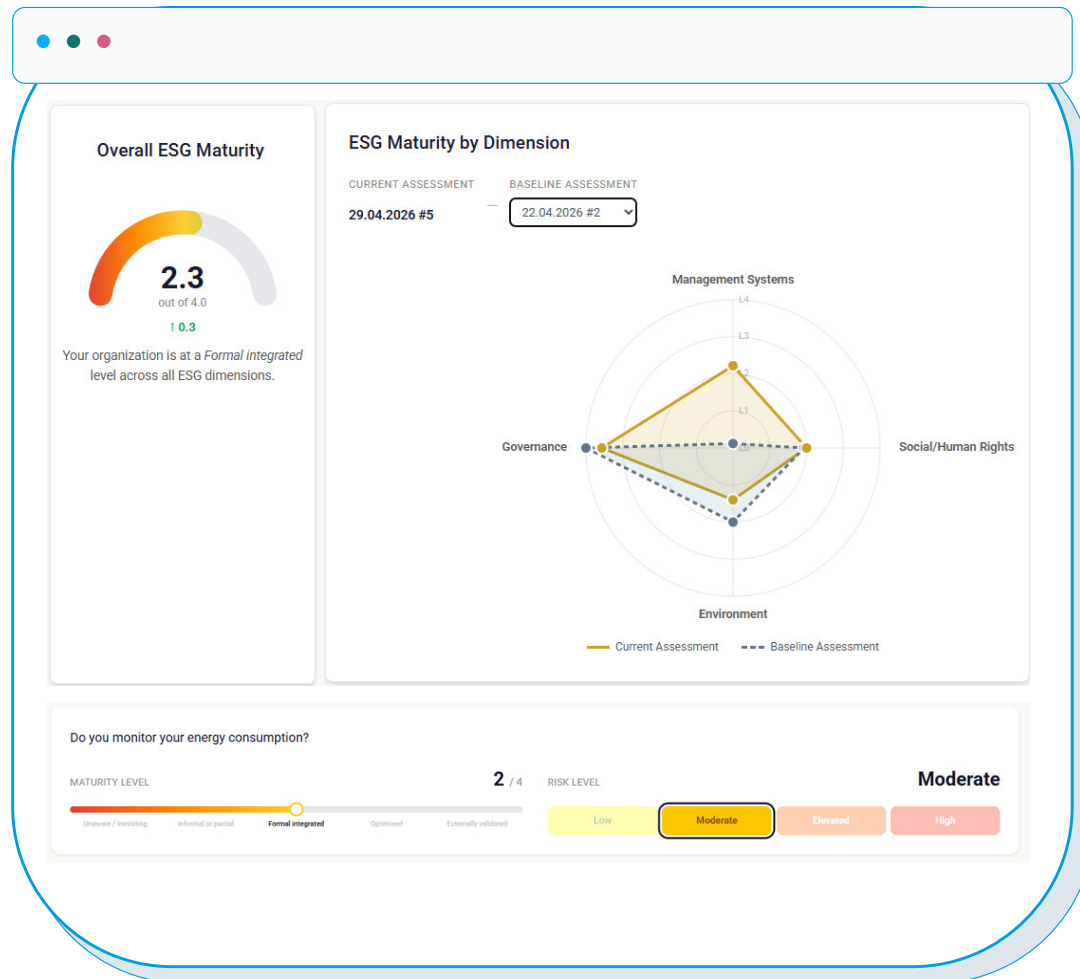
RESULTS

Automated scoring & progress tracking



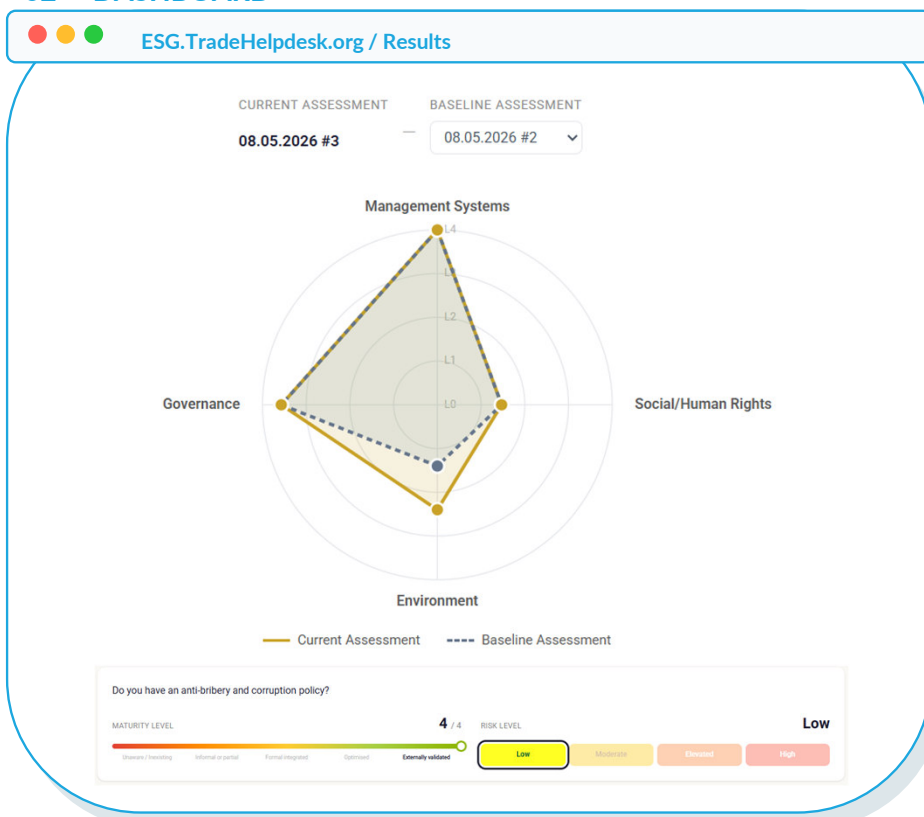
PERFORMANCE TRACKING

Company & country-level views



Gap Analysis and Action Plan

02 – DASHBOARD



The module provides firms with an overall ESG maturity assessment, pillar-level scores, and a comparison against previous submissions to track progress over time.

03 – GAP ANALYSIS

ESG.TradeHelpdesk.org / Gap-Analysis

1 Critical Social

Establish or strengthen human rights due diligence procedures in sourcing practices.

Due diligence depends on having reliable data on the human rights risks linked to vendors across the supply chain. Collecting this information on an ongoing basis helps the organisation identify where risks may arise and prioritise action based on their likelihood and severity. Addressing these risks helps provide clear evidence of responsible sourcing, thereby strengthening the organisation's credibility with and helping attract ethical investors, business partners and customers. It also helps prevent costly supply chain disruptions and regulatory fines, while supporting compliance with applicable requirements under the EUDR and CSDDD.

Hide action plan

ACTION PLAN

- 1 Establish human rights due diligence procedures in sourcing**
Put in place a structured process to collect and review data on the human rights risks associated with your business partners and suppliers. Use this information to identify and prioritise risks based on their likelihood and severity.
- 2 Integrate due diligence findings into procurement and sourcing decisions**
Ensure that procurement and sourcing decisions are actively linked to the social and human rights performance of business partners and suppliers, so that the findings from the due diligence process inform supplier selection and ongoing sourcing choices. Where risks are identified, take appropriate steps to prevent or avoid them.
- 3 Ensure governance oversight of the due diligence process**
Ensure that the Board of Directors or a similar governance structure has oversight of the due diligence process.

MATERIALS

- Due diligence process guide
- HREDD Process Checklist

YOU MAY ALSO CONSIDER REVIEWING

- Model Code of Conduct_ESG Policy

EXTERNAL RESOURCES

- OECD Due Diligence Checker

- ✓ Severity rating
- ✓ Recommended action and step-by-step plan
- ✓ Business relevance
- ✓ Supporting materials & online resources



Thank you!

www.GlobalTradeHelpdesk.org

Reach out to us:

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