

2011

**BONSUCRO™**  
BETTER SUGAR CANE INITIATIVE



Bonsucro

Membership *Information Pack*



## **i** important information

- Step 1 Please read all documentation.
- Step 2 Application Form, pages 7, 8 & 9 complete and sign form.
- Step 3 Code of Conduct, pages 10, 11 & 12 complete and sign form.
- Step 4 Email your completed Application Form and Code of Conduct to:  
Patricia Cáceres -Bonsucro Membership Secretary  
[patricia@bettersugarcane.org](mailto:patricia@bettersugarcane.org)

## ***Bonsucro Mission***

To ensure the sustainable production of sugar cane.

## ***Bonsucro Objectives***

To define globally applicable performance-based principles, criteria, indicators and standards for sugar cane production that take into account local conditions and circumstances, and that are based on a credible and transparent process that is focused on the key sustainability drivers in sugar cane production.

To promote measurable improvements in the key economic, environmental and social impacts of sugar cane production and primary processing.

To develop a certification system that enables producers, buyers and others involved in sugar and ethanol businesses to obtain products derived from sugar cane that have been produced according to agreed, credible, transparent and measurable criteria.

To support the transition of Bonsucro to an internationally accepted global platform for sugar cane and its derived products, which is financially self sustaining and which provides a forum for continuous improvement in production efficiency and sustainability.

## ***Bonsucro Milestones***

2005 – First “better sugar: better business” meeting agrees key impacts at a conference in London—June.

2006 – Interim Steering Group agrees principles.

2007 – Steering Group advanced the initiative with appointment of a secretariat and Technical Working Groups.

2008 – Development of measurable indicators and criteria—the first ever global metric Standard.

2009

- Bonsucro Incorporated as a not-for-profit company in the UK. Bonsucro’s Constitution is available on the [www.bonsucro.org](http://www.bonsucro.org) website – January.
- Bonsucro joined ISEAL as an Associate Member – January.
- Governance taken forward with fully elected Management Committee and establishment of a Supervisory Board.
- Bonsucro’s Production Standard 1st public consultation phase completed – March.
- Bonsucro Production Standard Version 2 approved at the AGM in India. In accordance with ISEAL the 60 day public consultation opened –November.
- Stakeholder Outreach Program & Pilot Studies conducted in India, Australia, Brazil, South Africa, Dominican Republic and East Africa.
- The Certification Model and Audit Guidance document under development.

2010

- Bonsucro Production Standard 2010 approved. To be reviewed after a year.
- The Certification Protocol and Chain of Custody Standard were completed. These were submitted for recognition under the EU RED, together with the Production Standard – July.
- Registration of Bonsucro as a trademark

## *Benefits of membership*

- Membership of Bonsucro provides an opportunity to play a pivotal role in the transformation of the sugar cane industry.
- Bonsucro membership forms a part of the standard of our global CSR agenda (key element). It will increase a company's brand equity.  
Protects a company's supply chain.
- Driving the crucial overarching direction of the sugar cane industry in relation to the balance between food stocks, ethanol and the environment.
- Access to invaluable global networks involved with agronomy, processing and milling, sustainability and social rights.

## *Benefits for Farmers and Millers*

- A means of benchmarking against others, self-assessment and performance improvement measurement.
- Some credits as a premium for producing sugar sustainably by way of market derived incentives (e.g. Bonsucro Certificate trading).
- For industries already meeting the conditions, a levelling of the playing fields in terms of meeting environmental and labour related issues.
- Management of risk and liability.
- In the long run it will save money, as inputs such as energy and raw materials are used more efficiently, losses and wastage are minimized and labour is used more productively.

## *Bonsucro Membership - Where sustainability equals profit*



The Bonsucro's standard is the first ever global metric standard for sugar cane. You can demonstrate through measurable impacts that your company supports human rights and is concerned with implementing environmentally sound practices.

The metric standard can precisely measure a company's carbon footprint. The Greenhouse Gas Emissions calculator will eventually allow for carbon credits.

## *Aim of the Bonsucro's Standard*

The aim is to reduce the impact of sugar cane production on the environment in measurable ways, while also contributing to social and economic benefits for sugar cane farmers and all concerned with the sugar supply chain.

To view the Standard visit [www.bonsucro.com](http://www.bonsucro.com)

## *Bonsucro Standard Principles*

Principle 1 - Obey the Law

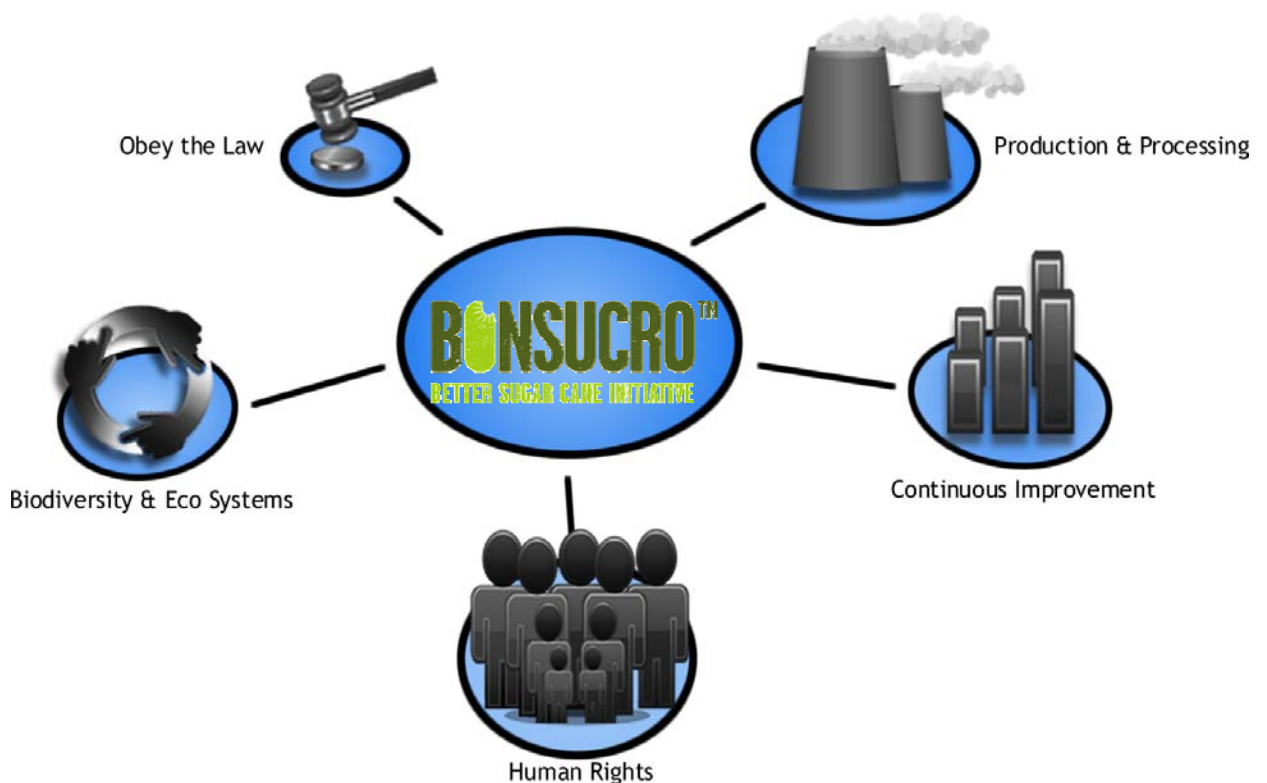
Principle 2 - Respect Human Rights and Labour Standards

Principle 3 - Manage input, production and processing efficiencies to enhance sustainability

Principle 4 - Actively Manage Biodiversity and ecosystems

Principle 5 - Commit to continuous business improvement

Appendices - Bonsucro Scheme for calculation of greenhouse gas emissions from sugar cane growing and processing.



## Bonsucro membership form

Applicant name:	<input type="text"/>
Applicant Company:	<input type="text"/>
And position:	<input type="text"/>
Address:	<input type="text"/>
Phone Fax:	<input type="text"/>
Email:	<input type="text"/>

Synopsis of Company:

Why are you interested in joining Bonsucro?

How did you hear about Bonsucro?

Type of Membership: (Please Indicate)

Corporate (users) Member, please tick if your Company's turnover is in:

- Excess of US\$ 1 billion per year
- Less than US\$ 1 billion per year
- Less than US\$ ½ billion per year

Producer Member, please indicate the number of tons per year  and number of mills   
Note: Producer fees are calculated on a sugar tonnage formula.

NGO Member

Other Memberships, please specify: individuals, co-operatives, associations, etc.

Fees are available upon request. Please email: [patricia@bettersugarcane.org](mailto:patricia@bettersugarcane.org)

Signature:

Date:

## Bonsucro Mission

To ensure the sustainable production of sugar cane.

## Bonsucro Vision

Promote the implementation of sustainable sugar to reduce the social and environmental impacts whilst maintaining or enhancing the economic status of farmers.

## Bonsucro Objectives

To define globally applicable performance-based principles, criteria, indicators and standards for sugar cane production that take into account local conditions and circumstances, and that are based on a credible and transparent process that is focused on the key sustainability drivers in sugar cane production.

To promote measurable improvements in the key economic, environmental and social impacts of sugar cane production and primary processing.

To develop a certification system that enables producers, buyers and others involved in sugar and ethanol businesses to obtain products derived from sugar cane that have been produced according to agreed, credible, transparent and measurable criteria.

To support the transition of the Bonsucro to an internationally accepted global platform for sugar cane and its derived products, which is financially self sustaining and which provides a forum for continuous improvement in production efficiency and sustainability.

## Bonsucro Principles

The participants in the Bonsucro agree to:

- Maintain open, honest, and respectful communications;
- Agree upon guidelines for external communications related to the Bonsucro including the use of sensitive data;
- Respect differences in experiences and opinion, recognizing that impacts will differ from farm to farm and region to region and that the ability to reduce them will vary as well.
- Agree upon Bonsucro's Board of Directors, that reflects the interests of the range of stakeholders interested in Better Sugar Cane;
- Create technical standards setting committees that will draft global principles, criteria and standards that will be vetted by Bonsucro and then through a more formal consultation process;
- Commission, as necessary, scoping reports on key impact areas about which there is little information, disagreement or contradictory evidence;
- Review proposed project concepts for Bonsucro's activities before they are presented to potential funding sources or researchers;
- Draft Terms of Reference for agreed upon research priorities and post on the Bonsucro comment or input;
- Identify researchers acceptable to the group and support work and accept outcomes of research that has met the Terms of Reference;
- Recruit other committed parties to balance the membership in the group and to expand its geographical representation;
- Members will be asked to share on an annual basis; respective lessons learnt and any experiences social, environmental or economically related information to the sustainable production of sugar cane.
- All members agree to abide by the Bonsucro Code of Conduct.

## Bonsucro protocol for operations and external communications

Membership of Bonsucro, and its operations and external communications, will be governed by the following provisions:

All members must sign a copy of the Code of Conduct and adhere to the Code.

### 1. Membership

For each level of membership, applications will be presented to the Board of Directors for on the basis of each applicant's ability and willingness to abide by Bonsucro's principles and objectives and actively support its goals.

Membership may be reviewed by Bonsucro's Board of Directors periodically and members requested to terminate membership for e.g. persistent non-payment of fees.

### 2. Fees

Member fees are annual and payable as determined by the Board of Directors.

### 3. Meetings

Bonsucro's general membership meetings will be open to all Bonsucro members and shall be held at least annually as notified to members by the Executive.

### 4. Communications

Members will maintain open, honest, and respectful communications and adhere to the strategy and content for external communications about Bonsucro adopted by the Board of Directors. Bonsucro's members will seek appropriate opportunities to publicize the initiative and to inform interested parties of its purpose.

The form and content of all such publicity, including any announcements, will be agreed upon in advance by the Executive. Each member will give the Executive reasonable time to review such material before it is presented to the public.

Members will only use the Bonsucro's logo as permitted guidelines, and in particular will not use Bonsucro's logo as part of any corporate, business, trading or domain name unless authorized by the Executive. Members will also refrain from adopting for use any certification mark, trade mark, symbol or device which incorporates or is confusingly similar to, or is a simulation or imitation of Bonsucro's logo.

Members will adhere to any policy adopted by the Board of Directors regarding the use of confidential personal or business information and, in the absence of such a policy, to use their best efforts to refrain from divulging confidential information.

Members will not use the proceedings of Bonsucro to advance anticompetitive purposes or programs or to communicate anticompetitive information, and will adhere to the laws of relevant jurisdictions governing competition.

### 5. Operations

The Board of Directors may establish technical working groups, and other advisory groups as needed that reflect the interests of the range of interested stakeholders.

The Board of Directors may establish procedures for interaction between the membership, technical working groups, advisory committees and the public at large.

Nothing in this Protocol, Mission and Objectives, shall constitute or be deemed to constitute a partnership or joint venture.





## Code of Conduct for Members of Bonsucro

### Preamble

Bonsucro is an open voluntary non profit multi-stakeholder organisation aiming to improve the social, environmental, and economic sustainability of sugar cane production. Bonsucro's Code of Conduct applies to all Members of the initiative.

**Bonsucro is committed to achieving a sugar cane industry that:**

- Promotes responsible business practices free of corruption and bribery and in compliance with relevant national laws;
- Respects labour and employment practices (particularly ILO core labour conventions) and provides a safe and healthy working environment;
- Aims for continuous improvement in production and resource efficiency;
- Respects the environment and aims to reduce emissions to air and water (with particular reference to climate change and green house gas emissions);
- Recognises the importance of biodiversity and ecosystem services in the long term viability of operations.

**Bonsucro is open to all who support the production, procurement and use of sugar cane and products derived from sugar who meet Bonsucro's core principles and commit to its code of conduct.**

**Given these commitments Bonsucro members agree to develop:**

A set of Principles, Criteria, Indicators and Standards (PCIS) for responsible sugar cane production and a verification mechanism for compliance with these PCIS

These can be defined as:

**PRINCIPLE 1. Obey the Law**

**PRINCIPLE 2. Respect Human Rights and Labour Standards**

**PRINCIPLE 3. Manage input, production and processing efficiencies to enhance sustainability**

**PRINCIPLE 4. Actively manage biodiversity and ecosystem services**

**PRINCIPLE 5. Commit to continuous improvement in key areas of their business**

## Code of Conduct for Members (cont)

### 1. Promotion and Commitment

- 1.1 Member organizations acknowledge their membership of Bonsucro, its objectives, statutes and by-laws, its Principles, Criteria, and Bonsucro's Standards and their implementation through informed and explicit endorsement.
- 1.2 Members undertake to promote and communicate this commitment throughout their own organization and to their customers, suppliers, sub-contractors and wider value chains as appropriate. Members who are not actively involved in the production and trade of sugar cane and its by-products will promote and communicate their commitments in ways that support the efforts of producers to increase the volume and quality of sugarcane that is produced to Bonsucro's Standards.
- 1.3 Members undertake to demonstrate respect and concern for the environment, and all stakeholders.
- 1.4 Members must demonstrate an unwavering commitment to integrity in everything Bonsucro does.
- 1.5 Membership of Bonsucro must be endorsed by a representative of the member organization. In the case of individual members, the person endorses her/his membership.

### 2. Transparency

- 2.1 Members undertake not to make any misleading or unsubstantiated claims, statements and reports about the production, procurement or use of sustainable sugar cane.
- 2.2 Members must commit to open and transparent engagement with interested parties, and actively seek appropriate consideration for trade sensitive and/or confidential information.
- 2.3 Members must commit to upholding Bonsucro's financial independence, tradition of transparent decision making, disclosure, and oversight and accountability practices.
- 2.4 Members are required to report annually on their efforts to support Bonsucro and promote responsible sugar cane production.
- 2.5 Members will commit to open and transparent engagement with interested parties, and actively seek resolution of conflict, with appropriate consideration for trade sensitive and/or confidential information.

### 3. Implementation and Support

- 3.1 All members commit themselves to the principle of continuous improvement of the sugar cane value chain, and;
- 3.2 In this regard, members undertake to work towards the implementation of Bonsucro's Standard, and the effective functioning of the certification system and undertake to place priority where feasible on purchasing Bonsucro Standard certified derivatives and products.
- 3.3 Members are responsible for ensuring that their commitment to the objectives of Bonsucro are underpinned by adequate resources within their organization.
- 3.4 Members will share with other members experience in the design and implementation of activities to support sustainable sugar cane production (subject to any restrictions in relation to commercially confidential information).

## Code of Conduct for Members

### 4. Breaches of the Code

- 4.1 Members will not defame other members publicly or in their communications within Bonsucro.
- 4.2 In case of disputes related to the application of this Code of Conduct among participants, they are encouraged to resolve grievances directly with other member organizations.
- 4.3 Members, prior to taking public action in cases of unresolved allegations of breaches of this Code, will report such allegations to the Executive Board, which will deal with the allegation in accordance with the grievance procedures.
- 4.4 Members accept that the ultimate consequence for disregard of this Code, or the by-laws and statutes of Bonsucro, may be exclusion from the organization.
- 4.5 Claims and reports critical of Bonsucro and its members will be examined by the Board of Directors, who will develop a formal and unified position.
- 4.6 Members of the Board of Directors who are found, after due inquiry, to have breached the Code, will be replaced.

Signature:



Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name: David Willers

Name: \_\_\_\_\_

Title: General Manager

Title: \_\_\_\_\_

Company: Better Sugarcane Initiative Ltd

Company: \_\_\_\_\_

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Registered in England & Wales No 06798568 as  
a not-for-profit company limited by guarantee

**General Manager**

David Willers

**Communications Manager**

Natasha Schwarzbach

