

# IDH Vietnam

Vietnam is one of the largest producers of coffee, aquaculture products, and often in the top producers of tea and pepper globally, providing employment opportunities for hundreds of thousands of smallholder farmers.

IDH Vietnam works in Coffee, Spices (pepper and cinnamon), Aquaculture (shrimp and pangasius), Textile & Manufacturing, and through a landscape programme.

Globally, IDH seeks to transform markets and enable businesses to create value for people and planet. IDH brings stakeholders together from across global value chains, to innovate and invest in solutions for sustainable and inclusive international trade. In 15 years of operation, IDH has mobilised private sector investment and support for new business models creating better jobs, better incomes, a better environment, and made progress towards gender equity.



In Vietnam, IDH has initiated change by building strong partnerships with the Vietnamese Government, the private sector, and civil society organisations. IDH convenes Public-Private Partnerships, is an active member of the Partnership for Sustainable Agriculture in Vietnam (PSAV) initiated by the Ministry of Agriculture and Rural Development (MARD) under the umbrella of the World Economic Forum (WEF), and is the Co-chair of the PPP Taskforce for the Private sector, Fisheries, Spices, and Agrochemical.

## How IDH is transforming markets

### The Initiative for Sustainable Landscapes (ISLA)

In the Central Highlands region, IDH focuses on an integrated solution through a Landscapes programme to develop sustainable, large-scale sourcing areas for key agricultural products, including coffee and pepper in Lam Dong, Dak Lak, Dak Nong, and Gia Lai.

Through our PPI approach, IDH creates areas where agricultural products are grown sustainably (Production), forests and natural resources are safeguarded (Protection), and communities thrive (Inclusion).

### Coffee

The Vietnam Coffee Landscapes programme combines two key aspects of IDH's work: sector commitments and sustainable sourcing with sustainable coffee production and income improvement for farmers through the platform, SourceUp, and the cooperation of IDH's landscapes and coffee work. In Vietnam, IDH is looking to achieve sustainable coffee production on a large scale and work towards verifying multiple sourcing areas.

### Spices: Pepper

Vietnam is the largest pepper exporter in the world, and IDH has been supporting sustainability in pepper production in Vietnam since 2012, which resulted in the first certified sustainable pepper from Vietnam. IDH, the Plant Protection Department under the Ministry of Agriculture of Rural Development, and the Vietnam Pepper & Spices Association co-chair the Public-Private Partnership (PPP) Task Force on Pepper. As part of the PPP, enhancement and enforcement of minimum quality standards have improved Vietnamese black pepper's reputation in the global market and reinforced Vietnam's status as a leading producer.

### Spices: Cinnamon

Vietnam is one of the largest cinnamon exporters in the world and cinnamon cultivation is the livelihood for hundreds of thousands of households in Vietnam. IDH works to accelerate the adoption of sustainable practices in the Cinnamon sector. We co-chair the Subcommittee of Cinnamon together with the Forestry Department and the Vietnam Pepper & Spices Association, as part of the PPP Working Group on Pepper and Spices.

### Aquaculture

The IDH Vietnam Aquaculture programme co-founded the Aquaculture Stewardship Council (ASC) and is a co-chair of the National Fisheries Public Private Partnership (PPP) task force. The programme focuses on the pangasius and shrimp supply chains in the Mekong Delta and aims to reduce the environmental footprint and create better jobs (improving working conditions, remuneration and welfare for seafood processing employees through Multi Company Collective Bargaining Agreement (MCCBA)). We also collaborate with ASC on piloting Living Wages at farms.

### Textile and manufacturing

In Sustainable Textile and Apparel Parks (INSTEP) is dedicated to promoting sustainability in textile and apparel industrial parks, focusing on environmental and social improvements. The Transparent Environmental Data Disclosure Platform enables collaborative data sharing among manufacturers, aligning with government regulations. The launch of the Wages and Responsible Purchasing programme represents a deliberate strategy to foster social interventions. Together, brands, business support organisations and governmental bodies in the textile and footwear industries aim to minimise environmental impacts and enhance working conditions, demonstrating a commitment to achieving net-zero emissions in manufacturing. Under the Life and Building Safety (LABS) Initiative, IDH and its partners eliminate preventable structural, fire, and electrical safety risks in key apparel and footwear-producing countries.