Raising the global profile of the fertilizer industry: an industry image up for the change

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AGENDA

- Advocacy and Global Engagement: Why does it matter?
- Sustainable Development Goals
  - What is different?
  - How do they affect the Fertilizer Industry?
- COP22 – The COP of Action
  - Agriculture finally on national agendas…. But what does this mean for us?
- Opening new Markets in Africa: the partnership value
- Reputation: The misuse of fertilizers for criminal activity
Why does international advocacy matter for the fertilizer industry

UN resolutions set the tone on how the key challenges facing the global community should be viewed and addressed:

- **National governments are the masters of the UN**: government representatives, based in NYC, Rome, Nairobi, Paris… are influencing and informing the process (in particular in areas like natural resources, food security, environment, international development, policy concepts)
- Even if non-binding, UN resolutions often work their way into (binding) national legislation
- The OECD ensures that environmental implications of economic and social developments are taken into account; OECD discussion papers and publications influence policy decision making and government response

**It is crucial for the fertilizer industry to be seen in a positive light!**

### New Global Trends emerge...

**Agro-ecology**

- Initially defined as an “ecological approach to agriculture”, referring to sustainability and biodiversity, it was not associated with a particular method of farming
- However, increasingly, the dichotomy of “organic versus non-organic” has started to take over
- Civil society has globally succeeded in setting it up against “industrial agri-business lobbying”

As a result:

- FAO workshops start to propose under “Agroecology” : mineral fertilizer reduction
- Several African countries indicate in their INDCs to “develop an agro-ecological approach”, understood as a “gradual replacement of mineral with organic fertilizers”

**Need of advocacy:**

- Do UN resolutions allow for a variety of agricultural practices?
- Do they acknowledge the importance of access to a variety of inputs?
- Is there a common understanding that the industry is offering solutions (BMPs…)?
IFA’s Public Affairs and Agriculture Services…

…are continuously engaged through private sector representations (IAFN, BIAC, GBA for Agenda 2030), Steering Committees of GPNM, the FAO Global Soil Partnership etc. in

- Pro-actively profiling the industry as
  - Responsible and committed to environmental stewardship and engaged on pressing societal questions
  - Engaged as a solution provider
  - Early adopter of sustainability initiatives
- Assuring good consultation in the drafting period of reports, discussion papers
- Securing relevant speaking slots and presentations at key events and platforms to:
  - Emphasize the crucial role of fertilizers for food security
  - Promote Best Management Practices to address concerns about nutrient losses to the environment and climate change
  - Build Relationships to create conducive environments that help address specific points (i.e. misleading info about mineral fertilizers, SDG indicators)

SUSTAINABLE DEVELOPMENT GOALS

- Illustrations of a new area,
- which brings its own challenges
- and wide possibilities to the industry
**SDGs VERSUS MDGs?**

**Difference of Millennium Development Goals and Sustainable Development Goals:**

- **More inclusive**: instead of top – down (OECD and internat. donor agencies) based on a global participatory process, including the private sector.
- **More comprehensive and holistic**: 8 MDGs vs 17 Goals that go beyond the poverty & hunger.
  
  This will make mobilization more difficult, but the complexity of sustainable global development is now better represented.
- **Universal**: they apply to all countries and actors.
- **Accountability**: the MDGs did not include monitoring, evaluation, measurements.
- **Countries’ responsibility**: countries have engaged their responsibility to develop their national indicators, adapting global indicators and add to them their own.
- **Funding**: the MDGs were envisioned to be largely funded by aid flows – which did not materialize. The SDGs put sustainable, inclusive economic development at the core of the strategy; countries are hold accountable.

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- The SDGs are clearly under the control of the 193 members of the UN - not the Secretariat!
- The process is UN member – driven.
- **IAEG (Inter-Agency and Expert Group)** - a committee of statisticians from 28 member states formed to decide on the indicators for each Goal and Target – the IAEG receives direct input from a variety of organizations, UN agencies, civil society..., not so much from the private sector, but this is about to change… (IFA’s representative was the ONLY private sector representative to participate in the IAEG meeting)
- **A High Level Political Forum (HLPF)** - July’16, made up of member countries, will oversee the monitoring and implementation process: HLPF meets yearly at ministerial level and every 4 years with Heads of State.
SDG Indicators of concern

Our ADVOCACY paid off:

Goal 2 (ZERO Hunger), Target 2.4: By 2030 ensure sustainable food production systems and implement resilient ag. practices that increase productivity and production

- Target IAEG’s initial proposal for Indicator 2.4.3 (measurement of “agricult. households using eco-friendly fertilizers” versus “households using fertilizers”) had been definitely eliminated, in favor of an indicator to measure: “Proportion of agricultural area under productive and sustainable agriculture”

Goal 14 in relation to marine pollution, in particular from land-based activities:

- The initially proposed indicator to measure “fertilizer use in kg/ha” was removed in favor of “Index of coastal eutrophication and floating plastic debris”

But ENGAGEMENT is still needed

- An unexpected indicator proposal came up end of March from UNEP (UN Environment Program): Goal 6: Access to clean water
  Indicator 6.3.2 Proportion of bodies of water with good ambient water quality:
  UNEP suggestion: indicator should include the “monitoring of dissolved N and dissolved P” in rivers, lakes etc.

INDICATORS OF CONCERN: WHAT’S NEXT?

- Monitoring and following of negotiating mechanism (indicator Goal 2: def. of “productive and sustainable agriculture” – what will be the sub-indicators?)
- Direct engagement and advocacy with the negotiating bodies, with a particular focus on the FAO and UNEP
- Leveraging IFA’s consultative status with Global Business Alliance for 2030; Steering committee of the Global Program on Nutrient Management (GPNM); collaboration of IFA’s Product & Trade Service with STATS of the FAO
- Intensive focus on food and agriculture in UN bodies: opportune time for our industry to make its voice heard:
  - 43 Session of UN Committee on World Food Security (CFS) (Oct 2016)
  - Global Partnership for Effective Development Cooperation (Nairobi, Nov 2016)
  - IAEG meetings; UNEP
  - HLPF 2017
SDGs – HOW CAN COMPANIES BENEFIT?

- Examine the business’s existing CSR and sustainability initiatives and measure them against the SDGs
- Audit the company’s operations against the goals, targets and indicators
- Develop Company related SDG goals, targets, indicators and establish a timeline to meet them; showcase examples
- Include performance indicators in company reporting
- To raise the profile of your company: Describe initiatives on the UN Global Compact and USCIB Business for 2030 websites

AGRICULTURE IN THE UNFCCC NEGOTIATION PROCESS

188 countries have submitted “Intended Nationally Determined Contributions” (INDCs), 73 % include “agriculture” in their countries’ mitigation:

- Several explicit references to
  - reducing emissions from mineral fertilizer application by reducing the use of mineral fertilizers
  - relying more on organic fertilizers, considered as “improved inputs”
  - “reduction of pollution from agricult. areas due to chemical fertilizers”
  - some proposals to “regulate” fertilizer use...

Need to address / prevent misleading information by promoting what the industry does to contribute to reduce GHG emissions (e.g. BMPs, IPNM, ISFM)

Subsidiary Body for Scientific and Technological Advice (SBSTA) – SBSTA, May 2016:

- A number of presentations and submissions on agricult. productivity highlighted soil fertility and the need for nutrients for enhanced crop production
- IFA had submitted a Position Paper on the Role of fertilizers in GHG emission reduction
**COP22 – THE COP OF ACTION**

IFA has partnered with World Farmers Organization (WFO)
- Side event planned at the COP Farmers Day “Changes on farm level: how farmers implement the Paris resolution”

IFA has partnered with CCAFS (CGIAR Research Program on Climate Change, Agriculture and Food Security)
- (in response to several INDCs): Development of a Policy Brief designed for African Policymakers
- Co-sponsoring / organization of an event on soil management at the “Agriculture Day”

**Practitioner Guide-book on FBMPs** – co-published with WFO and the Global Alliance for Climate Smart Agriculture (GACSA)
- Launch at Cop22

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**THE NEED TO FOCUS ON AFRICA**

*Estimated average fertilizer application rate in SSA (without South Africa)*

Achieving the Abuja Target of 50 kg nutrients/ha would require quadrupling current consumption levels in SSA

Source: IFA, FAO
PARTNERSHIPS: PROMOTE NUTRIENT STEWARDSHIP, EDUCATE, CONTRIBUTE TO OPEN MARKETS THROUGH BETTER ACCESS

- Outreach to Smallholders on adapted Fertilizer Use in Ethiopia (an IPNI project, in partnership with the Ethiopian Agriculture Transformation Agency (ATA), the International Maize and Wheat Improvement Center)

- **Steering Committee Member of AFAP:**
  - Agribusiness Partnership Contracts
  - African Volunteers Program
  - New Smallholder Access Campaign

- Co-founder of africafertilizer.org, led by IFDC (in partnership with AFAP, FAO, African Union Commission)

- Supporter of Sustainable Rice Platform

Nairobi - Workshop
IFA + Bill & Melinda Gates Foundation:
*Indicators of Fertilizer Access and Use for Smallholder Farmers in Africa*

LIMITING THE MISUSE OF NITROGENOUS FERTILIZERS: CERTAINLY NOT A NEW STORY…

The big picture
Fertilizer manufacturers recognize the potential to criminally misuse its nitrogenous products to make improvised explosive devices.
HOW DOES IFA HELP TO ADDRESS THE ISSUES?

- International **subject matter experts** are available to advise IFA members and organizations/governments/armies/police/etc.
- **Workshops** continue to take place around the world to raise awareness of potential issues with nitrogenous fertilizers.
- 20 product security-specific questions were added to **IFA's Protect & Sustain** certification.
- IFA helped with the development of chemicals detection kits for border controls.

“Teaming with IFA's global Product Security Working Group is one important reason why the number of casualties in Afghanistan has started to drop.”

Lieutenant General John Johnson, head of the U.S. Army’s JIEDDO

LIMITING THE MISUSE OF NITROGENOUS FERTILIZERS:

**PROTECT & SUSTAIN CERTIFICATION**

Protect & Sustain was developed by IFA members with independent auditors for IFA members. It has become the **de facto global** product stewardship **standard for fertilizers**.

Protect & Sustain includes all relevant elements of **ISO** and **OHSAS** certifications. A major difference vis-à-vis **Responsible Care** is that Protect & Sustain includes 20 **product security-specific** questions.

**BUSINESS BENEFITS** include:

- Safe working conditions
- Protected environment
- Safe communities
- Good reputation
- More profitability
- Less risk for everyone
28 FERTILIZER PRODUCER IN 44 COUNTRIES CERTIFIED

Countries: Austria, Argentina, Bahrain, Belgium, Brazil, Cameroun, Canada, Chile, China, Czech Republic, Croatia, Egypt, France, Finland, Germany, Ghana, Greece, Hungary, India, Israel, Italy, Kenya, Korea, Lithuania, Netherlands, Norway, Malaysia, Mexico, Morocco, Pakistan, Poland, Portugal, Romania, Qatar, South Africa, Spain, Sweden, Thailand, Trinidad & Tobago, United Arab Emirates, United Kingdom, USA, Vietnam… AUSTRALIA and NZ still missing

THANK YOU FOR YOUR ATTENTION