Conférence cacao : Cultiver l'Avenir, Préserver la Forêt

400 jours pour se mettre en conformité

Jeudi 23 novembre 2023,
La Tricoterie à Bruxelles
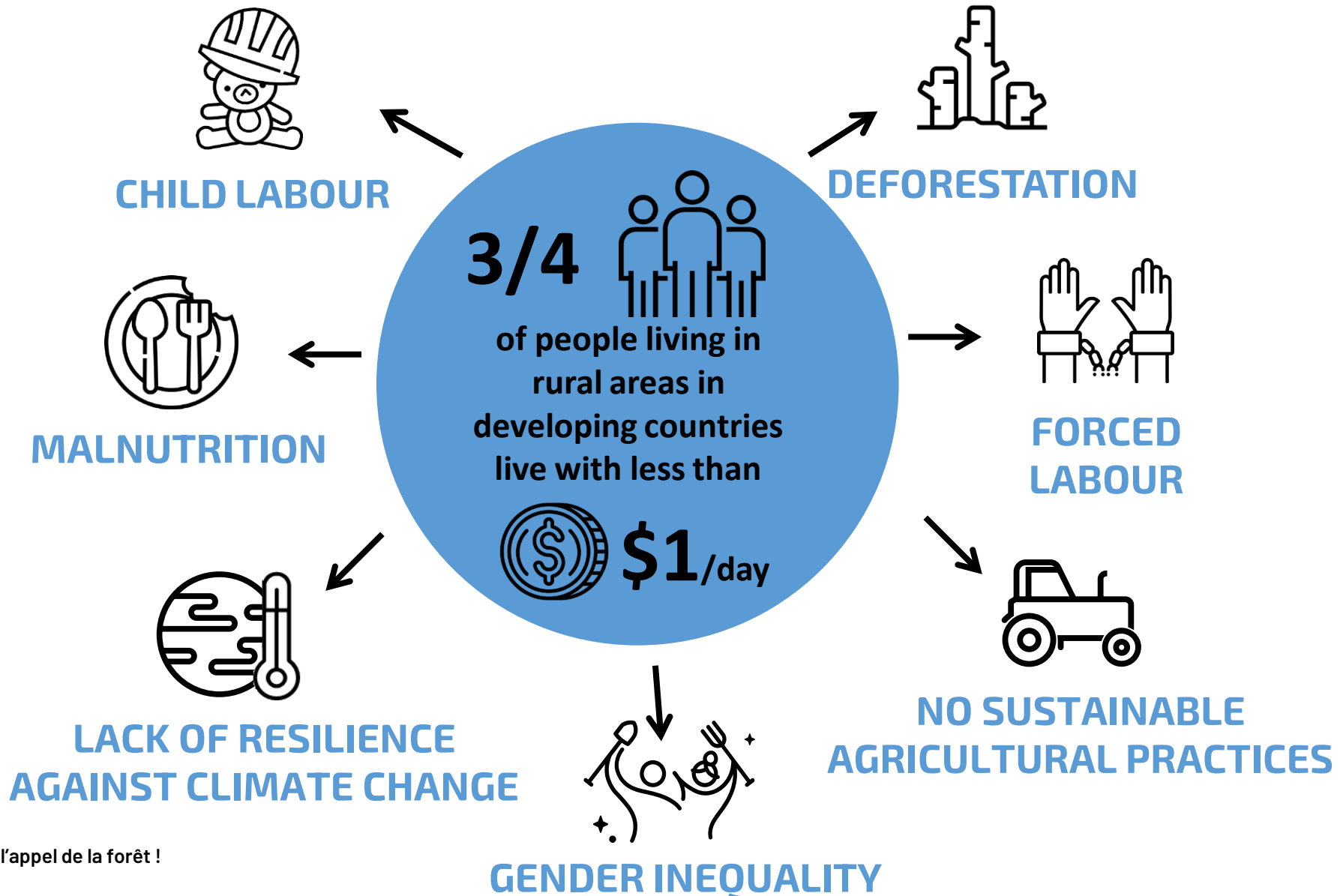
BOS⁺   WWF

Fairtrade and Deforestation

WWF Cocoa and Deforestation conference

Stijn Decoene

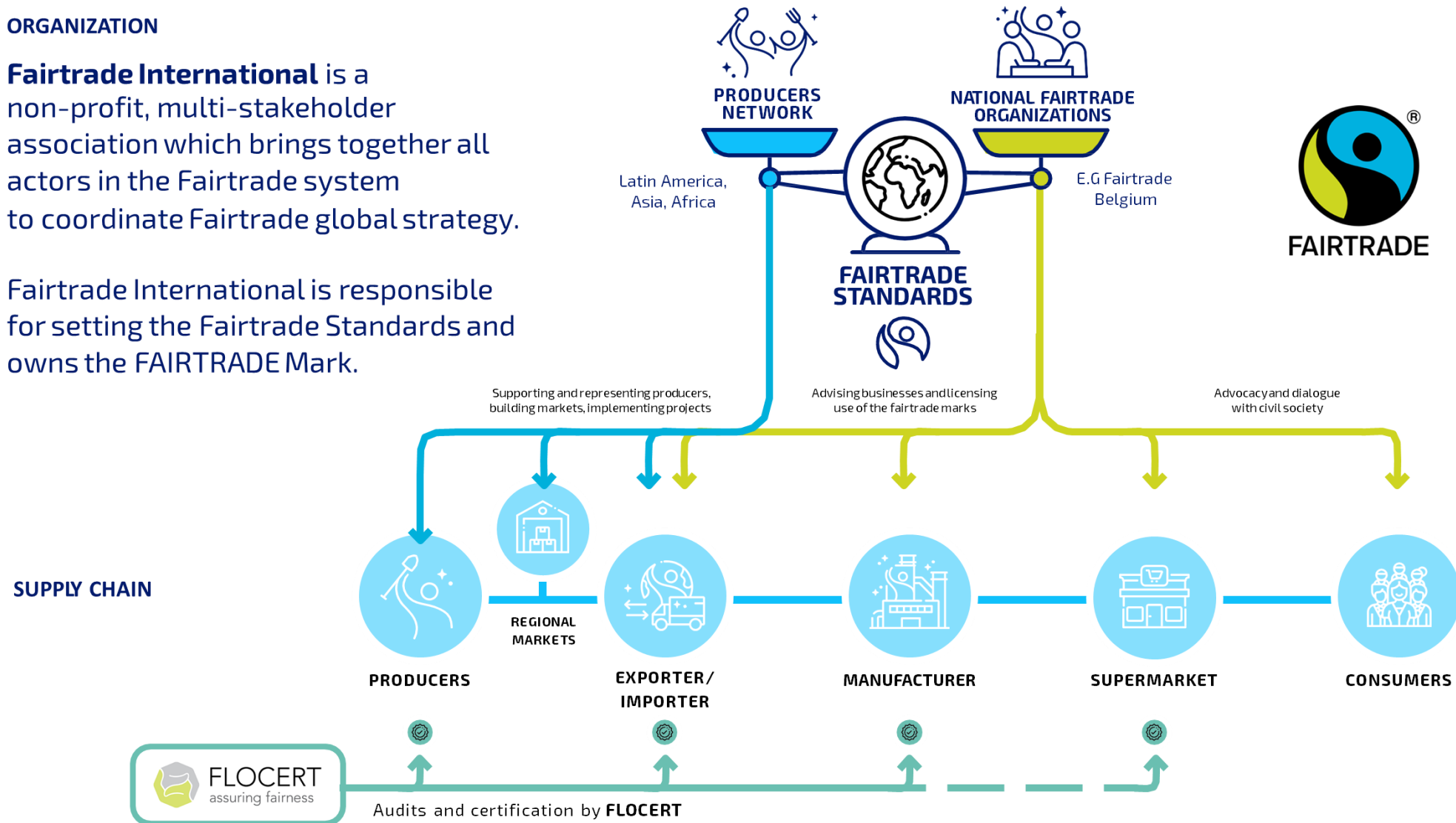# Structural poverty is the root cause of most sustainability issues

CHILD LABOUR

DEFORESTATION

MALNUTRITION

3/4 of people living in rural areas in developing countries live with less than **$1**/day

FORCED LABOUR

LACK OF RESILIENCE AGAINST CLIMATE CHANGE

GENDER INEQUALITY

NO SUSTAINABLE AGRICULTURAL PRACTICES

Fairtrade system: with producers, for producers

ORGANIZATION

Fairtrade International is a non-profit, multi-stakeholder association which brings together all actors in the Fairtrade system to coordinate Fairtrade global strategy.

Fairtrade International is responsible for setting the Fairtrade Standards and owns the FAIRTRADE Mark.

PRODUCERS NETWORK

NATIONAL FAIRTRADE ORGANIZATIONS

Latin America, Asia, Africa

E.G Fairtrade Belgium

FAIRTRADE STANDARDS

FAIRTRADE ®

Supporting and representing producers, building markets, implementing projects

Advising businesses and licensing use of the fairtrade marks

Advocacy and dialogue with civil society

SUPPLY CHAIN

REGIONAL MARKETS

PRODUCERS

EXPORTER/ IMPORTER

MANUFACTURER

SUPERMARKET

CONSUMERS

FLOCERT assuring fairness

Audits and certification by **FLOCERT**

Fairtrade cocoa standard

Fairtrade Standard for Cocoa

Fairtrade cocoa standard build up

HUMAN RIGHTS & ENVIRONMETAL DUE DILIGENCE

SOCIAL

➤ child & forced labour prevention

➤ gender equity

➤ sharecropper inclusion

ENVIRONMENTAL

➤ deforestation prevention

➤ cut off date

➤ geolocation data

ECONOMIC

➤ Fairtrade Min Price & Premium

➤ living income promotion
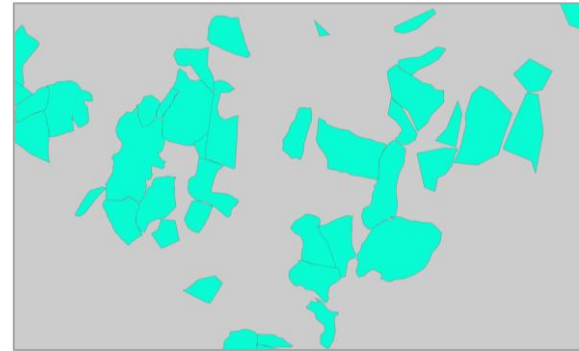
➤ income resilience
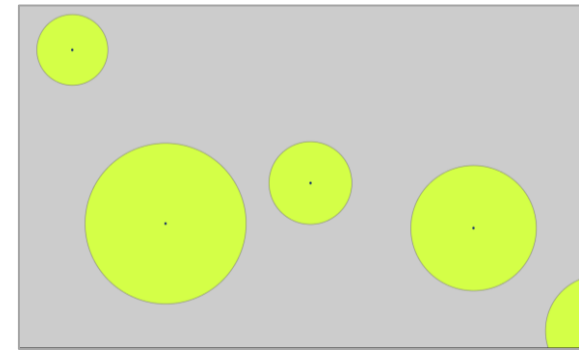
TRACEABILITY & TRANSPARENCY
first mile traceability, product tracing, segregation to export

INTERNAL MANAGEMENT SYSTEMS
registration, agreements, internal inspection, financials

Deforestation requirements in FT cocoa standard

➢ **Cut-off date:** 31 December 2018

➢ **Geolocation data** available for all member plots of cooperative

➢ **GPS Polygon data** available for farms >4ha and in risk areas

➢ **Reporting** of these data to Fairtrade International

➢ **Due diligence process** on **deforestation**: risk assessment, prevention and mitigation

➢ Supported by **Fairtrade Producer Networks**

➢ **Traders must support cooperatives** in this process and share data

➢ **Physical segregation** from farmer ('**first mile traceability'**) to port of export at all process stages

Fairtrade partnership with Satelligence for deforestation monitoring

1. Producers provide **geolocation data for all farm plots**

2. **Verification** of these geolocation data to ensure data quality

3. **Geolocation data + satellite imagery => quarterly alert system** to check:
   - if farms are in or near protected area
   - deforestation activity within and near the farm

4. **Report to cooperatives** to act on risks identified

5. **Flocert** receives data for audits & assurance

To resume ...

➢ Fairtrade cocoa standard compliant with EUDR criteria

➢ Robust Fairtrade – Satelligence satellite deforestation monitoring system

➢ Quarterly monitoring data and alerts provided to farmer organisations

➢ **Farmers own the data!** This is key for

    ➢ act on risks identified
    ➢ market access

➢ **Fairtrade certification significantly reduces risk** for non-compliance with EUDR, but

➢ Final **responsibility** to **compliance** with the EUDR lays with the **operator** in Europe