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## Sustaining an Enterprise, Enacting SustainaibliTea

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**INRA**

SCIENCE & IMPACT

# SUSTAINING AN ENTERPRISE, ENACTING SUSTAINABILITY

**ALLISON LOCONTO**

CHARGÉE DE RECHERCHE | UMR LISIS | IFRIS



LES STS ONT-ELLES UN SUD? | 7 AVRIL 2015

UNIVERSITÉ DESCARTES - PARIS V



# Sustainabilitea

The Dutch Tea Market and Corporate Social Responsibility



Home Animals Daily News Green Guide Games Environment History Kids Maps Music Photography Science Travel & Cultures Video

## SUSTAINABILITEA

YOUR SMALL CUP CAN MAKE A BIG DIFFERENCE.



SPECIAL ADVERTISING

- LIPTON'S STORY
- Q&A
- SUSTAINABLE AGRICULTURE
- PHOTO GALLERY
- VIDEO
- PUZZLE
- BUY TEA
- GREEN TIPS

### The Story of Lipton

It was a groundbreaking decision, even for a company with a long history of inventions and innovations. Lipton's 2007 announcement of its commitment to sustainably source all of its tea in teabags from Rainforest Alliance Certified™ estates by 2015 placed the company miles ahead in sustainable tea farming practices.

To ensure its suppliers' farming practices are sustainable, Lipton has teamed up with the Rainforest Alliance, a nonprofit conservation organization that works to conserve biodiversity and protect the rights and welfare of workers, their families, and communities. Farms that meet comprehensive standards for sustainability earn the Rainforest Alliance Certified™ seal. These standards conserve biodiversity, ensure that soils, waterways, and wildlife habitats are protected and that farm workers enjoy decent housing, access to medical care, and schools for their children. By shopping for products bearing the Rainforest Alliance Certified™ seal, consumers can support conservation and help to improve the quality of life for farm families.



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### 'Sustainabilitea' Convention from Aug. 29 - Sept. 1

The International Tea Convention themed "Sustainabilitea" will be held from August 29 to September 1 at the Cinnamon Grand. It will be hosted by the Colombo Tea Traders' Association together with the Sri Lanka Tea Board.

The welcome reception will be held on August 29 at 7 p.m. at the Cinnamon Grand while the convention will be inaugurated on August 30 at 8.30 a.m. The first session is themed "Sustainabilitea" Through Good Agricultural Practices.

The opening address will be delivered by Chairman, Tea Research Board Dr. Gerry Jayawardana. Executive Deputy Chairman, Kahawatte Plantations Ltd. Planters' Association of Sri Lanka Dan Seevaratnam will speak on Scientific Land Use Planning, Employment Challenges and Managing Costs.

Head of Operations, Tea Small Holder Factories Ltd/Asst. Vice President, John Keells Holdings Ltd. Dr Sarath Samaraweera will speak on Smallholder - Factory Partnership - Sri Lankan Experience. The Kenyan Model will be handled by a speaker from KTDA.

Director, Engineering Haycarb Ltd. President, Bio Energy Association of Sri Lanka Parakrama, Jayasinghe will speak on Sustainable Indigenous Energy while Senior Resident Manager, Supply Chain Compliance Controller, Unilever Supply Chain Company, Europe Ian Neathercoat will speak on Sustainable Agricultural Practices.

The second session themed "Sustainabilitea" Through Emerging Global Standards will be chaired by Chief Operations Officer, C. S. Asia Teas (Pvt.) Ltd. Niraj de Mel while the Corporate View will be delivered by Head of Technical Innovation, The TETLEY Group Ltd. Dr. Andrew Scott. Senior Research Officer, Biochemistry Division, Tea Research Institute of Sri Lanka, Tissa Amarakoon will speak on Maximum Residue Levels.

Director, CIC Tea Advisory Services (Pvt.) Ltd. Dr. Ziyad Mohamed will speak on Market Imposed Quality Management Systems P)Head of Product Safety APAC, Syngenta, Switzerland Michael Earl will speak on the Use of Inel discussion will be led by Quality Certification Manager Dr. Dhayan Kirtisinghe, and Dr. Mrs.



Tea tasting

illitea" Through Strategic Corporate Social Responsibility is chaired by Executive Vice President,



organic to a tea.

## SustainabiliTEA

The official weblog of Arbor Teas

Shop Organic Teas

Blog Home About Us

Shop Organic Teas

### Welcome!

This blog serves as a more casual forum for news and updates about Arbor Teas, as well as issues related to tea and sustainable living. Check out [Arbor Teas](#) for one of the largest selections of [organic and Fair Trade Certified teas](#) available!

Search Blog Go

### Blog Categories

Cooking with Tea (24)

Energy (3)

## Top 5 Take-Aways From The 5th International Scientific Symposium On Tea & Human Health

Arbor Teas attended the 5th International Scientific Symposium on Tea and Human Health in September at the US Department of Agriculture in Washington DC. The daylong symposium included 11 presentations by world renowned scientists who are currently studying the effects of tea on human health. The presentations covered several topics including (but not limited to) tea and weight loss, tea and cancer prevention, and tea and cardiovascular health.

Last Friday, NPR's *All Things Considered* featured a story based on research presented at the Symposium. NPR's Allison Aubrey beautifully summarized part of Rick Hursel's presentation on Tea and Weight Loss in her story "Health Benefits of Tea: Milking It or Not". Allison Aubrey's story explored Hursel's findings that the mixture of caffeine and catechins found in tea can have a stimulating effect on energy expenditure in the

### Fifth International Scientific Symposium on Tea & Human Health

September 19, 2007  
Jefferson Auditorium  
U.S. Department of Agriculture, Washington, DC  
Visit [www.teasae.org](http://www.teasae.org) to register



A photograph showing several tea workers in a factory setting, wearing teal uniforms, working with large piles of fresh tea leaves. The workers are focused on their tasks, and the environment appears to be a busy processing facility.

What does SustainabiliTea mean to Tanzanian tea producers?

What is the role of standards in holding this value of sustainability together?

- ❖ The use of standards to guide performances makes some technical and political stakes visible while rendering others invisible (Lampland and Star 2009; Bowker and Star 1999).
- ❖ Standards create spaces of debate over what sustainability *IS* in different contexts.
- ❖ SustainabiliTea is not a project of standardization or discourse management, but a struggle for market survival.

© Luponde Tea, 2009

# The Performative Nature of Ideas

- ❖ *Performance* (Callon 1998, 2007) – is about the mobilisation of calculative devices that either make or do not make changes in empirical reality
  - Differences found in practices are due to the enrollment of specific devices that have perceptible effects on the network.
- ❖ ‘objects come into being—and disappear—with the practices in which they are manipulated’ (Mol 2002, 5).
  - Different enactments are not merely differences in interpretation perception, or enrollment, but instead are the “doing” of different Realities (Law and Mol 2011; Law 2008; Mol 2002)
- ❖ Standards are guides for action & collective systems that legitimize these actions through enactment and enforcement (Ponte and Gibbon, 2005; Busch, 2011)
  - The power to set standards translates into the ability to write the script for a desired reality and the ability to certify and accredit other actors as means to enforce this reality.
- ❖ Paying attention to residual categories and performances of (in)visibility in order to understand how standards enact values (Bowker and Star 1999; Lampland and Star, 2009)

# What is *SustainabiliTea*?



“the ETP members share a vision of a thriving industry that is socially just and environmentally sustainable” ([ETP 2010b](#))



“transparency, partnership and participation, representative democracy, and equal exchange” ([FLO 2010](#))

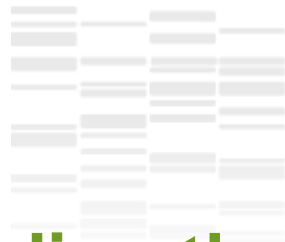


“health, ecology, fairness and care” ([IFOAM 2010](#))



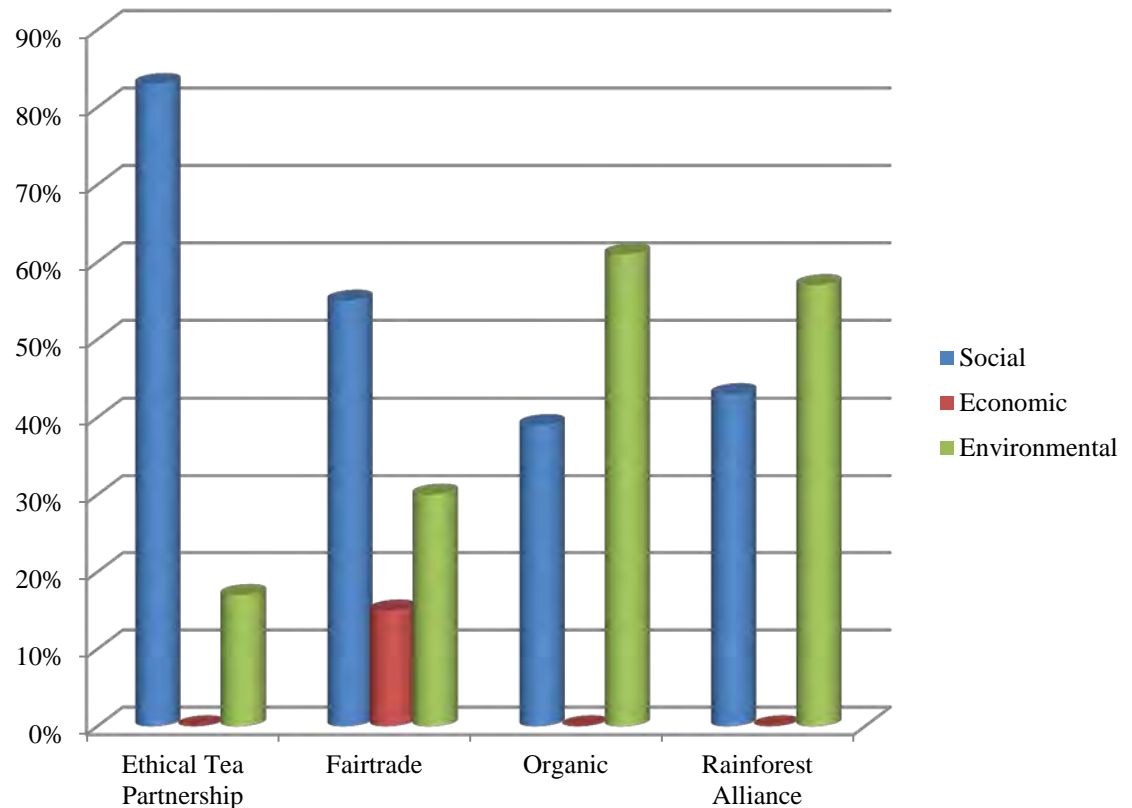
“economy, ecology and ethics” ([RA 2010](#))





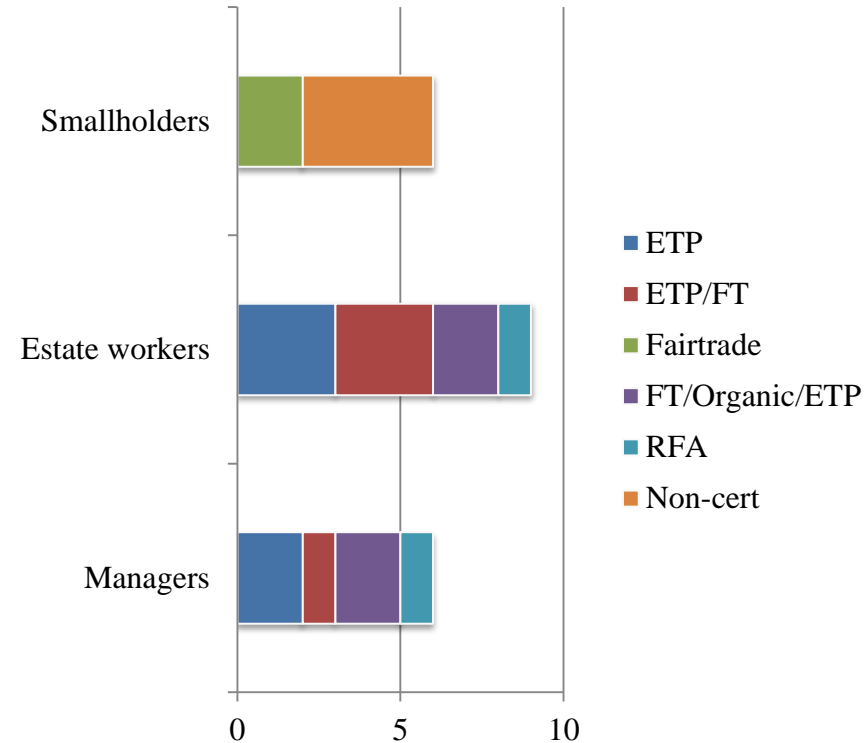
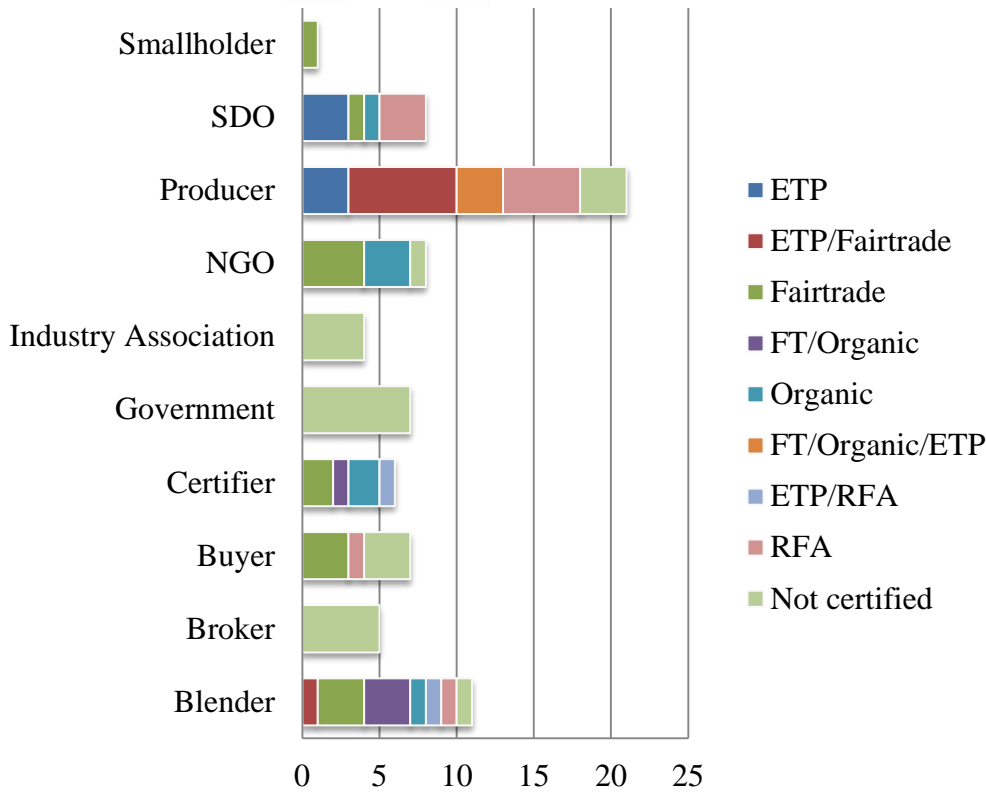
# Reading the Scripts

- All but organic are organized according to the three pillars notion of sustainability
- Only Fairtrade has an explicit focus on economic sustainability
- No GMOs
- Only Organic and RA acknowledge flexibility and local interpretation



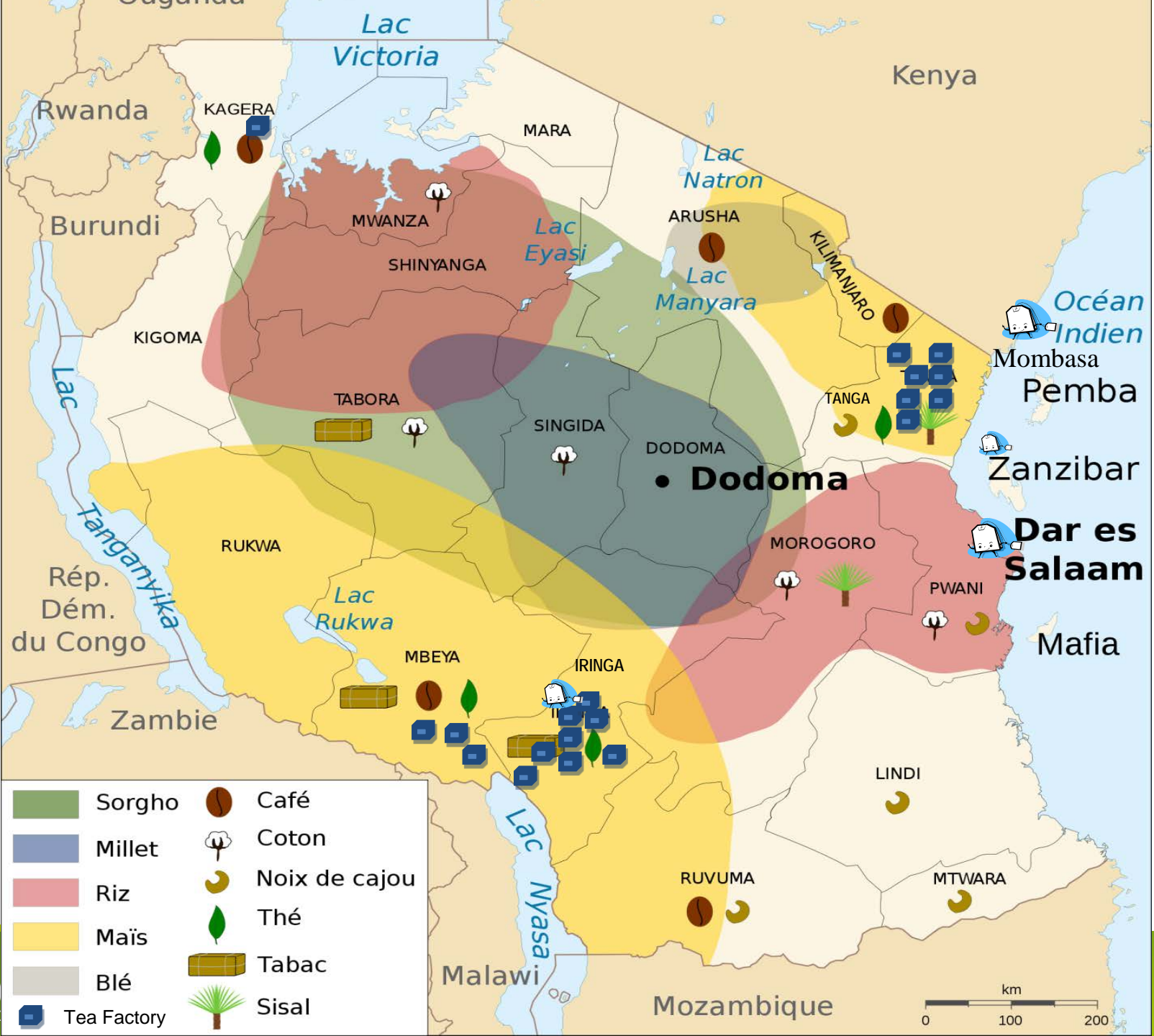
Percentage of compliance criteria dedicated to each pillar.













# Following the actors...



Kilimo endelevu, kilimo hai, kujitegemea





	Sorgho		Café
	Millet		Coton
	Riz		Noix de cajou
	Maïs		Thé
	Blé		Tabac
	Tea Factory		Sisal

# Sustainable Projects: kilimo endelevu was “the sustainability of anything that continues over a long period of time”

*I think Fairtrade is going to disappear in the end (...) Fairtrade to the third world - that is poppycock - but that is not what it is about. It should be about quality, about competitiveness. So, I must say that I would like to see Fairtrade finished. I would like to see it go away, even though we benefit so much from it. I would like to see it, through the natural course of business, disappear. And that we be competitive because we are naturally fair: we treat our workers well, we look after the environment, we don't put oil or fuel in the rivers. And that's what I would like to see and we don't really have to pay for that.*



# Sustainable Markets: “endelevu means long and profitable.”

❖ *We don't have sections that really relate to the economic aspect of sustainability, like other schemes really make a point to distinguish the three pillars. But for us the economic sustainability of organic has really been proven by the development of the market. So it really works, it is the biggest certified system in most sectors and fast growing so sustainability is there from an economic point of view.*



❖ *Unless we somehow manage to persuade more people to drink more tea, which is what we are trying to do of course, but that is the reality of an over supply market, and that would be a damn good solution, it would be, to persuade more people to drink more tea.*

# Sustainable Farm Management: kilimo endelevu was “a way to improve agriculture” and lives.



CHAI YAKO?  
PANDA, TUNZA, IKUTUNZE!



## Sustainable Qualities: Chai bora

*It is a science – how the flavor, color, and liquor determine quality. Yet, tea is tea is tea - it is the market that discerns quality.*



# Visibilities, Invisibilities and Differences

- ❖ Discourses of sustainable development in the standards
  - Economic sustainability the least standardized, but most performed
- ❖ (in)visibilities
  - Gifts, tea quality and projects rendered visible and contested
  - Environmental and social aspects not-problematized in action
  - Lack of focus on quality by the standard conceals all but the market
- ❖ Standards are performative, as they provide tangible expectations, scripts, and evaluations of practice in a neat, market-driven package. SDOs expect their standards to be able to change practices and not just “represent” changes – yet SustainabilityTeas are the norm in practice



# Conclusions – Sustaining an enterprise

- ❖ But a singular *SustainabiliTea* does emerge from the analysis
  - It is a hybrid of discourse and practice that explains the attempts by different value chain actors to sustain their enterprises by nurturing tea quality and adapting to socio-technical changes
  - This singular *SustainabiliTea* is a ‘non-substantive’ use of the word – a moral judgment on the type of agriculture that can be called sustainable (Thompson, 2007).
- ❖ “explore the relevant strengths of these worlds, their drawbacks and their limitations” (Law and Mol 2011, 2).
  - One of the core limitations of all of these standards is their inability to change how producers enact *SustainabiliTea* - why would we expect them to?



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