





# Communication on Engagement LOGYCA

# Communication on Engagement COE - LOGYCA



1. About LOGYCA
2. Empowering the Business Community to Achieve the  
SDGs Sustainability
3. Sustainable development goals deployed in our  
projects
  1. Strategy and LOGYCA Contribution to the Sustainable Agricultural  
Value Networks program
  2. Memorandum Of Understanding LOGYCA - ITC
4. Results in figures

logyca

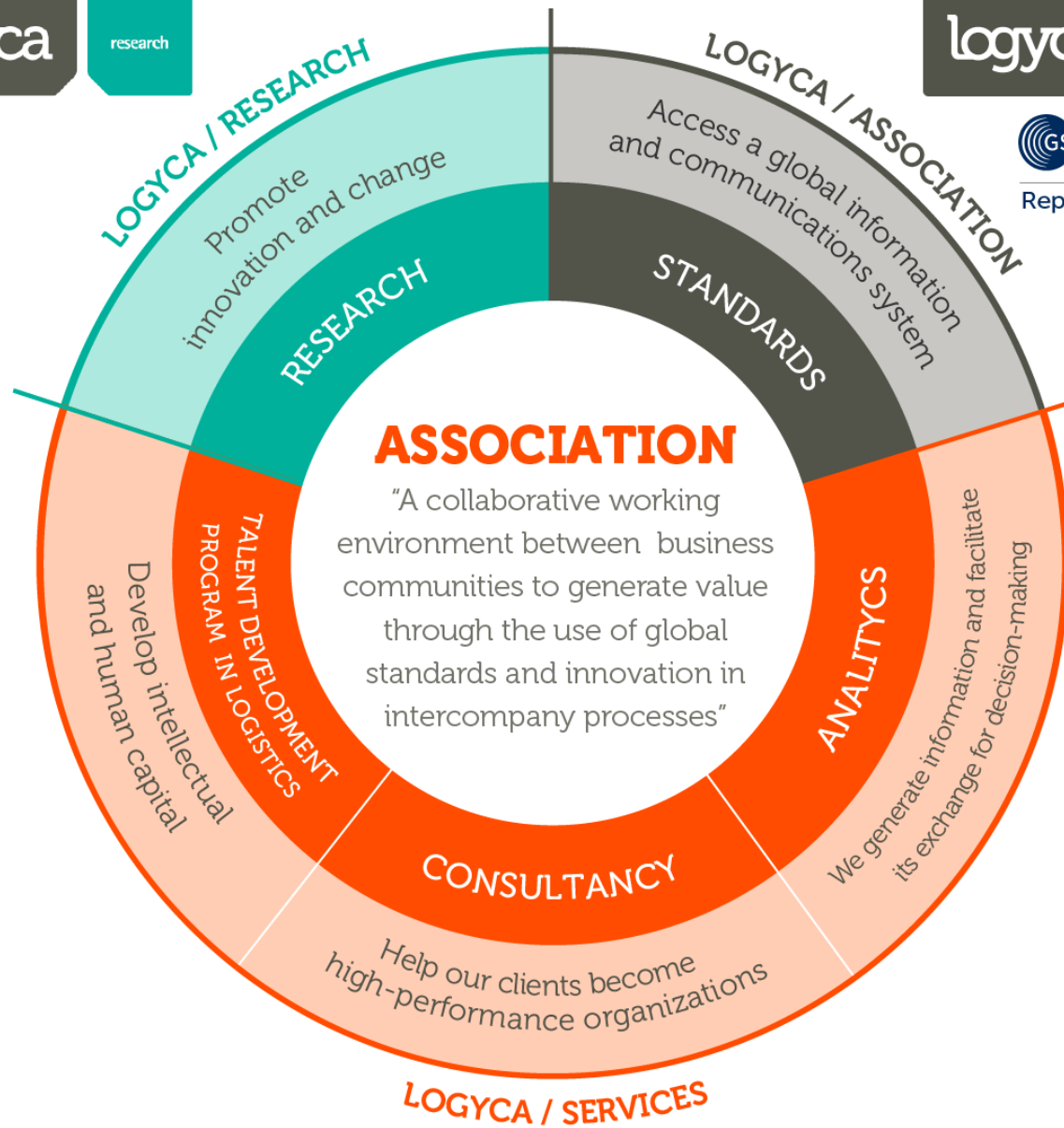
research

logyca

association



Representative



logyca

talent  
analytics  
consulting

# Collaborative Groups



FMCG / CPG



Retail



Foodservice



Apparel



Healthcare  
providers



Mom and  
Pop/Convenience  
Stores



Sustainable  
Agriculture  
value  
networks



Logistics  
Managers



Transport  
and  
Logistics



E-commerce



Services and  
Technology  
Providers



Healthcare  
retail



Financial



Raw material for  
apparel



A hand is shown from the left, holding a large quantity of small, light blue, spherical fertilizer pellets. Below the hand, four young green seedlings are growing out of a mound of dark, rich soil. The seedlings are at various stages of growth, with the one on the far right being the tallest and most developed, showing small green leaves. The background is a soft, out-of-focus green field. The entire scene is framed by a white border with rounded corners.

# **Communicating Engagement for Non- Business Organizations**

**Empowering the Business Community to  
Achieve the SDGs**

# LOGYCA is committed to the Sustainable Development Goals

## Objetivos de Desarrollo Sostenible ONU

- Contribución a lograr las **Metas de Desarrollo Sostenible** (agricultura sustentable y seguridad alimentaria – MDS2, producción y consumo sustentable – MDS12)



## Sostenibilidad



- **Falta de capacidad técnica y marginalización** de productores
- **Monitoreo y trazabilidad de** la sostenibilidad de PyMes en cadenas de suministro
- Información sobre servicios técnicos para **cerrar las brechas de conocimiento** que las PyMes proveedoras enfrentan
- **Conectando** comunidades comprometidas con la producción y comercio sostenible

## Transparencia



- Mayor **complejidad** de los requerimientos de estándares voluntarios de sostenibilidad EVS producen **confusión** entre los actores privados y públicos de las cadenas de suministro
- **Falta de transparencia** ofde las cadenas de suministro y la necesidad de credibilidad y neutralidad en la información relacionada a sostenibilidad
- Estrategias de **Abastecimiento Responsable** de empresas que operan a nivel global
- Requerimientos relacionados a la **trazabilidad, due diligence y calidad** en el manejo de cadenas de suministro

## Armonización



- Necesidad de **armonización, reconocimiento mutual y convergencia** en EVS
- Respuesta a un problema general de **información armonizada y verificada** en la evolución del mercado global de productos certificados/verificados
- **Interacción** entre los productores y los proveedores de asistencia técnica para **mejorar su desempeño e incrementar su participación** en comercio sostenible.

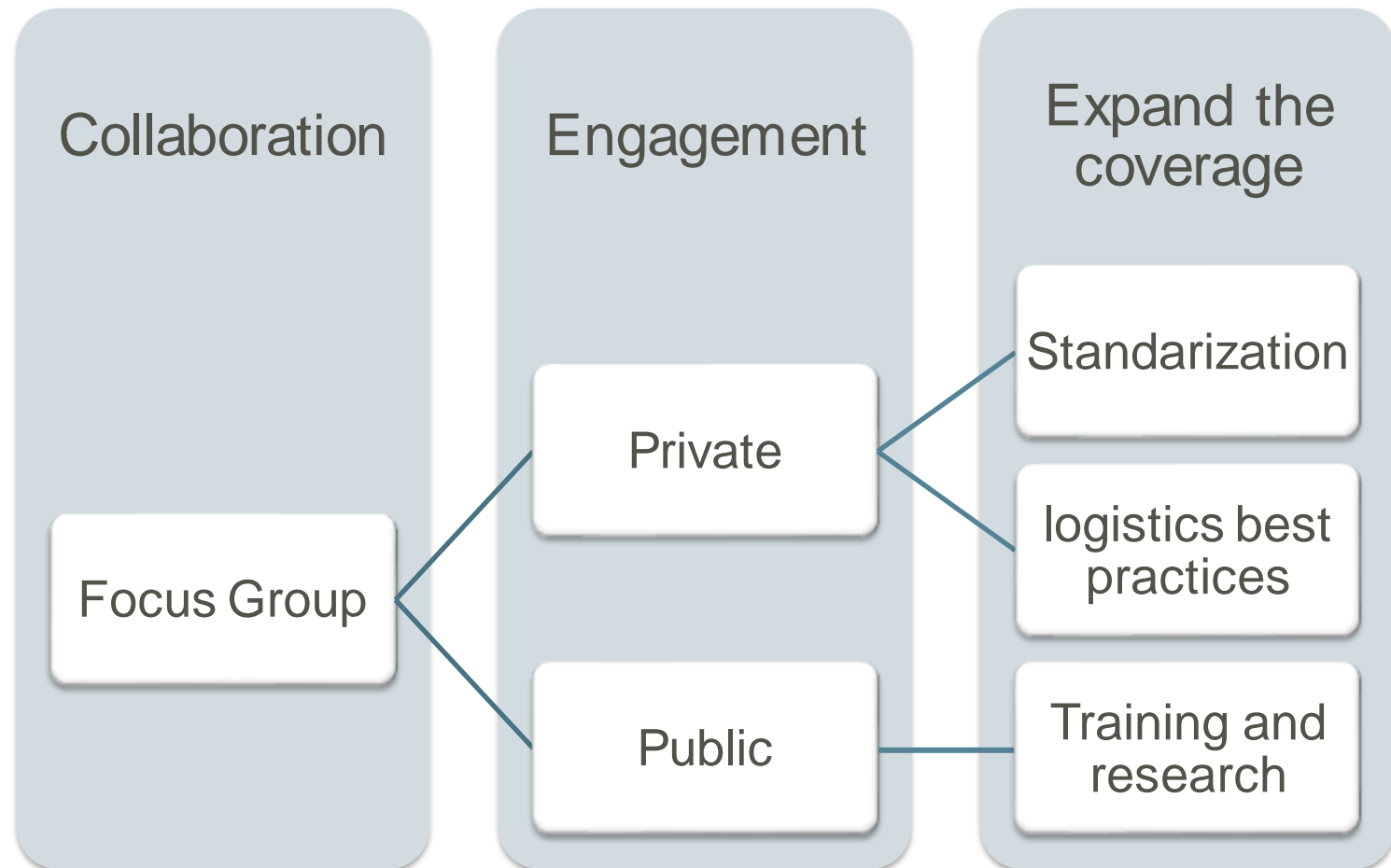


A close-up photograph of two people shaking hands over a wooden table. The table is covered with several woven baskets filled with fresh produce, including leafy greens, tomatoes, a loaf of bread, a basket of brown eggs, and yellow bell peppers. The background is a blurred outdoor setting with greenery. The text "Leveraging Responsible consumption through COLLABORATION" is overlaid in white, bold, sans-serif font.

**Leveraging Responsible  
consumption through  
COLLABORATION**



# Strategy



# ✓ Social impact leveraging knowledge

## virtual course in Sustainable Agricultural logistics



**Logística Agrícola Sostenible**

Conozca la importancia de las buenas prácticas logísticas para una agricultura sostenible desde los diferentes eslabones de la red de valor agroindustrial

**logyca** ■

**Sabía que...**  
La pérdida y desperdicio de alimentos en Colombia asciende a **9,76 millones de toneladas por año**

Con esta cantidad de alimentos se podría **alimentar a toda la población de Bogotá** en el mismo periodo de tiempo. (DNP, 2016)\*

¿Qué hace usted para no desperdiciar alimentos?



Inscríbase al **curso virtual Logística Agrícola Sostenible** y encuentre las acciones que puede realizar desde su día a día, según el rol que tiene en la red de valor agroindustrial



**HAGA CLIC AQUÍ**

**Register here:**  
<http://formacionvirtual.logyca.com/course/>

Para mayor información, escribanos a [formacionvirtual@logyca.com](mailto:formacionvirtual@logyca.com)



\*DNP. (2016). Pérdida y desperdicio de alimentos en Colombia. Bogotá.

A man in a white lab coat is kneeling in a greenhouse, examining a cluster of red and green tomatoes. The background shows the structure of the greenhouse and more tomato plants. The text is overlaid on the right side of the image.

# **Memorandum Of Understanding**

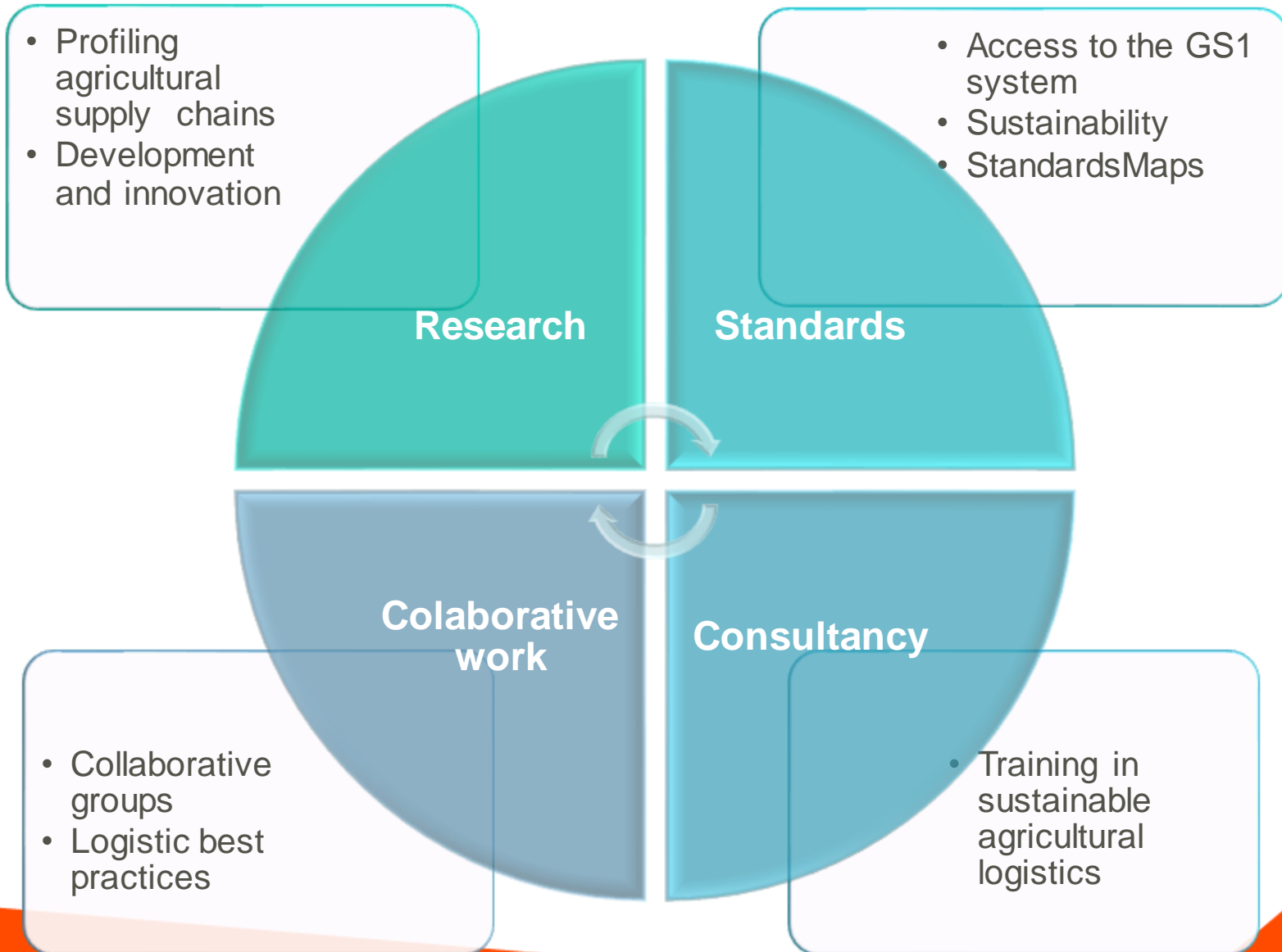
**LOGYCA – ITC**



# Memorandum of Understanding between ITC and LOGYCA

Develop an initiative that contributes to the competitiveness and efficiency of the country's agricultural sector and the relationship with its business partners through access and implementation of global standards for identification, automatic capture, exchange of information and best logistics practices.





# Findings of the characterization in agricultural chains

LOGYCA carried out a study of some Colombian agricultural subsectors, aimed at analyzing the state of the value chain, in order to determine what problems in terms of logistics are faced.

## Which chains were analyzed?

Coffe – Cocoa – Potato – Banana – Mango – Uchuva  
Milk – Meat – Palm oil



## How it was made?



1. Contextualization of the sector
2. Logistic flow
3. Logistic best practices
4. Logistic development plan

## What was found?

Needs to improve the efficiency of the value network through Good Logistic Practices

- ✓ Good Agricultural Practices.
- ✓ Implement precision agriculture practices
- ✓ Plan activities: cultivation, harvest, post-harvest
- ✓ Associativity



- ✓ Implement GMP
- ✓ Suitable packaging
- ✓ Identification and traceability of products and supplies
- ✓ Storage with controlled atmospheres



- ✓ Transport and storage with cold chain
- ✓ Inventory control
- ✓ The best health hygiene practices
- ✓ Maintain product quality



- ✓ Provide access to financing
- ✓ Improve state of tertiary roads
- ✓ Intermodal transport models
- ✓ Generate public policies investment in the sector



First Mile Logistics

**Farmer**

**Industry**

**Commerce**

**Government Entities**



# Agreement No. 1 celebrated between the Nation - Ministry of Agriculture and Rural Development and LOGYCA



**MinAgricultura**  
Ministerio de Agricultura  
y Desarrollo Rural

## 16 Agricultural Supply Chain Selected

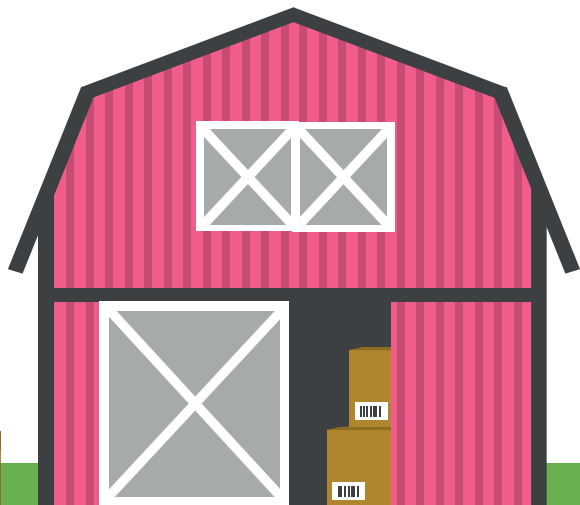


# A Global Registry designed for **sustainable farmers**

Initiative that seeks to improve the levels of productivity and competitiveness of the Colombian agricultural sector through the overcrowding and the use of **Global standards on identification and traceability**.

A GLN is allocated to the farmer (Global Localization Number). After registering on StandardsMaps the farmers will

**Be connected with buyers  
around the world.**



# Results in figures



**120.400** GLN'S  
had been allocated



**19.160**  
Farmers registered  
in the virtual course



**8.469**  
farmers trained in  
villages, cities and  
colombian places





# THANKS

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New sectors development  
leader

LOGYCA

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