

FREQUENTLY ASKED QUESTIONS

European Fruit Juice Association (AIJN) • Sustainable Juice Platform (SJP) • Sustainable Juice Covenant (SJC)

What is the difference between AIJN, SJP and SJC?

AIJN, the SJP and the SJC are complementary and pre-competitive initiatives that support and act to increase the fruit juice sector's resilience. They are designed to answer different questions:

AIJN	SJP	SJC
"What should the whole sector focus on?"	"How can we solve sustainability challenges together?"	"How do we measure our progress?"
AIJN brings the sector together to identify priority challenges and opportunities, develop common positions, develop and share internal knowledge, monitor policy developments and provide guidance on key sustainability issues.	SJP turns those priorities into action by bringing companies together to develop on-the-ground collaborative projects, pilot solutions and share knowledge.	SJC enables companies to make voluntary commitments and track progress towards shared sustainability goals for 2030. Members also collaborate on joint projects that support this ambition.

How do I know which initiative is right for my company?

That depends on what you're looking for:

- Guidance, policy developments and sector priorities → **AIJN**
- Collaboration and sustainability projects → **SJP**
- Commitments, reporting and measuring impact → **SJC**

Many companies choose to engage with more than one initiative.

If you're looking to...	The best starting point is...
Understand new sustainability legislation and sector priorities	AIJN
Find practical solutions to common sustainability challenges	SJP / SJC
Join collaborative sustainability projects	SJP / SJC
Learn from other companies' experiences	SJP / SJC
Support farmers and improve resilience in sourcing regions	SJP
Demonstrate your company's sustainability progress	SJC
Understand the sector's collective sustainability commitments	SJC

MORE QUESTIONS?

Do I have to join all three?

No. Each initiative offers different opportunities to engage. You can participate in the initiative that best matches your company's priorities, or become involved in several as your sustainability journey evolves.

Why should my company get involved?

Sustainability challenges are increasingly shared across the value chain. They are key to business continuity. By working together, companies can access practical tools, exchange knowledge, contribute to collaborative projects on common crops, and respond more effectively to regulatory, market, planet and social expectations.

My company is just starting its sustainability journey. Is this relevant for us?

Yes. The initiatives are designed for companies at different stages of maturity, whether you are developing your first sustainability strategy or building on existing programmes.

What kind of sustainability topics do you work on?

Current activities include topics such as regenerative agriculture, responsible sourcing, climate resilience, biodiversity, greenhouse gas emissions, social sustainability and farmer resilience.

Can we influence future priorities?

Yes. Members help shape the direction of AIJN, SJP and SJC by identifying emerging challenges, proposing new activities and contributing their expertise.

Is my company's information kept confidential?

Yes. Company-specific information is handled according to the governance rules of each initiative. Where data is shared publicly, it is generally presented in an aggregated form.

How can I join these initiatives? And are they free?

AIJN's members are exclusively National fruit juice associations. A company must first join one of these to join AIJN committees. Please contact AIJN or your national association for more information on membership fees.

Companies can directly join the SJP & SJC. Please feel free to reach out to them for more information on their membership fees.

How can I learn more?

Scan the QR code to explore the AIJN, SJP and SJC websites, discover current projects, access guidance and learn how to get involved.

Or come and talk to us at the booth - we'll be happy to help you find the initiative that's right for your organisation!

CONNECT WITH US

Visit the AIJN-SJP-SJC booth and continue the conversation.

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