

# FAIRTRADE CLIMATE CHANGE PROJECTS

LEARNING FROM EXPERIENCE



FAIRTRADE  
INTERNATIONAL

# FAIRTRADE CLIMATE CHANGE PROJECTS

Learning from experience

## **AUTHORS:**

**Maria Jose Pacha and Rebecca Clements**

## **WITH THE CONTRIBUTION OF:**

Andreas Kratz

Agapeters Kubasu

Benjamin Asare

Bettina von Reden

Carolina Oleas Marzo

David Finlay

Fabian Waldmeier

Javier Aliaga Lordemann

Jos Harmsen

Laurent Giraudon

Marion Ng'ang'a

Martin Schuller

Susy Pinos

Teemu Sokka

Vindhya De Silva

## **DESIGN AND LAYOUT**

Matías Artusa

Maria Jose Pacha

Laura Partl

## **DATE**

May 2021

**Pictures are the property of Fairtrade**

**Cite this document as:**

**Pacha, MJ., and Clements, R. (2021) Fairtrade Climate Change Projects: Learning from experience. Fairtrade International.**



# CONTENTS

<b>INTRODUCTION</b>	<b>5</b>
<b>METHODOLOGY</b>	<b>6</b>
<b>PROJECTS</b>	<b>7</b>
<b>SELECTING PROJECTS</b>	<b>8</b>
<b>CLIMATE ACADEMY</b>	<b>10</b>
<b>DIGNITY FOR ALL</b>	<b>14</b>
<b>EXCHANGE</b>	<b>18</b>
<b>GROWING RESILIENT AGRICULTURAL</b>	
<b>ENTERPRISES (GREAN)</b>	<b>22</b>
<b>HONEY FOR THE FUTURE</b>	<b>26</b>
<b>SANKOFA</b>	<b>30</b>
<b>SUPPORTING INDIGENOUS ORGANIC COFFEE PRODUCERS IN MEXICO</b>	
<b>ADAPT TO CLIMATE CHANGE</b>	<b>34</b>
<b>GROWING WOMEN IN COFFEE</b>	<b>38</b>
<b>YOUTH LEADING ADAPTATION TO CLIMATE CHANGE IN COFFEE IN BOLIVIA</b>	<b>42</b>
<b>KEY TRENDS</b>	<b>46</b>
<b>COMMERCIAL PARTNER INTERESTS</b>	<b>50</b>
<b>KEY IMPACTS</b>	<b>51</b>
<b>BENEFICIARIES</b>	<b>52</b>
<b>APPROACH TO CLIMATE CHANGE</b>	<b>53</b>
<b>CLIMATE CHANGE ACTIONS</b>	<b>54</b>
<b>OPPORTUNITIES FOR SCALING UP</b>	<b>56</b>
<b>LESSONS LEARNED</b>	<b>57</b>

## 01. SUMMARY

# CLIMATE CHANGE PROJECTS

Learning from experience

**Climate change is one of the greatest challenges we face. Extreme weather and rising temperatures are already hitting the production of major Fairtrade commodities including coffee, cocoa and tea.**

### The threat of climate change

Higher temperatures, drought, floods, extreme weather, crop diseases, soil erosion and sea water contamination threaten livelihoods and food security.

Farmers are on the frontline of climate change and for million of farming families and communities worldwide, especially those in the Global South, the impacts of climate change are a daily reality.

All of us – consumers, retailers, traders – rely on farmers to produce the food we need to feed a growing global population. 80 percent of the world's food comes from 500 million small-scale farms. If they suffer, we all feel the consequences. Some studies suggest that a rise of just one degree could lead to reductions of between five and ten percent in the yields of major cereal crops.

### About this document

This systematization document was commissioned based on the findings of the first phase of the consultancy to develop an offer to business in climate change for Fairtrade, initiated in January 2020, where it was identified that there is a need to understand which experiences are worth replicating and scaling-up.

Following a set of criteria, 10 climate change projects were selected and analysed in depth through the review of reports and interviews with Fairtrade staff.

Each project is explored through a project brief with key information.

In this report, we outline the systematization methodology, provide briefs of each project and analyse key trends and lessons learned that can inform the development of a compelling offer to business in climate change, as well as other Fairtrade strategies and actions..



# INTRODUCTION

**Fairtrade has been implementing projects on climate change for more than 6 years and there is a need to learn and reflect on these experiences. Through these projects Fairtrade helps farmers adapt, mitigate and become more resilient, and supports businesses and consumers to be part of a more sustainable supply chain. But how this is done?**

## Learning and improving practice

Climate changes is an ongoing threat and there is a need to constantly learn and adapt from experience. Everyday Fairtrade producers are exploring new ways to adapt to climate change and mitigate their actions. They are in effect, "learning while doing".

For this reason, it is crucial that Fairtrade climate change projects are explored in detail and that lessons learned about what works and what does not work are captured, shared and used to inform other efforts, whether at the local project level or national level.

Fairtrade recognizes the importance of learning and knowledge learning and believes these are vital for tackling climate change effectively. Learning also helps to minimize reduncancies while maximising the effectiveness of practices to combat climate change.

The main objectives of the systematization are therefore to:

- collect evidence of what Fairtrade's climate change projects have achieved to date;
- identify specific practices, approaches and ways of working that have worked and which can form the backbone of the offer to commercial partners;
- inform Fairtrade's future efforts to support small producers to adapt to and mitigate the effects of climate change;



- generate lessons for other on-going processes within the organisation, such as MEL processes, the review of the Climate Standard etc.

This systematization report is part of a package of knowledge, materials and tools produced as part of this consultancy, which includes: 10 internal systematization reports, 10 project briefs, 10 project documentation folders and a systematization toolkit, as well as a marketing brochure and presentation for sharing with commercial partners



# METHODOLOGY

## SHARING EXPERIENCES IS KEY FOR PROVIDING A FAIRER DEAL FOR FARMERS

The methodology used to learn about Fairtrade projects is called *systematization of experiences*. This methodology emerged in Latin America in the 1970s. It combines popular education learning with participatory action-research and social intervention tools to encourage critical and thoughtful interpretation in the process of identifying lessons learned.

### What is systematization?

A “systematization” is a team-reflection process that helps to capture the learning that comes from experience. It is as if a story is told about a project: where it started (initial situation), the process the team went through (implementation phase) and the results (current situation). This approach helps to deeply and critically interpret experiences, and places equal importance on both the process and result of knowledge development, while also exploring key questions, such as:

- What changes (social, economic, environmental) came about because of the project/intervention?
- How was it possible to achieve what was carried out?
- What worked and did not work?
- What were the key factors for success and what contributed to the challenges?
- What could have been different and why?

It is important that this process is completed as a team, since different people have different perceptions of the development of a project, including the challenges and the lessons learned. It is suggested that at least two (or more) people are involved and that there be a gender balance between participants where possible. In the case of Fairtrade, it was found to be relevant to speak to a representative of the National Fairtrade Organization and of the Producer Network.

Systematization differs from monitoring and evaluation in that it provides greater insight into qualitative aspects of the work carried out, which are difficult to measure and can often only be identified collectively - and it can be applied at any point in the project cycle. At the same time, the systematization process is complementary to and aligned with existing Fairtrade MEL mechanisms and metrics.

### Why is this useful?

This systematization process will particularly useful for Fairtrade to:

- Refine strategies, frameworks and working hypotheses for replicating and scaling-up climate change projects or interventions into a coherent programme of work;
- Contribute to the development of the long term-vision of what Fairtrade wants to achieve in terms of integrating the issue of climate change into its operations;
- Improve visibility of successful climate change projects;
- Improve or adjust ongoing climate change projects or initiatives;
- Refine and strengthen Fairtrade standards based on evidence from multiple initiatives;
- Facilitate transfer of climate change models, experiences and lessons learned to contexts different than those where the experience originated;
- Identify successful delivery models for working with commercial partners;
- Link local action with (provide evidence for) Fairtrade’s advocacy and policy positions;
- Contribute evidence and learning for on-going consultancies and institutional processes such as the systematic review into climate change and Fairtrade; the new strategy development, including revisions to the Theory of Change and to the global MEL system.

The systematization process ran from September to December 2020 with the involvement of more than 13 Fairtrade staff representing National Fairtrade Organizations and Producer Networks.





# CLIMATE CHANGE PROJECTS



# SELECTING PROJECTS

## Criteria for project selection

Ten climate change projects were selected through consultations with Fairtrade and based on the following criteria:

1. Targeted at tackling a specific climate change challenge and including a range of activities specifically related to climate change such as vulnerability assessments, capacity building and agricultural techniques
2. Completed, or nearly completed with sufficient time/experience to be analysed
3. Adequate project documentation available, such as baseline, logframe, M&E reports
4. Availability of Fairtrade staff involved in project implementation
5. Inclusion of Fairtrade priority groups and issues, such as young/vulnerable/gender groups
6. Projects financed (fully or partially) by commercial partners
7. Representing a range of Fairtrade products  
Involves more than one producer organization

## Data collection process

Data collection consisted of reviewing project documentation and conducting meetings with National Fairtrade Organization and Producer Network representatives involved in project implementation. Efforts were made to bring together National Fairtrade Organization and Producer Network representatives in these meetings to facilitate joint reflection and learning.

In addition, the consultants participated in several meetings of Fairtrade's Environment and Climate Change Working Group and also an external webinar organized by the Latin American and Caribbean Coordination of Small Producers and Fair Trade Workers (CLAC) on climate change experiences.

## Selected projects

Ten projects met the criteria mentioned in the previous section (Table 1).

The *Ben & Jerry's Producer Development Initiative* project does not have a project brief as the commercial partner preferred not to share this information.

In the following section each of the projects will be explored .





Table 1: Fairtrade Climate Change projects selected for systematization

Name	Product	Country
1. Ben & Jerry's Producer Development Initiative	Sugar	El Salvador
2. Climate Academy	Coffee	Kenya
3. Dignity4All	Coffee	Ethiopia
4. Exchange: Regional Project for Advocacy and Leadership on Climate Change	Coffee, quinoa, banana and cocoa	Bolivia, Ecuador, El Salvador, Guatemala and Nicaragua.
5. Growing Resilient Agricultural Enterprises (GREAN)	Coffee	Uganda
6. Honey for the Future	Honey	Guatemala
7. Supporting Indigenous Organic Coffee Producers in Mexico Adapt to Climate Change	Coffee	Mexico
8. Sankofa	Cocoa	Ghana
9. Growing women in Coffee	Coffee	Kenya
10. Young leaders leading adaptation to climate change in Fairtrade coffee in Bolivia	Coffee	Bolivia





## CLIMATE ACADEMY

Phase 1: 2017-2019



**The training I received has helped me increase my coffee production. I have biogas which has made my cooking easier. Through the coffee, milk and other proceeds from the farm, I have educated all my children, built a better house, and constructed a better cowshed.**



Grace Martim,  
Kabng'etuny Farmers Cooperative  
Society, Kenya



**FUNDING**

**EUR 609,658.00**

### FUNDERS

Project partners (Max Havelaar Foundation Benefit Proposal, Peeze) and international donor: Dutch National Postcode Lottery

### PROJECT SUMMARY:

The Climate Academy aimed to increase the climate change resilience of coffee farmers through training them on sustainable land agricultural management practices; and through the subsequent application of insights, skills and techniques designed to better adapt to climate change. In Kenya, the project empowered over 8.000 coffee farmers, a third of whom were women, generating additional income and new employment. Resilience to climate change and a sustainable farming systems were strengthened through the adoption of shade tree planting within coffee farms. Also clean energy for domestic purposes like cooking was adopted and the use of biogas and/or improved cookstoves as an alternative to the traditional wood for cooking has freed to engage in other gainful activities. Village Savings and Loans Association implemented in the project improved social interaction and cohesion amongst the community.



## KEY STAKEHOLDERS

Max Havelaar Foundation Benefit Proposal, Dutch National Postcode Lottery, Peeze in partnership with Fairtrade Netherlands, Fairtrade Africa and Machakos Cooperative Union.

## WHY WAS THE PROJECT CARRIED OUT?

- Vulnerability to climate change of coffee producers in Machako region in Kenya
- Lack of knowledge of what climate change is and how it is affecting producers
- Over-dependence on coffee as the main family income
- Usage of wood for fuel that causes forest loss
- Weak organization structure and lack of technical awareness.
- Low financial literacy among farmers
- Unequal gender relations regarding access to and control over resources and decision-making

## OBJECTIVES

The Climate Academy aims to **increase coffee farmers' resilience to climate change** by systematically training them and implementing insights, skills and techniques that will enable them to control climate change better. In doing so, farmers learnt from experts and subsequently from each other (Farmer Field School method).

## MAIN ACTIVITIES:

The objective was achieved working through 5 pillars:

**(1) Strengthen the capacity of the farmer organizations**, through various trainings such as on financial management and premium, leadership and governance, social policies and gender inclusion;

**(2) Make agriculture more climate resilient** through sustainable agricultural land management practices and Disaster Risk Management;

**(3) Offer new opportunities to switch to sustainable energy** which involved promoting adoption of solar energy, use of energy efficient cook stoves and biogas among women farmers and training of youth and women on their construction.

**(4) Develop new income-generating activities**, for increasing opportunities for households of smallholder coffee farmers to diversify and engage in alternative income generating activities (macademia, banana, avocado, fish, and apiaries) and

**(5) Develop a Climate Academy Guide** putting together the learning from phase 1 that could be used in other unions within East and Central Africa.

# CLIMATE ACADEMY

Phase 1: 2017-2019

## CLIMATE CHANGE COMPONENTS AND SPECIFIC OBJECTIVES:

**The project aimed to improve farmers' resilience to climate change through sustainable agricultural land management (SALM) practices and disaster risk management (DRM).** Prior to the project approximately 80% of the farmers did not know what climate change meant and how it impacted their lives. Activities to address this included: awareness raising on climate change for 650 farmers, development of a Farmer Field School Curriculum and Climate Academy Guide, promotion of SALM practices, establishment of demo plots and provision of support to producer organisations in the development of DRM plans. SALM practices were adopted by 80% farmers.

**The project also promoted a switch to green energy** among households to reduce reliance on firewood and thus reduce pressure on local forests. In particular women were engaged in this activity since they are generally responsible for collecting wood for fuel and are most exposed to harmful emissions during meal preparation. Demonstration sites were set up at the producer organization premises to provide learning sites for farmers. This resulted in the adoption of biodigestors and solar cookstoves.

## KEY ACHIEVEMENTS AND INDICATORS:

- The project empowered 8082 coffee farmers of which a third were women
- 410 hectares of land improved through diversified and resilient production methods including agroforestry and conservation agriculture
- 30 demonstration plots established
- 3,200 farmers trained by local promoters
- 30,000 trees seedlings distributed
- 6 tree nurseries established
- 3,000 shade trees planted and still viable at the end of project
- 650 farmers trained on Disaster Risk Management
- 7 Disaster Risk Management plans developed among 7 producer organisations
- 300 cook stoves distributed
- 60% reduction in tonnage of firewood used among women adopting energy saving cook stoves.
- Promoting adoption of alternative energy:
  - 300 women using coffee husk briquettes instead of firewood for fuel
  - 4 solar panels installed among 4 producer organisations
  - 36 youths trained on construction of biogas digester units and production of energy saving cook stoves



**Demo farms allow farmers to see what they need to do. The farmers replicate what they have observed onto their farms.**

Martha, Chief Executive Officer,  
Mitaboni FCS Mitaboni FCS

## LESSONS LEARNED:

- **Projects with activities that lead to quick returns or income generation and that involve modern technologies are easily adopted by the youth.** Training on biogas construction was embraced by youth as it was seen to provide immediate employment, an attractive aspect for youths.
- **A minimum of 5 years would be ideal in order to bring long lasting change and impact.** The project duration was too short (2 years) according to participating cooperatives to realize full impact.
- **Climate change mitigation and adaptation take various forms.** Based on the risk analysis and opportunities assessment carried out and later coupled with sensitization sessions, it was evident that farmers preferred mitigation-based activities such as tree planting, installation of cook stoves and biogas units as opposed to adaptation activities. Mitigation activities had approximately 95% success rates.

## FUTURE OPPORTUNITIES:

- Establishment of Village Savings and Loans Associations.
- Alternative Income Generating Activities and especially poultry and coffee roasting.
- Sustainable Land and Agricultural Management technologies and practices, especially coffee shade trees.
- Renewable energy technologies; biogas, cookstoves and solar energy, which have potential to generate carbon credits.
- Use of promoters as an extension methodology and use of local artisans to support technology manufacture and transfer
- Sharing of experiences and knowledge generated through the project, such as the manuals.

This project contributed to the following Sustainable Development Goals:



PROJECT BRIEF  
**COFFEE**



**ETHIOPIA**



**DIGNITY FOR ALL**  
**TOWARDS IMPROVING SUSTAINABLE ETHIOPIAN COFFEE VALUE CHAIN**  
2018-2021



“We have managed to improve production in coffee and bananas and our savings have helped us to build a new house hence transforming our lives. We now decide on our investments together, we plan together and this has improved the well-being of the family at large, We are better now than we were 5 years ago.”

Mr and Mrs Bakuneta of Ryakahimbi Village, ACPCU members

**FUNDING**

**EUR 800,000**

**FUNDERS**

Fairtrade (Finland, Switzerland, Sweden and UK); commercial partners (Gustav Paulig Ltd and Aldi); institutional donor (Finnish Ministry for Foreign Affairs), cooperatives

**PROJECT SUMMARY:**

The objective of the project is to improve the sustainability of the Ethiopian coffee value chain by increasing the volume and quality of crops, enhancing marketing opportunities for Fairtrade-certified coffee, reducing land degradation and environmental pollution from coffee production and processing and by strengthening the capacity of smallholder producer organisations.

The project also promotes the inclusion of vulnerable groups like women, youth and people with disability. The project is expected to benefit over 52,000 farmers and their families.



## KEY STAKEHOLDERS

Fairtrade Africa, Fairtrade Finland, Fairtrade Sweden, Fairtrade UK, Fairtrade Switzerland, Gustav Paulig Ltd, Aldi, Ethiopian Coffee and Tea Marketing and Development Authority, Furra Institute of Development Studies and Education, Jimma University, TechnoServe, Solidaridad, Bench Maji, Sidama and Yirgacheffe Coffee Cooperative Unions

## WHY WAS THE PROJECT CARRIED OUT?

Ethiopian coffee farmers are very vulnerable and often live in extreme poverty. They face challenges like low productivity, quality inconsistency, lack of direct sales contacts and marketing skills. As temperatures rise and rains become more erratic, Ethiopian coffee farmers have seen decreasing yields. In rural areas, manual agricultural wage workers are in the very weakest position. Small producer organisations consist of coffee producers and usually don't have capacity dealing with seasonal hired labour. With huge youth unemployment in Ethiopia, youth are especially vulnerable.

## OBJECTIVES:

The overall objective of the project is to contribute to realization of the right to sustainable livelihood of coffee producer and worker households in the Sidama, Yirgacheffe and Bench Maji regions.

The purpose of the project is to make coffee production more economically, environmentally and socially sustainable.

The project focuses especially on youth, people with disabilities, women and the poorest farmers and workers

## MAIN ACTIVITIES:

- establishment of coffee nurseries,
- distribution of improved coffee varieties and agricultural tools, soil PH and nutrient analysis,
- training on organic agricultural practices,
- training on coffee quality testing,
- establishment of coffee quality assessment laboratories,
- participatory forest management,
- installation of waste water filtration and evaporation systems (known as vetiver wetlands and eco-pulpers) in coffee processing plants,
- establishment and register of 3 youth-led agri-businesses,
- training on administrative, financial and human resource management including gender equality and disability inclusion policy, market feasibility study,
- farmer exchange visit to Uganda,
- afforestation and re-afforestation.



**With support from Fairtrade Africa I am able to access reliable seedlings and I am grateful for that. I am hopeful that in the coming 2-3 years, I will supply more cherries to my cooperative and will boost my production and my family's income.**

Moges Getachew, member of Fajeka Coffee Cooperative Society under Bench Maji Union, living with disability



## DIGNITY FOR ALL

### TOWARDS IMPROVING SUSTAINABLE ETHIOPIAN COFFEE VALUE CHAIN 2018-2021

#### CLIMATE CHANGE COMPONENTS AND SPECIFIC OBJECTIVES:

- Promoting organic agricultural and agroforestry practices to protect crops from prolonged heat or rain and from pests and diseases
- Promoting inter-cropping of coffee with other nutrient conserving crops to reduced deforestation
- Reducing water use in coffee washing stations and establishing wastewater treatment facilities (vetiva wetlands and eco-pulpers)
- Increasing tree planting and conserving natural forests to reverse deforestation

#### KEY ACHIEVEMENTS AND INDICATORS:

The impacts of the many of the project activities will be available in 2021.

To date, key achievements focus around:

- The establishment of youth-led agri-businesses
- Distribution of 100,000 coffee seedlings and equipment
- Development of an organic coffee production manual
- Training in coffee quality testing
- Establishment of two coffee testing and training laboratories
- Revision of coffee union by-laws and policies to include women, youth and people living with disabilities
- The Bench Maji coffee union successfully met with new coffee buyers from Singapore, resulting in an increase in sales of 10,000USD in 2019 and 15,000 USD in 2020.

**“We work to ensure the bright future of coffee. We invest in profitable and sustainable coffee farming so that coffee will continue to be a source of livelihood and enjoyment also for future generations. The key factor in the coffee chain is the coffee farmer, trying to make a living and sustain a business while battling problems caused by climate change.”**

Katarina Aho Director Sourcing & Hedging at Paulig Group

## LESSONS LEARNED:

- **It is extremely important to develop appropriate strategies to involve young people in the coffee value chain.** Climate change impacts will be felt by this generation so they must be engaged to strengthen the sustainability of coffee-based livelihoods.
- **The involvement of women is also key** because they are responsible for planting and caring for the coffee seedlings, so take-up amongst women farmers of the organic practices is extremely important for success.
- **Learning and recommendations on coffee GAPs must be customised** for the precise location of the work.
- Eco-pulpers\* and vetiva adoption\* provide cooperatives with **more capacity to process more coffee daily**, so they also strengthen the cooperative society, by increasing yield and membership but their environmental impact should be considered.

\*two technologies adopted by coffee processing plants to clean waste water

“....with the training we received and seed money provided we are prepared to start a business in agricultural input supply and get out of dependency on our parents...”

Genzebe Melese, Sidama Union Youth Group Committee Member

## FUTURE OPPORTUNITIES

- Youth engagement in the coffee value chain - intergenerational knowledge transfer amongst an ageing community is vital for its future survival.
- Product diversification, for example, through inter-cropping, can contribute to farmers accessing a living income all year round.
- Organic coffee farming techniques can be customised for different locations.
- The vetiva wetland technology and eco-pulpers could be taken up by other agro-processing plants with similar waste water issues.

This project contributed to the following Sustainable Development Goals (SDGs):







**BOLIVIA**  
**ECUADOR**  
**EL SALVADOR**  
**GUATEMALA**  
**NICARAGUA**

**PROJECT BRIEF**  
**COFFEE, QUINOA,**  
**BANANA AND COCOA**



**EXCHANGE**

**REGIONAL PROJECT FOR ADVOCACY AND LEADERSHIP ON CLIMATE CHANGE**  
**2019-2021**



**I learned that it is better to conserve timber trees, which are an essential part of our nature, which convert CO2, the trees capture that and transform it into something beneficial on the earth.**



Nestor Belisario Quispe,  
 Farmers Association Montaña Verde  
 Bolivia

**FUNDING**

**EUR 435,428**

**FUNDING FROM:**

Fairtrade Finland through its Development Cooperation Programme funded primarily by the Finnish Foreign Affairs Ministry.

**PROJECT SUMMARY:**

This project aimed to increase the recognition of small producers and Fairtrade national coordinators of 5 countries as key actors in promoting adaptation and mitigation of climate change. This was done by forming a school of 100 young leaders focused on advocacy, training and communications around climate change.

## KEY STAKEHOLDERS

Fairtrade Finland, the Latin American and Caribbean Coordination of Small Producers and Fair Trade Workers (CLAC) and National Fairtrade Platforms from Bolivia, Ecuador, El Salvador, Guatemala and Nicaragua.

## WHY WAS THE PROJECT CARRIED OUT?

The small producers of the Fairtrade System are vulnerable to the impacts of Climate Change. One of the reasons for this vulnerability is that the magnitude of the task of adapting to Climate Change requires resources and support from other public and private actors. Unfortunately, due to the complex uncertainty and relative novelty of the problem, the capabilities of advocacy of small producers, necessary to manage support in their effort of adaptation, are at an early stage of development.

## OBJECTIVE:

To strengthen the capacities to influence the problem of Climate Change of the small producers of fair trade in the participating countries and increase their knowledge about the thematic and possible adaptation measures.

## MAIN ACTIVITIES:

They propose to achieve this by the following three main activities:

- **Advocacy-** The National Fair Trade Coordinators of the 5 participating countries implement advocacy actions on Climate Change in their respective countries, in a systematic and planned manner.
- **Training-** At the end of the project, 100 small producers from the 5 participating countries strengthen their leadership and advocacy capacities to promote changes that reduce the vulnerability of PPs to climate change
- **Communication-** Increased recognition of PPs as protagonists of adaptation and mitigation of Climate Change, by public and private actors of the value chains of interest

## EXCHANGE

### REGIONAL PROJECT FOR ADVOCACY AND LEADERSHIP ON CLIMATE CHANGE 2019-2021

#### CLIMATE CHANGE COMPONENTS AND SPECIFIC OBJECTIVES:

All the activities of this project are related to climate change.

Specifically:

- Implementation of a leadership school in Climate Change in each of the 5 countries of the project and replications.
- Distribution of educational materials such as infographics, a game and manuals of good practices of adaptation to Climate Change based on the systematization of experiences of producers.
- Preparation of participatory diagnoses on the impacts of Climate Change in the 5 countries of the project. Related to this objective two studies on climate change and vulnerability were made for Bolivia and Ecuador (and infographics) and another for Central America. Also climate simulations were carried out to define the performance and its climatological characteristic for various products: Cacao, Quinoa, banana and coffee.
- In total 12 Adaptation plans were done for Guatemala using the same standardised framework and methodology.
- Design of a communication strategy, differentiated for different audiences, on the subject of Climate Change of small producers.
- Participation of small producers and producers in important national and international events related to Climate Change

#### KEY ACHIEVEMENTS AND INDICATORS:

- 112 small farmer have been trained in 4 leadership schools on climate change that have taken place in Ecuador, Bolivia, Guatemala, and Nicaragua in different formats.
- on average, 89% of them demonstrate a high level of knowledge on leadership topics and 81% portray a high knowledge on climate change topics”.
- 23 advocacy actions have been conducted by the country networks to decrease the vulnerability to climate change
- 8 alliances have been signed by the country networks to promote and conduct adaptation and mitigation actions
- 3820 small farmers have received technical information distributed by the project.
- 19 participations in national and international climate change events by members of country networks and CLAC.
- The issue of advocacy has been put on the table with the national coordinators. The advocacy plans were updated.
- Young people are more involved in the national coordination.



## LESSONS LEARNED:

- Climate change advocacy training must be comprehensive, including technical / practical topics (on-farm adaptation practices), as well as theory and recreational opportunities where young people can apply the skills and knowledge acquired (interventions, participation, replications, others) .
- Leadership schools have a greater impact if they are coordinated at the local level with educational entities, who endorse the training.
- To develop adaptation plans for each context there is a need to have a systematic and methodological approach that could be simple to understand by producers.

## FUTURE OPPORTUNITIES

Training of leaders in climate change and advocacy topics, such as being accompanied by national and regional practical opportunities for producers to practice and apply their knowledge.

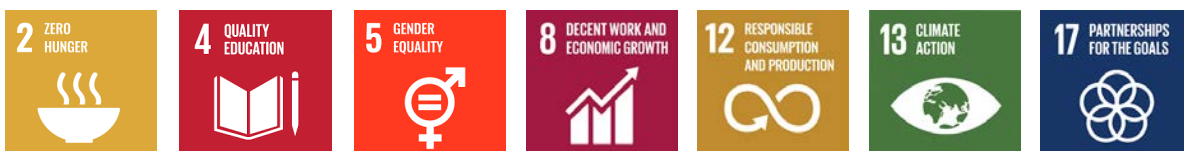


**Raising awareness of caring for the environment in order to be able to lead in a friendly way with the planet and leave our future generations a sustainable planet", while María Fernanda Cun shares with us that her aspiration is "to be an exemplary leader." In summary, the participants consider that the school's greatest contribution will be the application of this training process within the scope of their competencies and roles within their organizations.**



Producer Eduarda Romero Mendoza,  
participant in the leadership school in Ecuador

This project contributed to the following Sustainable Development Goals (SDGs):





## GROWING RESILIENT AGRICULTURAL ENTERPRISES (GREAN)

2017-2019



***We started with soil and water conservation techniques we were trained in gender and savings. As of now, we have managed to improve production in coffee and bananas and our savings have helped us to build a new house hence transforming our lives. We now decide on our investments together, we plan together. We are better now than we were 5 years ago.***

Mr and Mrs Bakuneta of Ryakahimbi Village, Ankole Coffee Producers Cooperative Union members



**FUNDING**

**EUR 660,000**

### FUNDING FROM:

Norwegian government and project partners (Fairtrade Africa, Fairtrade Germany, Vi Agroforestry, Producer Organisations)

### PROJECT SUMMARY:

The GREAN project contributed to improved sustainable livelihoods for small-scale coffee producers in Uganda through a combination of agroforestry and sustainable agricultural practices, enhanced producer participation in the value chain, improved access to financial services, as well as introduced climate friendly energy solutions and green business opportunities for women and youth.

GREAN has supported the coffee producing organisations to improve volumes and sales through enabling their ownership over more of the coffee value chain. The project has also seen the women producers launch a new Fairtrade Robusta coffee brand - the first of its kind in Uganda.

Furthermore, the GREAN project has promoted the manufacturing and sale of coffee husk briquettes and certified improved cookstoves by women and youth. Through the use of the improved cookstoves, the coffee producing organisations generated Fairtrade Carbon Credits which will be sold to generate additional income

## KEY STAKEHOLDERS

Fairtrade Africa, Vi Agroforestry, Ankole Coffee Producers Cooperative Union (ACPCU), Banyankole Kweterana Cooperative Union (BKCU), Kibinge Coffee Farmers' Cooperative Society (KCFCS), Nordic Climate Facility and Fairtrade Germany as financial supporters

## WHY WAS THE PROJECT CARRIED OUT?

Productivity of coffee in the Western and Central regions of Uganda is declining due to use of unsustainable production methods contributing to soil fertility nutrient depletion. The situation is worsened by the impacts of climate change and market failures. Food insecurity and lack of regular income can cause smallholder farmers to sell their coffee harvest prematurely at prices far below its potential market value.

Women and youth are highly vulnerable and unemployment rates among youth are high at 64%. Many youth are engaged in unpaid work on smallholder family farms, making it difficult to develop financial independence. Women provide most of the labour on coffee farms, but generally lack access to information, are excluded from decision-making and lack control over family finances and assets. Women are also underrepresented in community politics and have little influence over community strategies for adaptation to climate change.

## OBJECTIVES:

- Strengthen capacity of smallholder coffee farmers to implement sustainable agricultural practices.
- Enhance participation of three coffee producing organisations along the coffee value chain.
- Improve participation of women and youth in decision making at organisational and household level.
- Adoption of climate-friendly energy cookstoves and coffee husk briquettes generating Fairtrade Carbon Credits as well as employment and income opportunities for women and youth .
- Improve financial literacy and access to financial services.

## MAIN ACTIVITIES:

- Training on sustainable agricultural practices;
- launch of new coffee brand;
- promotion of coffee in local and regional markets
- establishing Village Loan Association Schemes;
- organizational capacity assessment;
- fabrication and sales of Improved cookstoves;
- gender training;
- project registration to generate Fairtrade carbon credits.



# GROWING RESILIENT AGRICULTURAL ENTERPRISES (GREAN)

2017-2019

## CLIMATE CHANGE COMPONENTS AND SPECIFIC OBJECTIVES:

- Introducing agroforestry and sustainable agriculture practices
- Manufacture, distribution and adoption of improved cookstoves and coffee husk briquettes
- Project registration with the Gold Standard and the Fairtrade Climate Standard
- Generation of Fairtrade Carbon Credits

## KEY ACHIEVEMENTS AND INDICATORS:

- Trained over 17,000 smallholder coffee farmers to implement sustainable agricultural practices;
- Over 90% of the farmers practicing 3 or more sustainable agriculture practices acknowledge increased coffee production;
- Over 98% of the farmers have increased earnings from coffee. On average, household income earned from coffee per season doubled;
- The size of the coffee beans improved from screen 12 to screen 15 and screen 18, meaning the beans were deemed higher quality and fetched higher prices.
- Enhanced participation of producer organisations along the coffee value chain;
- Women producers launched their own-brand Robusta coffee, the first of its kind in Uganda;
- There was a 15% increase in women farmers taking up coffee farming as a business and an increase in local sales by 10%
- Participation of women and youth in decision making in producer organisations and households was enhanced by around 30%, leading to increases in household productivity and incomes;
- 50 women and youths set up climate friendly stove businesses;
- Over 480 women and youths set up coffee husk briquette producing businesses;
- 250 Village Savings and Loan Associations were established providing 94% of women and youth with access to affordable credit.

### INCREASE ACCESS TO FINANCIAL SERVICES

Enabling farmers to access and open affordable savings and credit accounts. Increased access to loans for women and youth will boost their business activities.



### INCREASE WOMEN & YOUTH PARTICIPATION

Including women and youth in joint planning and decision making to increase yields and profit.

## LESSONS LEARNED:

- The introduction of climate friendly stoves and briquette making can create complementary employment opportunities for women and youth members of coffee smallholding families.
- Inclusive and resilient livelihood options and private sector engagement through carbon trade demonstrate the potential to transform at-risk communities into models for green growth.
- The Fairtrade Carbon Standard model is complex, timely, costly and therefore not attractive or suitable to all SPOs. Either these implications need to be factored adequately into project design or the process could be simplified.

## FUTURE OPPORTUNITIES:

- There is significant demand for improved cookstoves among the local communities in the project site. The GREAN project partners are keen to expand the manufacture and distribution of cookstoves to at least 20,000. This would create additional green business opportunities for women and youth, and at the same time enable them to generate Fairtrade-certified carbon credits for sale on international markets.
- In fact, we see great potential to scale-up the benefits of the Fairtrade Climate Standard to all Fairtrade-certified producer organisations. This could be through the production and adoption of biomass briquettes and improved cookstoves as in the GREAN project.
- Train more smallholder coffee producers with the climate resilient farming methods developed by the GREAN project, such as agroforestry and organic mulching. We want more farmers to enjoy the benefits of these techniques, to be able to produce larger, better quality coffee and fetch more competitive prices.
- Continue to promote women-owned, organic and environmentally friendly coffee brands to regional and international markets, including building consumer awareness through campaigns.

This project contributed to the following Sustainable Development Goals (SDGs):



# PROJECT BRIEF HONEY



# GUATEMALA



## HONEY FOR THE FUTURE

2018-2021



**Bee keeping not only generates life but more employment and better living conditions.**

Pedro Alvarado  
Farmer from Acodihue, Guatemala



**FUNDING**

**EUR 304,777**

### FUNDING FROM:

Fairtrade Finland through its Development Cooperation Programme funded by the Finnish Foreign Affairs Ministry

### PROJECT SUMMARY:

The Honey for the Future Project supported 1,289 Guatemalan Fairtrade certified beekeepers to adapt to climate change, which has been affecting the productive process of bees causing a substantial drop in production and quality.

The lack of access to technologies and government technical assistance makes beekpeeps more vulnerable. For this reason, they require additional support to adapt and face the problems generated by increased temperatures, rains, droughts and the presence of some pests and diseases.



## KEY STAKEHOLDERS

Fairtrade Finland, CLAC, the Guatemalan Fairtrade Coordinator, and seven producer organisations in Guatemala.

## WHY WAS THE PROJECT CARRIED OUT?

According to the honey producers, climate variations have had direct repercussions on flowering, drastically reducing their yields and causing great losses for families. High temperatures cause the flowers to dry out, thereby losing nectar and pollen. Prolonged droughts caused the migration of bees. On the other hand, excessive rain and frost increase humidity that kills bees. It is estimated that climate change caused a substantial decrease in honey production in Guatemala.

## OBJECTIVES:

The overall objective of the project was to contribute to improving the quality of life of Guatemalan Fairtrade certified beekeepers, and the wider Latin American Red Miel, affected by climate change through:

- 1) Improved production and quality** through productive investment, technical assistance and training.
- 2) Improving marketing** through commercialization, transformation, by-product development, negotiation and access to national and international markets; promotion of a gender and social inclusion approach.
- 3) Organizational strengthening** focusing on building the leadership and advocacy capacities of the network of Fairtrade certified honey producers in Guatemala and Latin America

## MAIN ACTIVITIES:

- Reforestation;
- Establishment of community nurseries;
- Technical assistance and training on business plans, marketing and market access, business management, organic certification and access to financing;
- Provision of specialized equipment, supplies and materials for the implementation of Good Beekeeping Practices, for manufacturing and for the commercialization of honey at local and international levels;
- Exchanges of national and international experiences to share knowledge and successful experiences;
- Permanent technical assistance to increase productivity.

# HONEY FOR THE FUTURE

2018-2021

## CLIMATE CHANGE COMPONENTS AND SPECIFIC OBJECTIVES:

Climate Change Adaptation Plans for honey producers were elaborated in a participatory way for the 7 producer organisations involved in this project. The Plans are a series of strategies, activities and methods that strengthen farmers' resilience to changes in the climate. Producers identify 2 or 4 practices that could help them adapt to climate change according to environmental, economic and social conditions.

## KEY ACHIEVEMENTS AND INDICATORS:

By Octubre (2020)

- 27 hectares were reforested every year with 70,000 honey plants.
- 87% of producers had adopted at least 3 good practices to adapt their honey production to climate change
- 4 out of 7 producer organisations developed a plan or strategy to mitigate future risks from climate change.
- 51% of organizations produce honey according to international honey production standards
- Producers have experienced on average a 20% increase in honey production due to good agricultural practices
- 6 out of 7 organisations export honey either directly or indirectly, demonstrating good access to international markets.
- The negotiation capacity of the producer organisations has been strengthened by 20%, mostly due to having more experience, training and support, according to the comments made by the managers



Knowledge transfer on climate change and apiculture. Mam ethnic group. Cuchumatán, Guatemala. ACODIHUE Producers Organization.

## LESSONS LEARNED:

- The process of adaptation to climate change is long-term, while the life of the project is short-term, so project indicators must be achievable in the short term.
- Establish a methodology for the dissemination of adaptation practices among farmers. This methodology must be endorsed by each organization according to its context and needs.
- Production with a climate change approach should not lose sight of important issues of quality and marketing of the product.
- Define a financing strategy for certain adaptation practices

## FUTURE OPPORTUNITIES

- Develop and roll out a standardized process for the development of adaptation plans by the producer organisations.
- Define tools (field notebook, posters and beekeeping calendars) and specific actions to support the adoption of adaptation practices by farmers.



Guide for honey producers in Guatemala on Climate Change Adaptation Planning.

This project contributed to the following Sustainable Development Goals (SDGs):





# PROJECT BRIEF COCOA



GHANA

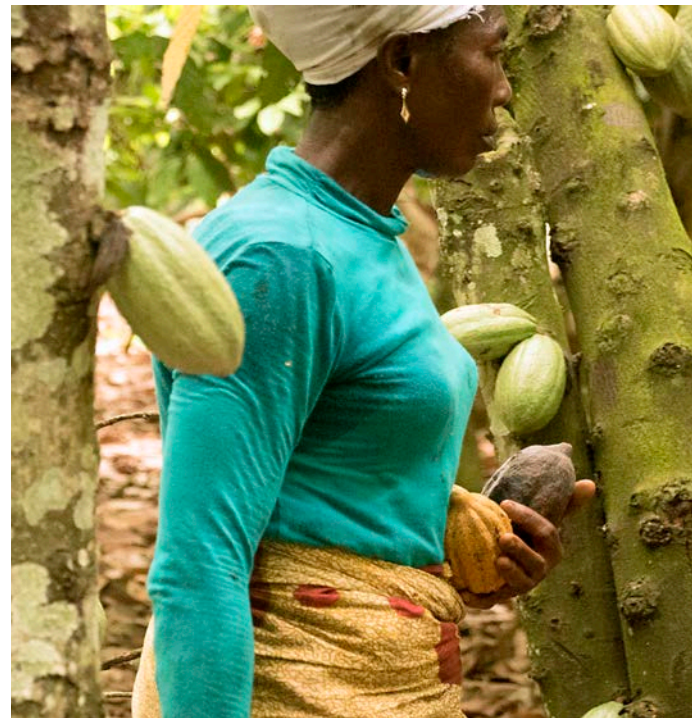


## SANKOFA EMPOWERED BY ALLIANCES FOR ACTION 2016-2023



The Sankofa project taught me not to burn the land and keep a lot of trees and organic matter to keep the soil moist. The cocoa does very well under this system. By planting lots of trees, following agroforestry techniques, I can earn money from selling the crops I grow and I have food to feed my family. I also have fruit, such as mango, lemon, orange to eat when the trees mature! I would like to tell people eating the chocolate that the cocoa used has been produced in a sustainable manner and therefore the quality is very high - you should invest more in sustainable cocoa.

Emelia Deborah  
Cocoa Farmer from Sankore



FUNDING

EUR 7,291,150

### FUNDING FROM:

Project partners (Fairtrade, commercial partners, institutional partners, cooperative), Swiss government

### PROJECT SUMMARY:

Sankofa is a multi-stakeholder partnership working in Ghana to promote more diverse cocoa production systems and improve farmers' livelihoods.

The project combines income diversification, dynamic agroforestry (DAF), diversified cropping systems and carbon insetting through a commercially driven, market systems approach. As a result, production and productivity of cocoa is being strengthened whilst reducing the impacts of climate change on farmers and improving their economic and social resilience to market and production risks. A key element in the success of the project is building a sustainable supply chain, from the farmer to the shop floor. Indeed, Sankofa is a win-win for all supply chain actors involved because it serves the interests of producers, the origin country, the sourcing company, consumers and the environment.

## KEY STAKEHOLDERS

Max Havelaar Switzerland; International Trade Center; Chocolats Halba/Coop; Kuapa Kokoo Farmers Union; Ecotop; WWF; South Pole; Ghana Yam Development Council; Nature and Development Foundation; Federation and Association of Ghanaian Exporters.

## WHY WAS THE PROJECT CARRIED OUT?

Project partners came together with shared interests to strengthen cocoa production and build commercial alliances in Ghana.

Most cocoa farmers in Ghana live in extreme poverty. Shifting world cocoa prices place pressure on smallholder farmers, particularly if they result in sustained lower farm gate prices central to farmers' living income. Additional challenges faced by cocoa farmers in Ghana include single cash crop dependency, underinvestment in food crops, limited capacity to run farms sustainably and profitably, underdeveloped linkages in value chains and the impacts of climate change - notably extended and unpredictable hot and wet periods. On the other hand, cocoa farming is contributing to deforestation with slash and burn practices often leaving land barren and leading farmers to move into new areas.

To tackle these issues, project partners decided to draw on their experience in dynamic agroforestry, diversified cropping and value chain development to support farmers to diversify their cocoa production, earn year-round income, access food crops and regenerate the ecosystem on which they depend. This approach supports the objectives of the Ghana Government and the Ghanaian Cocoa Board and is also aligned with global declarations and agendas relating to sustainable cocoa production.

In the second stage of the project, a carbon in-setting component was introduced enabling farmers to generate and trade carbon credits through reforesting their plots. Through this scheme, Coop/Chocolats Halba intends to in-set 75,000 MT of CO<sub>2</sub> emissions by 2028.

## OBJECTIVES

- Improve the living income of smallholder cocoa farmers
- Strengthen the resilience of cocoa farmers to market fluctuations and climate change impacts
- Strengthen local biodiversity and environmental protection
- Diversify smallholder production and strengthen associated value chains
- Increase potential for private sector partners to source more organic certified products from the farms
- Inset 75,000 MT CO<sub>2</sub> emissions
- Generate a strong reputation in sustainability in connection to the project partners
- Generate learning around the results and impacts which can feed into practice and policy

## MAIN ACTIVITIES:

Testing of DAF and diversified cropping techniques; building value chain linkages; scaling-up implementation; carbon in-setting strategy development; registration with the Gold Standard; building local capacity for implementation; earning and trading carbon credits; long-term monitoring of the carbon stock.

# SANKOFA

## EMPOWERED BY ALLIANCES FOR ACTION

2016-2023

### CLIMATE CHANGE COMPONENTS AND SPECIFIC OBJECTIVES:

- Promoting organic agricultural practices
- Improving soil fertility
- Protecting crops from prolonged heat or rain
- Protecting crops from pests and diseases
- Reversing deforestation
- Capturing carbon stock
- Strengthening the capacity of farmers to mitigate the impacts of climate change on their livelihoods

### KEY ACHIEVEMENTS AND INDICATORS:

The Sankofa Project has **trained over 1,200 small-scale farmers to restore their land**, increase yields and diversify their income streams, while increasing the potential of their farms to absorb carbon from the atmosphere.

**Crop diversification has increased household food security and available income.** Before the Sankofa project, farmers relied solely on cocoa income for buying food. When diversification was introduced, they began eating their own crops and using money from sales on other things than buying food, like education. Planting additional crops has increased farmers earnings by between 25 and 125% and they have greater cash availability throughout the year. Consequently, farmers have been highly motivated to take up and sustain the diversified cropping systems.

**Dynamic agroforestry has created favourable growing conditions that are helping to counter the impacts of climate change on farmer's livelihoods.** Even during the dry season the survival rate of cocoa seedlings was exemplary. The cocoa plants are no longer dying in harsh weather. DAF plots promote the vigorous growth of cocoa and other plants compared to monoculture plots. For example, cocoa mortality in dynamic agroforestry systems stood at less than 10% compared to traditional systems at close to 50%. Lower replanting requirements saves money, time and effort. Furthermore, on-site testing recorded lower temperature and higher moisture content in the topsoil on DAFS compared to monoculture plots.

**Reduced extension of cocoa farms into forest reserves.**

**Production costs have been reduced by moving from chemical to organic fertilizers.**

**Commitment to the sustainability** of the project from the SPO through investment of financial and in-kind resources. The SPO now sees organic production as a pathway to market.

**Strategic alliances** have been built between key value chain actors,



## FUTURE OPPORTUNITIES

- Scale-up sustainable cocoa production in West Africa. Our ambition is to help transform cocoa production in the region towards an organic, “climate friendly” model that produces high quality cocoa for regional and international markets while at the same time enabling farmers to earn a living wage and protect their local environment.
- Support more cocoa farmers in West Africa to diversify their crops. In the Sankofa project, the climate smart cropping system was extremely popular and easy to replicate. The inclusion of yam was particularly successful in Ghana due to local consumption and export potential.
- Develop a robust business case for dynamic agroforestry and the climate smart cropping system, enabling us to understand the costs and benefits of the scheme and to develop a finance-ready model.
- Supporting Fairtrade-certified producers across the world to apply dynamic agroforestry to cocoa and other crops.
- Support our commercial partners to in-set the carbon in their supply

**The cocoa industry faces great social and environmental challenges. Chocolats Halba is convinced that the only way to address these challenges is a sustainable cocoa supply chain - from smallholder farmers to chocolate consumers. To ensure a sustainable cocoa supply chain is not only an obligation to our industry, but also a prerequisite for the future production of chocolate specialties.**

Petra Heid - Head of Sustainability, Chocolats Halba

## KEY TERMS

**Dynamic Agroforestry** consists of combining crops and tree species with different life cycles and occupying different strata to ensure continuous income and food production until cocoa trees start producing.

**Diversified cropping systems** introduce multiple income-generating options to smallholder cocoa farmers through the organic production of associated crops such as yam, cassava, plantain and chilli peppers, in their cocoa plot.

**Carbon insetting** involves carbon capture within a business' own supply chain. In the dynamic agroforestry system, carbon is mainly captured by planting different tree varieties. Carbon insetting represents a strategic investment and commitment from companies to support climate action at farm level through regenerating the local ecosystem.

This project contributed to the following Sustainable Development Goals



PROJECT BRIEF  
**COFFEE**



**SUPPORTING INDIGENOUS ORGANIC COFFEE PRODUCERS IN MEXICO ADAPT TO CLIMATE CHANGE**  
2015-2016

“  
If we don't consider how the climate is changing, all the hard work of the members will be lost and there will be no production.”

Adolfo Lopez Álvaro, TNK Member



**FUNDING**

**EUR 50,000**

**FUNDING FROM:**

Lidl Supermarket Germany

**PROJECT SUMMARY:**

With the sponsorship from Lidl Germany, Fairtrade International has been supporting coffee producers to adapt to climate change and to implement best practices to increase resilience. For this project, CLAC chose the organic coffee producers of Tiemelonla Nich Klum as beneficiaries due to their high vulnerability and their need for support to recover from the impacts of the leaf rust disease.

## KEY STAKEHOLDERS

Fairtrade Germany, the Latin American and Caribbean Coordination of Small Producers and Fair Trade Workers (CLAC), Cooperative Tiemelonla Nich Klum (Palenque, Chiapas, Mexico), Universidad Autónoma de Chapingo, Universidad Latinoamericana por el Comercio Justo, Centre of Capacity Building on Coffee and Sustainable Development (CICADES)

## WHY WAS THE PROJECT CARRIED OUT?

Mexico is the world's largest producer of organic coffee, but since October 2012 the country has been affected by an outbreak of coffee rust disease, believed to have been triggered by climate change. The fungus spread to the entire Latin American region, reducing coffee production by 40% in Mexico alone. More than half of the jobs that coffee usually generates have disappeared and farmers lost their livelihoods. Some coffee farmers had to abandon their farms, increasing poverty and generating a social crisis.

The situation was critical in the largest coffee producer state of Chiapas, where the majority of producers were smallholder farmers, mostly indigenous people. For the indigenous cooperative Tiemelonla Nich Klum, which was already experiencing low yields due to soil erosion and poor soil quality,, the impact of leaf rust was devastating, reducing their harvest by 60%.

## OBJECTIVES:

The goal of the project is to increase resilience of 250 Tiemelonla Nich Klum coffee producers against the effects of climate change .

## MAIN ACTIVITIES:

- Increase knowledge of producers around climate change risks and effects
- Build capacity of producers in coffee nursery management and coffee growing
- Improve soil structure, fertility and health of coffee plants by applying good agricultural practices
- Support producers to grow and plant 125,000 coffee plants, 500 plants per producer
- Contribute to maintaining sustainable production of good quality Fairtrade organic coffee from Chiapas



# SUPPORTING INDIGENOUS ORGANIC COFFEE PRODUCERS IN MEXICO ADAPT TO CLIMATE CHANGE

2015-2016

## CLIMATE CHANGE COMPONENTS AND SPECIFIC OBJECTIVES:

There was no specific climate change analysis, but it was presumed that the leaf rust fungus was expanding because of changes in humidity and temperature that made the disease spread and affected also the flowering time of the coffee plant.

Coffee producers received awareness raising training on climate change and the capacity of local promoters was built around assessing climate change risks and adaptation opportunities.

## KEY ACHIEVEMENTS AND INDICATORS:

Tiemelonla producers:

- Increased their understanding of climate change risks and adaptation opportunities
- Learned how to set up and manage coffee germination beds and nurseries
- Increased their knowledge and are applying best practices on their farms
- Planted 125,000 coffee plants on their farms
- Reduced the incidence of leaf rust and other pests and diseases on their coffee plots
- Improved soil fertility and the nutrition of coffee plants, which is expected to impact positively on productivity in the long term.



Preparation of bordeless for controlling leaf rust fungus spread.

## LESSONS LEARNED:

- **A range of different stakeholders made it possible for the project to meet its objectives.** Lidl Supermarkets provided the funding for seeds, materials for nurseries and economic help for hiring labour. The University of Chapingo collaborated with their knowledge and provided insights on different coffee varieties. CICADE as a private civil society organisation that provided training and CLAC coordinated all the project implementation.
- **Grassroots organizational structures had local level reach and impact.** Training on sustainable land management practices was conducted in the communities, and this helped reach all the producers. Each farm was visited and producers felt involved in the project.

## FUTURE OPPORTUNITIES

Specific elements that could be scaled-up include:

- Training for producers in field schools
- Integration of multiple actors with complementary expertise into the project design and implementation team
- Engaging with a commercial partner to address sustainability in their coffee supply chains

This project contributed to the following Sustainable Development Goals (SDGs):





**GROWING WOMEN IN COFFEE**  
 2015-2018

**We have benefited as a community and for sure we are not where we started 4 years ago. Right now, we are united, stronger and we keep on supporting each other. Our households have also grown since we are able to contribute. financially.**



Ester Koskei, Chairlady Kabng'etuny  
 Women in Coffee Association

**FUNDING**

**£563,045**

**FUNDING FROM:**

Big Lottery, Guernsey Overseas Aid Commission and Jersey Overseas Aid Commission.

**PROJECT SUMMARY:**

Growing Women In Coffee aimed at deepening the role of Fairtrade-certification in promoting gender equality and empowerment within the coffee value chain. The project has worked with over 500 women farmers from West Kenya, supporting them to grow an independent income from coffee farming for the first time.

Smallholder women farmers have been trained on Good Agricultural Practices (GAPs) for coffee and other food crops, including techniques that support coffee plants to grow in the hotter and drier conditions the areas are now experiencing due to global climate change. Now, 87% of the coffee produced is premium grade Arabica coffee, compared to 25% at project start. The local environment has been protected through the establishment of domestic biogas units which are being used by women farmers as a sustainable alternative to firewood and charcoal.

The newly-formed Women in Coffee Association and its 110 members have benefited from organizational development and strengthening through gender mainstreaming and entrepreneurship skills. The Women in Coffee Associations have also been supported to sell their Fairtrade-certified women-branded coffee to domestic consumers.



## KEY STAKEHOLDERS

Fairtrade Foundation, Fairtrade Africa, Solidaridad East & Central Africa, Kabng'etuny and Kapkiyai Multipurpose Coffee Cooperative Societies and Kipkelion District Union.

## WHY WAS THE PROJECT CARRIED OUT?

The project was carried out to improve the livelihoods of women farmers through sustainable coffee production.

Low participation, ownership and decision making by women in coffee cooperative activities and at household level meant that women farmers had low access to assets and played a minor role in generating household income. Additionally, the coffee cooperatives had limited capacity with regards to processing and marketing women-produced coffee.

At the same time, several environmental factors were also affecting coffee production and local living conditions. On the one hand, changes in temperature and rainfall patterns have led to consistent reductions in coffee volumes and an increase in disease and infestation, affecting both quantity and quality of coffee production. On the other hand, the local environment has been degraded due an over-dependency on firewood.

## OBJECTIVES:

Improved livelihoods for women coffee farmers of Kabng'etuny and Kapkiyai Multipurpose Coffee Cooperative Societies resulting from:

- Increased use of sustainable farming methods leading to improved quality and yields of coffee;
- Improved use of and access to natural resources through the adoption of green energy production, resulting in lower levels of deforestation and less generation of harmful gases, mitigating climate change;
- The transfer of coffee assets from men to women;
- Improved representation and participation of women through the establishment of a Women's Coffee Association; and
- Support for the production and sale of a branded women's coffee - Zawadi - into domestic markets.

## MAIN ACTIVITIES:

- Increased adoption of sustainable agricultural practices;
- Construction of biogas units;
- Training of youth as biogas masons;
- Asset (coffee bush) transfer;
- Training on organizational development, leadership and business skills training; gender mainstreaming;
- Establishment of Women's Coffee Association;
- Establishment of coffee roasting facilities;
- Sales and marketing activities and launch of new women-produced coffee brand.

# GROWING WOMEN IN COFFEE

2015-2018

## CLIMATE CHANGE COMPONENTS AND SPECIFIC OBJECTIVES:

- Training around sustainable agriculture practices with the objective of producing better yields and quality of coffee;
- Construction of biogas units and promotion of green energy use as a means of mitigating climate change

## KEY ACHIEVEMENTS AND INDICATORS:

- Women are now earning an independent income from coffee farming
- There has been a 40% increase in coffee yields and over 60% increase in quality, with top grade coffee now comprising 87% of total production.
- Women are saving on average 4 tonnes of firewood per year and over 300 hours a year collecting firewood.
- Women are also protecting the environment and saving income by using home-made bio-slurry rather than buying chemical fertilizers.
- Young people are now earning a living as biogas masons.
- Zawadi coffee is being sold within Kenya.
- Kapkiyai's women coffee fetched the highest price at Nairobi Auction in Kenya in 2016.
- For the first time, Kapkiyai Women in Coffee Association members were able to sell their 2015/16 coffee crop into Fairtrade markets. This achievement was due to active and continuous engagement with the traders and lobbying for the first time in Kenya, inclusion of Women's coffee in Nairobi Exchange catalogue.

## WHY GROWING WOMEN IN COFFEE?



Women's empowerment is a key part of Fairtrade's mission because when women can claim their rights, have access to land, and take up leadership positions, the breadth of impact is far reaching. When women have opportunities and choice, economies grow, food security is enhanced, and prospects are improved for current and future generations. When you choose Fairtrade, farmers can continue to grow coffee sustainably and consumers can enjoy drinking one of the world's favourite caffeine pick-me-ups for years to come!

## LESSONS LEARNED:

- Limited access to technical adaptation knowledge beyond the project lifetime may limit how much long term capacity can be built up among farmers.
- GAP trainings are a good example of value added yet the long term impacts rely more on a phased and blended financing model whereby the farmer cooperative step up to finance certain elements once the donor subsidies end.

## FUTURE OPPORTUNITIES:

- There are calls from neighbouring counties that also grow coffee to promote the 'asset transfer model' towards ensuring more women and youth participate and gain from the entire coffee value chain.
- The green energy and sustainable farming components are both suitable for scaling-up, ideally through a phased, cost-sharing model to ensure ownership and long-term sustainability.
- Innovative approaches to involving the youth in agricultural value chains beyond coffee production, in this case through training as biogas masons.



**It is important to find a market for the women's coffee since the project truly empowers women in all aspects. It has reduced the dependency on one single source of income for the families. When women's coffee is marketed separately, their coffee may fetch a different price which at the end of the day will come back to the family to supplement what the husband will earn from his coffee and the other sources of family income. Our husbands are happy that we are empowered to support them financially in the family.**

Kapkiyai Women in Coffee Association



This project contributed to the following Sustainable Development Goals (SDGs):





# PROJECT BRIEF COFFEE



 **BOLIVIA**



## YOUTH LEADING ADAPTATION TO CLIMATE CHANGE IN COFFEE IN BOLIVIA 2016-2019



**This has been a wonderful experience because before I did not know much about coffee, but thanks to the project I have a deeper understanding and I have been able to share the experience that I have been able to gain.**



Juan Mayo,  
Promotor Montaña Verde Association

**FUNDING**

**EUR 200,000**

### FUNDING FROM:

Lidl Germany Supermarkets

### PROJECT SUMMARY:

The objective of the project was to contribute to the strengthening of 9 Fairtrade certified Small Producer Organizations (SPOs) in Bolivia to build their resilience to climate change. More than 300 producers took part of the training among which are 30 promoters designated by their base organizations.

Among the key results it is important to mention that 330 people were trained, 56 hectares of coffee were renewed with high-quality varieties resistant to the effects of climate change, and 8 demonstration plots were implemented that include all Good Agricultural Practices (GAP), and serves as a place training and motivation of producers.

It is estimated that the increase in harvest would be 32%, demonstrating that an increase in sustainable production is possible in a context of climate change.

## KEY STAKEHOLDERS

Fairtrade Germany, Lidl Germany, the Latin American and Caribbean Coordination of Small Producers and Fair Trade Workers (CLAC) and the National Fairtrade Coordinator in Bolivia.

## WHY WAS THE PROJECT CARRIED OUT?

Producers in Latin America were affected by an outbreak of leaf rust, which began in Central America in October 2012 and spread to the south, reaching Bolivia by 2014. The impact of the leaf rust fungus on the production of Bolivian coffee has been severe, and producers are struggling to recover. Bolivia has seen a continuous drop of more than 50% of its coffee production during the last decade, with a peak of 60% in 2015 compared to the previous year, which was attributed to the outbreak.

The outbreak is believed to have been caused by variations in weather conditions, attributed to climate change. Coffee is very sensitive to temperature and humidity, which affect the phenology of the crop, reducing its quality and production. Old coffee plants, degraded soils, and poor crop management weaken coffee plants, making them more vulnerable to pests and diseases like rust.

Climate variations will continue and so there is an urgent need for small producers to renovate coffee plantations, implement sustainable agricultural practices, develop technical knowledge and promote the participation of youth in their organizations. But producers lack the technical knowledge and, after the drop in production due to the weather, do not have sufficient resources to do so.

## OBJECTIVES:

The objective of the project is to contribute to the strengthening of 9 Fairtrade certified Small Producer Organizations (SPOs) in Bolivia to build their resilience to climate change. This was achieved by:

- Improving coffee production systems under a climate change resilience approach.
- Developing and strengthen capacities in young producers through training workshops delivered through a Leadership School.
- Analysing the information generated, in such a way that it serves as a basis for other initiatives.

## MAIN ACTIVITIES:

- Increase the knowledge of producers about the risks and effects of climate change.
- Develop the capacity of producers in the management of coffee nurseries and coffee production.
- Support 300 producers from 9 different organizations to renew 300,000 coffee plants.
- Improve the structure of the soil, its fertility and health.
- Implement demonstration plots with good agricultural practices and new coffee varieties resistant to leaf rust in nine demonstration plots.
- Increase youth participation and leadership.

## YOUTH LEADING ADAPTATION TO CLIMATE CHANGE IN COFFEE IN BOLIVIA 2016-2019

### CLIMATE CHANGE COMPONENTS AND SPECIFIC OBJECTIVES:

- The first objective was targeted at building capacity of promoters to climate change on Good Agricultural Practices (GAPs).
- Five climate-resilient technologies were validated and eight educational videos were made available.
- Climate Change Adaptation plans were made for each of the producer organisations following a standard methodology developed by CLAC.
- 

### KEY ACHIEVEMENTS AND INDICATORS:

- 264 producers renovated 56 hectares of coffee plantations
- 330 producers belonging have increased their production by 57% through implementing the Good Agricultural Practices learned in demonstration plots and field schools
- 3 field schools were set up
- 30 promoters were trained through 12 workshops on production, leadership, agricultural and business management. They replicated their knowledge directly with the producers
- Eight demonstration plots implemented with Good Agricultural Practices.
- Five climate-resilient technologies were validated and eight educational videos were made available.
- 90% of organizations have technical staff and promoters in place.
- 80% of producers perceive that sustainable agricultural practices have improved coffee production and quality of coffee
- 69% of young people reported that their leadership skills have improved
- 100% of promoters replicated their knowledge to 10 producers each

It is not easy to change the traditional ideas and practices of producers, sometimes older people do not believe us because they are young, other times they do not do as we tell them. But in the end by just watching the demonstration plots they were encouraged.

Ernestina Arce, Promoter





## LESSONS LEARNED:

- The project had its strengths in the participatory management model, empowering the youth has functioned as a school of leadership, developing leadership young people who have also added productive and negotiation skills.
- It is important to influence producers' organizations so that young people's leadership is accepted and opportunities for leadership and responsibility are given to them.
- The short timeframe of the project forced the team to focus more on the implementation of activities, at the cost of building inter-institutional coordination, and this could affect the sustainability of the project.

## FUTURE OPPORTUNITIES:

The actions of the project have the potential to be scaled-up or replicated by other actors in the coffee sector, especially the methodology, the training topics, the field school approach and the work with young people.

Now I see hope in coffee, we are no longer so discouraged, in the new plots we see another way of producing, there are resistant varieties, they have taught us new things to protect and care for coffee... young people have better knowledge, I like that, since it seems that they will remain to produce and will not leave ... together with them we have learned and we have advised each other, we must continue working, continue renovating plots and more knowledge ... for everyone.

Basilio Limachi – Producer



This project contributed to the following Sustainable Development Goals (SDGs):







# KEY TRENDS



# KEY TRENDS

In this section key trends on the analysis of the 10 projects are shared. These insights are based on the systematization process for each project.

## Availability of project documentation

The availability of project documentation varied considerably between projects, and often took some time to locate and be shared with the consultants because the files were on the computers of specific individuals.

## Crops

Of the 10 projects analysed, the majority (6) focused on coffee, followed by cocoa (1), honey (1) and sugar (1). The remaining project focused on building the advocacy capacity of small producers mostly of coffee and cocoa. It is worth noting that while coffee producers represent 45% of all Fairtrade producers, banana and sugar represent the top two crops in terms of volume of production, yet hardly any climate change projects were identified for these crops.

## Geographical distribution

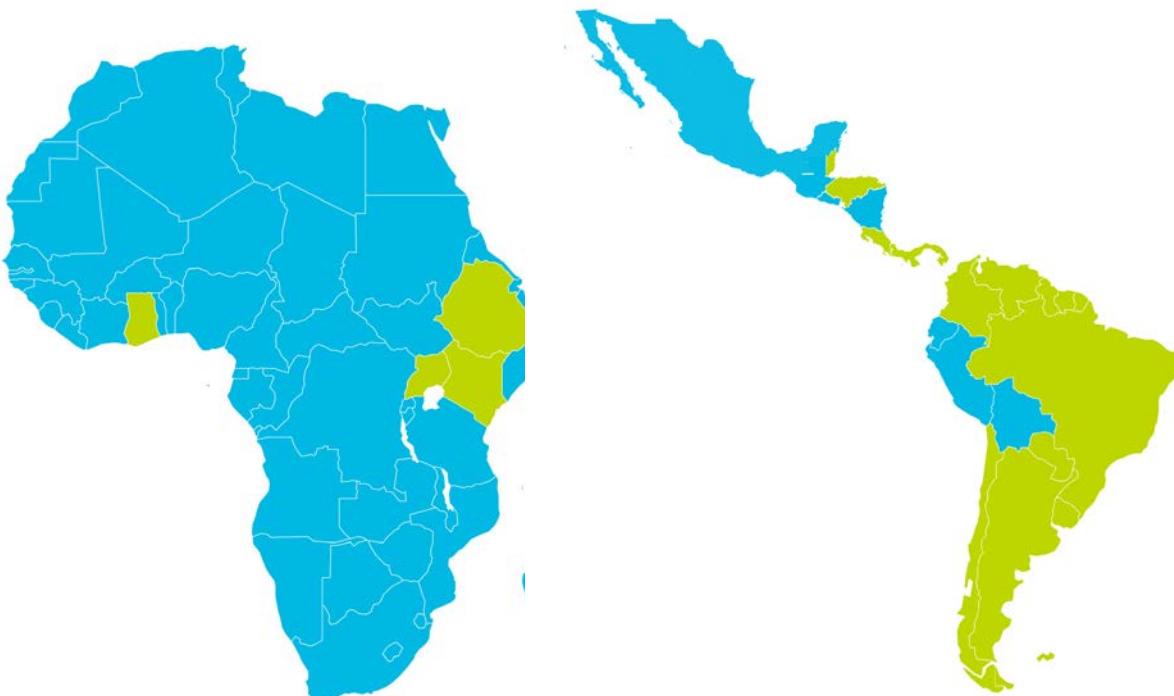
6 of the projects were/are located across Latin America - including one regional project - and the remaining 4 in Africa (3 in Eastern Africa and one in West Africa). No projects were identified or analysed in Asia. It is generally the case that Fairtrade staff in the Producer Networks played the lead role in identifying potential countries and small producer organizations to participate in the projects, based sometimes on their knowledge of

local vulnerability and the impacts of climate change, as well as the interests and needs of small producer organizations to become involved in climate change projects.

It was also mentioned that commercial partners played a role in choosing project locations, where they are buying from specific producer organisations in their supply chain. For example Coop/Chocolats Halba intends to purchase cocoa from the farmers involved in the Sankofa project. The same appears to have been the case for the two projects financed completely by Lidl Supermarkets Germany (*Supporting Indigenous Coffee Producers in Mexico and Youth Leading Adaptation to Climate Change in Coffee in Bolivia*).

## GEOGRAPHIC DISTRIBUTION OF CLIMATE PROJECTS

The maps below show the countries in which climate projects are implemented in Africa in green and Latin America in blue.





## Implementation period

Projects range between just 1 and 12 years in duration, with the majority implemented over a 2-3 year period. In many cases, Fairtrade staff (particularly the PN representatives) shared that the project implementation period was challenging, and often too short. This is sometimes due to SPOs having less availability for project implementation during key moments of the year - such as harvests - meaning that projects activities become delayed.

Clearly the Covid-19 outbreak during 2020 also presented implementation challenges for on-going projects, with mobility to project sites restricted over several months. This context either led to projects being paused or, in some cases, to innovations in terms of virtual training and local capacity building (see in particular learning from the *Sankofa* project).

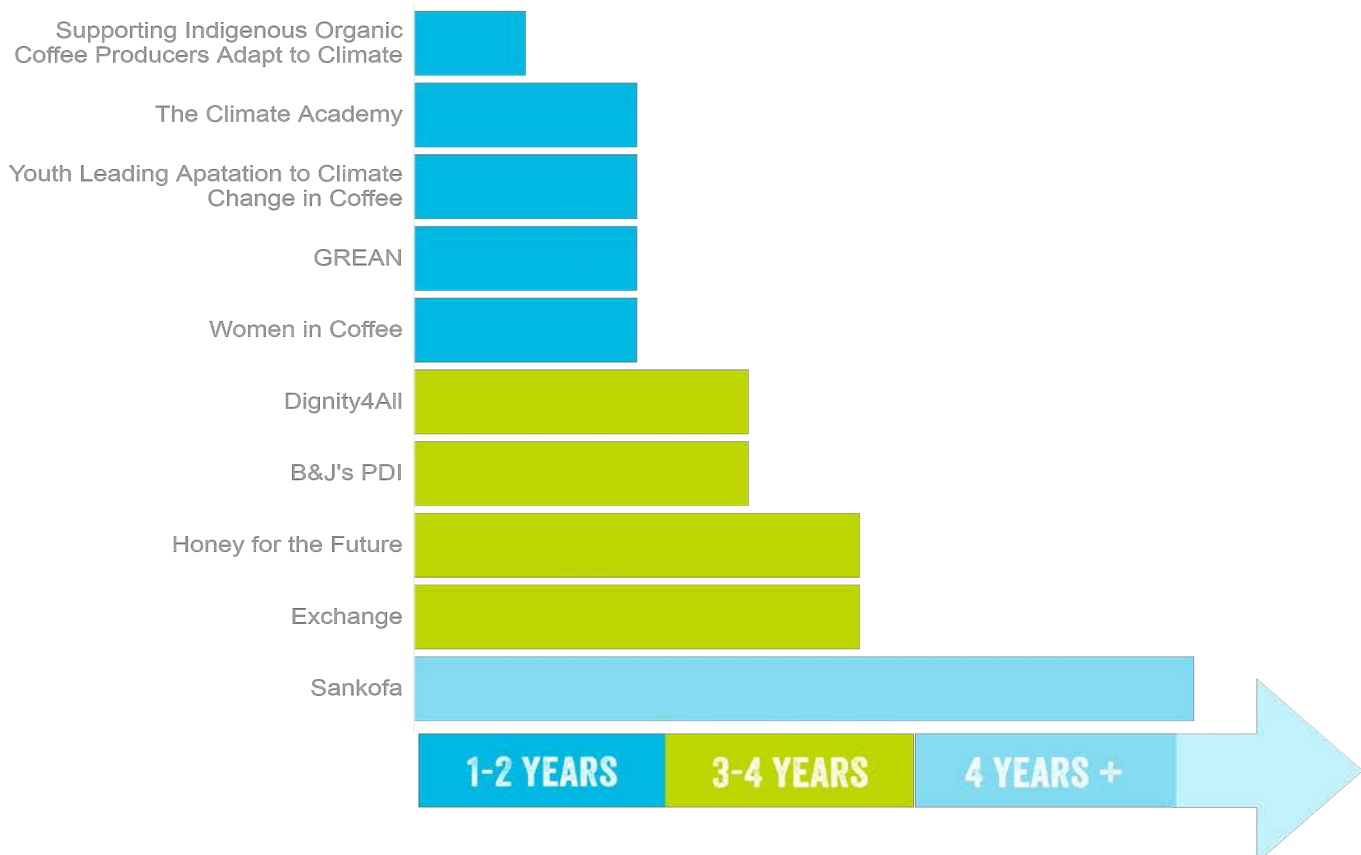
Other staff commented that the short duration (for example, of the *Youth Leading Adaptation to Climate Change in Coffee in Bolivia*, 2.5 years) forced the project team to focus more on

the implementation of activities, at the cost of reducing inter-institutional coordination that can affect both the longer-term sustainability and impact of the project.

In the case of the one-year project *Supporting Indigenous Coffee Producers in Mexico* it was felt that Monitoring and Evaluation was negatively affected since it was impossible to follow up on whether the newly planted trees had been successful in providing new coffee yields.

In general, these findings reflects conversations with Fairtrade staff during phase 1 of the Offer to Business consultancy when it was suggested that climate change projects **should be a minimum 5 years duration** in order to provide a realistic pace to project activities, as well as longer term sustainability.

# FAIRTRADE CLIMATE PROJECTS TIMELINE



## Budget and funding model

Project financing varied from EUR 50,000 (*Supporting Indigenous Coffee Producers in Mexico*, 1 year) to EUR 7,291,150 (*Sankofa*, 12 years).

5 projects received funding from Fairtrade commercial partners: *Dignity 4 All* (percentage unknown, Gustav Paulig), *Supporting Indigenous Coffee Producers in Mexico* (100%, Lidl), *Youth Leading Adaptation to Climate Change in Coffee in Bolivia* (100%, Lidl), *Ben & Jerry's PDI* (61%, B&J's), and *Sankofa* (Coop/Chocolats Halba, 29%).

Funding provided by commercial partners ranged from EUR 50,000 (Lidl, unique financier) to

approximately EUR 1,749,000 (Coop/Chocolats Halba, one of 3 principal funders of the *Sankofa* project alongside the Swiss government and the International Trade Center).

The two projects fully funded by a Fairtrade commercial partner (Lidl, EUR 50K and EUR 200K) were smaller and of shorter duration and appear to have responded more directly to the interests of the commercial partner.

6 projects received financing from institutional donors (Finnish, Norwegian and Swiss governments, the Big Lottery, Guernsey Overseas Aid Commission; Jersey Overseas Aid Commission and the Dutch Postcode Lottery) indicating the important role they play in establishing larger and longer term projects.



### 5 PROJECTS RECEIVED FUNDING FROM FAIRTRADE COMMERCIAL PARTNERS

*Dignity4All* (percentage unknown, Gustav Paulig), *Supporting Indigenous Coffee Producers in Mexico* (100%, Lidl), *Youth Leading Adaptation to Climate Change in Coffee in Bolivia* (100%, Lidl), *B&J's PDI* (61%, B&J's), and *Sankofa* (Coop/Chocolats Halba, 29%)



### 6 PROJECTS RECEIVED FINANCING FROM INSTITUTIONAL DONORS

Finnish, Norwegian and Swiss governments, the Big Lottery, Guernsey Overseas Aid Commission; Jersey Overseas Aid Commission and the Dutch Postcode Lottery); *GREAN* (75%); *Sankofa* (15%), *Women in Coffee* (100%), *Honey for the Future* (100%), *Exchange*, (100%), *Dignity4All*



### 4 PROJECTS WERE MATCH-FUNDED BY FAIRTRADE

*Dignity4All*, *B&J's PDI*, *Sankofa* and *GREAN*



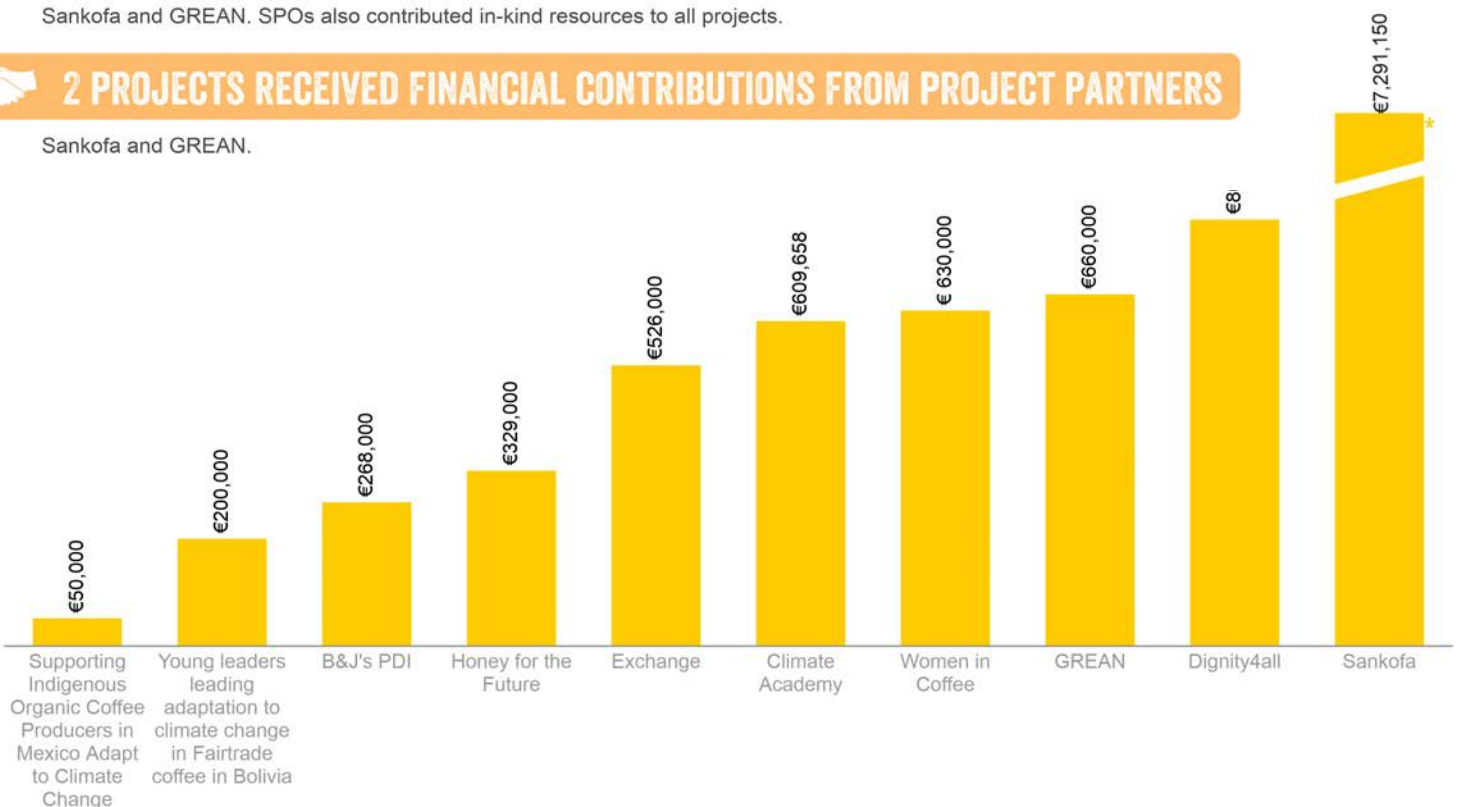
### 2 PROJECTS RECEIVED FINANCIAL RESOURCES FROM SPOs

*Sankofa* and *GREAN*. SPOs also contributed in-kind resources to all projects.



### 2 PROJECTS RECEIVED FINANCIAL CONTRIBUTIONS FROM PROJECT PARTNERS

*Sankofa* and *GREAN*.



# COMMERCIAL PARTNER INTERESTS

## Commercial partners appear to be interested in financing projects with small producer organisations that they already buy from or intend to purchase from.

This systematization pays special attention to the role of Fairtrade's commercial partners in the climate change projects because the analysis is being used - first and foremost - to develop an Offer to Business in Climate Change, that is, a menu of investment options for Fairtrade's commercial partners to support projects that build farmer resilience to the impacts of climate change.

Commercial partners cite a range of motivations for their investments in climate change projects, as shown in the quotations below. As can be seen, "sustainability" is key on their agenda. As previously mentioned, 5 projects received funding from Fairtrade commercial partners: *Dignity 4 All* (percentage unknown, Gustav Paulig), *Supporting Indigenous Coffee Producers in Mexico* (100%, Lidl), *Youth Leading Adaptation to Climate Change in Coffee in Bolivia* (100%, Lidl), Ben & Jerry's PDI (61%, B&J's), and *Sankofa* (Coop/Chocolats Halba, 29%).

Katariina Aho, Sourcing Director of Gustav Paulig's Coffee Division, about the Dignity for All project in Ethiopia:

**We work to ensure the bright future of coffee. We invest in profitable and sustainable coffee farming so that coffee will continue to be a source of livelihood and enjoyment also for future generations. The key factor in the coffee chain is the coffee farmer, trying to make a living and sustain a business while battling problems caused by climate change. We have made a promise that all of our coffee comes from sustainable sources. We make this happen by buying certified coffee or coffee from our development projects.**



Jan Bock, at the time Managing Director of Purchasing at Lidl Germany, funder of the Youth Leading Adaptation to Climate Change in Coffee in Bolivia project:

**The Bolivia project shows that targeted individual measures such as training courses noticeably improve the life and work of the producers on site. In addition to the minimum price and the Fairtrade premium from our Fairtrade-certified private label products, we have therefore regularly supported coffee cooperatives with an additional contribution to projects since 2008. Fair trade is an important part of our commitment to sustainability.**



Petra Heid Head of Sustainability, Chocolats Halba, co-funder of the Sankofa project

**The cocoa industry faces great social and environmental challenges. Chocolats Halba is convinced that the only way to address these challenges is a sustainable cocoa supply chain - from smallholder farmers to chocolate consumers. The consequences of unsustainable farming practices endanger the long-term procurement of high-quality cocoa beans. To ensure a sustainable cocoa supply chain is not only an obligation to our industry, but also a prerequisite for the future production of chocolate specialties - and to live up to the worldwide reputation of Swiss chocolate.**





# KEY IMPACTS

**Overall, Fairtrade climate change projects have reduced the vulnerability of farmers and their agricultural production to the impacts of climate change, while at the same time building their resilience to climate change and other external threats.**

Despite concerns expressed by Producer Networks about the short duration of some of the projects, data collected for most projects often shows impressive impacts in such indicators as productivity and yield, even after a relatively short period.

For example, the *GREAN* project (2 years duration) reported that over 90% of small producers experienced improvements in production, leading to over 98% increasing their earnings. Another example is the project in Mexico which supported producers to grow 125,000 coffee plants within just one year.

However, It was less easy to gauge from available data and information, how much of these impacts were due to specific climate change components of the projects (rather than other project activities) since the necessary baseline data and MEL was not available.

Key achievements and impacts of each of the 10 projects can be found in the individual project systematizations and briefs, including quotes from project participants. In the box below we present some of the more common social, environmental and economic impacts.

## SOCIAL



- Farmer's knowledge about and implementation of Good Agricultural Practices increased, mostly through demonstration plots, field schools, lead farmer and extension agent models
- Increase in household food security, largely due to farmers opting to direct complementary crops to household consumption
- Increased leadership and participation of women and youths in the value chain, either through direct participation in farming or through complementary activities.
- Strengthened capacity to plan and implement adaptation actions.

## ENVIRONMENTAL



- Re-afforestation of degraded lands, largely through agroforestry and conservation measures
- Improved health and fertility of soils and plants (crops)
- Reduction in household firewood use (less CO2 generation), replaced by greener energy sources, mainly coffee husk briquettes and biogas

## ECONOMIC



- Increase in crop production and yield, from 40% to 90%
- Production costs reduced, usually through farmers employing organic techniques rather than buying chemical fertilizers.
- Increase in sales/access to markets, to (mostly) national and sometimes international markets
- Increase in household income through increased sales of the main and/or complementary crops, sometimes by as much as 125%.



# BENEFICIARIES

Data on beneficiaries was not available for all projects, mainly as they are still ongoing. Data for seven projects shows that a total of **91,186 people** have directly benefited from the 10 climate change projects, representing **62,693 men (69%)** and **28,493 women (31%)**.

Breakdown by sex was available for 4 projects (*GREAN, Sankofa, Climate Academy and Dignity 4 All*), and sometimes data pertaining to youth beneficiaries was available yet not consistently.

Given these are two key target groups for

Fairtrade's work broadly, it is recommended that all projects provide sex and age disaggregated data in order for Fairtrade to be able to measure and the impacts of projects on these groups with robust evidence.

Projects in Africa tended to involve a larger number of direct beneficiaries, ranging from around 500 in Women in Coffee to over 52,000 in Dignity 4 All. In contrast, projects in Latin America (for which the data is available) engaged around 250 producers each.

91,186



farmers and workers have benefitted from the projects analysed in this report



of which 69% were men and 31% were women

10

Fairtrade climate projects were evaluated for this research document



The climate projects are spread across 4 countries in Africa 7 countries in Latin America



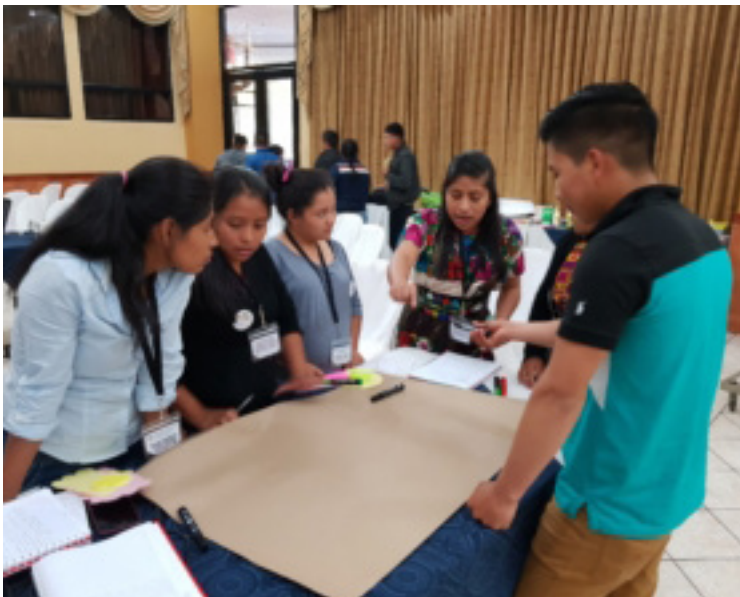
**CLIMATE ADAPTATION PROJECTS** include awareness raising, training, capacity building, advocacy, agroforestry/forestry, crop diversification and sustainable land management



**CLIMATE MITIGATION PROJECTS** include improved cookstoves, green energy technology, water filtration technology, Fairtrade carbon off-setting, gold standard carbon in-setting

Gender and youth inclusion were cross-cutting themes in 60% of projects, and in half of the projects these approaches were integrated hand-in-hand. One project (Dignity 4 All) also designed specific actions to enable the inclusion of people living with disabilities.

# APPROACH TO CLIMATE CHANGE



(2018 start) which incorporated **climate data and models** in order to develop adaptation plans based on more robust data.

Indeed, more recently the Latin American and Caribbean Network of Fair Trade Small Producers and Workers has benefited from the support of a technical specialist who has been able to assess different projects and Producer Organizations to develop climate risk assessments and adaptation plans. A guide has also been developed for the elaboration of adaptation plans by Producer Organizations. There is also now a Regional Climate Change Strategy for Latin America that would guide all future actions in the region, as well as various tools and approaches.

Data from the systematization confirms preliminary findings, that Fairtrade's climate change projects have not been designed according to a uniform approach. As such, it is not always clear why and how climate change actions have been defined.

In general, there was a lack of a robust climate change analysis and baseline for the projects with just two - *Honey for the Future* and *Exchange* - demonstrating this approach. In many cases the project team's understanding around the impacts of climate change on producers and crops was described as "implicit" to project design. While this understanding may be accurate, a lack of documented data and observations makes it unclear as to why or how particular climate change strategies and actions were chosen. In turn, this means that it is challenging to understand and demonstrate with robust evidence how these projects are contributing to Fairtrade's climate change goals.

## Typology of approaches to climate change projects

In Latin America, projects implemented earlier on (2015-16) relied on **local knowledge** and observations to define their climate change activities e.g. two projects in Bolivia and Mexico, which developed adaptation measures in response to the appearance of the La Roya fungal disease, which it was believed was amplified by climate change.

This approach was strengthened in newer projects such as *Honey for the Future* (2019 start) and *Exchange*

It is also worth mentioning that the two projects co-financed in Latin America under the Fairtrade Finland Development Cooperation Programme (*Exchange and Honey for the Future*) had a specific approach to tackling climate change that had been co-defined between the donor, Fairtrade Finland, CLAC and the producer organisations.

In Africa, the use of scientific data and climate scenarios was not evidenced within available documentation, hence most of the projects appear to have been developed based on local knowledge and observations.

In terms of **mitigation**, these activities were exclusive to - and common amongst - climate change projects in Africa. 4 projects - *GREAN*, *Women in Coffee*, *Climate Academy* and *Dignity 4 All* - all promoted green energy technologies manufacture and adoption as a strategy to improve the livelihoods and wellbeing of producer families and their communities.

The *GREAN* and *Sankofa* projects also included a 'compensation' element. While *GREAN* is generating carbon credits for sale on the voluntary market, *Sankofa*, on the other hand, will capture carbon stock through agroforestry for the benefit of its commercial partner. Through this scheme, Coop/Chocolats Halba intends to in-set 75,000 MT of CO<sub>2</sub> emissions caused by its business, by 2028. No mitigation

# CLIMATE CHANGE ACTIONS

Projects contain a variety of measures that aim to reduce vulnerability and build the resilience of producers, as well as reduce their carbon footprint, through different strategies shown in the graphics below.

Awareness raising, training and capacity building around Good Agricultural Practices (GAPs) were common to all projects, followed by sustainable land management (9 projects) and agroforestry (5 projects).

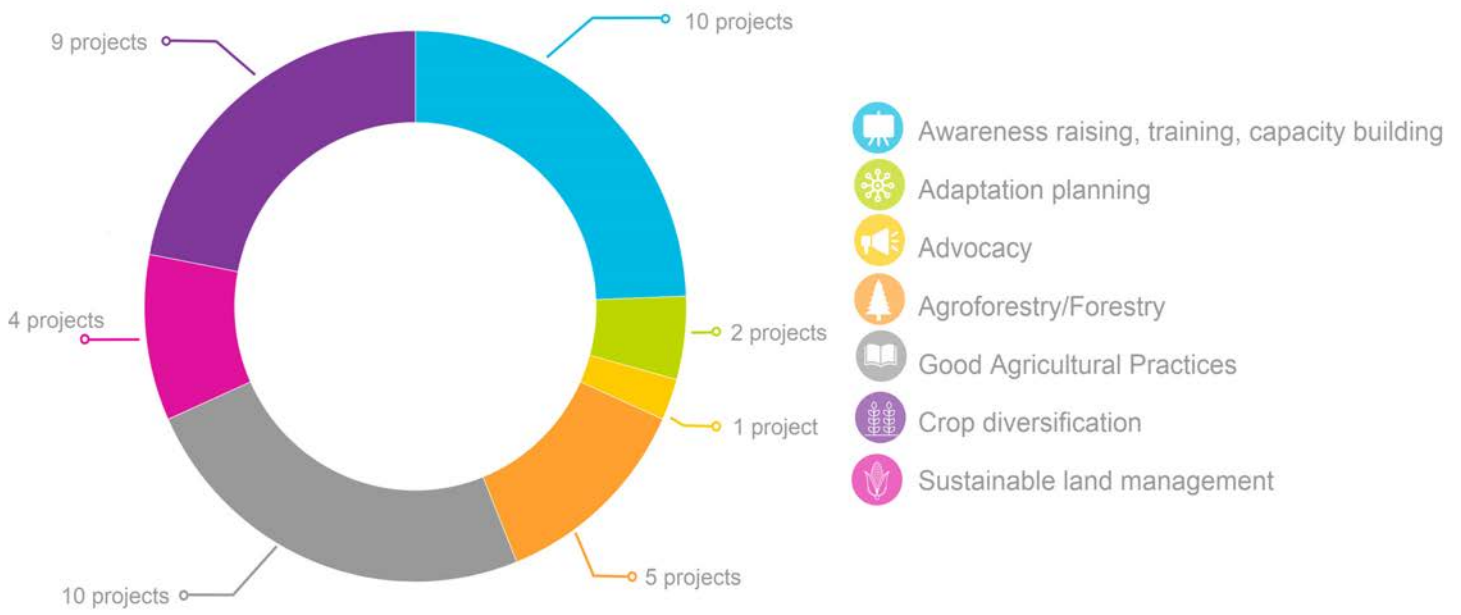
In terms of mitigation activities, promoting green energy production and use were integrated into 60% of projects. One project - GREAN - had registered Fairtrade carbon credits for sale on the voluntary market and one project - Sankofa - had registered its carbon in-setting scheme with the Gold Standard.

Besides these adaptation and mitigation actions at producer and SPO level, an additional climate change activity worth mentioning is the "Coffee to Stay" campaign developed by Fairtrade in the Netherlands as part of the Climate Academy. This involved launching a new coffee blend alongside a communications and marketing campaign aimed at improving consumer awareness around climate change and the challenges of coffee production. Both licensees and roasters were enthusiastic about the campaign which resulted in all the coffee (40 bags, approximately 2,000Kg) being sold. Other broader adaptation measures could be considered as strengthening market and institutional linkages for the promotion of sustainable, climate friendly supply chains.

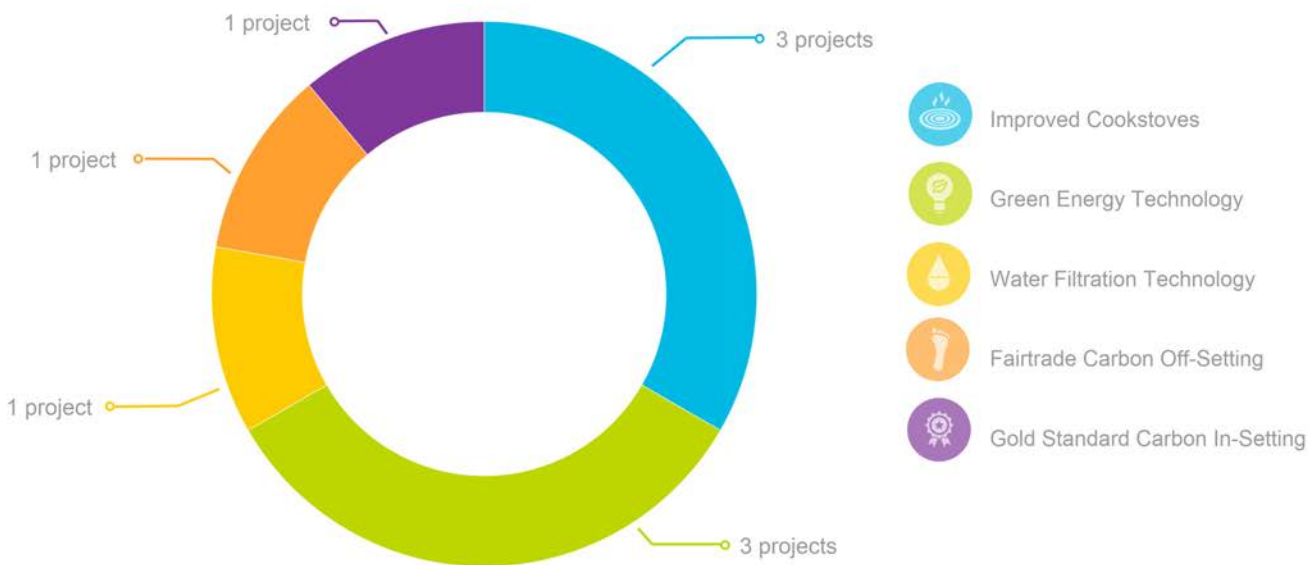
**Table 2:** Climate Change approaches in Africa and Latin America.

CLIMATE CHANGE COMPONENTS	AFRICA	LATIN AMERICA
Traditional knowledge of climate change impacts and possible response strategies	x	x
Local observations of climate change impacts and possible response strategies	x	x
Using local climate data		x
Climate projections		x
Climate change risk analysis and baseline studies		x
Locally-relevant adaptation plans		x
Climate mitigation and compensation activities	x	
Gender and youth inclusion	x	x

# FAIRTRADE CLIMATE ADAPTATION ACTIVITIES



# FAIRTRADE CLIMATE MITIGATION ACTIVITIES





# OPPORTUNITIES FOR SCALING UP

Opportunities for scaling up have been identified jointly between the project teams and consultants and are particularly relevant for orientating future climate change projects and programmes, as well as the offer to business. Here we provide a summary of the main opportunities.



Since all producers are feeling the impacts of climate change, all SPOs should be supported to develop **participatory Adaptation Action Plans** to provide a robust basis for subsequent actions and monitoring in climate change projects.



Develop and roll-out a **standardized process for the elaboration of adaptation plans by SPOs**.



Develop a **suite of guides, manuals, tools and approaches** to support the adoption of adaptation practices by farmers.



All projects recommended replicating and scaling up **training for farmers around climate resilient farming methods**. More farmers should be able to enjoy the multiple benefits of these techniques, to be able to produce more and better quality crops, and fetch more competitive prices. Techniques, practices and training methodologies should be customised to local contexts.



Replicate the use of **farm schools, demonstration plots, lead farmers and promoters** as an extension methodology.



Support more farmers to **diversify their crops** as a key household food security and income generation strategy. Crop diversification was particularly popular among producer families thanks to the immediate benefits felt at household level.



**Train SPO ambassadors in climate advocacy** issues relevant to their country and region.



There is significant demand for **green energy options and technologies** among producer families and communities, indicating an opportunity to expand the manufacture and distribution of these technologies. This could create additional **green business opportunities for women and youth**, and at the same time enable SPOs to **generate Fairtrade-certified carbon credits** for sale on international markets.



Scale-up innovative approaches to involve **women and youth in agri-business value chains** beyond (and complementary to) crop production.



Develop **robust business cases and blended financing models** for the different interventions to facilitate replication and scaling-up, as well as sustainability beyond the lifetime of the project.



Supporting producer organisations to create and sell **climate friendly brands** to regional and international markets. Building consumer awareness through **climate change marketing can**



Guide for honey producers in Guatemala on Climate Change Adaptation Planning



Specially-branded coffee products from Climate Academy

# LESSONS LEARNED

Each project produced lessons that are relevant for its particular context, and these can be found in the project briefs. Here we present over-arching lessons drawn from all 10 project experiences.

- **A blended approach including several adaptation and mitigation activities is more effective at building producer resilience to climate change.** While adaptation activities can strengthen agricultural production and yield, improve household food security and support income diversification, mitigation components can provide a range of complementary livelihood options - particularly for women and youth - as well as access to green energy. This can be observed in several projects implemented in Africa, namely *GREAN*, *Sankofa*, *Women in Coffee* and the *Climate Academy*.
- **Adaptation activities improved agricultural production and yield, thereby strengthening farmers' livelihoods and building their resilience to climate change impacts.** Adaptation activities included training and capacity building around Good Agricultural Practices, agroforestry, sustainable land management and crop diversification, and have produced some impressive results even over the short-term. For example, in *GREAN* 90% of farmers reported an increase in production and 98% said they had increased their income as a result. In *Sankofa* crop diversification has increased household food security and available income and planting additional crops has increased farmers earnings by up to 125% meaning they have greater cash availability throughout the year. Adaptation practices promoted in the *Honey for the Future* project resulted in a 20% increase in production levels, and the *Women in Coffee* project led to a 40% increase in coffee yields and over 60% increase in quality, with top grade coffee now comprising 87% of total production.
- **Mitigation activities can create complementary employment opportunities for women and youth members of smallholding families to improve their livelihoods.** For example, in the *GREAN* project, 50 women and youth set up new climate friendly stove businesses and over 480 women and youths set up coffee husk briquette producing businesses. In both the *Women in Coffee* and the *Climate Academy* projects, young people received training and subsequently set up new businesses in biogas unit masonry and improved cookstove production. Furthermore, in some project mitigation activities were found to be popular among producer families, largely due to their quick, concrete returns (when compared to adaptation activities). For example in the *Climate Academy* project, farmers preferred mitigation activities such as improved cookstoves and biogas units and mitigation activities had approximately 95% success rates. Also in the *GREAN* project the introduction of climate friendly stoves and briquette making was popular among women and youth.





# LESSONS LEARNED

***It is extremely important to develop appropriate strategies to involve women and young people in climate change projects.***

While women and young people are generally more vulnerable to the impacts of climate change, they also play a vital role in the present and future of agricultural production.

For example, women are often responsible for farming crops hence their effective engagement is vital for project success. Likewise, young people are the future of farming and are key to creating the sustainable conditions required for the long-term sustainability of small-scale production. In several projects (*Dignity for All, Youth Leading Adaptation to Climate Change in Coffee in Bolivia, Exchange*) young people played a key role in acquiring new technologies and approaches and ensuring buy-in from older members of the producer organisation. *GREAN, Women in Coffee, Ben & Jerry's PDI, Honey for the Future, Youth Leading Adaptation to Climate Change in Coffee in Bolivia, the Climate Academy and Dignity for All* all incorporated gender and/or youth inclusion strategies which either strengthened women and young people's role as producers, promoted alternative livelihoods options in the agricultural value chain, or strengthened opportunities for participation, responsibility and leadership of these groups within the producer's organizations.

***Mitigation activities can generate carbon credits, either for sale onto the voluntary market or for carbon in-setting by a project partner.*** However, the process is not simple. The project must have adequate scale to generate sufficient credits, also adequate budget is required to cover project registration and other on-going costs (monitoring and validation, for example). Furthermore, it is necessary to work alongside other agencies/project developers such as e.g. the Fair Climate Fund, with the necessary technical skills to accompany the process since these skills are currently beyond the capacity of Fairtrade staff and Producer's organizations. Finally, the time and effort required to get the process up and running should not be underestimated. Both the *GREAN* and *Sankofa* projects faced similar challenges in these respects. These factors indicate that the carbon off-setting and in-setting approaches are not suitable to all producer's organizations or projects.

***Climate change projects should include adaptation plans that are developed in a systematic and participatory way with a common methodology that is simple to understand by producers and which applies to the local context.*** Adaptation plans include a baseline, climate risk assessment and adaptation recommendations based on this analysis. Few of the Fairtrade projects have developed a comprehensive analysis of the changes in the local climate based on meteorological and other data.

The Latin American and Caribbean Network of Fair Trade Small Producers and Workers has developed a systematic and methodological approach to formulate adaptation plans which has resulted in 29 adaptation plans produced in 2020 under the *Exchange* project. Such positive experiences should be communicated to the Fairtrade Standards Unit, and be entered into the monitoring log of the Fairtrade Climate Standard.

***The timeline for achieving sustainable and long-term benefits for climate change projects needs to be at least 5 years.*** Several project teams reported that time constraints limited the impacts of the projects, particularly in relation to social, institutional, technical and financial sustainability.

In *Growing Women in Coffee*, limited access to technical adaptation knowledge beyond the project lifetime could negatively affect how much long-term capacity can be built up among farmers. In *Honey for the Future* the team reflected on the fact that the process of adaptation to climate change is long-term, while the lifetime of the project is short-term.

One option for promoting longer-term continuity would be to define a financing strategy for certain project elements. This view was shared by the *Growing Women in Coffee* project team who saw value in developing a blended financing model whereby the farmer cooperative step up to finance certain elements once the donor subsidies end.

In the *Youth Leading Adaptation to Climate Change in Coffee in Bolivia* project the short duration of the project forced the team in part to focus more on the implementation of activities, at the cost of inter-institutional coordination that can strengthen the sustainability of the project over the longer term.





**FAIRTRADE**  
INTERNATIONAL

**Bonner Talweg 177  
53129 Bonn  
Germany  
Telephone +49 (0) 228 94 92 30  
Fax +49 (0) 228 24 21 713**

**[info@fairtrade.net](mailto:info@fairtrade.net)  
[www.fairtrade.net](http://www.fairtrade.net)**