



Presentation of ITC MARKUP II programme

Multi-Stakeholder Platform on Protecting and Restoring the World's
Forests: 27th Meeting – 24 April 2024

International Trade Centre - ITC

Joint agency of the United Nations and the World Trade Organization.

Established in **1964** in Geneva, Switzerland.

International organization fully dedicated to supporting small businesses as they engage in international trade



Pamela Coke-Hamilton, Executive Director

ITC's mandate in the context of EUDR

- ❖ **Support MSMEs** in producing countries to adopt sustainable production practices, including deforestation-free measures;
- ❖ Share information on **actions and lessons learned** in developing countries across global value chains;
- ❖ Promote integration of smallholders and MSMEs in global value chains by convening **multistakeholder networks** for producers, intermediaries, exporters and importers;
- ❖ Offer **technical assistance and tools** to support sustainable production strategies, market intelligence and market access;
- ❖ Provide training to policymakers promote **sustainable production and trade** practices through policy development, technical assistance, and awareness-raising.



Market Access Upgrade – MARKUP II

Overall Goal: Contribute to **economic development** of the **East African Community (EAC)** through **increased sustainable intra-African and EU-Africa trade**.

Specific Objective: **Enhanced market access** and **export competitiveness** for MSMEs in selected value chains

Geographic coverage: **Burundi, Kenya, Rwanda, South Sudan, Tanzania** and **Uganda**

Duration: 2023 – 2027

Funding: 40 million euros – by the European Union (EU)

Implementer: The International Trade Centre (ITC)

Main Implementing Partners: EAC Secretariat, EAC Partner States ministries, East Africa Business Council, Business Support Organisations



Market Access Upgrade – MARKUP II

Effective and inclusive accompanying measures to support Deforestation-free Value Chains

- ❖ Five priority **Accompanying Measures** are contemplated, building on ITC Pilots in ACP Business-Friendly programme on mandatory Human Rights & Environment Due Diligence (mHREDD) funded by EU and OACPS:

Awareness
Raising &
sensitization

Analysis &
Research

Policy advice
and dialogue

Capacity
building

Technology
platforms

- ❖ Accompanying measures developed along these priority areas will be essential to promote **conservation and sustainable use of forests** while avoiding potential exclusion of MSMEs from global value chains
- ❖ ITC works with **national and regional stakeholders** across the whole value chain to support producer countries and their MSMEs
- ❖ MARKUP II EUDR **priority interventions**: Awareness Raising, Capacity Building, Technology platforms.



1. Awareness raising

Deforestation-free Global Value Chains

- ✓ Private-Public Roundtables
- ✓ Awareness raising seminars
- ✓ Continuous updates of materials based on new FAQs & lessons learned from events
- ✓ Building on synergies with other ITC programmes (e.g. ACP Business-Friendly)

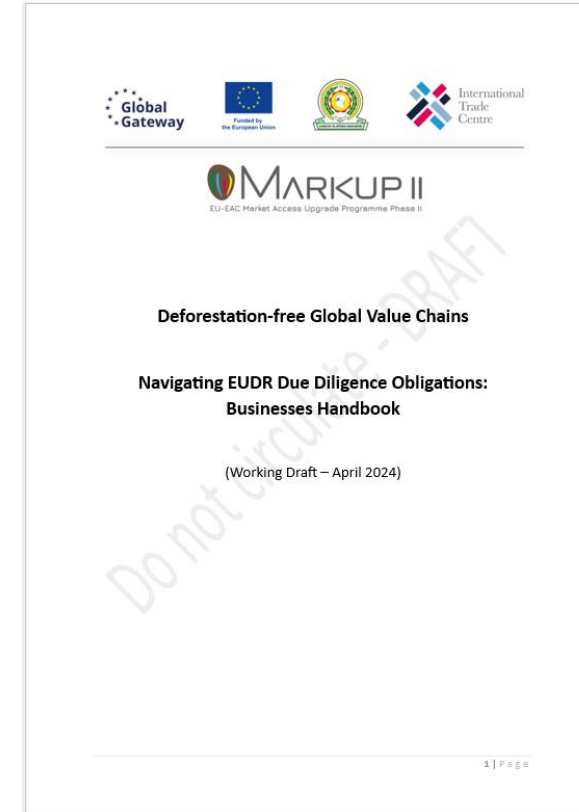


- ❖ **Coming soon! End of June 2024** (date TBC), Geneva (in person), organized with World Bank and WTO
- ❖ **Coming next! 12.06.2024**, Geneva (in person), organized with European Commission (DG Trade – DG Environment)
- ❖ **21.03.2024**, Awareness raising session for MARKUP beneficiaries (Uganda, Tanzania, Kenya, Rwanda, Burundi)
- ❖ **27.02.2024**, Abu Dhabi (hybrid), organized with UNEP and WRI at WTO MC side event with IISD Trade + Sustainability Hub
- ❖ **06.02.2024**, Awareness raising session for MARKUP beneficiaries (Uganda, Tanzania, Kenya, Rwanda, Burundi)
- ❖ **05.06.2023**, Brussels (hybrid), Roundtable event organized with WRI
- ❖ **Q1 2023**, ad-hoc roundtable discussions with Vietnam, Philippines, Malaysia, MERCOSUR, Colombia, Peru, Salvador
- ❖ **06.12.2022**, Brussels (hybrid), private sector / public sector dialogue
- ❖ **09.06.2022**, Online (hybrid), policy-makers focus roundtable
- ❖ **05.05.2022**, Online (virtual), private sector focus roundtable
- ❖ **29.03.2022**, Online (virtual), producing countries' focus roundtable

2. Training & capacity building

Navigating EUDR Due Diligence Obligations: Practical Business Handbook

- ✓ **Master** generic version of the handbook (all commodities, all supply chain actors)
- ✓ **Customization** per country & commodity (e.g. Kenya leather, Nepal coffee)
- ✓ **Collaborative** effort (industry partners in EU and outside EU, research institutes, cooperation agencies and UN agencies such as UNEP, UNDP)
- ✓ **Explanatory** business scenarios for Operators, Traders, Exporters, Intermediaries, producers & producers associations
- ✓ **Global public good** accessible to all, open to new collaborations, continuously enriched with new case studies, examples and detailed business scenarios
- ✓ **Training** workshops (in-person) including training-of-trainers and engagement with smallholders
- ✓ **Coordination** with EU delegations and other partners in producing countries



Technical Contributions from:

- World Resources Institute
- COLEAD-AGRINFO
- CBI
- UNDP-UNEP
- ITC industry partners

Timeline:

- First version of the handbook will be ready by end of May 2024
- Continuous updates with more sector specific case studies will be developed (ongoing basis)

3. Technology platforms & solutions

Navigating “EUDR compliant” IT solutions, tools & platforms

- ✓ **Transparency** on existing solutions offering traceability, geolocation, deforestation-free verification: cost, accessibility, data ownership, governance
- ✓ **Mapping** of existing and emerging new solutions claiming to be “EUDR compliant” applicable to specific commodities, countries or regions
- ✓ **Collaborative** effort to promote inter-operability, data collection & data management best practices.
- ✓ **New Global Public Good** of ITC, building on existing tools such as Standards Map, & Sustainability Map: the “**Deforestation-free Trade Gateway - DFTG**”
 - ❖ **Main outcome:** Farmers retain data ownership and value addition from enhanced traceability
 - ❖ **How:** UN-hosted neutral gateway to:
 - ❖ Connect existing and emerging data systems,
 - ❖ Upscale data collection,
 - ❖ Develop and promote best practices for data management;
 - ❖ Facilitate operators’ due diligence processes.



Direct contribution outside of MARKUP II:

1,500,000 EURO from Spain (Ministerio de Economía, Comercio y Empresa de España)

Pilot activities in Latin America (Q2/Q3 2024)

- El Salvador
- Honduras
- Peru
- TBC: Brazil, Colombia, Guatemala

Future deployment in MARKUP II EAC countries, Africa and Asia (Q4 2024 – 2025)

Please reach out for more information on ITC's work on Deforestation-free Global Value Chains

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