

# Trade for Development Centre:

**Strengthening sustainable businesses, promoting responsible consumption**

Results and impact of Enabel's Trade for Development Centre programme between 2018 and 2022



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# Voorwoord



The past 5 years have been very well-filled for Enabel's Trade for Development Centre (TDC). As a centre of expertise, TDC promotes and supports fair and sustainable trade in African countries, as well as with consumers and governments in Belgium.

## Proven support

From 2018 to 2022, TDC supported 49 MSMEs and 8 Business Support Organisations with coaching in business management and/or marketing. Another 39 MSMEs also received a week of training in 'data capturing', allowing for initial screening of business activities.

Although the COVID-19 pandemic proved challenging for the coaching sessions, it also created some opportunities. Remote sessions are now an integral part of the coaching programme and provide an opportunity for review and feedback between on-site sessions.

TDC's support proved its worth as a great many cooperatives achieved results in different areas, such as diversification of production or customers, adaptation to climate change, access to finance, etc. Several cooperatives even won some awards. TDC's support also strengthened some partnerships between cooperatives and chocolate makers, as was the case between Chocolaterie Galler and Yeyasso cocoa producers in Côte d'Ivoire. Coopade and Cookanz, two coffee cooperatives in the DRC, supply Rombouts with for their 'Virunga Coffee'.

The added value of TDC's coaching was also recognised by the European Union, which entrusted Enabel with the management of a project to enhance and professionalise cocoa cooperatives in Côte d'Ivoire, using TDC's coaching methodology.

## Decent work at the top of the agenda

During the programme, TDC put decent work at the top of the agenda in several ways. By co-hosting a webinar with The Shift where the European Commissioner for Justice explained the draft European Directive on the duty of care for companies regarding human rights and the environment.

TDC also took the lead in a working group that delivered a letter signed by 60 Belgian companies to the Ministers of Development Cooperation and of Economy and Employment, asking the Belgian government for a legal framework around due diligence. This was also the theme of the fair trade breakfast organised at the Federal Parliament in May 2022.

Along with Fairtrade Belgium, Chocolaterie Galler and the Yeyasso cooperative, TDC conducted a pilot project to calculate the 'living income gap' for households in the cooperative. This exercise provided a wealth of information that allowed for the creation of an action plan to partially narrow the gap between a dignified income and current income. This calculation of the income gap, as well as diversification strategies and the introduction of traceability and segregation systems for products, will be included in the new coaching programme in the coming years.

## Promoting responsible consumption

Every year, more than 100 fair trade activities take place throughout Belgium during Fair Trade Week and the theme of fair trade is mentioned between 300 and 400 times in the written and audiovisual press. 15,000 Belgians participate in the 30 or so local activities funded by TDC and another 117,500 people are reached indirectly. Consequently, 48% of Belgians are familiar with Fair Trade Week.

The objective of making Belgium a Fair Trade Country is also being pursued at the regional level, with the launch of the 'Make Brussels a Fair Trade Region' campaign and the Brussels Be Fair Awards. Many thanks to the entire TDC team and coaches for all the work they did and the results they achieved. You will discover them on the following pages.

Samuel Poos, TDC coordinator

# 1

## What does het Trade for Development Centre do?

### Provide support to producers in Africa

One of the pillars TDC is committed to is providing support to African MSMEs (micro, small and medium enterprises) and business support organisations (BSOs) active in sustainable trade. TDC does this by coaching them in marketing and financial business management or by supporting them financially. Some organisations receive both types of support.

### Informing

TDC serves as a knowledge centre around fair trade and sustainable trade. Through opinion polls, conferences, webinars, articles/interviews, reports, etc., we inform citizens, governments and interested organisations as to what is going on and evolving in terms of these topics. Targeted market studies aim to provide MSMEs and producer organisations with the necessary information they can use to enter the market (even) better. All the TDC publications can be found at [www.tdcenabel.be](http://www.tdcenabel.be).

### Raising awareness

Finally, TDC aims to raise awareness among consumers, organisations and governments around more responsible consumption. TDC's most well-known campaign is Fair Trade Week, which takes place annually in early October. This national campaign highlights fair trade for 10 days, with a great deal of local activities and press coverage of the issue. A full overview of the Fair Trade Week campaign can be found at [www.weekvandefairtrade.be](http://www.weekvandefairtrade.be).



## 2

## Support for producers

TDC's support for producers consists of a coaching programme and/or financial support for African MSMEs and BSOs. On the following pages, we will look in more detail at the different types of support and the results these have delivered.

### Coaching programme

Between 2018 and 2022, TDC supported **96 structures** in Africa. These include:

- 21 MSMEs whose coaching programme had already started in the previous TDC programme;
- 39 MSMEs enjoyed some preliminary training in data capturing, without subsequently proceeding to the coaching programme;
- 28 MSMEs enjoyed a new coaching programme, 22 of which had received some preliminary training.
- 8 BSOs that were also following the new coaching programme. BSOs or business support organisations are structures that in turn support businesses at the local level in their economic development.

At 7 organisations (5 MSMEs and 2 BSOs), the coaching programme was terminated early.\* In each case, this was due to lack of motivation and/or lack of availability of the team.

*\* Out of 7 organisations that terminated the entire coaching trajectory, 3 MSMEs enjoyed the preliminary training.*

### Financial support

In July 2020, TDC launched a call for proposals addressed to African MSMEs and BSOs for funding micro-projects (max. EUR 30 000) that could improve their management or market access. A total of 22 MSMEs and 5 BSOs received funding



## 2.1. Completion of coaching programme in previous TDC programme

In 2018 and 2019, TDC completed the coaching programme at 20 organisations where the coaching programme had been initiated in the previous TDC programme (between 2014 and 2017).

### 2.1.1. Marketing

|   |               |                                     |
|---|---------------|-------------------------------------|
| ABATERANINKUNGA BA SHOLI  | Rwanda        | Coffee                              |
| COOPCA ECAMOM   | Côte d'Ivoire | Cocoa                               |
| COCOCA  | Burundi       | Coffee                              |
| COAFAN (Société Coopérative Agricole Fayo Mingoumin de Noé) COOP CA                       | Côte d'Ivoire | Cocoa                               |
| CSCC - Cooperative for Producing Safe Coffee for Community's Health (renamed Pô Kô Farms) | Vietnam       | Coffee                              |
| ECAM - Entreprise Coopérative des Agriculteurs de Méagui COOP CA                          | Côte d'Ivoire | Cocoa                               |
| IDEP - INTEGRATED DEVELOPMENT PROJECT   | Burundi       | Oils, aromatic and medicinal plants |
| NECAAYO - Nouvelle Entreprise Coopérative Agricole Anouanzè d'Oupoyo                      | Côte d'Ivoire | Cocoa                               |
| MUUNGANO CA   | DR Congo      | Coffee                              |
| PHUOC HUNG  | Vietnam       | Nuts                                |
| SCINPA - Société coopérative ivoirienne de Négoce des Produits Agricoles COOP CA          | Côte d'Ivoire | Cocoa                               |
| SCKA-SOCIETE COOPERATIVE KETIN D'AFFERY COOP CA   | Côte d'Ivoire | Cocoa                               |
| SCOOP YEYASSO DE MAN  | Côte d'Ivoire | Cocoa                               |

### 2.1.2 Financial and business management

|   |               |                      |
|---|---------------|----------------------|
| Coopake - Coopérative agricole du Kéné Dougou                               | Burkina Faso  | Fruit & vegetables   |
| Coopara - Coopérative Agricole Régionale de l'Agneby                        | Côte d'Ivoire | Coco                 |
| FHTC - FRANK HORTICULTURE AND TIMBER COMPANY Ltd.                           | Tanzanie      | Fruit                |
| Kanyenze - Kanyenze People's Cooperative Savings and Credit Society limited | Uganda        | Coffee               |
| Koakaka cooperative   | Rwanda        | Coffee               |
| UOCG - United organic coffee growers  | Uganda        | Coffee               |
| USCPY - Union des sociétés coopératives des planteurs de Yanfolila          | Mali          | Fruit and vegetables |

### 2.1.3 The results \*



\* These are the results of 20 organisations that received coaching between 2014 and 2017



## 2.2. Preliminary training in data capturing

In 2018, a call was launched for MSMEs who had a chance to win some preliminary training in data capturing. From the 148 applications, **61 organisations were selected** to receive their data capturing training between April and September 2019.

Specifically, the management teams of these 61 organisations were trained in conducting a business review to help them better understand their business and the market context in which they operate.

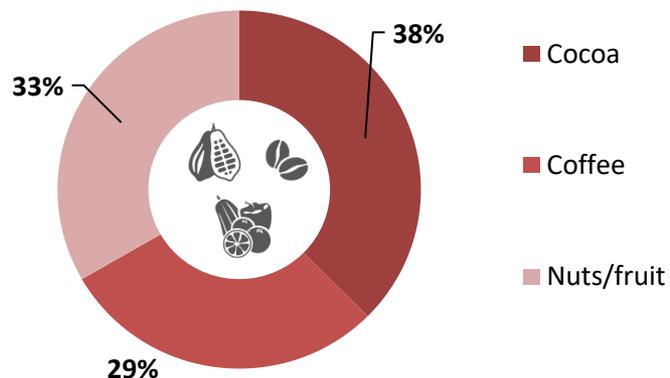
This preliminary training is also an opportunity for TDC to get to know the organisations involved better with a view to the full coaching process.

The list of 61 organisations can be found in Appendix 7.5.

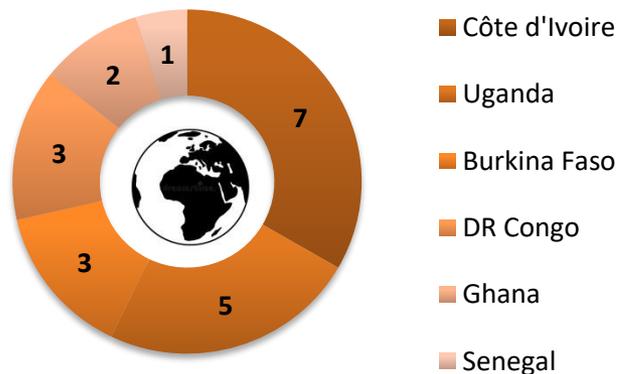
## 2.3. Financial support from TDC

121 projects applied to receive financial support from TDC. Of these, 22 MSMEs were selected (see Appendix 7.8), 13 of which also received TDC's coaching. In addition, 5 BSOs also received financial support from TDC. The graphs below include only the MSMEs. The BSOs are discussed later on (on p. 27)

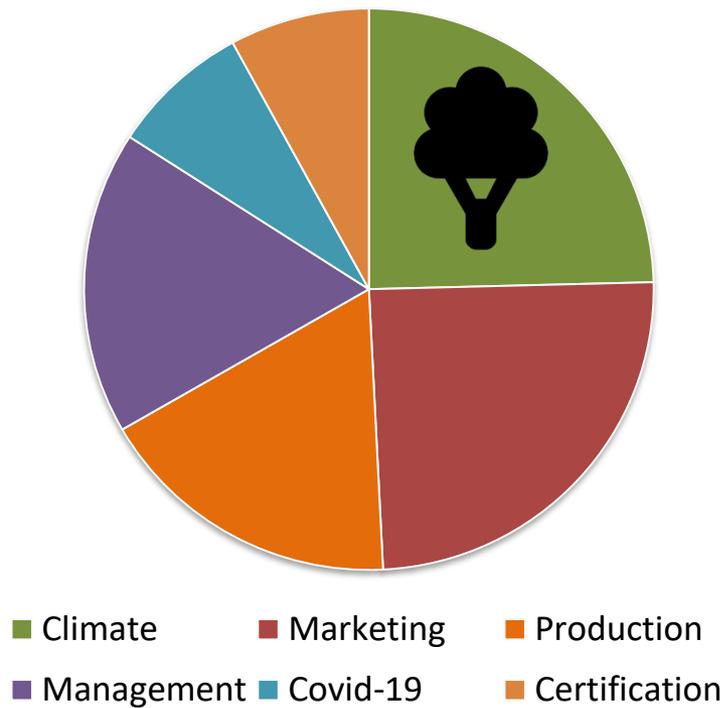
### Distribution by sector



### Distribution by country



### Micro-project theme

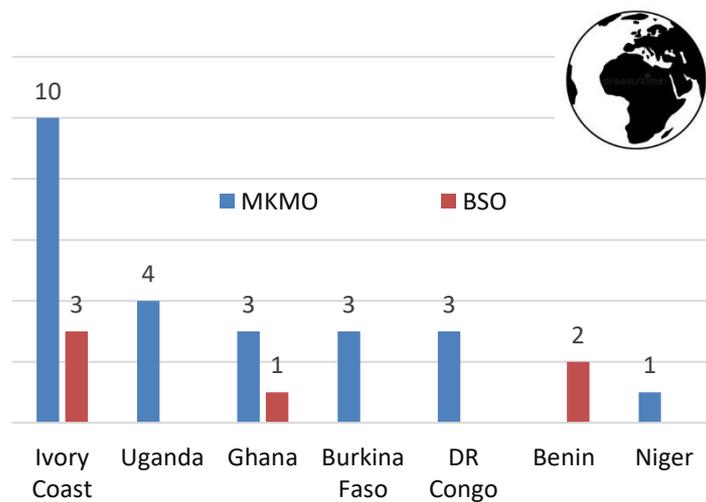


## 2.4. Integrated coaching programme between 2020 and 2022

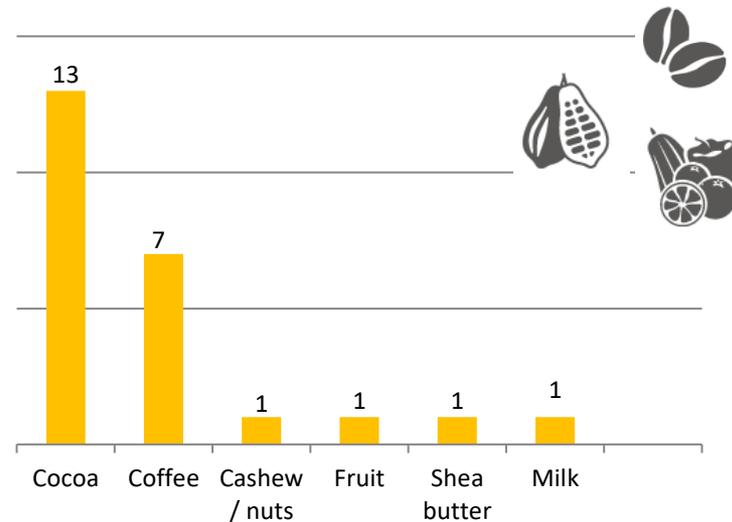
The new coaching programme started in 2020. Whereas coaching in marketing and in business management had previously existed side by side, they were integrated into a single joint programme that covers both topics and is delivered by 2 coaches who complement one another. After all, experience had taught us that marketing and business management go hand in hand and that organisations needed coaching in both.

Between 2020 and 2022, the coaching programme was launched and completed at **30 organisations in 7 different countries: 24 MSMEs and 6 BSOs.**

Distribution by country



Distribution of MSMEs by sector



## 2.4.1. TDC's coaching between 2020 and 2022 mapped out



-  MSMEs
-  BSOs

## 2.4.2. TDC's coaching between 2020 and 2022 in figures \*



**+ 13 %  
certified producers \***



**+ 146 %  
turnover \***



**+ 38 %  
buyers / customers \***



**+ 144 %  
turnover from sales under fair / sustainable  
conditions \***



**+ 24 %  
production volume \***



**+ 25 %  
sales price \***



**+ 82 %  
producer income \***



**+ 45 %  
participation in commercial fairs \***



\* These figures represent the averages for 23 MSMEs who received TDC's coaching between 2020 and 2022. The results of 1 MKMO (Lavisksof from Uganda) were not included here because they proved to be inaccurate. The figures for one MSMEs proved to be inaccurate and were filtered out. The dairy organisation and BSOs were not included in these figures, but are discussed further in this report.

## Cocoa



+ 12 %  
certified producers



+ 31 %  
buyers / customers



+ 27 %  
production volume



+ 38 %  
producer income



+ 47 %  
turnover



+ 166 %  
turnover from sales under fair /  
sustainable conditions



+ 14 %  
sale price

### Which cocoa cooperatives received coaching?

- **Ghana:**
  - Asunafo North Municipal Cooperative Cocoa Farmers and marketing Union Limited
  - Kukuom East District cooperative Farmers and marketing union limited
  - Wassa East District Co-Operative Cocoa Farmers and Marketing Union Limited
- **Côte d'Ivoire:**
  - CADESA
  - Cann Coop
  - CoopaneK (Coopérative agricole Nan Etitinou de Kranzadougou)
  - CPSL (COOP-CA)
  - Kapatchiva
  - Le Rocher (COOP-CA)
  - SCEB
  - SOCAK-KATANA - Société Coopérative Agricole Katana
  - SOCOPEM - Société Coopérative agricole entente de Mahino
  - Yeyasso
- **Société Coopérative avec Conseil d'Administration Coopérative Agricole Ambegnanfe de Duekoué (CAMD)**  
> coaching was stopped but counted in figures until 2021



# Coffee



+ 7 %  
certified producers



+ 44 %  
buyers / customers



+ 7 %  
production volume



+ 82 %  
producer income



+ 219 %  
turnover



+ 165 %  
turnover from sales under fair /  
sustainable conditions



+ 44 %  
sale price

## Which coffee cooperatives received coaching?

- **DR Congo**
  - Coopade CA
  - COOKKANZ - Coopérative Kawa Kanzururu
  - Sopacdi
  
- **Uganda**
  - Kabonero Mountainous Coffee Growers
  - Karangura Peak Modern Coffee Farmers Cooperative Society Limited
  - SEMLIKI Cooperative
  - Laviskscof – Co-Operative Society Limited\*

*\* No figures for Laviskscof*



## Fruit and nuts



+ 25 %  
certified producers



+ 50 %  
buyers / customers



+ 40 %  
production volume



+ 223 %  
producer income



+ 359 %  
turnover



+ 34 %  
turnover from sales under fair /  
sustainable conditions



+ 30 %  
sales price

### Which coffee cooperatives received coaching?

- **Burkina Faso:**
  - SCOOPS-COPRONOS - Coopérative des producteurs des noix et oléagineux de Samogohiri (cashewnoten)
  - UGF-CDN - Union des Groupements féminins (karité)
  - UPROMABIO (mango en hibiscus)
- **Côte d'Ivoire:** Kapatchiva (nuts: already mentioned in the list of cocoa cooperatives)



## 2.5. TDC's coaching in pictures

TDC commissioned 2 reports on the impact of the coaching programme.

### The positive spiral of coaching

[The first report](#) was made in Côte d'Ivoire. The recording crew followed 3 cocoa cooperatives (ECAM, ECAMOM and Necayoo) during their final TDC coaching sessions in marketing. The report shows the difficulties faced by cocoa cooperatives in this region, but also what the coaching programme has brought to each of them.

### KOAKAKA

[A second report](#) tells the story of Rwandan cooperative KOAKAKA, which produces high-quality specialty coffee, and which had already completed its coaching programme in marketing but received another session in financial and organisational management. This enables them to better manage their organisation.



Large: KOAKAKA. small: video crew interviewing ECAM

## 2.6. Results and impact of TDC's producer support

### 2.6.1 Adapting to the impacts of climate change

#### Kanyenze: wastewater treatment and example in the region

The Ugandan coffee cooperative Kanyenze People's Cooperative consists of 1,700 members growing Arabica coffee. Its members include many young people, as well as people with an HIV infection or disabilities.

Kanyenze received funding from TDC that allowed them to invest in wastewater treatment infrastructure. Rainwater and wastewater are collected and diverted to 1 central point, where it is treated to be reused during the production process or made into potable water. This investment should make the cooperative less vulnerable during the increasingly frequent long periods of drought.

Kanyenze's production site has grown into a reference point in the region for other cooperatives that want to produce in a more environmentally friendly way. It strengthens its commercial position and also opens the doors for support from other organisations and NGOs.

#### Coopade: agroforestry

TDC also funded DR Congo coffee cooperative Coopade in its battle against the effects of global warming: 217,640 seedlings were able to be grown for coffee tree rejuvenation and 11,325 shade trees were also grown to improve productivity and promote biodiversity.

Coopade can thus practise agroforestry. This is an umbrella term for land-use systems in which different plants and crops are thoughtfully combined on the same plots of land. This creates an ecosystem that is more resilient to the effects of climate change.



Kanyenze

## USCOOP DANYIWE: green economy, regeneration and diversification

DANYIWE is founded by women that produce shea butter.

Protecting the environment is one of the priorities of USCOOP DANYIWE, which conducts reforestation activities in the villages. The production of organic shea butter is provided entirely by women. They use only ripe fruits that have fallen to the ground. The waste left over from the production of shea butter is used to make compost and as fuel to minimise the use of wood.

The cooperative received financial support from TDC to put even more effort into environmental management. Among other things, the subsidies made it possible to maintain organic ECOCERT certification of the shea nut kernel and butter, while women were trained in things like quality and hygiene. Production of organic shea butter increased from 20 to 62 tons.

The shea trees are being managed in a more sustainable way through natural regeneration and planting and direct seeding of the nuts thanks to the funding. Thanks to a traceability system that was installed, it is now possible to better identify where the kernels come from.



[Read the article on cosmetics](#)



[Read the interview Chéry Faso](#)



[Read the interview Kari'tCare](#)



## 2.6.2. Cooperatives win prizes

### ECAM and SCINPA

ECAM and SCINPA were voted best and second best cocoa cooperative in Côte d'Ivoire in 2020, respectively. Both followed TDC's coaching programme in marketing from 2016 to 2019.

**ECAM** is a cooperative with 2,000 members, 300 of whom are women. The cooperative has grown to be a true example in the region through its international commercial successes and its impact on the community.

The cooperative is now diversifying to include a poultry farm and is now also starting organic production (see also interview Djakaridja Bitie on p. 29).



With the support of TDC, **SCINPA** was able to launch its own locally produced chocolate bar in partnership with Côte d'Ivoire chocolatier Alex Emmanuel. The bars were successfully launched in 2019 at SARA, the annual Salon international de l'Agriculture et des Ressources Animales in Abidjan.



[Watch the video of ECAM](#)

### Kibinge and ECAMOM

KIBINGE Coffee Farmers' Co-operative Society (Uganda) and ECAMOM Coop-Ca (Côte d'Ivoire) won awards at the 2021 Fairtrade Africa convention. TDC's support (during the previous programme, between 2014 and 2017) allowed them to develop some new products: a coffee sold in the local market (Kibinge) and a homemade chocolate bar sold under the brand name 'Elika' (ECAMOM).

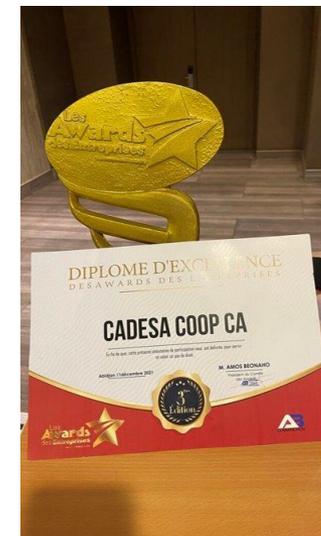
### CADESA

CADESA Coop Ca was voted best export cooperative in 2021 at the Côte d'Ivoire Business Awards. Since 2020, Cadesa has been able to count upon coaching in the areas of marketing and business management.

### Sopacdi

SOPACDI, a coffee cooperative from Kivu, placed third in the SPP 2022 Coffee Award competition in Milan.

This award rewards the world's highest-quality coffees. Sopacdi received coaching and financial support from TDC to improve their coffee production, among other things.



### 2.6.3. Diversification

#### COOPEBAS

DR Congo coffee cooperative COOPEBAS received support from TDC to diversify its production activities, particularly by increasing its focus on bee-keeping.

Between 2020 and 2021, the number of hives and colonies increased from 57 to 104. This resulted in 523 litres of honey sold at local markets.

#### Semliki

Semliki, located in Western Uganda, started producing mainly Arabica and Robusta coffee in 2011.

In late 2016, they achieved Fairtrade certification for their coffee. However, Semliki's goal is to expand into other products such as vanilla and cocoa, as the region in which the cooperative is located lends itself to the high-quality production of both.

During the period of TDC's coaching, the cooperative formed itself into a union of 3 smaller cooperatives to give members more opportunities and to facilitate a focus on new products and the search for new customers.



## 2.6.4. Sustainable milk

For the first time, organisations active in the sustainable dairy sector were also able to count upon producer support.

TDC launched a call for social economy organisations (MSMEs and collection or processing organisations) in West Africa in 2021.

Two Nigerian structures, SCOOPS ANDAL and NONON Sahel, both managed by women, received coaching and financial support. Only at NONON Sahel was the coaching completed.

### SDG-forum

At the 2021 SDG Forum, TDC was invited to share its expertise on the local sustainable milk chain on behalf of Enabel, along with representatives from Faircoop/Fairebel and Oxfam Belgium.

 [Read the article 'Abundance of European milk but dairy farmers have little reason to celebrate'](#)

### Great figures for NONON Sahel Scoops

NONON Sahel Scoops has 30 members. The youngest is 17 and a student, while the eldest is 72 and chairwoman. The cooperative collects and processes fresh milk. Through [Enabel's PRADEL project](#), it had already received support for this in terms of infrastructure and training.

NONON Sahel aims to give every woman the opportunity to integrate into the community through decent work, regardless of age, ethnicity, religion or political affiliation. Through TDC's coaching programme, it was able to improve its financial management.

The cooperative aims to become a major player in fair, sustainable and local milk in West Africa over the next 5 years. And it is already well on its way: in 1 year (between 2021 and 2022), it managed to increase its number of customers fivefold.



## 2.6.5. Collaborations with the private sector

### Galler: working together for high-quality organic cocoa

As part of the Beyond Chocolate partnership\*, Chocolaterie Galler, the Trade for Development Centre, the Yeyasso cooperative in Côte d'Ivoire, the University of Ghent and the company Zoto joined forces to carry out a pilot project on the development of organic and high-quality cocoa.

TDC coaches Yeyasso in business management (profitability calculations, sales of products resulting from the diversification of activities, etc.). The University of Ghent intervenes in the development of better farming practices and the transition to organic farming, while ZOTO works to optimise fermentation to improve cocoa flavours.

Meanwhile, training in good agricultural practices for organic farming has begun, and shade and other types of trees with high economic value (fruit, nuts, etc.) and added value in terms of agro-ecology were planted.



\* [Beyond Chocolate](#) is a partnership for sustainable Belgian chocolate in which the Belgian chocolate and retail sector, governments and civil society are represented with a series of concrete commitments around reducing child labour and deforestation (by 2025) and a living income for local cocoa producers (by 2030).

At the end of the TDC's coaching programme, Yeyasso can present some great figures. The cooperative was able to attract 33% more certified members and their customer base also expanded by 33%. But the figure for cocoa they sold under sustainable conditions stands out in particular. This increased by a whopping 881% between 2020 and 2022.

### Calculation of living income gap at Yeyasso

TDC coach Dominique Derom, who has guided this cooperative for several years, applied a methodology from Fairtrade International to Yeyasso in 2022 that attempts to calculate the difference between cocoa farmers' income and the minimum income needed to live with dignity – 'the living income gap'.

A number of actions were also listed to bridge the gap. The results will be presented during a webinar in 2023.



Photo: a delegation from Yeyasso with coach Dominique Derom visiting SCEB to exchange around organic farming.

*"Thanks to the TDC coaching, we were able to professionalise various aspects of our cooperative, such as the analysis of financial and commercial data, the creation of partnerships, team cohesion, our agroforestry and diversification projects. These are all assets for our organisation that we also want to make available to partner organisations."*

*Photo: Yeo Y. Moussa, Director at Yeyasso  
At sustainable cocoa conference, Brussels 2022*



[Watch the interview with Yesson Moussa Yeo](#)



[Read the article](#)



[Read the report on the webinar  
on the living income gap in the cocoa sector](#)

## Virunga Coffee

The Belgian coffee roaster Coffee/Cafés Rombouts launched 'Virunga Coffee' during Fair Trade Week 2022, a fair trade coffee made in partnership with the coffee farmers of the Virunga National Park in North Kivu, DR Congo. Since 2020, TDC has supported two coffee cooperatives from this region where Rombouts supplies.

### COOPADE

The Coopérative Paysanne de Développement received coaching from TDC, in addition to funding for rejuvenating their coffee trees. This focused mainly on operations, specifically making financial management more efficient. Better risk management was also tinkered with so that price fluctuations on the international market would not prove fatal to the cooperative. Successfully: the coffee cooperative managed to double both producer prices and turnover!

### Cookkanz

The KAWA KANZURURU (Cookkanz) cooperative is a farmers' organisation founded in 2014 by Arabica coffee producers in the Ruwenzori region (Beni territory). Coffee is grown there by families who own an average of 300 to 1,000 coffee plants in a surface area of about 1 hectare on the edge of Virunga National Park, at an altitude of 1,000 to 1,800m.

TDC offered Cookkanz coaching to improve services to members and the community, as well as to make the cooperative more sustainable by improving communication with potential customers, negotiating better contracts and preparing for Fairtrade certification.

A coffee company can only be successful in the current market if the range of coffee products is sufficiently differentiated, as several profitability exercises by product (type of coffee) showed. And in this, Cookkanz has succeeded: from just a Fully Washed high quality (K3 FTO) to the combination with extra unwashed coffee (K5 organic) and even Robusta. This led to some great results: an increase in overall volume, a decrease in fixed costs, and improved profitability for all products (which had previously been insufficient).





**FAIRTRADE**  
**Certificat Fairtrade**  
 Coopérative Kawa Kanzururu- COOKKANZ  
 FLO ID 41315  
 est en conformité avec les standards Fairtrade et avec les critères de certification FLOCERT pour l'étendue ci-après:

|         |  |
|---------|--|
| Produit | Café   |
| Champ   | Pour les détails du type de produit exact voir annexe 2<br>Les annexes font partie de ce certificat:<br>Adresse 1. Lieu des standards Fairtrade et des critères de certification FLOCERT<br>Adresse 2. Champ de produits<br>Adresse 3. Entité sous certification Fairtrade<br>11 Nov. 2021<br>Coopérative Kawa Kanzururu, Lutte, Nord-Kivu, République Démocratique du Congo |

11 Nov. 2021  
 Date d'émission

FLO  
 FLOCERT  
 certifying partner

Cookkanz achieves Fairtrade certification for its coffee.

Copyright: Guy Callebaut

## Tony's Chokolonly

**Kapatchiva** is a cooperative in Côte d'Ivoire's Bouaflé region that deals in cocoa, cashew and food crops. Founded in 2003 by a small core of 261 producers, the cooperative is part of the inter-regional union [Ecookim](#) (which received support from TDC in 2017). Through Ecookim, the cooperative achieved Fairtrade certification, Rainforest Alliance certification and organic certification.

TONY'S CHOCOLONELY, the brand known for its commitment to *zero slavery* in the chocolate industry, has been purchasing cocoa from Kapatchiva and actively supporting them since 2013.

Awarded the Best Promoter of Development 2021 award by the President of the Republic, Kapatchiva is a dynamic cooperative with rapid growth. The cooperative now has nearly 2,800 members, including 200 women.

In 2020, Kapatchiva followed TDC's coaching programme to guide them in commercialising cashew nuts.



## 2.6.6. Professionalising BSOs

With its support programme, TDC aims to assist MSMEs and producer organisations in their economic development. In 2021, in order to increase its impact, TDC launched a call targeting BSOs.

The aim of TDC's support to BSOs is to professionalise their business support services. This may be by diversifying their services, seeking new sources of income or enhancing the skills of staff.

Six structures from 3 African countries received TDC's coaching:

- Benin: Gel Sud Bénin & FUAC (Fondation de l'Université d'Abomey-Calavi)
- Côte d'Ivoire: AC Vie, CIPME, Incub'Ivoir
- Ghana: HapaSpace

In addition, 5 BSOs were selected to receive financial support:

- Côte d'Ivoire: Incub'Ivoir
- Uganda: Fairtrade Africa, CURAD
- Benin: Gel Sud Bénin & FUAC

### GEL Sud Bénin: a reference point for gender and agro-ecology

**GEL Sud Bénin** aims to be a reference organisation by 2026, offering high-quality services to entrepreneurs to enable them to set up viable businesses with high development potential and respect for the environment. GEL Sud Bénin was able to achieve its main objectives thanks to TDC's coaching and funding:

- Training 50 coaches in agro-ecology and gender;
- The implementation of a study taken at 250 companies being guided by GEL Sud Benin on the state of agro-ecological practices and gender in their operations;
- The development of tools and methods to support participating organisations in the environmental/agro-ecology and gender dimensions.

### Spectacular progress of INCUB'Ivoir

**INCUB'Ivoir** can present some highly laudable statistics after 2 years of TDC coaching. According to Director Hermann Christian Kouassi, TDC's guidance came at the perfect time – just when tinkering with their strategy was underway. The Côte d'Ivoire BSO managed to win a contract with GIZ (the German Agency for Development Cooperation) and saw its turnover increase by a whopping 990%!



[Read the article: coaching the coaches, TDC does that too](#)



*"I would like to dedicate this award to all of our partners who continue to place their trust in us ... and especially to Maxime Bacq and Valerie Vangeel, our two coaches from the TDC programme, who are enabling us to improve."*

Hermann Christian Kouassi of Incub'ivoir Incubateur (BSO), who was nominated as the innovation ambassador

Photo: Maxime Bacq and Hermann Christian Kouassi

## 2.6.7. Training coaches in the field



In recent years, the Côte d'Ivoire cocoa cooperative ECAM has grown to become an example in the region. Djakaridja Bitie has been a member and chairman of the supervisory committee from its inception. Since 2021, he has been the new Secretary-General and in charge of marketing.

### **Leader of the organic project at ECAM**

ECAM made the switch to organic farming and Djakaridja Bitie played a pioneering role in this. The road to this organic certification is one with a great many challenges. "You need to raise awareness among Côte d'Ivoire cocoa farmers and develop an exclusive niche at the intersection of organic and fair trade," says Djakaridja Bitie. "The 55 members of the cooperative who got on board with us had to overcome a difficult economic period. They only got their premium after 3 years, when ECAM obtained the organic certificate."

### **Djakaridja as an advocate**

"With organic farming, we can generate more income in the long run and ensure the protection of our environment and our health," says Djakaridja Bitie. Meanwhile, he also advocates for its benefits internationally. A meeting of parliamentarians, NGOs and experts on national and European legislation around companies' duty of care (due diligence) was held in the Belgian federal parliament in December 2021. Djakaridja addressed the parliamentarians there to make them aware of the usefulness of these new laws. He emphasised the positive impact of sustainable imports on small producers.

### **Junior coach**

During the coronavirus crisis, TDC coaches encountered a great many technical difficulties in coaching remotely. Djakaridja was asked to take on the role of junior coach. He has since formed a coaching duo with TDC coach Cristine Englebert.

"Our profiles complement one another. The international coach has the expertise and mastery of the final stages of the chain, processing and manufacturing. For my part, I know the context, the environment and the first stages of the value chain, from the foundations to export," Djakaridja concludes.



[Read the article on the difficulties Belgian farmers and cocoa producers face and their shared views](#)

## 2.6.8. Access to additional funding

Cadesa is a successful Côte d'Ivoire cocoa cooperative that has grown tremendously in recent years. Indeed, it has managed to increase its sales by 340% and producers will earn 158% more in 2022 than in 2019. The cooperative now wants to expand into other sectors such as coffee, cashew nuts and soon rubber.

And the financial partners will follow suit. Nearly 10 million euros were raised for the upcoming campaign, including 1.6 million euros through the connection with Incofin. TDC coach Maxime Bacq put the two parties in touch during the COVID-19 period, when the coaches joined forces to identify the various Belgian funders. Incofin used FAF-Fairtrade Access Finance to release 1.6 million euros, followed by the release of 10 million euros in European funds intended to support the private sector to cope with the effects of the COVID-19 crisis in the sector.



*Photo: TDC coach Maxime Bacq at work at Cadesa*

## 2.6.9. New customers



Photo: SCEB visits Biofach

### SCEB

SCEB is a Côte d'Ivoire cocoa cooperative pioneering organic and fair trade cocoa in the Tiassalé region in Côte d'Ivoire.

In 2022, SCEB director Marc Tanouh, along with TDC coach Jean Cornet, visited the world's largest organic trade fair 'Biofach' in Germany (pictured). The cooperative came back with 4 potential buyers, including 3 Belgian chocolate-makers. Provisionally, 1 new customer was made, which immediately resulted in a 164% increase in turnover. Producer income increased by 161%.

### Kapatchiva

Kapatchiva is active in the cocoa sector – including as a partner of Tony's Chocolonely (p. 26) - but wanted to expand into other sectors, such as cashew. To that end, the cooperative received coaching from TDC between 2020 and 2022, through which they gained a greater insight into this sector, were trained in quality, learned how to approach potential commercial partners, etc.

Members' cashew production was marketed from season 2021, with the intention of going for more sustainable partnerships from 2022. By the end of 2022, Kapatchiva obtained 2 regular customers for its production, accounting for a 1,300% increase in turnover.



Photo: cashew. Copyright: David Morimoto



## 2.6.10. Relevant information on the cocoa sector in Côte d'Ivoire

### Information to support coaches

TDC commissioned a study in 2019 to get a clearer picture of the ecosystem of cocoa cooperatives in Côte d'Ivoire and the context in which they operate. The aim of this study was to support coaches in their work.

The study revealed a whole range of observations and critical views on the operation of the cocoa sector in Côte d'Ivoire, and more specifically on the operation of (certain) cooperatives. These are important elements to consider when designing interventions to support the cocoa sector in the country.

- [Go to the study \(FR\)](#)

## Information to support cocoa producers and cooperatives

### Export

TDC ordered a study to determine whether it would be profitable for Côte d'Ivoire cocoa cooperatives to export their cocoa directly. The study examined what the operational, financial and commercial implications of this would be. The study maps out the cocoa sector in Côte d'Ivoire and lists a number of conditions in terms of sanitary regulations, packaging, etc. that are necessary to gain access to the European market.

The biggest conclusion is that direct export is a major challenge, requiring specific skills and know-how. It is the preserve of well-organised cooperatives with a certain network to gain access to demanding markets.

- [Download the study \(FR\)](#)

### Local processing

In addition, TDC commissioned a study into the potential for local cocoa processing in Côte d'Ivoire.

Many Côte d'Ivoire cooperatives currently selling cocoa beans dream of adding value to the product they sell. With this study, TDC attempts to verify the economic feasibility of this approach and determine the minimum requirements at the cooperative level.

One important conclusion from this study is that diversification and/or improvement of activities requires a great deal of investment, know-how and technical training, and these seem to be 'out of reach' for many local producers and cooperatives.

Then again, other forms of processing do seem interesting, both to bring to the local/regional market and for their own consumption.

- [Download de study \(FR\)](#)



## 2.6.11. TDC contribution to Enabel

### European project on sustainable cocoa in Côte d'Ivoire

In September 2022, the European Union launched a sustainable cocoa project that aims to enhance the sustainability of cocoa cooperatives in Côte d'Ivoire in ecological, economic, social and institutional terms.

TDC took the lead in writing out the concept note and formulating the project, aided therein by several Enabel colleagues and Rikolto. Indeed, the methodology that will be used to support cocoa cooperatives is based on the coaching programme developed by TDC.

The five anticipated outcomes are as follows:

- The cooperatives are better governed and fully apply the cooperative model;
- Cooperatives are more professional in their business management and have better access to funding;
- Producers and cooperatives have a better and more diversified income (which does not depend solely on cocoa production);
- Producers and cooperatives adopt sustainable agricultural practices (agro-ecological and/or agro-forestry);
- Cooperatives enter into partnerships with the private sector around payment for environmental services (PES).



## 3. Information and raising awareness about fair trade and sustainable trade

### 3.1. Fair Trade Week

#### 3.1.1. Fair Trade Week in figures

Fair Trade Week is TDC's largest awareness-raising campaign. An annual campaign that highlights fair trade for 10 days across the country, both nationally with press coverage, radio spots or campaigns online, and locally. On the following pages, we will highlight some elements of the various campaigns. Below, get a preview of some of the most striking figures.

- Every year, Fair Trade (Week) was mentioned between **300 and 400 times** in the Belgian press from early September to late October;
- Through TDC's radio spot, between **1.5 and 2 million Belgians** annually hear that Fair Trade Week is starting;
- An average of **15,000 Belgians** participated annually in the local activities that TDC funded. A further **117,500 Belgians** were reached indirectly.
- In 2022, **48% of Belgians** said they knew about Fair Trade Week.



### 3.1.2. Supporting Fair Trade activities throughout Belgium

Putting fair trade in the picture for 10 days is something we do by giving people a chance to taste fair trade in their neighbourhood. Each year during Fair Trade Week, about 100 local activities take place that introduce people to fair trade at work, in the classroom, at the convenience store, in the community, etc. The Trade for Development Centre brings them all together in a handy calendar at [www.weekvandefairtrade.be](http://www.weekvandefairtrade.be) that can be searched by date and/or province.

Quite a few of these local activities receive financial support from TDC. Through an annual project contest, schools, non-profit organisations, youth movements, etc., are given the opportunity to submit a fair trade activity. The most original activities will be selected by the jury and will receive funding of up to EUR 4 000.

Each year, TDC selects between 30 to 40 activities: plays, competitions, workshops, debates, city games, etc., on different themes. Always with the aim of introducing people to fair trade in an approachable way. On the following pages, we will highlight some of these activities.



The screenshot shows the website interface for 'ACTIVITEITEN WEEK VAN DE FAIR TRADE'. It features a sidebar with filters for 'Provincie' (Antwerpen, Brussel, Henegouwen, Limburg, Luik, Luxemburg, Namen, Oost-Vlaanderen, Vlaams-Brabant, Waals-Brabant, West-Vlaanderen) and 'Datum' (Selecteer datum, Tot). The main content area displays several activity cards:

- PRODUCTACTIES EN KLIMAATPETITIE IN OXFAM-WERELDWINKEL**  
15 oktober 2022 - Antwerpen  
Tijdens de Week van de Fair Trade, 5 tot en met 15 oktober, organiseren de 200 Oxfam Wereldwinkels tal van acties en leggen ze de link tussen klimaat en eerlijke handel. OP 15 oktober openen de winkels hun deuren met allerlei productacties en een klimaatpetitie die je kan ondertekenen.
- KIJK- EN KOOPDAGEN BIJ MEER DAN MOOI**  
12 oktober 2022 - 15 oktober 2022 Geel, Antwerpen  
Meer dan Mooi is een kledingwinkel met eerlijke en duurzame fashion in Geel. Tussen 12 en 15 oktober word je er ontvangen met lekkere hapjes, fairtrade weetjes en leuke acties.
- M-FAIR: EERLIJK GEKLEED**  
09 oktober 2022 - Mechelen, Antwerpen  
Op zondag 9 oktober organiseert de stad Mechelen 'M-fair, eerlijk gekleed' in het Cultuurcentrum van Mechelen met een markt, workshops, een modeshow, een tentoonstelling en panelgesprekken. Het centrale thema van M-fair 2022 is: Afrikaans Textiel.
- SCHILDE VIERT FAIRTRADETITEL**  
08 oktober 2022 - Schilde, Antwerpen  
Gemeente Schilde wordt een FairTradeGemeente en dat wordt gevierd!
- FIETSCOCHTOCHT IN HET THEMA VAN EERLIJKE KOFFIE**  
01 oktober 2022 - 31 oktober 2022 Westerlo, Antwerpen  
De hele maand oktober is er een fietscochtocht door Westerlo. Onderweg beantwoord je

## Innovative projects

With the project contest, the Trade for Development Centre aims to encourage organisations to be innovative and original. A new methodology, a new approach, a different target group, etc.

### Komaf Koffie

In 2021, for example, the city of Ghent launched the brand new 'Komaf Koffie': an employment project in which 25 long-term unemployed Ghent residents from immigrant backgrounds were trained to become accomplished baristas. With a specially designed coffee cart, they visit various locations in Ghent to serve fair trade coffee with a chat. The project aims to connect people and neighbourhoods through fair trade coffee, and it gives the baristas a chance to practice their skills and their Dutch.

During Fair Trade Week, the Komaf coffee cart showed up in many places promoting fair trade: a win-win for attention on the project and on fair trade. Komaf Koffie was therefore able to count upon a great deal of press attention: VRT news, as well as Radio 2 and AVS (twice), reported on it.

The Komaf Koffie project still exists.



### Fair Trade immortalised on the wall

In 2020, both Liège and Rixensart created some artworks around fair trade.

Through the Reform organisation, some young people created a graffiti artwork that is displayed on a side façade of the cultural centre.

In Rixensart, children from a local primary school put together a large mural, along with the partner Fedasil and under the guidance of an artist.

## Play

### 'Le commerce équitable, c'est quoi cette arnaque ?'

Who benefits from fair trade? What is the ecological footprint of fair trade products? Why are they more expensive? Isn't eating locally the solution?

In the interactive play 'Fair trade, what's this rip-off?' by **Alvéole Théâtre**, an economics professor, a civic education worker and an agriculturalist discuss these topics in an approachable way. The aim is to make the audience think, make them question things and get them to take action.

The play was created in 2021 and is being played at events, in municipalities, at schools, etc. During Fair Trade Week 2022 alone, it was performed more than 12 times.



## Fairtrade Geocache

**City of Bruges** created a FairTradeGeocache in 2021. An app you can install on your smartphone sends you through various fair trade addresses in Bruges city centre. You will discover some fair products there, learn about fair trade and collect some tips for finding the fair treasure.

The app is still available in several languages to allow tourists to get to know Bruges at its fairest.



*“The project contest gives us a chance to try out some ambitious new initiatives. The support, not only in terms of financing but definitely also communication, encourages us and our partners to go the extra mile.”*

Jonathan Janssens – Project manager Gent Fairtrade

*Photo: One of the baristas trained as part of the Komaf Koffie project making his first coffee in the mobile coffee cart*

Foto: TDC

## Collaborations and partnerships

Through the project contest, the Trade for Development Centre also encourages collaboration. It can help enhance the project content and people will learn new things from one another. This is especially true when it comes to exchanges between North and South.

### Exchange between vegetable grower and cocoa farmer from Africa

In October 2019, Djakaridja Bitie visited Anderlecht, where he exchanged views with local organic vegetable growers. Indeed, there is a great deal that binds them together: a love of agriculture and the battle for fair wages, for example.

The experiences he gained there, he took back to Méagui, convinced that they too should commit to organic certified cocoa there (read also p. 29).



[Watch the video on the exchange between a farmer and a cocoa producer](#)



### Ebolowa, Nantes and Bruges together for sustainable cocoa

During Fair Trade Week 2021, Bruges hosted a master class on sustainable cocoa in the Ter Groene Poorte. Partners from sister city Ebolowa in Cameroon, students from the agricultural school in Nantes came together to exchange views.

Nantes students gave their Bruges fellow students some text and an explanation of Keka Wongan, a chocolate resulting from an exchange with students from Cameroon. A workshop on chocolate-making, based on Cameroon cocoa with recipes suitable for transforming the cocoa locally, was on the programme too. In 2023, 4 students from Ter Groene Poorte will go on a site visit to Ebolowa.



## 3.2. Fair trade and sustainable trade in the press

During Fair Trade Week, TDC gets into the press about 300 to 400 times on the topic of fair trade.

Over the years, we have also had the opportunity to advocate further for fair trade, responsible consumption and evolutions/challenges during a radio or TV broadcast.

In 2022, coordinator Samuel Poos was invited to studio BX1 for a conversation around: [Fair trade on the up: can its popularity last despite the crisis?](#)

In 2021, it was Tendances Première's turn. Along with Fairtrade Belgium, Samuel examined the link between climate justice and social justice. Neglecting social justice sabotages any attempt to make progress in terms of climate and environmental issues. The debate took place during Fair Trade Week.

A second debate that same year was on 'Doing international business with respect for people and the environment'. TDC was invited to a radio debate around due diligence, along with Bruno van Steenberghe from the company Kalani (fair and organic household linen) and Zoé Dubois (AchACT).

In 2020, TDC was invited to RTL's TV studio to talk about Fair Trade Week, and more specifically about Belgian local fair trade.

In 2021, Radio 2 broadcast live from the local and fair market in Borgerhub. This broadcast gave TDC the opportunity to let smaller fair trade organisations have their say and highlight some original fair trade projects, such as paper made from elephant dung, the Fairphone and cosmetics and personal care products containing argan oil.

 [The broadcast can be listened to in full or by fragment](#)



### 3.3. Promoting fair and sustainable trade in Africa

TDC also supports campaigns for raising awareness about fair trade in West Africa among consumers, producers, businesses and governments. The aim is to get to know local fair trade organisations, but equally to allow members of these organisations to participate in the Belgian Fair Trade Week. TDC supported 4 awareness-raising campaigns.

- In 2020, the **Fairtrade Fortnight** was organised in Ghana by Fairtrade Africa.
- Burkina Faso hosted **Organic and Fair Trade Week** that same year, organised by the National Fair Trade Platform from Burkina Faso. TDC attended and was able to meet most of the 135 members of the platform and exchange views with the organisations being coached.
- **The Malian Fair Trade Days** were held in Bamako (Mali) on 18 and 19 November 2021. On the programme: a fair trade and organic products fair, a conference and debates around the contribution of fair trade to the development of agricultural organisations in Mali. The Malian Fair Trade Days were organised by the CCEM, the Collège Commerce Equitable du Mali, which groups together 185 agricultural organisations. 80% of their members are women.

2022 saw the 2nd edition of the **National Fair Trade Days in Côte d'Ivoire**, organised by the Ivorian Fair Trade Network (RICE) in Abidjan. TDC coordinator Samuel Poos had the pleasure of attending – along with TDC coaches Dominique Derom, Djakaridja Bitie and Fabrice Behibro present – to explain our specific coaching approach.

This edition had the theme of 'fair trade at the heart of the cooperative' and, through various workshops, offered some interesting exchanges with RICE member cooperatives on environmental challenges and producer income, the contribution of women to sustainable rural development and the price of organic cocoa, among other things.



National Fair Trade Days in Ivory Coast, 2022



## 3.4. New themes highlighted

### 3.4.1. Local and Belgian fair trade

#### Study local Belgian and European fair trade

Local has been gaining popularity for several years, but to what extent does local guarantee fairness?

TDC conducted some research in 2020 and published a study proposing a number of Belgian and European initiatives that could be labelled as fair trade. The publication includes a typology and an analysis of the similarities and differences between the various initiatives in terms of pricing, production processes, etc.

TDC also set up a working group with the main Belgian fair trade players to take the discussion further.

#### Webinar

Along with the Fair Trade Advocacy Office, TDC organised a webinar on Belgian and European local fair trade in 2021. There, TDC presented the main results of its study with several points for consideration, such as the proliferation of labels, the demand for legislation, animal welfare and the coexistence of Southern and Northern fair trade products.

It also featured 3 case studies: Solidale Italiano – Altro mercato (Italy), Syn Allois (Greece) and Commerce Équitable Origine France.



[Download de study](#)



The expertise that TDC managed to build up gave us the opportunity to put this issue on the agenda, sometimes even as far away as abroad. Local fair trade initiatives are booming in European countries. What about Switzerland?

## Roundtable in Geneva

This 2021 roundtable in which TDC participated was organised in Geneva by l'Association Romande des Magasins du Monde (ASRO).

Among the questions addressed were the following: "What are the possible synergies between local fair trade and North-South fair trade?" "How can local fair trade be developed without losing sight of solidarity with producers in low-income countries?"

## FairTradeTown Geneva

On 24 November 2022, Geneva received the title of FairTradeTown. The ceremony took place at the end of their 'Fair Week' campaign.

TDC was invited to give a presentation on Belgian and European local fair trade and to participate in a roundtable discussion on how local and fair trade can complement one another.

# Table ronde

Vendredi 3 septembre 2021 à 18h30  
 Dans le cadre d'Alternatiba Genève  
 Uni Mail et « en ligne ».



**magasins du monde**  
 Un climat de solidarité  
 Justice économique, justice climatique



## 3.4.2. Fair fashion

### Conference Fair fashion

Fair fashion has also been a theme on which TDC has focused heavily in recent years. On 27 September – just before the start of Fair Trade Week 2022 – TDC organised a conference on ethical fashion in the heart of Brussels. An opportunity to take stock of developments in sustainable and human rights-friendly trade in the textile industry, to show that 'Made in Europe' does not necessarily guarantee respect for workers' rights and to raise awareness of the diversity of fair trade fashion in Belgium. The conference saw more than 170 attendees.

#### The following speakers engaged in debate with one another:

- *Bojana Tamindžija*, Serbian member of the Clean Clothes Campaign on the situation of female textile workers in Eastern European countries
- *Zoé Dubois*, achAct on industry commitments since the Rana Plaza disaster
- *Michel Hublet*, Stanley/Stella presents Stanley/Stella as an example of good business practice
- *Virginie Verstraete*, City of Ghent on their experience and objectives regarding ethical clothing purchases
- *Tatiana De Wée*, Fashion Revolution Belgium on raising awareness among the general public

#### Fashion show

Following this, a **fair and ethical fashion show** took place. For this, TDC worked with Fedasil and with the agency No Babes. Enabel Director Jean Van Wetter also walked along with them.

#### Meer weten?

- ✎ Check the video [‘Naar meer ethische kleding’](#)
- 🎥 Check the [aftermovie](#)





## Fair fashion activities during the Fair Trade Week

The theme of fair fashion has also become increasingly visible in Fair Trade Week activities in recent years. A selection from the wide range.

City of Mechelen organises the annual **M-Fair**: a day around fair and sustainable fashion with workshops, debates and a market where new fashion initiatives can be found each year.

In Kortrijk, on 8 October 2022, various associations and schools sewed together some discarded clothes into 1 big patchwork quilt to draw attention to the excesses of fast fashion, calling it '**Tot op de vezel**' (Down to the thread). The patchwork quilt was on display at Schouwburgplein during Fair Trade Week. Afterwards, students at PTI Kortrijk incorporated it into their final paper.

At Haute école Hainaut, students from different faculties worked together for a few weeks on the theme of fair fashion as part of Fair Trade Week 2021. The peak? An **educational cafe with a fashion show** that was held during Fair Trade Week.

In 2018 and 2019, Herent committed itself to **fair sportswear**. In 2019, they visited 7 primary schools: children were made aware of the problems in the textile chain through a play, behind-the-scenes work with heads and teachers to make sportswear more sustainable. A year earlier, they repeated the same project with a number of sports clubs. Two of the 3 clubs had already switched to a sustainable initiative for their training apparel a year later.



M-Fair 2021



Tot op de vezel



Borgerhub

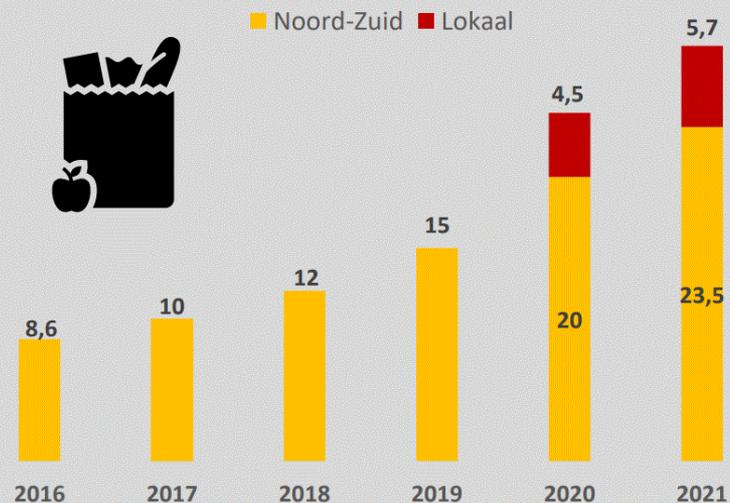
## 3.5. Charting evolutions in fair trade and sustainable trade

### 3.5.1 Annual calculation of fair trade consumption by Belgians

TDC annually calculates how much Belgians spend on fair trade products. This calculation is made on the basis of the sales figures communicated each year by the various fair trade organisations. Since 2020 – and focus on the topic of local fair trade – the consumption of local fair trade products has also been included in the figures.

Over the years, we can see a nice evolution in average fair trade consumption. In 2021, the average was 29.28 euros per Belgian. A rise of nearly 20% over the previous year.

The consumption figures are distributed annually via a press release to the Belgian media as part of Fair Trade Week.



### 3.5.2. Understanding the evolution of Belgians' opinions and attitudes towards fair trade and responsible consumption

Every two years, TDC commissions a barometer that measures Belgians' opinions, attitudes and behaviour towards fair trade. The barometer was conducted in 2018, 2020 and 2022. In the years in between (2019 and 2021), an opinion poll was commissioned that charts how Belgians feel about responsible consumption.

With these studies, TDC is aiming to learn more about Belgians' perceptions of fair trade, ethical, organic, ecological and local products, the importance Belgians attach to them and their behaviour towards these types of products. The next 2 pages present some key results from the most recent barometer (2022) and opinion poll (2021). The most notable results were also included in the press communications surrounding Fair Trade Week every time.

Thanks to these studies, TDC is gaining a better understanding of evolutions and trends, which allows us to make recommendations and align the strategy of our awareness campaigns to what is resonating among Belgians.

For example, the campaigns are increasingly focusing on young people and local fair trade as a topic put forward to convince people to buy more fair trade products, both locally and from the South.



[Barometer 2022 fair trade \(Dutch\)](#)



[Opinion poll 2021 responsible consumption](#)



[Barometer 2020 fair trade](#)



[Opinion poll 2019 responsible consumption \(Dutch\)](#)



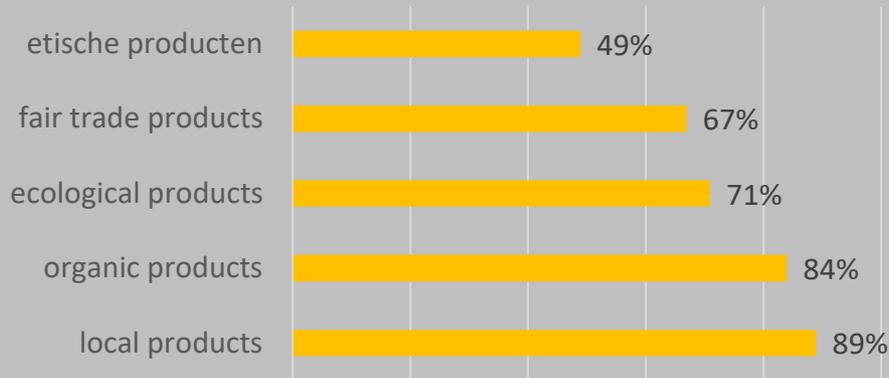
[Barometer 2018 fair trade](#)

Copyright: WFTO

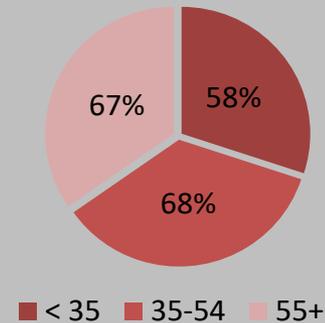


# BELGIANS AND RESPONSIBLE CONSUMPTION IN 2021

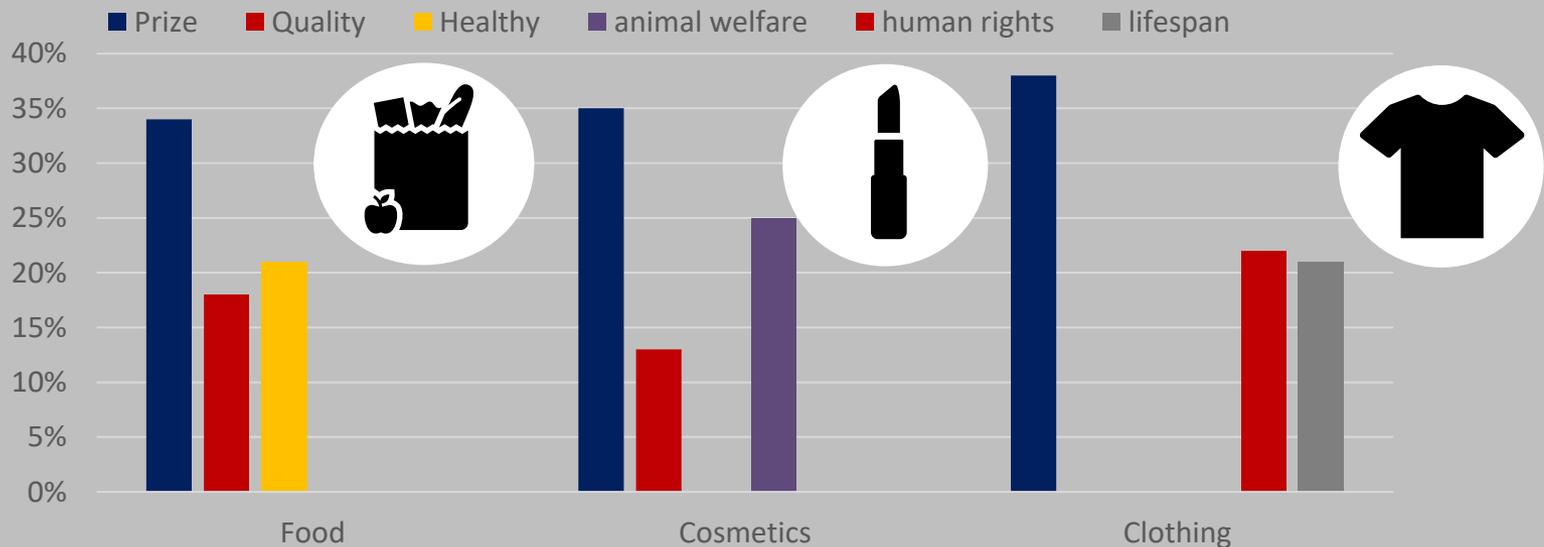
## Ever heard of these types of products?



## For fair trade products: wide age differences

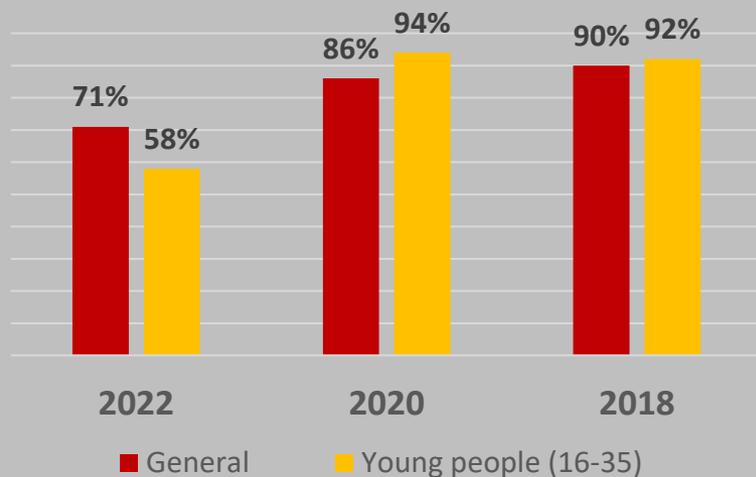


## Top 3 selection criteria for different types of products

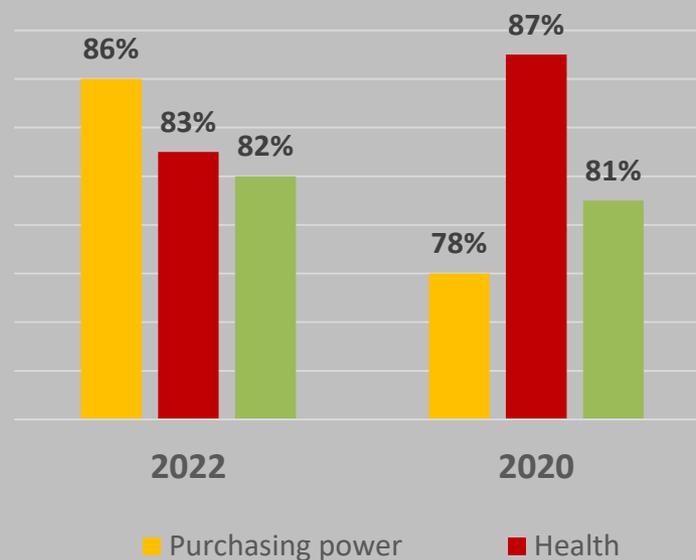


# BELGIANS AND FAIR TRADE IN 2022

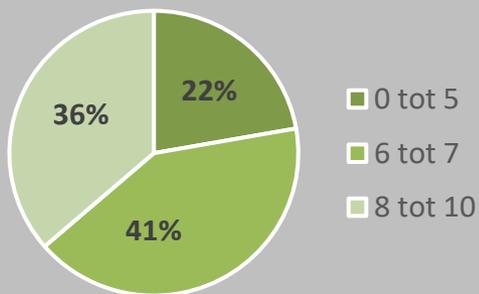
**Awareness of fair trade drops dramatically, very pronounced among young people**



**Concern over purchasing power among Belgians has increased**



**Belgians attribute a positive image to fair trade**



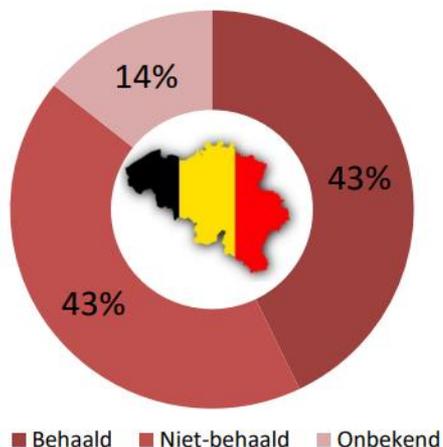
**4 op 10 Belgen vindt fair trade te duur  
44% zou meer fair trade kopen als het goedkoper zou zijn**

## 3.6. Fair and sustainable trade on the political agenda

### 3.6.1. Country of Fair Trade?

Making Belgium the Country of Fair Trade was the goal TDC set in 2016, with 2020 in mind. So TDC called upon all Belgians to participate: individually, as well as associations, policy-makers, catering industry, schools, etc.

Specifically, this challenge was translated into a number of objectives to be achieved by 2020. A great deal of progress was made in some; others were unfortunately not achieved.



#### Achieved

- **Every Belgian buys an average of EUR 15 worth of fair trade products each year**  
In 2020, Belgians consumed an average of EUR 20.36 worth of fair trade products (North-South).
- **All major Belgian supermarket chains offer fair trade**  
Delhaize, Carrefour, Colruyt, Aldi and Lidl all have fair trade products on their shelves.
- **Fair trade is mentioned 600 times a year in the press**  
There were 887 fair trade press mentions in 2017.

#### Not achieved

- **95% of Belgians have already heard about fair trade**  
Fair trade awareness is declining. By 2018, 90% of Belgians had already heard about fair trade, and by 2020, 86% of Belgians had heard about fair trade, demonstrated on the previous slide, that decline is 4%.
- **51% of Belgian municipalities are FairTradeMunicipality**  
The count stood at 43% of all Belgian municipalities in 2017.
- **51% of Belgian provinces are FairTradeProvince**  
Five or half of all Belgian provinces held the title: West- and Midden-Vlaanderen, Antwerp, Flemish Brabant and Luxembourg, but now only 3.



Luik behaalt de titel FairTradeGemeente

#### Unknown

- **80% of parliaments/ministries at federal, regional and community levels consume at least 2 fair trade products**  
A study commissioned by TDC on this subject did not provide sufficient information, so the result for this criterion cannot be filled in correctly.

### 3.6.2. Fair trade cross-party working group

The Fair Trade cross-party working group, led by Enabel's Trade for Development Centre and Fairtrade Belgium, is an informal working group composed of parliamentarians, organisations and companies active in fair trade and sustainability in general. During the previous legislature, it was behind the commitment to 'make Belgium a Country of Fair Trade' and the resolution for the promotion of fair trade that was adopted by a large majority in 2017.

In 2021, the cross-party working group on fair trade picked up the thread with an initial meeting on the transposition into Belgian law of the European directive on unfair trade practices in the agricultural and food supply chain.

11 MPs from different parties (Ecolo, Groen!, MR, CD&V, CDH, NVA, PS and Vooruit) attended the meeting. On 4 November, the bill was voted on in the Chamber.

A second meeting, on 16 December 2021, was devoted to the legislation on the duty of care of companies, at the Belgian and European levels. A Belgian draft law on the subject has already been discussed in the Economic Affairs Committee of the Chamber and a draft European regulation was submitted by the European Commission in early February 2022. During the session, several speakers presented the challenges of such regulations, including Djakaridja Bitie.

On 29 March 2022, the cross-party working group met again. Following an update on the proposed EU legislation on corporate due diligence, the proposed European legislation on imported deforestation was on the programme. Two speakers provided some more information on the content and challenges of the regulation: Béatrice Wedeux, senior policy officer for forest management at WWF-Belgium and Candice Joseph from Fevia, the Belgian food industry federation. A discussion of Belgium's position on the matter then followed.



### 3.6.3. Federal parliament breakfast

In 2018 and 2020, TDC organised a fair trade breakfast at the federal parliament, along with the fair trade cross-party working group and the main Belgian fair trade organisations. The goal in each case is to bring fair trade organisations and sympathisers together with parliamentarians around fair trade and to put the issue on the political agenda.

#### 2022: legislation on due diligence and deforestation

On the menu in 2022: the topics of imported deforestation and corporate duty of care. European legislation exists around both topics, but the general tenor in the discourse of the Cabinet heads of (then) Development Cooperation Minister Meryame Kitir and Ministers Pierre-Yves Dermagne and Zakia Khattabi was that it does not go far enough.

Through a video message, Kalpona Akter, Director of the Bangladesh Centre for Worker Solidarity, stressed the importance of legislation for producers and workers throughout the value chain. Pison Kukundakwe, representative of a Ugandan coffee cooperative, attended the breakfast and fully concurred in his speech.

#### 2018: cocoa

In 2018, cocoa was the central topic. Jules Manlan, cocoa producer and vice president of RICE (Réseau Ivorien du commerce équitable) testified about the challenges facing the cocoa sector.



[Message from Kalpona Akter](#)



[Watch the aftermovie 2022](#)



Photos: parliamentarians express support for fair trade at the 2022 breakfast - Copyright: Steven Collin

*“Parliament is the home of the citizens. We here need to set an example, in how we behave, as well as through activities like this.*

*Having a coffee together, explaining what we're doing, welcoming the fair trade organisations. That's fundamental.”*

Chamber president Eliane Tillieux during the fair trade breakfast at the federal parliament. © Steven Colin





### 3.6.4. Sixty companies call for due diligence legislation

On Thursday 4 February 2021, then Minister of Development Cooperation Meryame Kitir and Deputy Prime Minister and Minister of Economy and Employment Pierre-Yves Dermagne received a letter from the hands of Ann Claes (JBC) and Bruno Van Steenberghe (Kalani) at the JBC headquarters in Evere.

In that letter, 60 Belgian companies and business federations were asking the Belgian government for a national legal framework requiring companies to take responsibility in respecting human rights and the environment in their supply chains, also known as due diligence or corporate duty of care. Underlying this initiative was a working group established by the Trade for Development Centre.



[Watch the video](#)



*"We must ensure that the costs of regulations around due diligence and deforestation are not passed entirely onto producers."*

---

*Pison Kukundakwe, representative of a Ugandan coffee cooperative, is advocating for legislation around due diligence and deforestation before the federal parliament, but at the same time is issuing a warning (May 2022) © Steven Colin*



### 3.6.5. Brussels, Fair Trade Region

TDC also wants to put fair trade on the agenda regionally. The Brussels-Capital Region (BCR) was first in line: on 12 May 2021, the initiative 'Make Brussels a FairTradeRegion' was officially launched in the Brussels Parliament.

'FairTradeRegion' promotes responsible consumption for greater social and economic justice, both in the North and the South. This by defining 6 different criteria to which the Region is committed. These include fair trade consumption by all regional services, the Brussels parliament and the Brussels government, as well as the number of FairTradeMunicipalities on Brussels' territory and the initiatives taken to raise awareness among the Brussels population.

Brussels, FairTradeRegion is an initiative from the platform for fair trade in the BCR, coordinated by TDC along with the campaign 'Communes du commerce équitable' and Brussels International. It also includes BFTF (the Belgian Fair Trade Federation), hub.brussels, representatives from local authorities and other associations and citizens.

## Brussels Be Fair Awards ceremony

One year later – on 12 May 2022 – the first Brussels Be Fair Awards were presented by Pascal Smet. These awards honoured the public services in the BCR that most encouraged their audiences to consume fair trade products.



The **Best Fair Buyer Award 2022** went to the municipality of Jette for offering the greatest variety and quantity of fair trade products to its employees and users in 2021.

The jury drew attention to the wide range of fair trade products offered by the municipality of Jette and to the cross-cutting involvement of the various municipal departments, which are led by an efficient steering committee with clear objectives.

The **Best Fair Speaker Award 2022** went to the City of Brussels, which organised the most campaigns in 2021 to promote fair trade products to its staff members and users and – indirectly – citizens.

The jury praised the numerous awareness-raising campaigns organised by the city: a conference, breakfast, debate evening, documentary, project call for associations committed to fair trade, engagement of municipal staff and services, etc.



Watch the [aftermovie](#)

# 4 Evaluation and lessons learned

## 4.1. Positive points

### External evaluation

In 2021, the TDC was evaluated by the evaluation firm Sonecom and DRIS. The final report revealed quite a few positive points.

### Support for producers

- TDC contributes significantly to achieving the policy priorities of Belgian development cooperation and to improving market access for beneficiary producer organisations and MSMEs;
- TDC coaching in the South involves a private sector that is critical to the inclusive development of low-income countries and/or fragile states. TDC developed a methodology based on a bottom-up, pragmatic and concrete approach that allows for sustainability of interventions and ownership by beneficiaries.

### Information and awareness-raising

What TDC does in terms of capitalisation and awareness-raising reaches a wider audience than just those active in development cooperation. TDC's awareness activity has the quality of taking into account today's fair trade challenges.

### Synergy and collaboration

TDC demonstrates a natural federating stance in the context of Fair Trade Week, EU-valued expertise in coaching, etc.

### TDC's satisfaction survey of coached organisations

In 2022, TDC ran its own satisfaction survey of the coached organisations. The survey was answered by 20 MSMEs:

- 86% of the organisations reported that all of their initial objectives had been achieved after coaching;
- 95% said participation in coaching had created new perspectives for the organisation and defined some new action items.
- 55% of organisations prefer a mix of on-site coaching (2/3rds of the time) and remote coaching (1/3rd of the time). This had been surveyed a year earlier, after the 2020 COVID-19 year in which coaching sessions could only be given remotely. It then became clear that cooperatives find on-site coaching important owing to the bond of trust with the coach, but equally that there are also a great many advantages to remote coaching: it is faster, and it is less expensive and time intensive.



*“TDC is a high-quality tool that enjoys ample trust, both from organisations in the North and from supported structures in the South ...  
The presence of a northern and a southern component in the same programme mutually reinforces TDC's actions and their relevance.”*

---

*Pierre Grega – DRIS director – visiting SCEB, one of the cocoa cooperatives that TDC supports.*

## 4.2. Points for improvement

The external evaluation by Sonecom and Dris reveals a number of points for improvement.

These were included in the formulation of the new 2023 – 2028 TDC programme.

- The expertise that TDC provides to governmental development cooperation could be enhanced;
- The one-time funding of awareness-raising Fair Trade Week activities makes their sustainability vulnerable;
- The support that TDC provides to BSOs is still too similar the support for producer organisations and needs to be adjusted.

## 4.3. New TDC programme

Meanwhile, the new TDC programme for the period 2023 – 2028 was signed by Minister of Development Cooperation Caroline Gennez. It will be presented in detail at a later stage at [www.tdc-enabel.be](http://www.tdc-enabel.be).

### Objectives

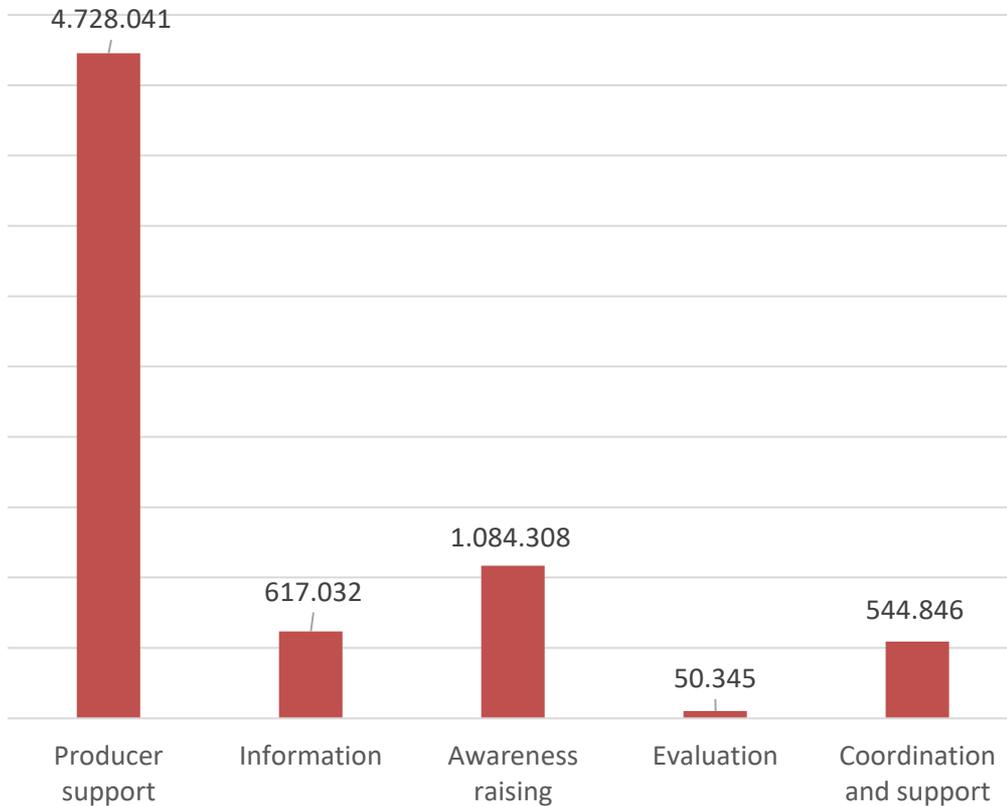
- MSMEs and producer organisations are professionalised, more sustainable and respect decent work.
- BSOs have the right know-how and tools to support companies in exporting to EU markets under conditions that respect sustainability, decent work and human rights
- Multi-stakeholder initiatives focused on the sustainability of supply chains are enhanced by TDC's fieldwork.
- Citizens are taking a positive attitude toward (more) responsible consumption and production. Political decision-makers are taking measures that support this.

### Number of key points:

- TDC will support producer organisations and BSOs so they can better adapt to European legislation on deforestation, due diligence, etc. The coaching, as well as grants, that will be provided by TDC will focus on sustainability, decent work and human rights
- TDC's awareness-raising campaigns focus on (more) responsible consumption and no longer exclusively on fair trade. TDC will provide campaigns at several different times throughout the year and will also support campaigns in African countries.
- For some sectors, TDC will enhance other, existing initiatives. For example, for the cocoa sector, it will work with Beyond Chocolate and with the Team Europe Sustainable Cocoa Initiative that has since been launched.

# 5 Expenses

Distribution of expenses by action area (in €)\*



*Distribution of expenses by year: check appendices pg. 71*

**Totaal: € 7.516.292**

**Producer support:**

- Training in data capturing and assessments
- Coaching MSMEs and BSOs
- Development of tools, missions
- Financing micro projects African organisations
- CMS
- Awareness raising campaigns Africa

**Information:**

- Market studies and opinion polls
- Articles, interviews, documentaries, flyers...
- Websites and newsletters
- Organisation webinars

**Awareness raising:**

- Fair Trade Week: local projects, campaign material, radio add

**Evaluation**

**Coördination and support**

- Operating expenses
- HR coordination and administration

# 6 Team



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[www.weekvandefairtrade.be](http://www.weekvandefairtrade.be)



# 7 Appendices

## 7.1. Publications and outreach

### Publications 2018

#### Articles

- [Bean to bar](#)
- [De menselijke aanpak in de coaching van TDC](#)
- [Coaching Financial and Business management](#)

#### Producer support sheets

- [ECOOKIM](#)
- [COOPAKE](#)
- [AMAP](#)
- [COCOCA](#)
- [KOAKAKA](#)

#### Newsletters 2018

- 5 newsletters in French and in Dutch, 3 in English
- 870 subscribers

Reach on social media: 8724

## Publications 2019

### Articles

- [Etical sneakers](#)
- [European Fair Trade Capital Ghent](#)
- [TDC and the living income gap - Trade for Development Centre \(tdc-enabel.be\)](#)
- [Fair trade en Belgische, Europese boeren](#)
- [Slow flowers](#)
- [Duurzame cosmetica](#)
- [The hidden side of a diamond](#)
  
- **Interviews** with players in fair and sustainable trade
  
- TDC realised **22 interviews** with Belgian actors active in fair and sustainable trade. Coached organisations and one with the ambassador from Sri Lanka.
  - Belgian organisations: [COSH!](#), [M-Fair](#), [Bloom](#), [Femimain](#), [Fashion Revolution](#), [Prix Juste Producteur](#), [La commune de Jette](#), [La commune de Herent](#), [Miel Maya](#), [Ethiquable](#), [La Pachamama](#), [Emotion Planet](#), [Be Fre](#), [les rencontres d'Aït Aïssa](#), [Ozfair](#), [Café Chorti](#) et [Kari'T Care](#).
  - Organisations coached by TDC: [ECAM](#), [IDEP](#), [Mungaano](#), [Yeyasso](#).
  - Ambassadrice Sri Lanka (during the Fair Trade Week): [L'ambassadrice du Sri Lanka](#)

### Videos

Nine interviews were realised with all participants from the conference on fair trade and new dynamics

Watch the videos here: [Trade for Development Centre – YouTube](#)

### Newsletters 2019

- 7 newsletters in French and Dutch, 3 in English.
- TDC had 1014 subscribers for its newsletter

### Reach on social media 2019

10.384

## Publications 2020

### 10 interviews with Belgian organisations active in fair and sustainable trade

- [Fair ICT: ICT en duurzaamheid](#)
- [Boeren & Buren wil van korte keten de norm maken](#)
- [Ray & Jules brandt fairtradekoffie met kracht van de zon](#)
- [Ongedwongen duurzaam shoppen bij Harvest Club](#)
- [Bananenpionier Agrofair blijft innoveren](#)
- [Label Biogarantie Belgium: biooandbouw, lokale productie en eerlijke handel in één](#)
- [L'envol du colibri: een hoogvlieger in eerlijke mode](#)
- [Mr. Manchette overtuigt met duurzame hemden](#)
- [Kalani : huislinnen dat bio en fair trade is](#)
- [Supergoods: duurzame kleren voor trendy shoppers](#)

### 2 interviews with organisations receiving coaching from TDC

- [FAKO: Beninees fruitsapbedrijf](#)
- [Yanfolila: coaches zien opmerkelijke vooruitgang bij mangocoöperaties in het Malinese Yanfolila](#)

### 3 interviews with organisations who had a project during the Fair Trade Week

- [Pot au Feu: bewustmaking is een kunst](#)
- [Rixensart, actieve en gezellige FairTradeGemeente](#)
- FairTradeProvincie Luxemburg

### Six analyses

- [Fair trade: een belangrijk instrument voor ecologische en sociale transitie](#)
- [Centraal in de ethische strategie van Galler: een systemisch project voor hoogwaardige biologische cacao](#)
- [Cosmetica](#)
- [Geïmporteerde ontbossing](#)
- [Ligt de toekomst van fair trade bij de agro-ecologie?](#)
- [De melk stroomt, maar bij de boeren komt het water aan de lippen](#)

### Newsletters 2020

- 6 newsletters were sent in French and Dutch, 4 in English.
- Subscribers: 1036

### Reach on social media 2020

8.595

## Publications 2021

### 7 articles and analyses

- [Freight transport and CO2: a complex and paradoxical relationship - Trade for Development Centre \(tdc-enabel.be\)](#)
- [Fair trade: an important tool for ecological and social transition - Trade for Development Centre \(tdc-enabel.be\)](#)
- [Does the future of fair trade lie in agro-ecology? - Trade for Development Centre \(tdc-enabel.be\)](#)
- [France, pioneer of local fair trade in Europe - Trade for Development Centre \(tdc-enabel.be\)](#)
- [Cooperative, participative supermarkets - Trade for Development Centre \(tdc-enabel.be\)](#)
- [Fair Cobalt Alliance: sector opts for sustainable cobalt mining - Trade for Development Centre \(tdc-enabel.be\)](#)
- [Fair and sustainable trade and climate change - Trade for Development Centre \(tdc-enabel.be\)](#)

### Interviews with Belgian organisations

- [Chéry Faso: rechtstreekse eerlijke handel met Afrikaanse vrouwen](#)
- [Voedselteams: beweging van bewuste consumenten en innovatieve korte-keten-producenten](#)
- [l'Oasis des saveurs: je juste prix du thé](#)
- [Elecosy: papier van olifantenpoep](#)
- [Uniek concept Borgerhub verenigt ondernemend Borgerhout](#)
- [Solid International](#)

### Interviews with coaches and organisations coached by the TDC

- [Coaching du Guichet d'Economie Local \(GEL\) Sud Bénin](#)
- [Groupe One \(Belgique\) – Gel Sud \(Bénin\): regards croisés sur l'accompagnement de l'entrepreneuriat](#)
- [Cacaober en coach: het mooie parcours van Djakaridja Bitie](#)
- [Que retenir des sessions de coaching à distance ?](#)
- [Aba Sholi: kwaliteit boven alles](#)
- [SCINPA verbetert marketinginstrumenten met steun van TDC](#)

### Interviews with Fair Trade Week projects

#### [Een rollenspel over koffie](#)

- [Actie voor fair fashion](#)
- [Bewustmaking is een kunst](#)
- [Rixensart, actieve en gezellige FairTradeGemeente](#)

### Newsletters

- 8 newsletters sent in Dutch, French en 5 in English + 4 newsletters on cocoa
- Aantal abonnees: 1.454 abonnees

### Reach on social media

11.575

## Publications 2022

### Videos

- [Interview directeur Yeyasso](#)
- [Interview Pison Kukundakwe](#)

### Publications

- [Imported deforestation: global trade's long-denied collateral damage - Trade for Development Centre \(tdc-enabel.be\)](#)
- [Dossier fair & ethical fashion](#)
- [The path to ethical clothing - Trade for Development Centre \(tdc-enabel.be\)](#)
- [Coaching the coaches, TDC does that too - Trade for Development Centre \(tdc-enabel.be\)](#)
- [Coaching in Côte d'Ivoire: evaluation of and opportunities for cooperatives - Trade for Development Centre \(tdc-enabel.be\)](#)

### Newsletters

- 6 newsletters in French and Dutch, 3 in English
- Number of subscribers: 1.265

### Reach on social media

11.983

## 7.2. Distribution of budget by year

### 2018

- Producer support: 382.105
- Information: 71.398
- Awareness raising: 200.307
- Coordination and assistance: 69.940
- **Total: 774.412**

### 2019

- Producer support: 969.438
- Information: 153.877
- Awareness raising: 227.015
- Coordination and assistance: 88.382
- **Total: 1.539.422**

### 2020

- Producer support: 666.748
- Information: 169.733
- Awareness raising: 228.748
- Coordination and assistance: 118.442
- **Total : 1.266.528**

### 2021

- Producer support: 1.513.968
- Information: 99.368
- Awareness raising: 190.607
- Coordination and assistance: 118.722
- **Total: € 2.057.251**

### 2022

- Producer support: 1.065.096
- Information: 107.542
- Awareness raising: 213.834
- Evaluation: 50.345
- Coordination and assistance: 121.656
- **Total: 1.667.566**

### 2023

- Producer support: 130.687
- Information: 15.114
- Awareness raising: 23.798
- Coordination and assistance: 27.704
- **Total: 211.114**

### Total

- Producer support: 4.728.041
- Information: 617.032
- Awareness raising: 1.084.308
- Evaluation : 50.345
- Coordination and assistance: 544.846
- **Total: € 7.516.292**

## 7.3. List of MSMEs that benefited from coaching in marketing in 2028-2019

| Organisations   | Pays          | Filières | Modules finalisés en 2019  |
|---|---------------|----------|----------------------------|
| ABATERANINKUNGA BA SHOLI  | Rwanda        | Café     | 4 + 5 + extra module foire |
| COOPCA ECAMOM   | Côte d'Ivoire | Cacao    | 4 + 5                      |
| COCOCA  | Burundi       | Café     | 4                          |
| COAFAN (Société Coopérative Agricole Fayo Mingoumin de Noé) COOP CA                       | Côte d'Ivoire | Cacao    | 5                          |
| CSCC - Cooperative for Producing Safe Coffee for Community's Health (renamed Pô Kô Farms) | Vietnam       | Café     | 5                          |
| ECAM - Entreprise Coopérative des Agriculteurs de Méagui COOP CA                          | Côte d'Ivoire | Cacao    | 4 + 5                      |
| IDEP - INTEGRATED DEVELOPMENT PROJECT   | Burundi       | MAP      | 4                          |
| NECAAYO - Nouvelle Entreprise Coopérative Agricole Anouanzè d'Oupoyo                      | Côte d'Ivoire | Cacao    | 4 + 5                      |
| MUUNGANO CA   | RDC           | Café     | 4 + 5                      |
| PHUOC HUNG  | Vietnam       | Noix     | 5                          |
| SCINPA - Société coopérative ivoirienne de Négoce des Produits Agricoles COOP CA          | Côte d'Ivoire | Cacao    | 3 + 4 + 5                  |
| SCKA- Société coopérative Kétin d'Affery COOP CA  | Côte d'Ivoire | Cacao    | 4 + 5                      |
| SCOOP YEYASSO DE MAN  | Côte d'Ivoire | Cacao    | 4 + 5                      |

## 7.4. List of MSMEs that benefited from coaching in FiBuMa (Financial and Business Management) in 2018-2019

| Organisations   | Pays          | Filières       | Modules finalisés en 2019 |
|---|---------------|----------------|---------------------------|
| <b>COCAGI - Coopérative des Caféculteurs de Gishoma</b>                   | Rwanda        | Café           | non                       |
| <b>Coopake - Coopérative agricole du Kéné Dougou</b>                      | Burkina Faso  | Fruits/Légumes | 3 + 4                     |
| <b>Coopara - Coopérative Agricole Régionale de l'Agneby</b>               | Côte d'Ivoire | Cacao          | 3                         |
| <b>FHTC - Frank Horticulture and Timber Company Ltd.</b>                  | Tanzanie      | Fruits         | 3 + 4                     |
| <b>Kanyenze - Kanyenze People's Cooperative</b>                           | Ouganda       | Café           | 4                         |
| <b>Koakaka cooperative</b>  | Rwanda        | Café           | 3 + 4                     |
| <b>Kookoo Pa Farmers Association</b>                                      | Ghana         | Cacao          | non                       |
| <b>REPAB - Réseau des Producteurs d'Ananas du Bénin</b>                   | Bénin         | Fruits         | non                       |
| <b>UOCG - United organic coffee growers</b>                               | Ouganda       | Café           | 3                         |
| <b>USCPY - Union des sociétés coopératives des planteurs de Yanfolila</b> | Mali          | Fruits/Légumes | 3 + 4                     |

## 7.5. List of the 61 MSMEs that benefited from data capturing training in 2019

| Nom organisation   | Pays          | Filière(s)                                 |
|--|---------------|--|
| ABKC (ABAKANGUKIYEKAWA)  | Rwanda        | Café                                       |
| ABOCFA   | Ghana         | Cacao                                      |
| Aiyinase Coconut Society (ACS)   | Ghana         | Fruits                                     |
| Asunafo - Asunafo North Municipal Cooperative Cocoa Farmers and marketing Union Limited (ccp)  | Ghana         | Cacao                                      |
| BUHANGA  | Rwanda        | Café                                       |
| CAADA - Coopérative Agricole Awané de Daloa  | Côte d'Ivoire | Cacao                                      |
| CADESA - Société coopérative agricole pour le développement de Sassandra                       | Côte d'Ivoire | Cacao/café                                 |
| Cann Coop  | Côte d'Ivoire | Cacao                                      |
| CAPEDIG  | Côte d'Ivoire | Cacao                                      |
| Capressa   | Côte d'Ivoire | Cacao/Café                                 |
| CAVA   | Côte d'Ivoire | Cacao                                      |
| Citrus Growers and Marketing Association (CIGMA)   | Ghana         | Fruits                                     |
| COOP – CA CAMD   | Côte d'Ivoire | Cacao                                      |
| Coopaaako - SOCIETE COOPERATIVE AGRICOLE ABOCANIN D'AKOUPÉ                                     | Côte d'Ivoire | Cacao                                      |
| Coopanek - Coopérative agricole Nan Etinou de Kranzadougou                                     | Côte d'Ivoire | Cacao/café                                 |
| COOPAYAAF - Coopérative Agricole Yeyonian d'Apprompron Affewa                                  | Côte d'Ivoire | Cacao/café                                 |
| COOP-CA CPSL   | Côte d'Ivoire | Cacao                                      |
| COOP-CA LE ROCHER  | Côte d'Ivoire | Cacao                                      |
| COPALO - Coopérative des Paysans de Lonzo  | RDC           | Fruits et légumes                          |
| COPRONOS - Coopérative des producteurs des noix et oléagineux de Samogohiri                    | Burkina Faso  | Noix cajou                                 |
| CREDI ONG - Centre Régional de Recherche et d'Education pour un Développement Intégré          | Bénin         | Tourisme                                   |
| Danyiwe  | Burkina Faso  | beurre de karité                           |
| ECAKOG   | Côte d'Ivoire | Cacao                                      |
| ECOJAD   | Côte d'Ivoire | Cacao                                      |
| Fanteakwa  | Ghana         | Cacao                                      |
| FENABE - Fédération nationale des producteurs de l'agriculture biologique et équitable du Mali | Mali          | Amande de Karité, fonio, sésame et mangues |
| Fuaproka - Fédération des Unions d'Actrices des produits du Karité du Burkina Faso             | Burkina Faso  | Amandes & beurre de karité                 |
| Fugcom - Fédération des unions des groupements et coopératives maraichères du Bam              | Burkina Faso  | Fruits et légumes (oignon, sésame)         |
| Kabimbiri Kasawo Coffee Growers Cooperative Society Limited                                    | Uganda        | Café                                       |
| Kabonero Mountainous Coffee Growers  | Uganda        | Café                                       |

| Nom organisation   | Pays          | Filière(s)                      |
|--|---------------|---------------------------------|
| KANOVERA   | Burundi       | Café                            |
| KAPATCHIVA   | Côte d'Ivoire | Cacao/noix                      |
| Karangura peak modern coffee farmers cooperative society limited                               | Uganda        | Café                            |
| Kituula Namuganga Coffee Growers' Cooperative  | Uganda        | Café                            |
| Kukuom (AGL) - Cooperative Cocoa Farmers and Marketing Union Limited                           | Ghana         | Cacao                           |
| Lulyambuzi Wankole Coffee growers Cooperative  | Uganda        | Café                            |
| Lusenke Busaana Coffee Farmers Cooperative Society Limited                                     | Uganda        | Café                            |
| MBONERAMIRYANGO  | Burundi       | Café                            |
| Nawanende Bugulumbya Coffee growers Cooperative  | Uganda        | Café                            |
| Nucafe   | Uganda        | Transformation & trading coffee |
| Nyame Akwan Citrus Farmers Association (NACFA)   | Ghana         | Fruits                          |
| SCAANIAS COOP-CA - SOCIETE COOPERATIVE AGRICOLE ANOUANZE D'ANIASSUE                            | Côte d'Ivoire | Cacao/café                      |
| SCAGA COOP-CA - SOCIETE COOPERATIVE AGRICOLE D'ADZOPE (SCAGA COOP-CA)                          | Côte d'Ivoire | Cacao                           |
| SCEB   | Côte d'Ivoire | Cacao                           |
| SCOABIA COOP CA  | Côte d'Ivoire | Cacao/café                      |
| SCOOPRADI  | Côte d'Ivoire | Cacao/café                      |
| SCPASO COOP CA (SOCIETE COOPERATIVE DES PRODUCTEURS AGRICOLES DU SUD-OUEST)                    | Côte d'Ivoire | Cacao                           |
| SEMLIKI Cooperative  | Uganda        | Café                            |
| SO CAAN - Coopérative Agricole Adzopé Nord   | Côte d'Ivoire | Café/cacao                      |
| SOCADA - société coopérative agricole dawori d'alepe   | Côte d'Ivoire | Cacao/café                      |
| SOCAK-KATANA COOP-CA   | Côte d'Ivoire | Cacao                           |
| SOCODA-Ci Société Coopérative pour le Développement Agricole                                   | Côte d'Ivoire | Cacao/noix                      |
| SOCOOPACDI COOP-CA   | Côte d'Ivoire | Cacao                           |
| SOCOOPAKAF COOP-CA - SOCIÉTÉ COOPÉRATIVE AGRICOLE DE KOFFIKRO AFFEMA                           | Côte d'Ivoire | Cacao, café, fruits             |
| SOCOOPEM - Société Coopérative agricole entente de Mahino                                      | Côte d'Ivoire | Cacao                           |
| SOPACDI  | RDC           | Café                            |
| Ubwiza BW'IKAWA  | Burundi       | Café                            |
| UGF - Union des Groupements féminins   | Burkina Faso  | beurre de karité                |
| UPROMABIO  | Burkina Faso  | Fruits                          |
| URCVPA - Union Régionale des Coopératives Villageoises de Producteurs d'Ananas de l'Atlantique | Bénin         | Fruits                          |
| WASSA EAST DISTRICT CO-OPERATIVE COCOA FARMERS AND MARKETING UNION LIMITED                     | Ghana         | Cacao                           |

## 7.6. List of MSMEs that benefited from coaching in 2020 - 2022

| Nom de l'organisation  | Pays          | Chaîne de valeur                           | Formation en collecte de données (2019) | Coaching Fibuma | Coaching Marketing | Début coaching | Fin coaching | Coaching finalisé ?           |
|--|---------------|--|---|-----------------|--------------------|----------------|--------------|-------------------------------|
| ANDAL  | Niger         | Lait                                       | N/a                                     | oui             | non                | 2020           | 2022         | Non, arrêt avant finalisation |
| Asunafo - Asunafo North Municipal Cooperative Cocoa Farmers and marketing Union Limited (ccp)  | Ghana         | cocoa                                      | oui                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| CADESA - Société coopérative agricole pour le développement de Sassandra                       | Côte d'ivoire | Cacao                                      | oui                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| CAMD (COOP – CA)   | Côte d'ivoire | Cacao                                      | oui                                     | oui             | oui                | 2020           | 2022         | Non, arrêt avant finalisation |
| Cann Coop  | Côte d'ivoire | Cacao                                      | oui                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| COOKKANZ - Coopérative Kawa Kanzururu  | RDC           | Café                                       | N/a                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| COOPADEC   | RDC           | Café                                       | N/a                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| CoopaneK - Coopérative agricole Nan Etitinou de Kranzadougou                                   | Côte d'ivoire | Cacao                                      | oui                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| COPRONOS - Coopérative des producteurs des noix et oléagineux de Samogohiri                    | Burkina Faso  | Noix cajou                                 | oui                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| CPSL (COOP – CA)   | Côte d'ivoire | Cacao                                      | oui                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| FENABE - Fédération nationale des producteurs de l'agriculture biologique et équitable du Mali | Mali          | Amande de Karité, fonio, sésame et mangues | oui                                     | oui             | oui                | 2020           | 2021         | Non, arrêt avant finalisation |
| Kabonero Mountainous Coffee Growers  | Uganda        | coffee                                     | oui                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| KAPATCHIVA   | Côte d'Ivoire | Cacao/noix                                 | oui                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| Karangura Peak Modern Coffee Farmers Cooperative Society Limited                               | Uganda        | coffee                                     | oui                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| Kukuom (AGL) - Cooperative Cocoa Farmers and Marketing Union Limited                           | Ghana         | cocoa                                      | oui                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| Laviskosof – Co-Operative Society Limited  | Uganda        | coffee                                     | N/a                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| LE ROCHER (COOP-CA)  | Côte d'ivoire | Cacao                                      | oui                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| Nonon Sahel  | Niger         | Lait                                       | N/a                                     | oui             | non                | 2020           | 2022         | OK, trajectoire complète      |
| SCEB   | Côte d'Ivoire | Cacao                                      | oui                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| SEMLIKI Cooperative  | Uganda        | coffee                                     | oui                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| SOCAK-KATANA - Société Coopérative Agricole Katana   | Côte d'ivoire | Cocoa                                      | oui                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| SOCODA-Ci Société Coopérative pour le Développement Agricole                                   | Côte d'Ivoire | Cacao                                      | oui                                     | oui             | oui                | 2020           | 2021         | Non, arrêt avant finalisation |
| SOCOPEM - Société Coopérative agricole entente de Mahino                                       | Côte d'Ivoire | Cacao                                      | oui                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| SOPACDI  | RDC           | Café                                       | oui                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| UGF - Union des Groupements féminins   | Burkina Faso  | Beurre de karité                           | oui                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| UPROMABIO  | Burkina Faso  | Fruits                                     | oui                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| Wassa East District Co-Operative Cocoa Farmers and Marketing Union Limited                     | Ghana         | cocoa                                      | oui                                     | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| Yeyasso  | Côte d'ivoire | cacao                                      | N/a                                     | non             | oui                | 2020 (2017)    | 2022         | OK, trajectoire complète      |

## 7.7. List of BSOs that benefited from coaching in 2020-2022

| Nom de l'organisation  | Pays          | Coaching Fibuma | Coaching Marketing | Début coaching | Fin coaching | Coaching finalisé ?           |
|--|---------------|-----------------|--------------------|----------------|--------------|-------------------------------|
| AC VIE (Ong Agriculture et Cycle de Vie)   | Côte d'Ivoire | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| ACA (Africa Coffee Academy)  | Uganda        | oui             | non                | 2020           | 2021         | Non, arrêt avant finalisation |
| CIPME  | Côte d'Ivoire | oui             | non                | 2020           | 2022         | OK, trajectoire complète      |
| CURAD (Consortium for enhancing University Responsiveness to Agribusiness Development) | Uganda        | oui             | oui                | 2020           | 2022         | Non, arrêt avant finalisation |
| FUAC (Fondation de l'Université d'Abomey-Calavi)                                       | Bénin         | oui             | non                | 2020           | 2022         | OK, trajectoire complète      |
| GEL Sud Bénin - Guichet d'économie locale du Sud Bénin                                 | Bénin         | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| HapaSpace  | Ghana         | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |
| INCUB'Ivoir  | Côte d'Ivoire | oui             | oui                | 2020           | 2022         | OK, trajectoire complète      |

## 7.8. List of structures that received funding from TDC in 2020-2022

### 22 MSMEs:

| Nom organisation  | Pays          | Filière     | Montant du subside reçu |
|---|---------------|-------------|-------------------------|
| ACPCU - Ankole Coffee Producers                               | Uganda        | Café        | 30.000,00 €             |
| Aprovag   | Sénégal       | Fruits      | 13.716,88 €             |
| CANN COOP   | Côte d'Ivoire | cacao       | 7.612,87 €              |
| COOPADE   | RDC           | café        | 23.357,24 €             |
| COOPAKE   | Burkina Faso  | Fruit, noix | 28.895,20 €             |
| Coopanek  | Côte d'Ivoire | Cacao       | 29.711,56 €             |
| COOPEBAS  | RDC           | cacao       | 21.853,74 €             |
| Danyiwe   | Burkina Faso  | Fruits      | 10.166,40 €             |
| ECAM  | Côte d'Ivoire | cacao       | 13.751,65 €             |
| Kanyenze Peoples Coop   | Uganda        | café        | 20.164,28 €             |
| Karangura Peak Coop   | Uganda        | café        | 18.108,10 €             |
| Kukuom  | Ghana         | cacao       | 25.940,17 €             |
| MEACCE - Mount Elgon Agroforestry Communities Coop Enterprise | Uganda        | café        | 27.704,31 €             |
| NACFA - Nyame Akwan Citrus Farmers                            | Ghana         | Fruits      | 23.412,16 €             |
| SCEB  | Côte d'Ivoire | Cacao       | 26.870,11 €             |
| Semliki Coop  | Uganda        | café        | 17.684,54 €             |
| Socak-Katana  | Côte d'Ivoire | cacao       | 20.291,50 €             |
| Socoopem  | Côte d'Ivoire | cacao       | 21.944,45 €             |
| SOPACDI Scoop   | RDC           | Café        | 29.981,50 €             |
| UGF - Ce Dwane Nyee   | Burkina Faso  | Noix        | 14.656,93 €             |
| UPROMABIO/HBS   | Burkina Faso  | Fruits      | 24.964,82 €             |
| YEYASSO   | Côte d'Ivoire | Cacao/café  | 13.380,10 €             |
| <b>TOTAL</b>  |               |             | <b>464.168,48</b>       |

### 5 BSOs:

| Nom organisation | Pays          | Montant du subside reçu |
|------------------|---------------|-------------------------|
| Curad            | Uganda        | 27.000,00 €             |
| Fairtrade Africa | Uganda        | 19.500,00 €             |
| FUAC             | Bénin         | 29.961,00 €             |
| GelSud Bénin     | Bénin         | 27.067,50 €             |
| Incub'Ivoir      | Côte d'Ivoire | 28.973,33 €             |
| <b>TOTAL</b>     |               | <b>132.501,83</b>       |