



Annual Report 2024

Trade for Development Centre



A renewed commitment to a more responsible and fair trade consumption



The 2024 annual report of the Trade for Development Centre (TDC), an Enabel program, illustrates its actions to support African producers, promote sustainable trade, and responsible consumption. It highlights concrete initiatives that combine social justice, environmental sustainability, and economic capacity building.

Supporting African producers

In 2024, the TDC organized data collection training sessions for 15 coffee, cocoa, and cashew nut producer cooperatives. During these business reviews, organizations gain a more in-depth understanding of their mission, operations, finances, environmental, social, and governance (ESG) aspects of their business, and their market position, enabling them to make better decisions. These preliminary training sessions are the first step in a three-year support program in one of the following areas: financial and organizational management, marketing, or respect for human rights and the environment.

At the same time, thanks to grants of up to €90,000, ten cooperatives have been selected to implement ambitious projects. The objectives? To reduce the gap between household income and a living wage, promote sustainable agricultural practices such as agroecology, and adapt cooperatives to the European Union's Deforestation Regulation (EDR).

Increase the impact

To multiply its impact, the TDC supports business support organizations (BSOs) to strengthen their capacity to support local SMEs. A selection of 8 BSOs will receive grants of up to €50,000 per project between 2025 and 2027, while five others will participate in a coaching program. The objective is to provide BSOs with the knowledge and tools needed to help local businesses export to the EU in a sustainable manner that respects human rights and decent work.

Sharing expertise

In 2024, the TDC shared its expertise at the World Cocoa Conference, notably on a pilot project to calculate the income gap within households in the Yeyasso cooperative in Côte d'Ivoire. The center of expertise also moderated discussions at the "Chocolate & Beyond" event in Rome, which focused on sustainable value chains in the cocoa sector. Finally, the TDC is integrated into the second national action plan "Business and Human Rights," as action 19, to support market access for sustainable producers.

Awareness and advocacy

In Africa, campaigns such as the National Ecological Agriculture Week (SNAE) in Benin have helped strengthen dialogue between producers, local authorities, and economic stakeholders. These initiatives are not trivial: they build bridges, open discussions, and build alliances.

At the other end of the supply chain, raising awareness about responsible consumption is also central to the TDC's mission. The **Fair Trade Week**, a flagship event in Belgium, brought together tens of thousands of participants for 115 inspiring and educational activities. From interactive workshops to engaging debates, every moment was an opportunity to reflect on the challenges of responsible consumption. The media followed suit and covered the initiatives 242 times in the press.

In terms of advocacy, the TDC worked to put fair trade on the political agenda by contributing to a **memorandum** for the 2024 elections, while the **Meet your Buyer** initiative in Brussels connected fair trade suppliers and public procurement officials.

Amplify the efforts

The TDC's 2024 report demonstrates a **holistic approach**, combining producer support, consumer awareness, and policy advocacy to create lasting impact. In the coming years, the TDC will expand its commitment to a fairer economy, where every stakeholder, from producer to consumer, has a role to play.



Support for producers

Supporting African MSMEs and producer organizations is one of the TDC's core pillars. The goal is to strengthen organizations' management and marketing skills, as well as their respect for human rights and the environment. This can be achieved through grants or a tailored coaching program. The TDC also helps business support organizations (BSOs) increase their impact.

Data collection for preliminary training for MSMEs

34 MSMEs selected, 30 receive preliminary training

At the end of 2023, Enabel's TDC launched a call for applications for MSMEs wishing to participate in the coaching program in human rights and environmental protection, marketing or business management. In 2024, 34 organizations were selected: 30 will initially receive preliminary training in data collection. The other four are already known to the TDC through previous collaboration.

What is data collection?

As part of this preliminary training, a TDC coach visits the organization to carry out an in-depth analysis, which covers several key dimensions:

- Commercial: SWOT analysis, market research and competitive positioning
- Financial: establishing cost prices, interpreting financial statements and budget management
- Organizational: human resources management, business planning, member retention strategies
- Of environmental sustainability and decent work.

Objective

This approach provides organizations with valuable information and insights to strengthen their structure, while allowing the TDC to collect essential data that will guide the jury in its final decision regarding the selection of candidates for the full coaching program.

The list of 34 cooperatives with a chance to benefit from the complete coaching program can be found on the next page.

MSMEs selected for data collection prior to training and/or coaching

1. AGROFANGAN SCOOPS
2. APROCCB COOP-CA
3. Bughendera Coffee Farmers' Co-operative Society Limited - BCF
4. COOPADO-COOP-CA
5. COOP-CA COVIMA
6. Agricultural Cooperative with Board of Directors in Koun-Fao - COOP-CA KF
7. Agricultural Cooperative of Fighting Women of Broukro - CAF2B
8. Agricultural Cooperative of the United Brothers of Marahoue - COFUMA
9. Agricultural Cooperative of Nan Etitinou of Kranzadougou - COOPANEK
10. COOPERATIVE AGRICULTURAL LET'S BUILD KIVU - CAT KIVU
11. Peasant Development Cooperative with Board of Directors - COOPADE
12. Federation of Arboriculturists of Fouta Djallon - FAFD
13. National Federation of Women Coffee and Cocoa Producers in Ivory Coast - FNFPPC
14. Kihungu Kasebere Cooperative Society Limited
15. Kyotera Bikiira Coffee Farmers Cooperative Society Limited
16. Limu Inara Farmers Multipurpose Cooperative Union - LIFMCU
17. Nyamiirima Mutegaya Cooperative society ltd
18. Rwenzori Organic Coffee Farmers Mountain Harvest Cooperative Society Limited
19. Agricultural Cooperative Society Fraternity of Adzope - SCAFRA
20. Niamkey Agricultural Cooperative Society and Indénié Family, Simplified Cooperative Society - SCANFI
21. New Alliance Agricultural Cooperative Society of Bangolo - SCOOPANAB
22. Cooperative Society with Board of Directors Agricultural Cooperative of KénéDougou - COOPAKE
23. Cooperative society with board of directors Global Crop Agroconseil - GCAC COOP-CA
24. Cooperative Society with Board of Directors Yeyasso de Man - YEYASSO
25. BARA Agricultural Cooperative Society of Bangolo
26. BARA Agricultural Cooperative Society of Biankouma
27. BARA Agricultural Cooperative Society of DUEKOUÉ
28. Cooperative Society of Agricultural Producers of Divo - COOPRADI
29. Equitable Cooperative Society of Bandama - SCEB
30. Ivorian Cooperative Society for the Trading of Agricultural Products with Board of Directors - SCINPA
31. Simplified Cooperative Society "Yéléen" of Cashew Producers of Sidéradougou - SCOOPS-YPAS
32. Simplified Agricultural Cooperative Society of Toulepleu - SCOOPAT
33. Simplified Cooperative Society of Anarcade Farmers "Ibangagnon" - SCOOPS-PAI
34. Zigoti Coffee Works Limited

15 data collection training courses in 2024

Provided by the 2 new TDC coaches

In 2024, preliminary training in data collection began: 15 sessions were led by the two new coaches integrated into the TDC team, Joke Scheldeman and Marine Abondance.

Indeed, unlike the previous program, the TDC no longer relies exclusively on a network of external coaches.

In the image opposite, **Joke** is seen in the middle of his first data collection training at the Nyamirima Mutegaya Cooperative Society (NMCS) coffee cooperative in the Ibanda region of western Uganda.

Working with management and the board of directors, Joke collected essential data on management, marketing and sales, financial analysis, and decent work. This enabled the cooperative to better understand its own situation and make more targeted choices for the future.

Specialist in financial management, Joke will take charge of financial and business management coaching courses from 2025.



The marketing coaching sessions will be led by TDC's new colleague - marketing expert - Marine Abondance.

In 2024, **Marine** delivered her first data collection training to the board members of the Kyotera Biikira Coffee Farmers Cooperative, also located in Uganda.

The company's main focus is supporting farmers who grow Robusta coffee in the Kyotera region. Over five intensive days, they collaborated to identify their strengths and areas for improvement, particularly in the areas of sales and marketing, as well as respect for human rights and the environment.

Next step: Towards personalized support

By May/June 2025, all preliminary data collection training will be completed. A panel of judges will evaluate the results to select:

- 11 MSMEs who will receive comprehensive marketing coaching (by Marine);
- 11 in business management (by Joke);
- and 11 in respect of human rights and the environment (by external coaches).

These support courses will be deployed from 2025 to the end of 2027.



Financial support for MSMEs

10 producer organizations receive a grant

At the end of 2023, Enabel's TDC launched a call for proposals to financially support African MSMEs and producer organizations wishing to implement strategies or action plans aimed at strengthening their sustainability and promoting decent incomes and jobs.

In 2024, from 70 eligible applications, a jury selected 10 projects, each of which will receive funding of up to €90,000, to be implemented between 2025 and 2027.

These different types of activity will be financed by the TDC:

- Calculating the gap between household income and a **decent income**, and developing an action plan to reduce it.
- **Strengthening the position of producer organizations** with primary buyers, for example through supply chain mapping or support for contract negotiations.
- Promoting **climate-smart agriculture**.
- **Diversification** of production for self-consumption or sale on (local) markets.
- Development of **instruments for data collection and reporting** in accordance with European requirements (RDUE, CS3D).
- The implementation of **traceability systems** including, among other things, the collection of geolocation data.

Selected MSMEs



Coffee

- ACPCU - Ankole Coffee Producers Cooperative Union, Uganda
- Balandiza - Balandiza Kimeze Bukulula Farmers' Cooperative Society Limited, Uganda
- COOKKANZ - Coopérative Kawa Kanzururu, RDCongo
- KABONERO - Kabonero Moutainous Coffee Growers Cooperative Society Limited, Uganda
- SOPACDI - Solidarity for the Promotion of Coffee Actions and Integral Development, DR Congo



Cacao

- Cacao Okapi - Cooperative of specialty cocoa producers, DR Congo
- KKFU - Kuapa Kokoo Cooperative Cocoa Farmers and Marketing Union Ltd., Ghana
- YEYASSO - Cooperative Society with Board of Directors Yeyasso de Man, Ivory Coast
- KANY SCOOPS - Simplified Cooperative Society KANY, Ivory Coast

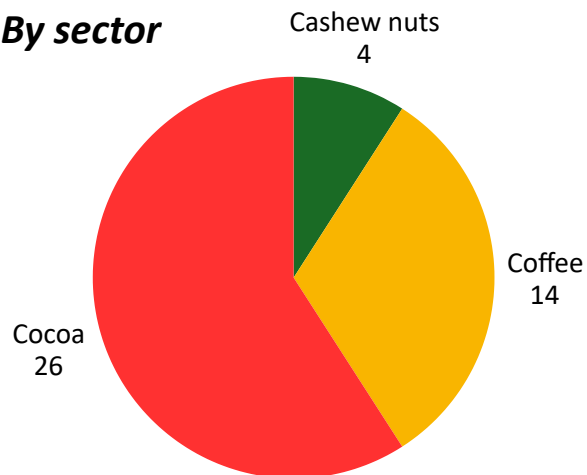


Cashew nuts

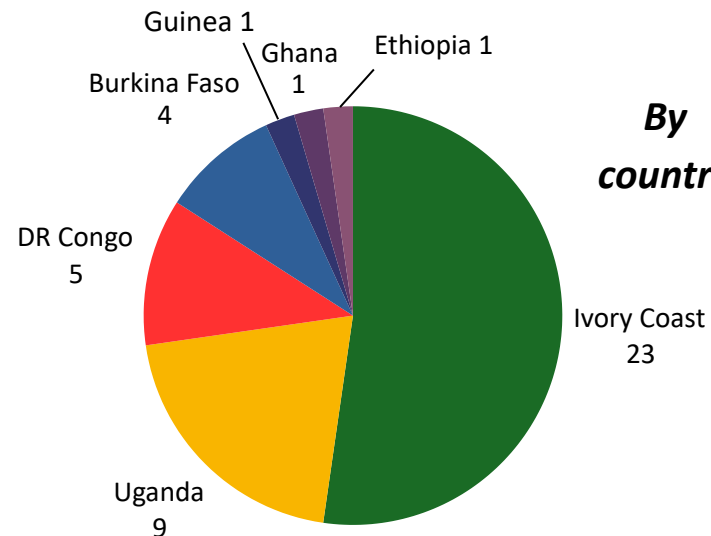
- COOPAKE - Agricultural Cooperative of Kénédougou, Burkina Faso

Overview of producer support (grants + coaching) for MSMEs

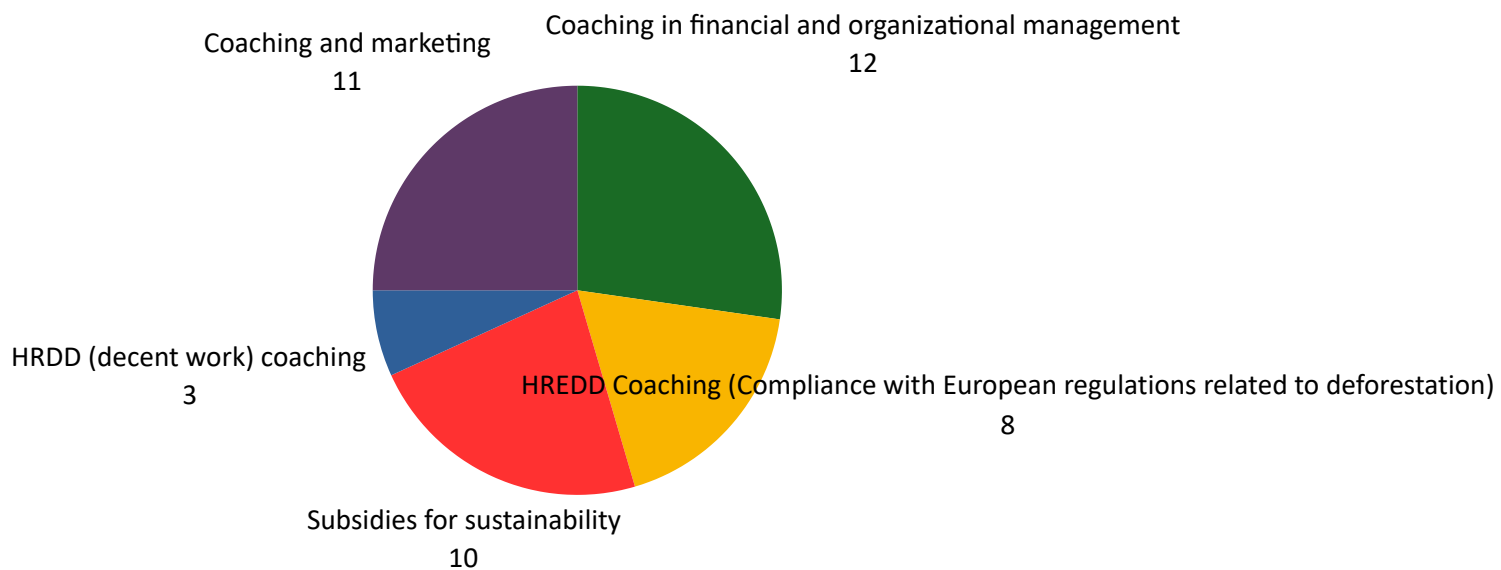
By sector



By country



By theme



Increasing impact through Business Support Organizations

To increase its impact, the TDC also focuses its support on African business support organizations (BSOs) which, in turn, strengthen local businesses.

8 BSOs supported and subsidized

The TDC launched a call for proposals and selected 8 BSOs which will receive a grant of up to 50,000 euros per project between 2025 and 2027.

The concrete objective of this call is to provide BSOs with the know-how and tools necessary to help local businesses export to EU markets in a sustainable manner, with a focus on decent work and human rights.



The BSOs selected for the subsidy

1. African Fine Coffees Association (AFCA) - Uganda
2. African Women Agribusiness Network Uganda Ltd - Uganda
3. Ivory Coast SME Agency - Ivory Coast
4. Ethiopian Coffee Association (formerly Ethiopian Coffee Exporters Association) - Ethiopia
5. Foundation of the University of Abomey-Calavi (FUAC) - Benin
6. Plutus Coffee Group Limited - Uganda
7. Solidarity West Africa - Ivory Coast
8. SOREETUL - Senegal

5 BSOs benefit from coaching

Through a separate call, 5 **BSOs** were selected to benefit from the TDC coaching program. The goal is always the same: to provide them with the necessary knowledge and tools on topics such as decent work and the duty of care in matters of human rights and the environment (HREDD), so that they can better support local MSMEs in these areas.

This may involve internal reinforcement or pedagogical reinforcement (techniques/methods of guidance, animation, coaching, knowledge transfer, etc.)

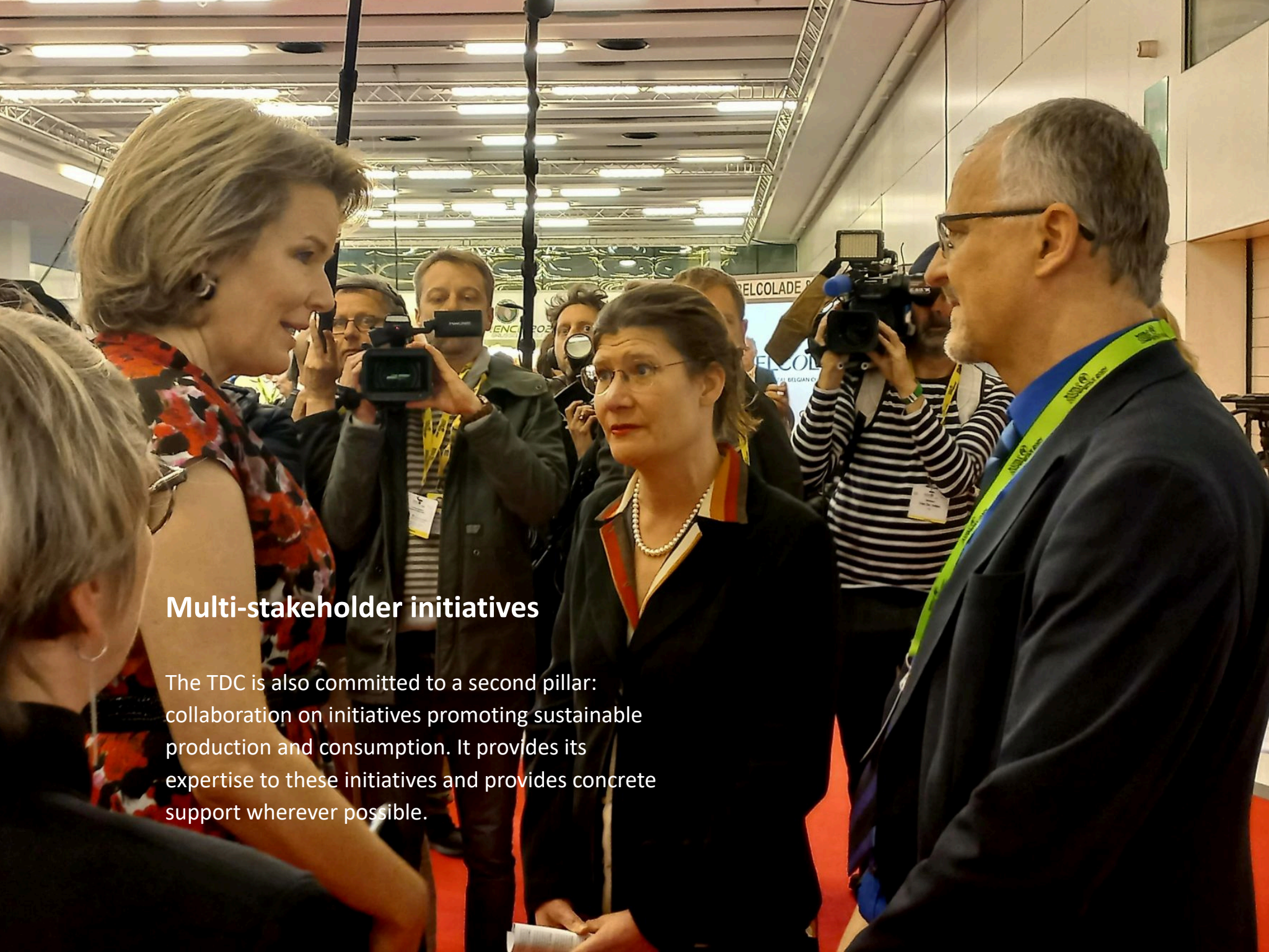
At the end of the support, the business support organization will have the knowledge and tools necessary to guide local MSMEs in order to:

- establish a system to identify, monitor, report and address the three main human rights and environmental risks and issues facing the organization;
- implement the requirements of the European regulation on combating deforestation (EUDR) and the corporate sustainability due diligence directive (CSDDD).

The selected OSEs

- Ivory Coast SME Agency - Ivory Coast
- Local Economy Counter of South Benin - Benin
- Incub'Ivoir - Ivory Coast
- Kenya Export Promotion and Branding Agency (KEPROBA) - Kenya
- The Factory - Burkina Faso



A photograph of a group of people at a conference or event. In the center, a woman with short brown hair and glasses, wearing a black jacket over a red and white striped shirt and a pearl necklace, is looking towards a man on the right. The man has grey hair, wears glasses, a dark suit, and a blue and green lanyard. To the left, a woman with blonde hair and a red and black patterned top is partially visible. In the background, several people are holding cameras and recording devices, suggesting a media event. A sign in the background reads "BELCOLADE".

Multi-stakeholder initiatives

The TDC is also committed to a second pillar: collaboration on initiatives promoting sustainable production and consumption. It provides its expertise to these initiatives and provides concrete support wherever possible.

The TDC shares its expertise

TDC Working Group at the World Cocoa Conference 5

At the Fifth World Cocoa Conference, the TDC took part in a panel where it presented a pilot project aimed at assessing the gap between a decent income and the real incomes of producer households in the Yeyasso cooperative in Côte d'Ivoire.

Yeo Moussa, Director of Yeyasso, also delivered a speech during the plenary session, highlighting the collaboration with Enabel.

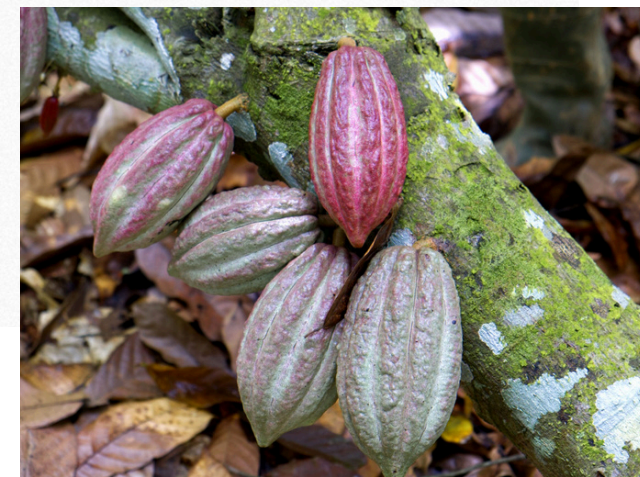
Moderating debates at the Chocolate & Beyond event

The TDC hosted two debates during the “Chocolate & Beyond” event, organized at the Belgian Embassy in Rome as part of the Belgian Presidency of the Council of the European Union.

This event highlighted sustainable value chains in the cocoa sector, exploring economic, social and environmental challenges, as well as initiatives and best practices led by chocolatiers, regional organizations, policymakers and support actors.

2nd PAN Business and Human Rights

The TDC program is included in the national action plan "Business and Human Rights 2.0". It alone represents action 19 of the plan: "Support for promoting market access for sustainable producers".





Information and awareness raising

The third pillar of the TDC is information and awareness-raising. The TDC listens and shares information on Belgian initiatives in the field of fair and sustainable trade, on (new) European regulations concerning sustainability, and on how Belgians perceive responsible consumption.

We also raise awareness among consumers and governments about the social and ecological impact of consumption, as well as possible actions.

We do this both in Belgium and in Africa.

Fair Trade Week

The TDC's most well-known campaign is Fair Trade Week. This event, which highlights fair trade throughout Belgium, took place from 2 to 12 October 2024.

26 projects, around 40,000 participants

Each year, the Trade for Development Centre organizes a competition inviting civil society organizations (schools, non-profit organizations, municipalities, associations, etc.) to set up an original activity around fair trade and the ecological and social impact of our consumer choices.

The most original proposals can receive funding of up to €4,000. This translates into a wide range of activities aimed at different target groups each year: debates, workshops, fair fashion events, and more.

26 projects were selected to receive financial support from TDC. A total of 39,333 people participated in these activities.



Fair Trade Week known to Belgians

Half of Belgians have already heard of Fair Trade Week and 41% of those who have already participated say they have changed their way of consuming.

(extract from the 2024 fair trade barometer)

Local projects in the spotlight

2000 students commit to fair trade

In May, the Southern Partnership Unit at Ghent University launched a call for all faculties to develop an activity during Fair Trade Week focusing on the social and environmental impact of our consumption. This could be a general awareness-raising activity or one specific to their field of activity.

The call was a great success and resulted in a packed program which, under the title "Fair Faculty", brought together some 2,000 students and/or staff members to support fair trade!

On the program, among other things

- **Operating more sustainably: Simple step or major challenge?**

The Faculty of Medicine has created an exhibition on the surgical supply chain: from shocking pollution levels to the urgent need for sustainable alternatives to deal with the masses of (disposable) equipment in operating rooms.

- **Create your student room decoration with a circular signature**

The Faculty of Psychology and Educational Sciences organized a workshop on upcycling objects. After an introduction to "Slowing the Loop" (repair, refurbish, reuse, remanufacture), students set to work creating a chair or lamp from existing materials.

- **Marketing and sustainable development: from theory to practical advice**

Building a bridge between theory and practice in the field of marketing and sustainable development. Using a practical case study, marketing students learned how to match sustainable products with consumer needs.



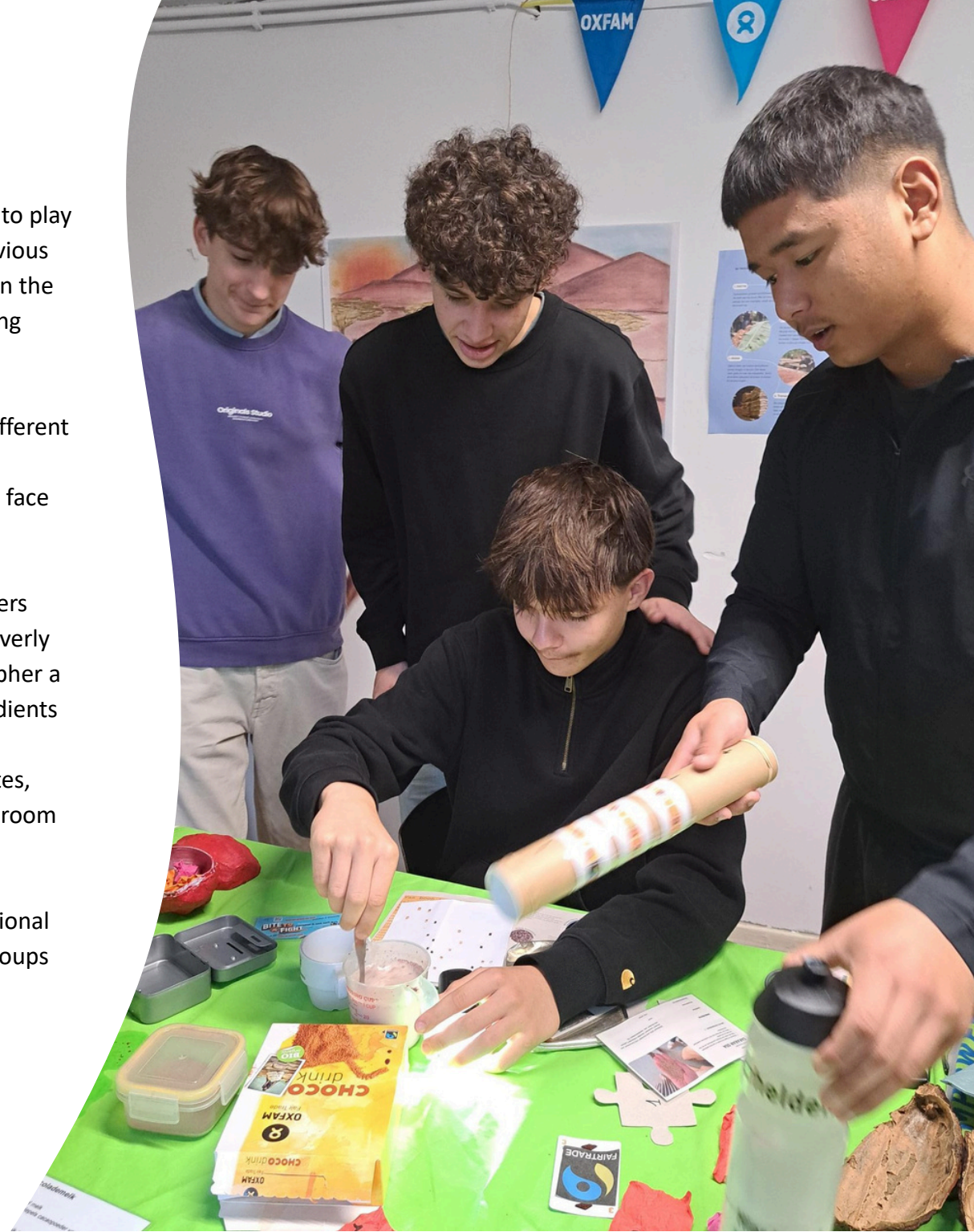
Students play a cocoa escape game

Secondary school students in Leuven were able to play an escape game about cocoa. Designed the previous school year by an Oxfam-Wereldwinkels intern in the Leuven region, this immersive game invites young people to step into the shoes of a cocoa farmer.

Immersed in this adventure, they explore the different stages of the cocoa production process while discovering the many challenges that producers face when seeking to market their harvest.

Divided into groups of 5 to 10 participants, players enter a room where, through teamwork and cleverly scattered clues, they must solve puzzles to decipher a secret code. Their mission? Gather all the ingredients needed to make milk chocolate. If participants complete the challenge in less than thirty minutes, they succeed in their mission and can leave the room victorious!

Aimed at children aged 12 and over, this educational and fun game has already been tested by ten groups from four different schools.



Low Tech Week in Tournai

Tournai has firmly focused on the theme of **low tech**, exploring ways to combat the overconsumption of new technologies. The screening of the documentary "The Battle of Cobalt" by Quentin Noirfalis and Arnaud Zajtman launched the debate, followed by presentations by Sabine Kakunga (11.11.11) and Sarah Verriest (Justice and Peace), which enriched the discussion on these crucial issues.

The Week continued with rich and varied activities, including the screening of documentaries such as "Miners Don't Look Good" and "Rouge Coltan", activities in community centers, a philosophy café on Low Tech, a stand dedicated to this theme at Tournai des Saveurs, as well as fair trade breakfasts in schools.

Want to know about other activities?

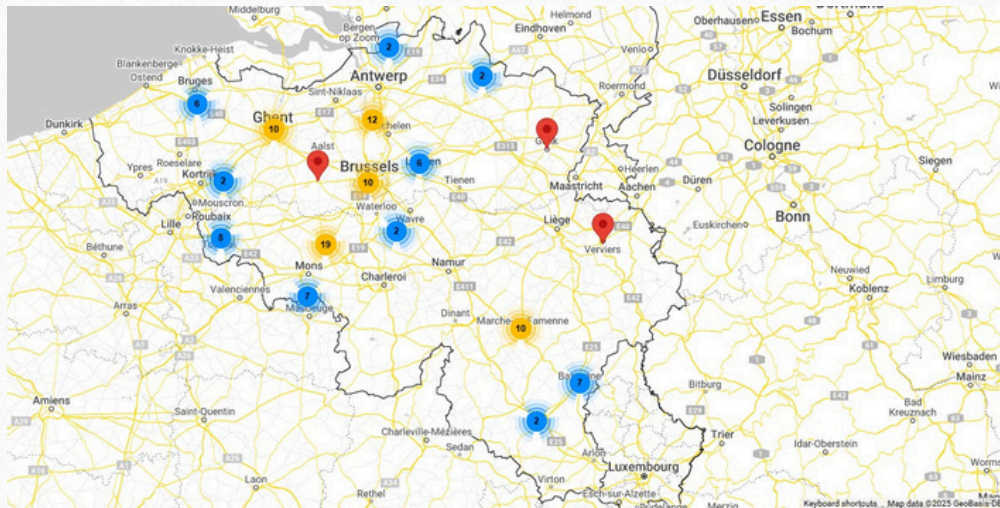
At www.semaineducommerceequitable.be you will find a wealth of additional information on the activities of the past campaign.



115 online activities

All activities taking place during Fair Trade Week are listed in an online calendar on the website www.semaineducommerceequitable.be.

In 2024, the TDC developed a module allowing organizations to add their own activities to the calendar. A total of 115 activities were registered. Interested parties could search for an activity in their area using a map or by date/location.



242 press mentions

Putting fair trade in the spotlight naturally means that the press, particularly the local press, takes up the subject and highlights it as much as possible.

In 2024, the municipal elections, which coincided with the second weekend of Fair Trade Week, posed an additional challenge by capturing a large portion of media attention. Despite this, the campaign generated 242 press mentions between September and October.

An overview of the main articles published is available at [this link](#) (in French or Dutch).



Take the pulse: barometer, interviews and publications on responsible consumption

Article in Le Vif, Knack and Flair: Deforestation in the cocoa sector

The TDC published an article in Le Vif, Knack, and Flair on the topic of deforestation in the cocoa sector. In this article, the TDC highlights European regulations on deforestation and their impact on producers (see next page).

"The Ivorian cocoa cooperative Yeyasso began geolocating its members' plots in 2020 and implementing a traceability system to meet requirements," explains general manager Yeo Yesson Moussa in the article.

"However, the workload and cost of compliance are enormous," he continues. To help cooperatives like Yeyasso meet the standards, the TDC offers them technical and financial support. This is necessary because "if a cooperative is not well prepared, buyers will ignore it," concludes Yeo Moussa.

The article was published in the print versions of Knack, Le Vif and Flair and was also posted online for 3 weeks.

[Access the full article](#) (French)



A photograph of a dirt road in a deforested area. Large logs are piled on the left side of the road, and a tall, thin tree stump stands in the background. The sky is overcast.

EU Deforestation-Free Products Regulation (EUDR)

The European Union Deforestation Regulation (EUDR) was adopted to ban imports of several key commodities such as palm oil, soy, timber, beef, rubber, cocoa, and coffee if they were produced on land deforested after 2020.

The new regulation requires importing companies to exercise "due diligence" (duty of vigilance). This involves proving, using crop geolocation data combined with satellite photos, that products do not come from deforested or degraded land. Implementation of this regulation is expected to begin on December 30, 2025, for large companies and six months later for small businesses.

Information on European regulations

The TDC closely monitors and communicates on the EU regulation on deforestation, as well as other European regulations on sustainable development.

Some examples:

- The RDUE postponed but not emptied of its substance
- EU Takes Decisive Step in Fight Against Forced Labour
- The merger of the CSRD, CS3D and EU Taxonomy regulations: a high-risk reform
- Rainforest Alliance and Fairtrade International adapt to RDUE

Interviews with innovative and sustainable Belgian initiatives

In addition, the TDC conducted several interviews with Belgian initiatives in the field of sustainable development.

Some examples:

- Ethiquable defends fair trade, truly fair
- With Puro, Miko wants to balance the scales between coffee cultivation and the environment.
- Coup de chocolat: the artisanal chocolate shop that tells a different story of chocolate
- “To make a difference in the cocoa industry, you have to have an impact in Africa.”
- Virunga Origins: sustainable, ethical and 100% ‘made in Congo’
- Chocolatoa, more than a chocolate manufacturer
- Colruyt chocolate that offers a bonus to cocoa farmers
- Ecocoa: chocolate to reduce deforestation in Cameroon
- In the climate fight, Java takes the side of carbon neutrality
- Javry cafés or unlabeled sustainability
- “At Belvas, non-fair trade chocolate does not exist”
- Puratos
- Bite by bite, Oxfam 'Bite to Fight' is chipping away at living income



Barometer: biannual measurement of Belgian opinion on fair trade

We also measure trends by carrying out a fair trade barometer every two years.

These results help to more effectively guide the TDC's awareness campaigns, as well as those of our fair trade partners, by drawing on the developments and expectations highlighted by these surveys. For example, Fairtrade Belgium based its FairBruary campaign in part on data from the [TDC's 2024 barometer](#).

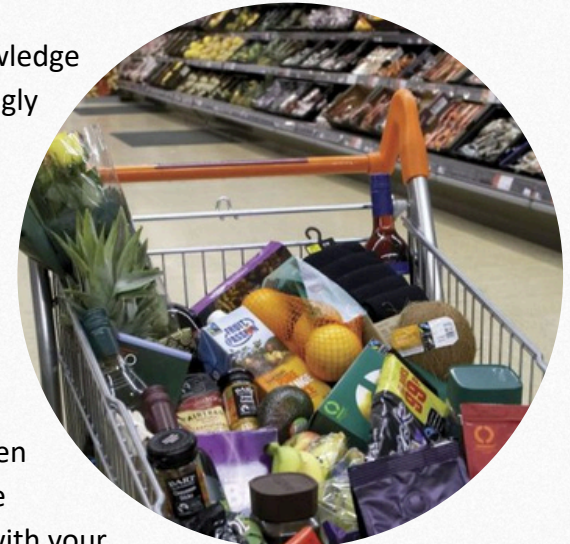
The main results of the 2024 barometer (see next page) were included in the [Fair Trade Week press release](#) and mentioned in Le Vif, Trends-Tendance, La Libre and AVS news, among others.

Webinar: Interpreting the 2024 Barometer Results from a Marketing Perspective

On December 3, the TDC hosted a [webinar dedicated to the 2024 Fair Trade Barometer](#). Sacha Dumoulin of Dediacted presented the key findings, and Nicolas Lambert, a marketing specialist, analyzed their strategic relevance for businesses, exploring their integration into an effective business strategy and highlighting the role of fair trade in strengthening brand image.

"What concerns me is that young people's knowledge is deteriorating and they are becoming increasingly critical of fair trade," says Nicolas Lambert. "If fair trade wants to move forward, it's important to find the right words to attract young people. If brands or companies position themselves solely on the fair trade aspect, they risk finding themselves in a 'niche,'" he adds.

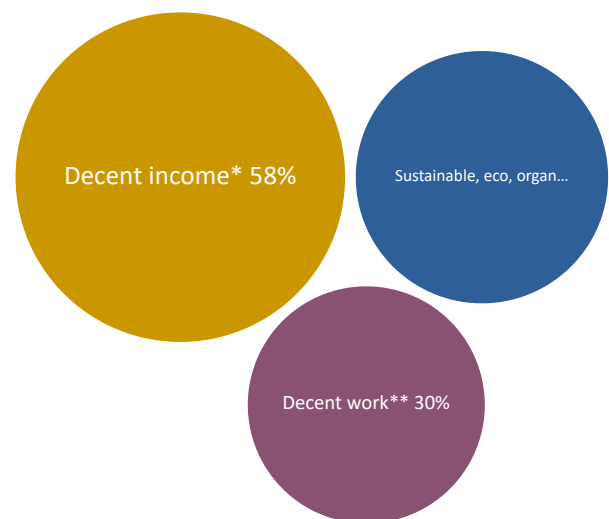
"But that doesn't mean fair trade can't strengthen your brand. You need to make sure the fair trade message you're putting out is 100% consistent with your brand."



85% of Belgians have already heard of fair trade.

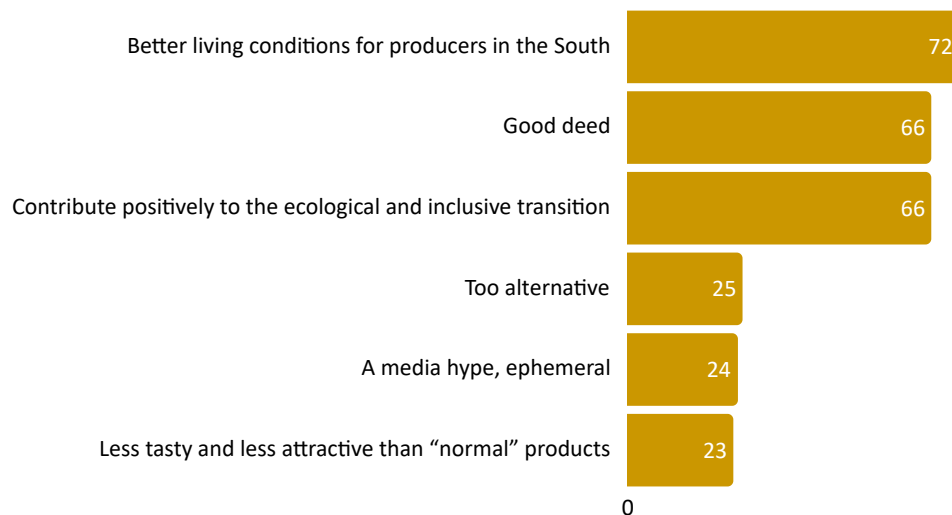
Knowledge of fair trade

Characteristics spontaneously cited by Belgians



Perception of fair trade

Top 3 positive and negative points (in %)



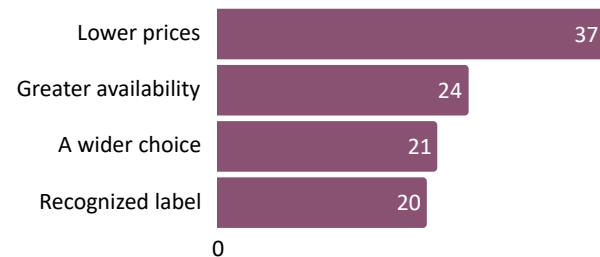
54% have already heard about Fair Trade Week.

15% have already participated.

41% of participants buy more fair trade products.

77% declares having already purchased fair trade products.

Reasons likely to encourage greater consumption (in %)



Advocacy campaigns in Africa

In Africa, Enabel's Trade for Development Centre supports various promotional and advocacy campaigns for more ethical and environmentally friendly trade.

National Fair Trade Days in Burkina Faso

The 4th edition of the National Fair Trade Days (JNCE), held on November 27 and 28, 2024, in Bobo Dioulasso, brought together approximately 300 participants, including representatives from ministries, farmers' organizations, and the private sector. The event, organized by the National Fair Trade Platform of Burkina Faso (PNCE-B), addressed the major challenges related to insecurity and the effects of climate change.

Innovations were presented, including a pyrolysis boiler to reduce deforestation. The conclusive results led the government to commit to providing its technicians. Furthermore, synergies were developed between producers to meet European orders.

The JNCE are an essential initiative to attempt to find solutions to emerge from the current crisis. It is also useful for addressing certain misunderstandings. Recently, the Burkinabe government announced its intention to tax fair trade premiums, which were wrongly considered a profit.

> Read the article: [In Burkina Faso, national days are being held to try to get fair trade out of the impasse!](#)



Regional Fair Trade Days in Ivory Coast

The first regional fair trade day in Côte d'Ivoire, held in San Pedro on September 11, 2024, brought together around 100 producers and various key stakeholders, including local authorities, NGOs, researchers, and private sector representatives.

Through panels and round tables, producers learned a lot about the traceability of agricultural products, financing mechanisms, the use of biofertilizers and biopesticides, the African standard for sustainable cocoa (ARS-1000), as well as the European regulation on deforestation (RDUE) and its impact.

"The Fair Trade Days were established by RICE - the Ivorian Fair Trade Network - with the aim of raising awareness among stakeholders in the agricultural sector, as well as the general public, about the principles, benefits, and impacts of fair trade in Côte d'Ivoire. By decentralizing this event across the country, we aim to bring together cooperatives and producers in the spirit of promoting fairer trade practices," said Marie-Thérèse Tanoh, network coordinator.

The success of this first day reinforced RICE's advocacy with the Ivorian authorities, particularly the Coffee and Cocoa Council (CCC), for increased support for cooperatives in their compliance with international regulations.



National Agroecology Week in Benin

In Benin, more than 300 participants took part in the first edition of the National Agroecology Week (SNAE), which took place at the end of 2024 on the campuses of the universities of Abomey-Calavi and Parakou.

The event consisted of three parts:

- A dozen articles on scientific research highlighting the effectiveness of agroecological technologies. The best were published as fact sheets and disseminated via a digital platform.
- Roundtable discussions allowed agroecology stakeholders to interact with leaders of public institutions and NGOs. The focus was on explaining how an innovation moves from research to production, not to mention the administrative formalities involved in obtaining registration and marketing authorization.
- An exhibition of 40 stands allowed farmers to discover agroecological innovations and technologies.

In Benin, agroecology now has its own week of promotion and awareness.



Responsible consumption on the political agenda

Awareness raising is not only done among consumers; Enabel's TDC also works at the political level to raise awareness among public authorities.

At the national level

Memorandum

With elections at European, national, regional and local levels, 2024 was the perfect time to put responsible consumption on the political agenda.

With the support of TDC, the main Belgian fair trade organisations and companies in the sector have drawn up a fair trade memorandum, with recommendations for the various levels of government.

These are commitments that parliaments and municipal councils can make or that executive bodies can include in their general policy statements.

Inter-parliamentary group

During the last legislative term, the parliamentary inter-group on fair trade met twice. This informal working group aims to promote fairer and more sustainable trade, particularly at the legislative level.

The Fair Trade Memorandum was presented in March. It includes several concrete proposals, such as prioritizing Fair Trade products in public procurement and assessing the feasibility of legal recognition for Fair Trade. In response to the agricultural crisis, Les Engagés, Ecolo/Groen, and PS/Vooruit presented their legislative proposals aimed at protecting farmers' margins in one way or another.

In June, the inter-group considered a proposed law to legally recognize and fiscally encourage fair trade, as well as the impact of voluntary initiatives for sustainable value chains.



At the regional level

The TDC collaborates with Belgian fair trade organizations to raise awareness in the different regions of the country.

In the Brussels-Capital Region

The Brussels-Capital Region has taken the lead by committing to becoming a Fair Trade Region by 2021. The campaign was launched by the then Minister-President of Brussels, at the initiative of Enabel's TDC and the "Fair Trade Municipalities" campaign.

At the end of the legislative period, the assessment revealed that half of the criteria necessary to obtain the status of Fair Trade Region were met:

- The regional government has issued a statement committing to supporting fair trade and participating in the "Make Brussels-Capital a Fair Trade Region" campaign.
- A steering committee—the Brussels Fair Trade Platform—was created to organize activities aimed at stimulating the consumption of fair and sustainable products. At Pascal Smet's request, Brussels International also joined this initiative.
- The Brussels Parliament consumes fair trade coffee.
- More than half of the 19 municipalities of the RBC now have the title of "Fair Trade Municipality".

Three criteria still need to be met: the consumption of at least two fair trade products by the Brussels Parliament and government (1) as well as by public bodies (2), and better internal and external communication on fair trade (3).



Consumption and political declaration of Parliament



Consumption in public bodies and companies



Percentage of equitable municipalities



Awareness and communication



Steering Committee



Sustainable local products

Meet your Buyer

In May, Brussels Environment, Enabel's TDC and Brussels International organised a "Meet your Buyer" day to connect Brussels public buyers and businesses.

Around fifty public buyers attended the event, discovering how easy it is to integrate fair trade products into their specifications. They particularly appreciated the testimonials and best practices shared by two Brussels municipalities (Anderlecht and Schaerbeek).

Twenty suppliers of fair trade products—ranging from textiles to fruit baskets, stationery, coffee, and chocolate—presented their offerings. Satisfied with the quality of the exchanges with public buyers, they now hope to extend the event to private companies.



In Wallonia

Resolution

In Wallonia, a resolution “in favor of fair trade and the integration of fair trade products in public procurement in the Walloon Region” was prepared in 2024 at the initiative of the Walloon platform for fair trade (various fair trade organizations, Enabel, other structures, etc.) and deputies from the four largest French-speaking parties (MR, PS, Les Engagés and Ecolo). For political reasons, the resolution could not be voted on before the elections.

Walloon Fair Trade Awards

"Walloon Fair Trade Awards" were also awarded. The competition recognizes organizations (public services, businesses, schools, non-profit organizations, etc.) located in the Walloon Region for their awareness of fair trade and their purchases of fair and sustainable products.

- Profondeville won the Best Fair Buyer award thanks to the diversity and quantity of fair trade products offered (coffee, tea, juice, etc.), with a special mention for the integration of local products.
- Tournai was awarded Best Fair Speaker for its varied awareness-raising activities (lunches, workshops, merchant mapping).
- AID Hainaut-Centre, a school, received the *Best Sustainable Actor* award for its partnerships with local farms promoting sustainable consumption.
- The Collège Saint-Stanislas de Mons receives a special mention for its commitment of more than 20 years, supported by initiatives such as a Young World store and a “Donut” space dedicated to fair trade.

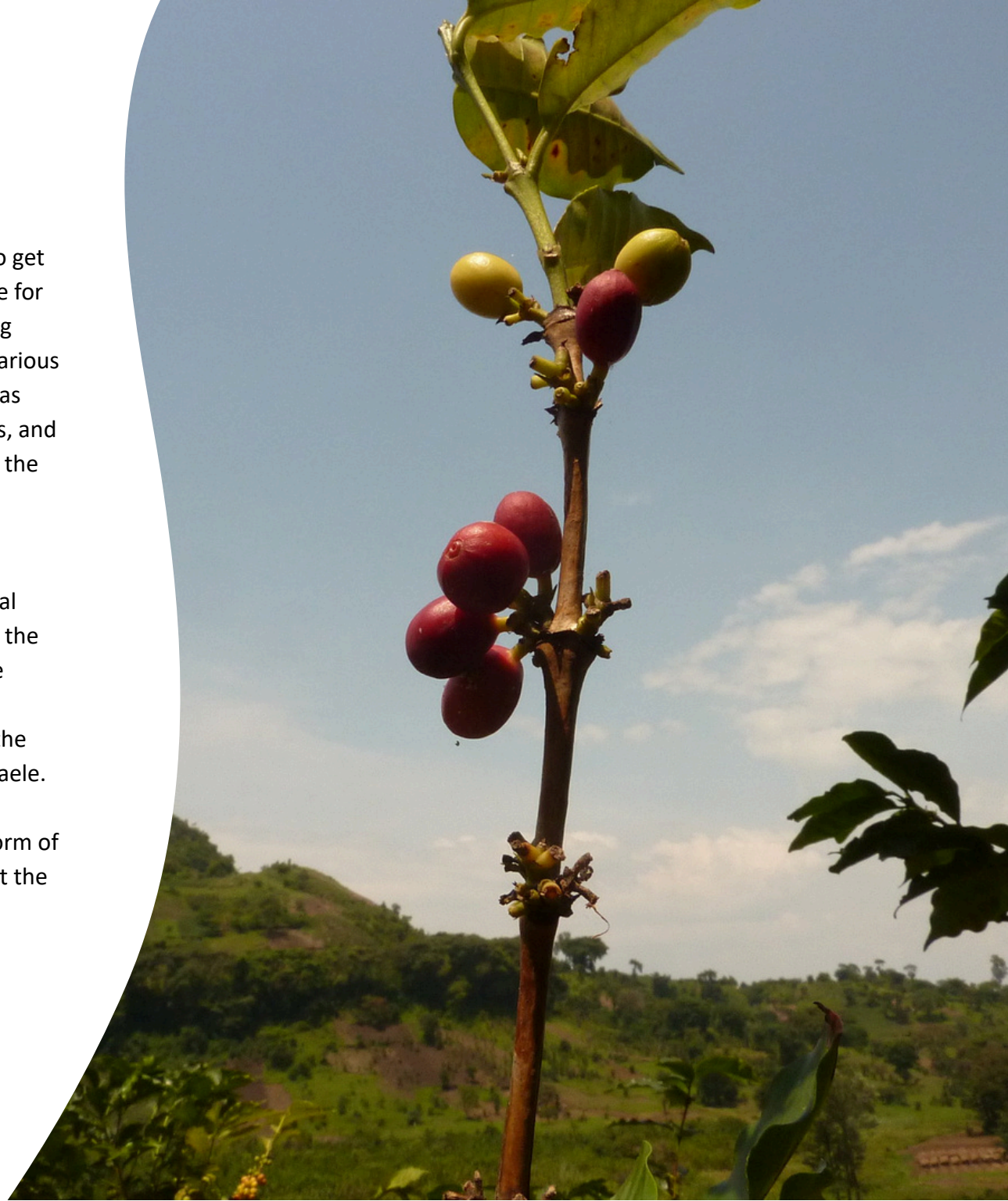


In Flanders

In Flanders, the campaign is struggling to get off the ground. To address this, the Trade for Development Centre convened a working group in September, bringing together various stakeholders involved in fair trade, such as Fairtrade Belgium, Oxfam-Wereldwinkels, and Fairebel, as well as representatives from the VVSG (Flemish Association of Cities and Municipalities) and Het Facilitair Bedrijf.

By the end of 2024, most Flemish political groups had been approached to present the ambition of making Flanders a Fair Trade Region. In early 2025, this initiative was welcomed by the Minister-President of the Flemish Government, Matthias Diependaele.

The first concrete activity will take the form of a fair breakfast organized in April 2025 at the Flemish Parliament.



Trade for Development Centre ?

Discover Enabel's Trade for Development Centre in a brand new 2-minute presentation video: the program supporting cooperatives and business support organizations (BSOs), awareness-raising campaigns in Belgium, and support for advocacy campaigns in Africa.



Trade for Development Centre
A program of Enabel, the Belgian international cooperation agency

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