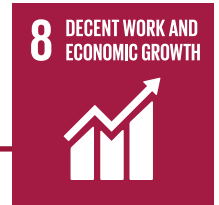


MULTI-STAKEHOLDER PARTNERSHIPS | SDG 8

Sustainable development and fair working conditions



Under Sustainable Development Goal (SDG) 8, the international community promotes inclusive and sustainable economic growth that enables everyone to engage in decent work. Multi-stakeholder partnerships aim to achieve improvements in this regard by initiating and developing the necessary frameworks, for instance, as illustrated by the example of PANA O in Brazil and Germany.

The coronavirus pandemic and the ensuing economic crisis are causing some of the successes of SDG 8 in recent years to be reversed. According to the United Nations, the crisis is currently threatening the livelihoods of some 1.6 billion people, mostly in developing countries and emerging economies.

Consumers and businesses in the industrialised nations have links with people in developing countries and emerging economies through products and services, among other things. They consume, process or market their products such as cocoa, raw materials or components. Consumers have no direct means of making significant improvements to the living conditions of people at the bottom of global supply chains. Businesses, for their part, are faced with the challenge of standing up to global competition. That is why they usually try to buy raw materials as cheaply as possible. To generate leverage, sustainable frameworks are required.

Multi-stakeholder partnerships

This is exactly where multi-stakeholder partnerships (MSPs) come in. One of their aims is to establish binding standards for all market participants in a particular industry, as they create a foundation for fair competition. The greater the number of key stakeholders who become involved, the more sustainable the changes that an MSP can bring about.

An MSP can be initiated by companies, associations, academic organisations, civil society organisations and public sector institutions. The added value is obtained from the partners pooling core competencies and resources, thereby achieving greater leverage.



Partnerships2030 – the MSP platform

On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), the Partnerships2030 project promotes multistakeholder partnerships and thus contributes to implementing the 2030 Agenda. BMZ now promotes around 80 MSPs through the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and Engagement Global – bengo. GIZ implements the Partnerships2030 project, supports MSPs and stakeholders in many different ways, creates networks to link them to partners and provides information.



The MSP methodology

MSPs are a form of cooperation in which stakeholders from at least three sectors among civil society, the public sector, the private sector and academia join forces as equals in order to contribute to the common good. An MSP can generate a transformative impact through cooperation geared to the long term.

Sustainable orange juice on German supermarket shelves

The Partnership for Sustainable Orange Juice has three main goals: decent working conditions, living wages and environmental protection in Brazilian orange juice production. It is a good example of how MSPs can help towards the achievement of SDG 8.

On average, each German consumer drinks more than seven litres of orange juice a year. Around 80 per cent of the fruit is grown in Brazil's citrus belt. Yet this sweet juice leaves a bad aftertaste. The workers barely receive a living wage, even though they are often paid on a piecework basis and have to operate without the necessary protective clothing.



With the aim of raising social and environmental standards along the supply chain, in 2020 the Christliche Initiative Romero (CIR) founded the **Partnership for Sustainable Orange Juice** (in German: **Partnerschaft für Nachhaltigen Orangensaft, PANAQ**). German and Brazilian stakeholders from the private sector, civil society, trade unions and the world of politics all work together within this framework.

The partners aim to analyse the supply chain for orange juice, assess working conditions, strengthen employee representation and pool expertise and resources. The key to success is cooperation and dialogue between German and Brazilian stakeholders.

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‘THE AIM MUST BE TO MAKE DECENT WORKING CONDITIONS AND LIVING WAGES [...] STANDARD PRACTICE.’

Dr. Maria Flachsbarth,
BMZ



PARTNERS ARE...



‘PANAQ is in a strong position to shake up the orange juice market,’ says **Parliamentary State Secretary Dr Maria Flachsbarth from BMZ**. Jotulane dos Santos, from the Brazilian trade union FERAESP, represents farm workers in the state of São Paulo and is of the same opinion: ‘The employers have the freedom to do what they like. We consider PANAQ to be really important in this connection because it brings representatives of producer and consumer countries together round a table for joint dialogue. Without doubt this will be extremely significant for Brazil’s trade union movement.’

The greater the number of stakeholders who jointly engage in this matter, the more effective they can be in changing conditions in the interests of the people.

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