

# ETP Strategy - the next 3 years

2014 marks the beginning of ETP's new three-year strategy. It builds on nearly two decades of experience and rich discussions with our staff, members, and partners. Much progress has been made but many important challenges remain that require concerted action. This strategy sharpens our focus on how we will use our expertise and resources in ways that most effectively drive change.



One of the important ways that our strategy has evolved is the increased focus on the economic aspects of sustainability. This comes out of the work we have done over the last three years on livelihoods and some deep analysis of the development context of the countries where tea is produced.

So ETP continues to raise core standards, ensuring that factories and farms are better, safer, and healthier places to work, and the environment is protected. But this is now combined with strategic work to tackle the complex underlying issues that are holding back the sustainability of the tea sector and supports progress towards the Millennium Development Goals in tea communities.

The power of ETP comes from the position it operates from within the sector, driven by companies committed to sustainability, connected to the best international expertise, with local staff who work closely with producers and know the best ways to make progress in each region. In this way we can take huge strides towards our vision of a *thriving tea industry that is socially just and environmentally sustainable* both now and in the future.

Raising core standards

We ensure producers in our members' supply chains meet good social and environmental standards. We improve conditions for workers and smallholders, and the way that tea estates and factories are managed. We develop, coordinate, and support partnership projects that address the underlying issues holding back the sustainability of the industry.

Improving worker lives & livelihoods

We run training and support programmes that make workplaces better, fairer, and safer. We work with partners to reduce poverty and improve progress towards the Millennium Development Goals in tea communities.

Improving smallholder lives & livelihoods

We help smallholders gain better incomes by assisting them to improve their quality, productivity, and access to markets and affordable finance. We help farmers increase their resilience and adapt to the impact of climate change, ensuring that they can continue to thrive in the future.

Climate change & the environment

We help producers improve their environmental management systems to protect soil, water, ecosystems, and wildlife. We assist the tea sector to understand the implications of climate change and maintain tea production in the face of changing weather patterns and growing conditions.