



FAIRTRADE
FINLAND

Programme Results Report 2020

Fairtrade Finland



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Summary

Fairtrade is a non-profit movement focusing on the empowerment of small-scale farmers and workers through fair and sustainable trade. Certifications are vital tools to enable development but alone they are not sufficient to tackle persistent challenges like climate change, child labour and forced labour, exclusion of immigrants or persons with disabilities, and gender inequality.

The **development goal of the four-year programme is to ensure the rights of the farmers and workers to a dignified life**. Fairtrade Finland pursues this goal through three closely interlinked and mutually supporting strategic objectives (SOs):

- Realizing the right to a sustainable livelihood of **farmer** households.
- Realizing the right to a sustainable livelihood of **worker** households.
- Advancing fair and sustainable **trading**.

The programme promotes three cross-cutting themes based on the values of Fairtrade: environmental sustainability, support of vulnerable groups and gender equality. The comprehensive programme communication component raises awareness about the program's impacts among Finns. The partner organisations in the so-called Global South are local networks representing farmers and agricultural workers. In the reporting year, the programme supported a total of around 190,000 rightsholders of which 33 % were women.

Year 2020 was the third year of the programme and the second year of implementation. During 2020 the programme received additional funding from the Ministry for Foreign Affairs (MFA), as well as match-funding from commercial partners which allowed for one new project to start and two projects to be amended.

The programme implementation in 2020 was marked by the **COVID-19 pandemic**, and its effects were felt across the programme countries. The overall programme progress stagnated but there were some positive advances on individual project level. For one, many of the planned project activities had to be re-designed to adjust to the local restrictions, and some were postponed to the following year. For the other, farmers and workers bore the dire consequences of not only the health hazards and collapsing health care systems, but of the economic effects caused by societies closing down. Despite the challenges, the pandemic presented new possibilities as the Producer Networks (PNs) had to develop flexible ways to implement trainings and workshops, as well as project monitoring. Many activities were implemented virtually which worked unexpectedly well. Other media outlets, such as radio, were used in training and awareness raising activities.

Although the reporting year was unusually challenging, there were several promising **results**. In the programme's small producer organization (SPO) component, youth involvement was on the increase, gender equality was improving, and climate change issues were considered more effectively by farmers. In the workers' rights component, there were indications of improved plantation workers' health and safety, better freedom of association and altogether more effective organising and industrial relations, as well as wages rising gradually towards living wage levels. For example, in Ethiopia the trade union negotiated for 120 days of postnatal leave for the workers, as compared to 90 days in the Ethiopian labour proclamation. In Finland, the highlights of the reporting year were the Fair Coffee Break and the Fairtrade Week, which both were organized virtually and reached over 338,000 people and gained over 1,5 million views on social media.

Total personnel of Fairtrade Finland in 2020 was 13 employees, of which total of **3.19 person-years worked for the programme**. The programme's financial implementation rate was 80 % of the budget. Administrative expenses were 5.9 %. The programme's expenses in 2020 were MEUR 1.6 and financed 81.7 % by MFA and the rest by funds sourced from companies and partnering Fairtrade organisations.

Main Results 2020 ✨



69%

of SPOs made profit



79%

of HLOs increased
real wages



+11%

Consumer
commitment



+16 P.P.

youth members in
Latin America



More farmers use Good
Agricultural Practices

60%

producers and workers feel that
different opinions are respected



52%

of HLOs have superior freedom
of association practices

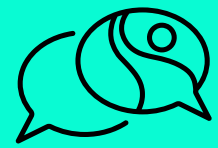


+66%

of HLOs have collective bargaining
agreements negotiated in
partnership with workers

+52%

of HLO members in LAC feel they
are well represented



5

new strategic
partnerships



+13 POINTS

net promoter score
for Fairtrade in Finland

70,000 FINNS

influenced through social media
during Fairtrade Week



Inclusion policies | Stronger community child protection mechanisms | More youth activities



Farmers' improved knowledge of climate change adaptation



More grievance mechanisms in place | More women in leadership positions



Acronyms and Abbreviations

AFCA	African Fine Coffees Association
BHR	Business and Human Rights
CCPC	Community child protection committee
CBA	Collective bargaining agreement
CEPAL	Latin American and the Caribbean Economic Commission
CLAC	Coordinadora Latinoamericana y del Caribe de Pequeños Productores de Comercio Justo (Latin American and Caribbean Network of Small Fairtrade Producers)
CODImpact	Collection of Data for Impact
CSO	Civil society organisation
CSR	Corporate social responsibility
ECDD	Ethiopian Centre for Disability and Development
FLOCERT	Fairtrade certification body
FT	Fairtrade
FTA	Fairtrade Africa
GAP	Good agricultural practices
GEL	Golden Exotics Limited
GDP	Gross domestic product
HL	Hired labour
HLO	Hired labour organisation
HREDD	Human rights and environmental due diligence
HRDD	Human rights due diligence
IDP	Internally displaced people
IGA	Income generating activity
IUF	International Union of Food, Agricultural, Hotel, Restaurant, Catering, Tobacco and Allied Workers' Associations
LAC	Latin America and the Caribbean
LW	Living wage
MEL	Monitoring, evaluation and learning
MFA	Ministry for Foreign Affairs of Finland
MP	Member of parliament
NFO	National Fairtrade organisation
NGO	Non-governmental organisation
OHS	Occupational health and safety
PAWU	Plantation and Agriculture Workers Union of Malawi
PN	Producer network
PO	Producer organisation
Pp.	Percentage point
PWD	Person with disability
RBC	Responsible business conduct
SO	Strategic objective
SPO	Small producer organisation
TAML	Tea Association of Malawi
ToC	Theory of Change
ToT	Training of Trainers
UNI	La Universidad Nacional de Ingeniería
VREL	Volta River Estates Limited
WSOL	Women School of Leadership

1 Introduction



The Fairtrade system is a multi-stakeholder, non-profit movement focusing on the empowerment of small-scale farmers and workers in developing countries through fair and sustainable trade. **Fairtrade Standards form the cornerstone of Fairtrade's approach to sustainable development.** They are designed to support the livelihoods and opportunities of farmers and agricultural workers in some of the poorest countries. The standards consist of social, economic and environmental requirements, that encourage or promote continuous improvements from certified organisations. The Fairtrade farmers and workers are organised through regional PNs and they are co-owners of the Fairtrade system. The Fairtrade system consists of the central coordinating body Fairtrade International, three PNs and 20 national Fairtrade organisations (NFOs) in the consumer countries.

Fairtrade Standards form the cornerstone of Fairtrade's approach to sustainable development

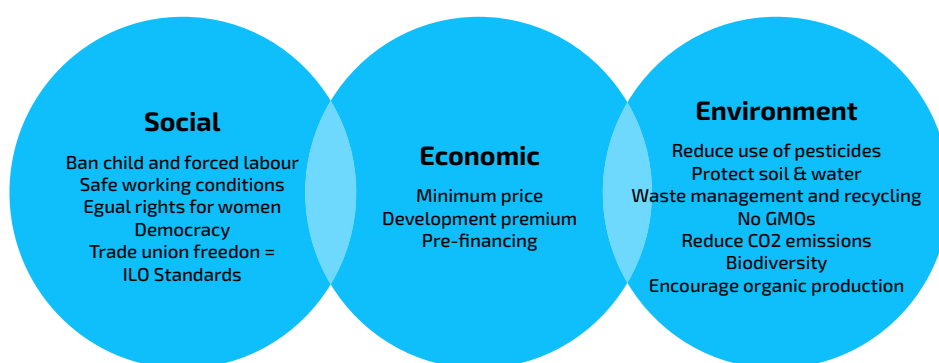
Although standards and certifications are vital tools to enable empowerment and development, alone they are not enough to spur systemic change. Sustained, targeted and supplementary initiatives are needed to support farmers and workers to tackle deeply embedded and difficult issues like climate change, displacement of people due to conflicts and disasters, exploitative work, child labour and forced labour, exclusion of immigrants and people with disabilities, and gender inequality.

Fairtrade Finland's Development Cooperation Programme targets these challenges. Through working with businesses and civil society on one hand and farmers and workers on the other, our programme links whole value chains in a unique way to empower small-scale producers and plantation workers, so that they can achieve transformative change in their lives.

FAIRTRADE FINLAND was established in 1998 by Kepa, International Solidarity Foundation, Finn Church Aid, Finnish Association of World Shops, Martha Organisation and The Finnish Association for Nature Conservation. Currently there are 32 member organisations. Besides the development cooperation, Fairtrade Finland supervises the use of the FAIRTRADE Mark, promotes the selling of Fairtrade products through business-to-business arrangements, and conducts communications and campaign activities to increase awareness about Fairtrade and its impact in developing countries. Fairtrade Finland supervises the use of the FAIRTRADE Mark in the Baltic countries.



SPO Standards



HLO Standards

1.1 Theory of Change: transformative change through empowerment of farmers and workers

The Fairtrade **Theory of Change** (ToC) seeks justice and fairness through exercising rights and freedoms, empowerment through strengthening the assets and capabilities of the most marginalized farmers and workers, and the attainment of sustainable livelihoods through building resilient agro-based trade systems and societies.

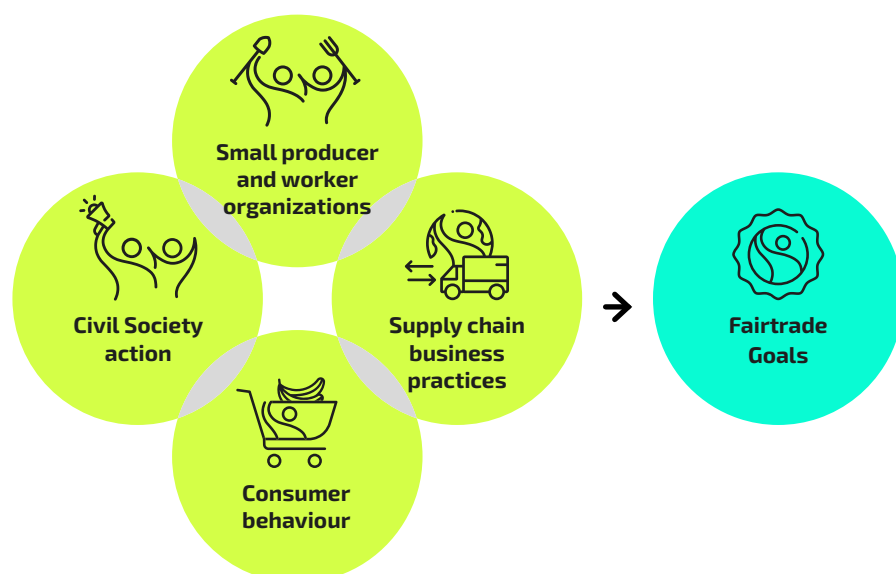
Fairtrade Finland's programme is based on this theory of change aimed at capturing and assessing simultaneous change in four areas (**spheres of change**):

- Small producer and worker organisations.
- Supply chain business practices.
- Consumer behaviour.
- Civil society action.

In line with our Theory of Change, the programme aims to empower producer and worker organisations as vehicles of inclusive development.

The Fairtrade's ToC consists of separate building blocks for **SPOs**, hired-labour organisations (**HLOs**), and for the **advocacy** component. All of them have their own results chains, with set targets at different levels. The programme's ToC has the same structure contributing to all three key areas of the global Fairtrade ToC.

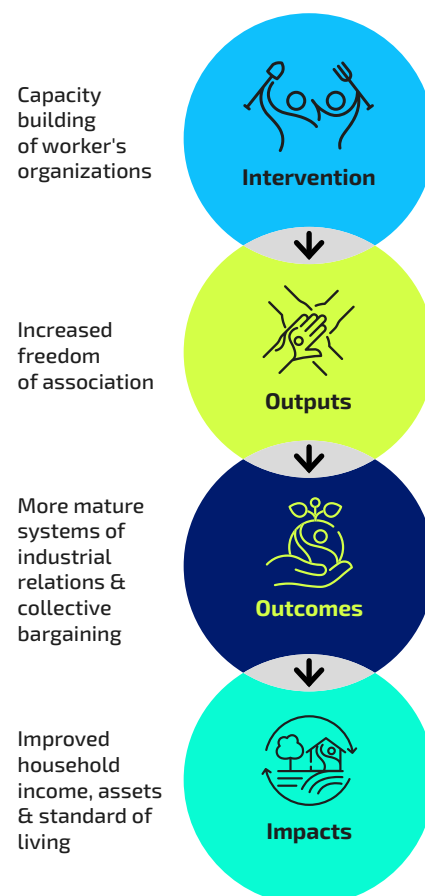
The programme's results framework is built on the ToC, and the programme's results contribute directly to the corresponding impacts, outcomes, and outputs of the ToC. All projects under the programme are aligned with and contribute to the programme level outcomes and, ultimately to its impact goal. Additionally, each programme level output corresponds to results in one or several projects, and the logic of the programme's results chain is such, that the project level results constitute the programme level outputs. This logic will be demonstrated more in detail in chapter 2, where we discuss the programme results by outcome and output level, and through exemplary pathways of change included for each of the programme's three components.



Spheres of change.

In line with our Theory of Change, the programme aims to empower producer and worker organisations as vehicles of inclusive development.

Simplified example of a results chain:



1.2 Programme objectives and components

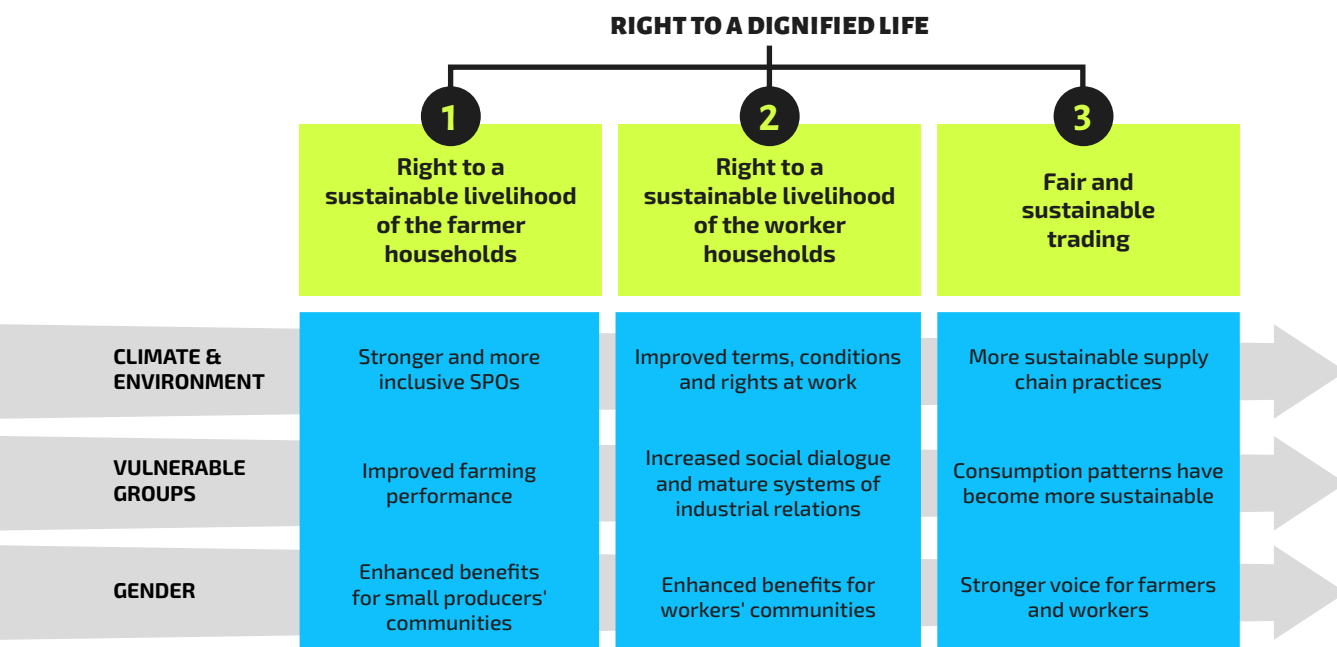
The four-year-programme has a thematic structure built around three main components. The **overarching development goal of the programme is to ensure farmers' and farm workers' right to a dignified life**. A world in which small-scale producers and workers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future, as per Fairtrade's vision statement. This will be achieved through empowering rural people and their organisations and thus, creating a supportive environment for local civil societies to enable rural people to overcome poverty through economically, socially and environmentally sustainable livelihoods.

Fairtrade Finland's programme will pursue this goal **through three closely interlinked and mutually supporting SOs or components**:

- Realizing the right to a sustainable livelihood of **farmer** households.
- Realizing the right to a sustainable livelihood of **worker** households.
- Advancing fair and sustainable **trading**.

The programme also promotes three **cross-cutting objectives** based on the values of the Fairtrade movement: *environmental sustainability, persons in vulnerable situations and gender equality*.

Programme objectives



Programme development goals, three strategic objectives and the cross-cutting objectives for 2020–2021.

1.3 Rightsholders

The programme's rightsholders are Fairtrade small-scale producers and agricultural workers. These farmers and workers are direct beneficiaries, while their families and community members impacted by the project are indirect beneficiaries. Below is a list of project rightsholders and producer organisations (SPOs and HLOs) in the reporting year.

Country and focus	male	female	total	SPOs	HLOs
Honduras: coffee, child labour	9,752	3,036	12,788	16	
Guatemala & regional: honey, climate	3,067	129	3,196	13	
(regional honey network beneficiaries)			2,310		
Haiti: cocoa, coffee, climate	140	80	220	2	
LAC regional: workers' network	1,512	504	2,016		98
LAC regional: climate change advocacy			4,037	55	
Ethiopia: coffee, sustainable production	38,079	11,803	49,882	28	
Ethiopia: flowers, living wage, gender	7,856	22,695	30,551		6
South Africa: wine, decent work	1,453	2,101	3,554		27
Ghana: cocoa, child labour	4,128	3,372	7,500	58	
Ghana: cocoa, climate change	1,219	434	1,653	3	
Ghana: bananas, living wage	11,220	2,964	14,184		2
Malawi: tea, decent work	42,580	15,160	57,740		2
Total	121,006	62,278	189,631	175	135

Table 1. List of projects and rightsholders.

1.4 Ownership, accountability and transparency

The programme promotes people-centred development in which **rightsholders become agents of their own development**. The programme's first component focusing on small-scale producers puts the SPOs on the driver's seat, as the SPOs are involved in the coordination of field activities, as well as appointing their own technical staff in supporting roles. In Latin America, the key partners of most projects are the National Fairtrade Producer Networks (*Coordinadoras Nacionales*), representing the Fairtrade certified SPOs in the country. Each project has a structure of committees with different roles: the National Networks' leadership participate in project-specific strategic committees, that give guidance and make important decisions about the projects, whereas the SPOs are participating in the projects' operational committees. Additionally, in Africa, the **SPOs are involved in each step of the projects**: validating the project designs, approving any engagement with external stakeholders or changes in implementation plans. In 2020, under the first component SPOs progress towards strengthened ownership and leadership could be seen for example in Guatemala, where six out of seven SPOs perceived that the Regional Honey Network represents the interests and priorities of its member producer organisations well.

In the second programme component the **Workers' Committees** at plantation levels, and in most cases local **trade unions**, are the representatives of the rightsholders and therefore the key owners of the projects. They have been the reference groups for **validating and deciding on project's expected results, activities, and changes**. For example, the number of workers in the Ghanaian banana sector taking part in union or committee activities rose by 12 p.p. from 2019 while the number of workers who reported to have unimpeded access to union activities rose by 5 p.p. from 2019. In the case of the Latin American Workers' Network project, the democratically elected Network and its national entities are complementing this structure further, as they **represent all workers** in the Fairtrade (FT) certified plantations on the continent. In 2020, 60 % of the Network leaders thought that they have the capacities and skills to influence positively the policies affecting workers (baseline 13 %). Similarly, around 76 % of the members perceived that the leaders understand their priorities and represent their interests in industrial relations (baseline 50 %).

The programme's third component supports **farmers and workers to advocate for the issues affecting their lives and to demand responsibility from the duty-bearers**. For example, the Climate Change Advocacy project promotes local leaders to become owners of the transformational change in their communities and even in the wider society. Apart from its focus on strengthening civil society organization (CSO) capacities, **the programme works to create a favourable operating environment for civil society**.

Sustainability and ownership of the results are supported by the fact that the farmers and workers remain part of the Fairtrade system even after the programme has phased out, ensuring continuity of the activities and learnings achieved through the programme. The programme partners: regional PNs, Fairtrade Africa (FTA) and Coordinadora Latinoamericana y el Caribe (CLAC), continue their support to farmers and workers. **The capacities of the programme partners and programme staff is supported** by trainings. Unfortunately, in 2020 programme staff trainings were not carried out due to the operational changes caused by the pandemic. Staff capacity development is in the agenda for 2021 especially in monitoring, evaluation and learning (MEL).

Accountability and transparency are ensured through regular communication among the project participants. The regional programme coordinators or managers are the focal points for the regional PNs, and they interact with national project coordinators to support efficient communication and direct consultations with the producer organisations (POs). Additionally, the regional programme managers act as the link between the producers and the programme team in Finland. This linkage enables the producers' experiences to be shared and their voices heard, and thus, discuss any project or programme related issues among the programme stakeholders. In 2020, the participatory annual review meetings and other planning sessions involving key stakeholders were mostly conducted virtually, which in some cases led to improved participation rates for some project target groups. This has had a positive effect on accountability to rightsholders. As a new initiative to increase transparency, it was agreed that the chief executive officers of Fairtrade Finland and the PNs share their board reporting related to the programme implementation.

1.5 Operating environment

In general, the **COVID-19 pandemic** has been the toughest challenge for the reporting year. Physical distancing, constraints on international trade and the hazards to human health, as well as unequal access to vaccinations have burdened the programme countries hard. Hunger, poverty and unemployment have been rising dramatically as the pandemic closed down businesses, trade ports, and local markets. For example, the flower workers in East Africa suffered from cut-down working hours or even job losses after most of the international flights were cancelled and flower transportation to the European markets stopped in the beginning of the pandemic. Significant challenges remain not only in terms of vaccine distribution, but also in responding to the long-term social and economic impacts of the pandemic. Consequently, the pandemic affected the programme's operating environment greatly, causing economic stagnation, uncertainties and potentially reinforced latent and open conflicts, such as domestic abuse, substance use and isolation. This made it difficult for the programme to implement agreed plans and to achieve its goals for the reporting year. Plans had to be revised quickly, and alternative solutions were explored to implement field activities.

According to the Latin American and the Caribbean Economic Commission (CEPAL), the regional GDP in 2020 experienced a -7.1% contraction, the biggest in a century, producing in turn a drop in employment and an increase in the unemployment rate, which reached 10.5% on average¹. Similar challenges were experienced across Africa. For example, the unemployment rate in South Africa reached 28.7 % last year while the whole Sub-Saharan Africa is estimated to have had an unemployment rate of 6.6 % in 2020².

TO ALLEVIATE the acute distress and to support the producers in the economic recovery, Fairtrade established a COVID Relief and Resilience Fund – a joint effort developed by Fairtrade International, its member organizations, and government as well as commercial partners - to deliver direct support to the small-scale producers. The 15 MEUR Fund was launched in 2020, and it will run until 2022, providing support across Asia, Africa, Latin America and the Caribbean. It supports the provision of emergency measures, such as personal protection equipment, COVID-19 prevention awareness campaigns and livelihood diversification.



Malawi's economy suffered greatly from the COVID-19 pandemic, resulting in GDP growth rate of only 1.0 % in 2020 – down from almost 6 % in 2019³ although the disease itself did not cause any serious trouble with only 6,500 people tested positive for COVID-19 and under 200 victims by the end of the year. In 2020, Malawi saw the rerun of presidential votes, as the previous election in 2019 was annulled due to fraud allegations. In the run-up to the election, there was an increase in acts of violence which slightly disturbed project activities but the actual elections and change of power were peaceful. The opposition leader Lazarus Chakwera was declared as the winner. There were hopes that the new government presents an opportunity for Malawi to reset its human rights record.

The COVID-19 pandemic had a devastating effect on the wine industry in **South Africa**, as well as the flower sector in **Ethiopia**. Some of the toughest challenges that the wine and flower industries had to face during the pandemic, were the economic downturn caused by regional lockdowns and the cancellation of international flights.⁴ In **South Africa**, the government posed a ban on alcohol sales, resulting in financial losses for the local wineries and their employees. The World Bank estimates that the country economy contracted by 7 % in 2020⁵. Structural issues, such as poverty, vast unemployment and persistent inequality stagnate South Africa's development goals and pose challenges for the project as well. Xenophobia and violence continued in 2020, despite the country's efforts to tackle discrimination with its National Action Plan established in 2019.⁶ The issue is volatile, particularly with wineries, which are mostly owned by white South Africans and many workers come from the neighbouring countries.

Ethiopia experienced modest GDP growth in 2020, a total of 6.1 %⁷. However, the country has suffered from internal conflicts and violence since 2018, sparked by the targeting of some ethnic groups, such as Gedeos and Gujis. Although the conflict between the government of Ethiopia and forces in Tigray region threw the country into turmoil, it did affect directly the programme implementation. Furthermore, the conflicts in the Gedeo and West Guji district resulted in vast numbers of internally displaced people (IDPs), destruction of homes and farms and thus, disruptions in the agricultural sectors, such as coffee cultivation. This affected the coffee project as well, resulting in a decline in coffee volumes. Additionally, the killing of a local musician and activist, Hachalu Hundessa, sparked violence and riots in Addis Ababa and in the Oromia region. This caused a three-week long internet shut down by the local government to ease the conflicts. The shutdown complicated communication between the projects' coordinators and other stakeholders. The flower project suffered from the COVID-19 pandemic and its negative effects on global trade.

Ghana's GDP growth rate declined drastically from the previous years and in 2020 it reached 1.1 %, as compared to 6.5 % in 2019. In December 2020 Ghana had presidential elections, resulting in re-election of president Nana Akufo-Addo.⁸ The elections were considered to be relatively peaceful and credible in the West African context, indicating that the established electoral system is trusted for the most part⁹ but the immediate postelection period was marred by violence. In March, the government instituted COVID-19-related movement and gathering restrictions. The lockdowns and school closures complicated especially the programme's two cocoa sector projects.

In **Haiti**, the political instability and insecurity continue as armed gangs are inciting violence and looting. The violence is exacerbating a humanitarian crisis in a country with surging coronavirus infections and high acute food insecurity facing half of the population. The *Chanjman Nan Klima* project is being implemented in the Plaisance region which has been somewhat calmer than the capital, yet the kidnappings and assaults on non-governmental organization (NGO) staff have been on the rise also affecting the project implementation. While project activities have been carried out as normal, extra precautions and security measures have been put in place for staff security and handling cash transactions.

Guatemala saw its economy contract by 3.5 % to -1.5 % due to the closing of the society. Around 1 million people are estimated to fall back to poverty which increases the proportion of Guatemalan population living in poverty by 6 p.p. altogether. The ever-growing migration to the United States affected the coffee and honey producing communities as seasonal workers are scarce. In 2020, the whole Central America was hit by two hurricanes, that affected especially the producers in Guatemala and Nicaragua.

Due to the coronavirus situation, **Finland** posed restrictions on travelling and opening hours in public buildings and provided nation-wide guidelines to prevent the spread of the disease. At Fairtrade Finland, the employees began working mostly from home and additional safety measures, such as limited presence at office, face masks and hand sanitizers, were adopted to prevent the spread of the virus in the office. Fairtrade Finland began to utilize social media more actively and the yearly Fairtrade week in autumn 2020 was organized virtually.

2 Programme Impact and Results

In the following chapters, we will analyse the progress made in 2020 against programme's objectives at impact, outcome, and output levels. The information gathered from MEL data, project reports and case studies, will be reflected against the programme's results framework (Annex 2).



2.1 Progress towards impact level objectives

The reporting year was challenging not only for the programme and project implementation, but also for the monitoring activities. The programme level monitoring was hit hard as the FLOCERT auditors were unable to carry out auditing visits in the field. Substantial part of our programme level monitoring is based on the system-wide audits and the impact data collected by the auditors. We have complemented the programme monitoring with our own project level monitoring. Due to the data collection challenges in 2020, some indicator values set out in the results framework are not comparable to the previous year's system-wide data. However, the project level monitoring data enable us to inform of programme status and make some general analysis of the situation and programme advances.

Indicator	2018	2019	2020	Target
Improved household income, assets and standard of living among small-scale producer households				
% of who perceive that their economic situation has improved	SPO: LatAm: 22 %; Africa: 43 % HLO: LatAm: 18 %, Africa: 28 %	HLO (Africa): 82 %	LatAm: SPOs 6 % HLOs 32 % Africa: NA	SPO: 60 % HLO: 50 %
% of SPOs which made net profit	80 %	75 %	69 %	90 %
% of HLOs increasing wages faster than inflation	100 %	95 %	79 %	100 %
Increased environmental sustainability and resilience to climate change				
% of SPOs which have analysed the risks of climate change and have developed an adaptation plan	LatAm: risks analysed: 53 % Plan: 0 %	LatAm: risks analysed: 89 % Plan: 56 %	LatAm: risks analysed: 77 % Plan: 55 %	SPO: 80 % HLO: 100 %
Enhanced gender equality and intergenerational sustainability in rural communities				
% of women in PO membership	SPO: LatAm: 22 %; Africa: 1 % HLO: LatAm: 8 % Africa: 14 %	SPO: LatAm: NA; Africa: 13 % HLO: LatAm: NA Africa: 6 %	SPO: LatAm: 19.6 % Africa: 13 % HLO: LatAm: 27 % Africa: 34.8 %	SPO: 20 % HLO: 20 %
Positive attitudes towards gender equality among farmers and workers	Latin America: – Africa HLO: 84 %	LatAm: SPOs 65 % HLOs 88 % Africa: –	LAC: SPO 65 %; HLO 88 %	SPO: 30 % HLO: 90 %
% of young HH members in SPOs who perceive agriculture is a viable means of livelihood	Latin America: 68 %	68 %	LAC: 68 %	80 %
Increased dignity, confidence, voice, control and choice for small-scale producers				
% of POs who have engaged in influencing government policy at any level	Latin America: # of public policies influenced 0	Latin America: # of public policies influenced 12	NA	50
% of producers who perceive that different opinions can be raised and are respected	–	SPO: LatAm 38 % HLO: 86 %	SPO: 40 % M; 32 % F. HLO: 87 % M; 80 % F.	SPO: 60 % HLO: 90 %
Fairer & more sustainable trading system				
% of consumers committed to purchase Fairtrade products	21 %	23 %	34 %	25 %

Table 2. Impact objectives.

Despite of adjusting programme activities due to the pandemic, there were some promising indications towards the programme goal of sustainable livelihoods for farmers and plantation workers. There were farmers who perceived their **livelihoods had improved**, but the proportion remained alarmingly low (6 % of men and 8 % of women in Latin America). For workers in Latin America the proportions were 31 % and 32 % respectively, suggesting that wage work may bring slightly more certainty for the livelihoods of workers even during a pandemic. However, it should be noted that these figures do not consider those workers who lost their jobs due to the COVID-19 closures and redundancies which were common in the flower and wine sectors. According to the latest audit data, the majority (69 %) of the SPOs were still making a net profit but the trend was downwards from the previous data of 75 %, and especially the baseline value of 80 % of SPOs making net profit. However, there were promising results in terms of **wage increment** in Africa. For example, in Ghana the banana workers' wages improved and the gap to a living wage narrowed. Through capacity building for the local trade unions, the workers of Volta River Estates Limited (VREL) successfully negotiated their collective bargaining agreement (CBA) obtaining an average increment in wage by 10 %, while the workers of Golden Exotic Company Limited (GEL) obtained an increase of 8.7 % in 2020. The latest audit data also indicates an increase of the wages of the South African wine grape sector workers by 10 % for women and 11.8 % for men, outperforming the inflation rate. Although the tea workers in Malawi witnessed 2 % increase in wages paid to workers after the CBA negotiations, this modest increase did not cover the inflation rate.

There are some signs of **enhanced gender equality**. Generally, women's proportion of hired labour (HL) membership is higher than in SPOs, since usually the (male) head of the household will be registered, whereas workers in waged labour represent themselves in the organizations. Women's share of the HL has been increasing, mostly due to the increase of the personnel in the female-dominated flower sector. However, it is noteworthy that the figures do not consider layoffs that took place due to the economic downturn caused by the pandemic. Wage labour workers are generally more open to different roles for women in the society, although gendered challenges remain, like violence and abuse. Unfortunately, current data on these attitude changes could not be collected from last year. What comes to youth, according to the latest data, there were no changes in their perceptions on agriculture as a viable livelihood option. However, different targeted activities to empower and activate youth may have caused the score not to go down in the monitoring period – or the fact that there were limited livelihood options available in any of the sectors.

There was a promising leap towards **environmental sustainability** and resilience to climate change in the first two years of the programme, when most of the SPOs analysed their climate change risks and many continued to finish adaptation plans. According to the monitoring data, in 2020 there was no development in these aspects. Our partners' explanation was that the crisis caused by the global pandemic forced them to focus on survival, and some planned activities had to be postponed. Similarly, there was no significant improvement in the **farmers' dignity, confidence, voice and control**. The year 2020 was full of uncertainties and concerns for one's health and safety. Nevertheless, there was progress towards farmers' and workers' increased capacity to advocate on **fairer and more sustainable trading system**. For example, 44 % of the SPOs and 62 % of the HLOs and the technical committees of workers perceived that their collective actions had intensified and led to joined advocacy efforts at local, national and international level. For instance, the Regional Workers' Network contributed to two global Fairtrade studies to make strategic changes to LW policies and workers' grievance mechanisms in the banana sector. In Finland and in Europe, the programme raised the perspective of smallholder farmers into legislative processes on Sustainable Corporate Governance and supported several companies to develop their human rights and environmental due diligence (HREDD) work. In Finland the percentage of consumers committed to purchase Fairtrade products jumped from 23 % to 34 %, indicating that the general awareness towards Fairtrade has risen among consumers.

There was a slight advancement (1 p.p. respectively) in farmers and workers' experience of dignity, confidence and voice as 36 % of SPO members and 84 % of HLO members perceived that different opinions can be raised in their communities. Notable about this indicator is the gender disparity in the responses as men were generally more confident about raising their opinions in both categories (between 7 and 8 p.p. difference). In Finland, the programme has made critical contributions to #ykkösketjuun campaign, which encouraged the Finnish Government to adopt the objective of enacting a corporate social responsibility (CSR) act and supported several companies to develop their human rights due diligence (HRDD) work.

2.2 Analysis of the programme results per component

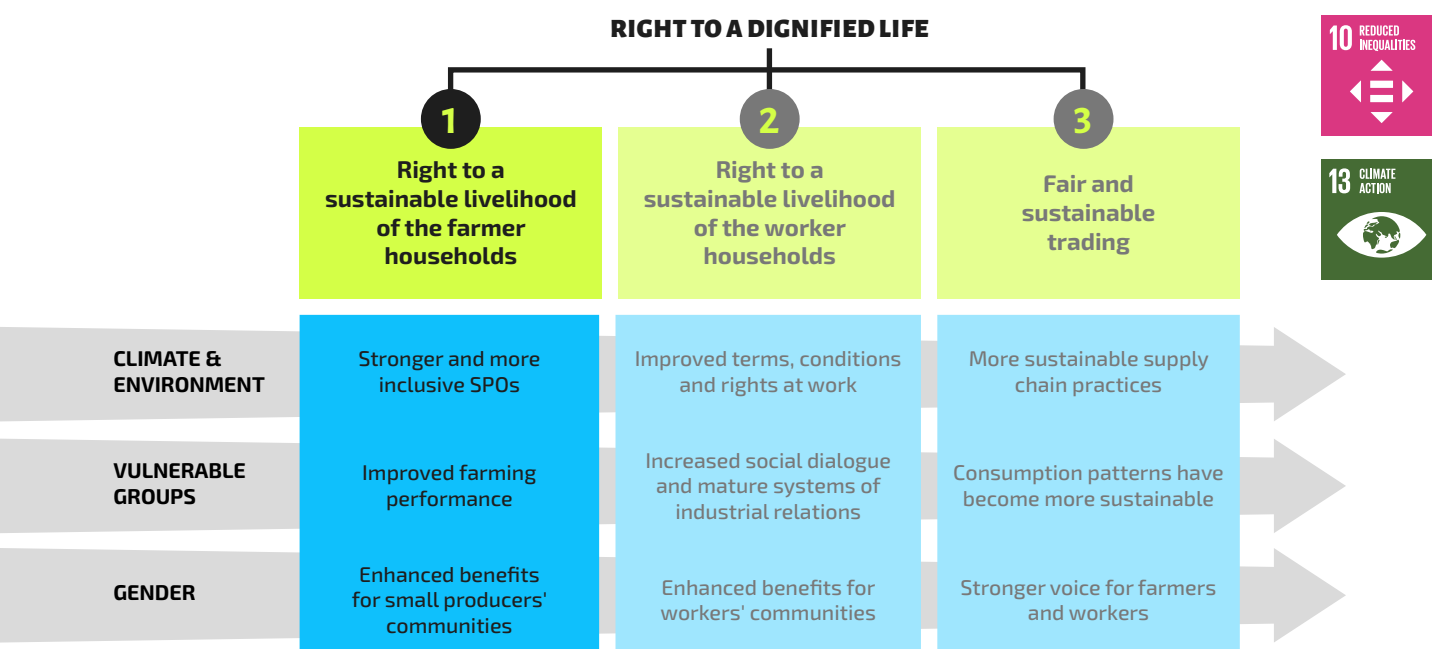
Under each component, we will first look at the outcome level progress and then analyse the output level progress and how these contribute to the outcome level achievements. Finally, we will analyse the risks, the challenges and the lessons learnt. Each of the programme's three components have their own result chains with various development paths. After each chapter, an example pathway of change is included to illustrate the relations between different target levels (impact, outcome, output), and to depict how the change is expected to happen, following the logic of the programme's results-chain and ToC.

Country and focus	Project purpose	Contribution to outcomes
Ethiopia; coffee, climate, organisational capacity	Improved economic, environmental, and social sustainability of coffee production.	1, 2, 3
Ethiopia; flowers, gender	Improved terms, conditions and rights for workers in the flower farms.	1, 2, 3
Ghana; bananas, living wage	Improved wages, labour rights and gender equality in banana plantations.	1, 2
Ghana; cocoa, child rights	Strengthened child protection systems in the cocoa producing communities.	3
Ghana; cocoa, climate change	Strengthened adaptation and resilience against climate change.	1, 2
Guatemala; honey, climate	Improved capacities of honey SPOs to adapt to climate change, and better advocacy skills of the Latin American honey network.	1, 2
Haiti; coffee, cocoa, climate	Improved organisational capacities and ability to adapt to climate change.	1, 2
Honduras; coffee, climate, child labour, gender, youth*	Strengthened organisational capacity, and economic, ecological, and social sustainability of coffee SPOs.	1, 2, 3
LAC regional; bananas, fruit, flowers, grapes, workers' representation	Strengthened capacity of the Latin American Workers' Network to represent and advocate for workers.	1, 2
Malawi; tea, living wage	Improved terms, conditions and rights at work in tea plantations.	1, 2
South Africa; wine grapes, worker welfare	Improved terms, conditions and rights at work.	1, 2, 3

Table 3. Program projects and their contribution to the outcomes.

2.2.1 COMPONENT 1: Realizing the right to a sustainable livelihood of farmer households

The component 1 seeks to ensure realization of farmer households' right to a sustainable livelihood by strengthening the capacities of SPOs, improving production and increasing producer communities' benefits.



2.2.1.1 Progress against expected outcomes in programme component 1

Indicator	2018	2019	2020	Target
Stronger and more inclusive SPOs				
% of SPOs which implemented specific activities to bring young people into the membership	LatAm: 12.5 %	LatAm: 16.7 %	LatAm: 16 %	75 %
% of SPO's who perceive they are more able to negotiate conditions with buyers	Honduras: 50 % Guatemala: 86 %	Honduras: 100 % Guatemala: 100 %	Guatemala: 57 %	80 %
Improved farming performance				
Average yield per SPO	Honduras: 12,384 qq	Honduras 20,971 qq = +59 %	NA	+10 % p.a.
% of SPOs that increased sales by > 10 %	Honduras: 25 %	Honduras: 44 %	NA	+10 % p.a.
% of SPOs which used GAPs	Guatemala: 74 % Ethiopia: NA	Guatemala: 100 % Ethiopia: 29 %	Guatemala: 88 % Ethiopia: 44 %	60 %
Enhanced benefits for small-producers' communities				
SPOs delivering services to their members	44 trainings, 27 topics, 2,398 (588 F) participants	754 trainings, 53 topics, 6,096 (1,538 F) participants	1,098 trainings; 35,184 participants (12,350 F)	+20 % p.a.
% of PO members who perceive that their organisations understand their priorities and act in their best interests	LatAm: 50 %	LatAm: 44 %	LatAm: 76 %	70 %

Table 4. Component 1: key outcome-level results and key indicators in 2020.

Outcome 1. Stronger and more inclusive SPOs

This outcome seeks strong, accountable leadership, inclusion of persons in vulnerable situation, such as young adults, women and persons with disability (PWDs), and it seeks to enhance the SPOs' negotiating power and their role in supply chains.

The regional Intercambio "Exchange" Climate Change Advocacy project in **Latin America** has focused on Youth leadership schools and creating advocacy skills and knowledge in climate action for SPO members. In 2020 the Leadership schools were run in Nicaragua and Ecuador, **62 % of the participants in the leadership schools are currently holding leadership positions in their SPOs, and 63 % report having more influence within their cooperatives compared to before.** This is an indication of the **empowerment of youth** who have found their voice as members in their cooperatives, and who are now able to take up leadership duties. Additionally, in Bolivia the earlier cohort of Leadership school participants who received a training of trainer (ToT) training, cascaded their knowledge to another 497 producers in climate change adaptation, which shows the participants' commitment and level of new skills in climate action.

62 % of the participants in the leadership schools are currently holding leadership positions in their SPOs, and 63 % report having more influence within their cooperatives compared to before.

The **Ethiopian** coffee project partnered with the Ethiopian Centre for Disability and Development (ECDD) to develop and review policy documents regarding disability inclusion, gender equality, child labour and finance, as well as human resource management. In 2020, all three coffee unions had at least two out of four policies developed, and existing policies reviewed. Furthermore, the percentage of SPOs with some leadership positions held by women and PWDs increased by 14 p.p. in 2020, reaching a total of 56 %. This indicates progress in the project's inclusion work, as **people in vulnerable positions have gained more voice** in their cooperatives.

In Guatemala, The Regional Honey Network continued to strengthen its position as an interest group within the region creating 31 new agreements or alliances with different stakeholders. There was a slight increase, 16 p.p. in the SPO representatives' perception of improved leadership skills. COVID-19 and stricter quality requirements plummeted honey markets internationally and led to lower score SPOs' negotiating position on price and other contractual conditions with buyers. Additionally, in Honduras, the coffee sales decreased by 19 % from 2019.

These results pave the way for the achievement of the programme's impact goals of **improved income** and **enhanced gender equality and intergenerational sustainability in rural communities.**

Outcome 2: Improved farming performance

The thematic focus areas of this outcome are increased productivity, improved quality of products, sustainable management of natural resources and increased adaptation to climate change, and the reduction of the carbon footprint.

The pandemic burdened profitability as international sales plummeted, for example in coffee and honey in Latin America. In **Guatemala** the honey production decreased by 30.5 % due to the movement restrictions. Despite the challenges, the SPOs were able to continue certain activities such as good agricultural practice (GAP) trainings and climate risk adaptation planning, since much of the content was moved to virtual form. For example, in Guatemala, the farmers appreciated the new practices that they had learned, like planting fruit trees to increase honey production and to diversify their household nutrition.

The planning of climate change and climate resilience project in **Ghana** cocoa farming communities was delayed due to the pandemic as local partners were not able to travel to the locations and planning workshops had to be suspended. For most projects we were able to arrange alternative activities, such as virtual trainings and radio programmes. However, planning of a new project requires stronger presence in the area to avoid future risks. Some assessments were conducted on land use, the level of knowledge regarding climate change and financial management. These provided some lessons learned for the project, which will be utilized in the next year.

Outcome 3: Enhanced benefits for small-scale producers' communities

This outcome includes improved access to basic services for SPO members, improved services in communities and support for marginalized groups. The SPOs are in a key position in their communities to promote social cohesion and to raise awareness on important issues, such as human rights, environmental understanding and market knowledge. They extend their services to the SPO members and to the communities at large, as seen with the case of Gebeyehu Begna in **Ethiopia** in Image 1. In 2020, due to the global pandemic, many of the projects turned to alternative ways of training (virtual training, radio programs and brochures) which surprisingly reached wider communities on top of the planned cooperative members.

In the child protection project in **Ghana**, a survey was conducted in 2020 to identify risks in children's health and safety around the school areas. Several risks were found, such as unsafe structures near the school and hiding spots for substance use. The communities took measures to clean the hiding spots and to dismantle the hazardous structure. Furthermore, the project has provided training and awareness raising on children's rights, whereby schoolteachers have adopted positive disciplining measures and other rights-respecting activities to provide a safer school environment for the pupils.



My disability cannot hinder me from achieving my goals and aspiration. The only challenge I had was transportation... Thanks to Fairtrade and the flower project, I am now able to tackle this challenge. The new wheelchair allows me to travel to work more easily, and thus provide a safe spot to carry my children. I am very happy, and this is very encouraging for me to look forward.

Gebeyehu Begna, teacher at Sher Flowers Ethiopia



Image 1. Gebeyehu Begna with his new electronic, environmental-friendly wheelchair in 2020.

2.2.1.2 Progress against expected outputs in programme component 1

The programme's first component has four programme-level outputs, which contribute to the three outcomes outlined above.

S01 Output 1	S01 Output 2	S01 Output 3	S01 Output 4
Stronger, well-managed, democratic, participatory and transparent SPOs.	Capacity among small producers to improve productivity and quality, protect environment, and adapt to climate change.	Enhanced access to fair trading conditions.	Awareness of and commitment to human rights (labour, gender, child).

Table 5. Output level targets, program component 1.

Gender and disability policies are in place in all participating coffee unions of Ethiopia.

By establishing youth groups in the SPOs and by providing peer support and promoting success stories of young SPO members, youth are motivated to stay in their communities.

Output 1: Stronger, well-managed, democratic, participatory, and transparent SPOs

This output seeks to strengthen the overall capacity of the SPOs to manage their businesses in a participatory and transparent manner, while promoting human rights and ensuring inclusiveness in their operations. Nearly all SPO projects under the programme include result-areas contributing to this output, aiming at improving the capacities of the SPOs. There was clear progress on this output in 2020, particularly with the inclusion of women, persons living with disabilities and youth in SPO operations.

In Ethiopia, youth groups were established at SPO level to promote inclusion of PWDs, youth and gender equality. For example, the Bench Maji youth group opened a bank account and got a loan for their businesses. This guarantees **ownership** of youth groups initiatives by its members and respective unions as feasible enterprises that attract more youth for sustainable coffee value chains in Ethiopia. In general, the project in Ethiopia has received praise from the coffee cooperatives for its consideration of gender and environmental aspects in all its trainings.

The new phase of the coffee livelihoods project in Honduras started in 2020 with special focus in sustainable coffee cultivation and inclusive SPOs. 77 youth were participating in entrepreneurship projects and some SPOs were developing entrepreneurship activities to promote youth membership and employment in the cooperatives and developed entrepreneurship plans for women. Several projects' SPOs progressed in their **managerial capacities**. For example, in 2019 Ethiopian coffee SPOs developed **business plans** and **human resource management strategies**. In 2020, these strategies were taken further in forms of training on coffee union management levels. The trainings focused on good governance, participatory decision-making and gender, as well as disability inclusion. **This enabled the coffee unions to put gender and disability policies in place in all unions.**

These results contribute to the achievement of Outcome 1 Stronger and more inclusive SPOs. The more youth and women participate in the different activities and functions of the SPOs, the more intergenerational dialogue and understanding is created among the members. Youth often say that their capacities are not appreciated, while older farmers are concerned about the lack of youth's commitment in farming. **By establishing youth groups in the SPOs and by providing peer support and promoting success stories of young SPO members, youth are motivated to stay in their communities.** Additionally, the new exciting opportunities linked to value addition or organic farming are key incentives, and youth have already provided valuable new ideas, innovations and capacities to the SPOs by through entrepreneurship activities and new business plans. By giving responsibility and land to farm or beehives to manage, youth's ownership and commitment in participating in the development of their own communities' increase.



... We are happy for the facilitated seed money from the project and loan from the union, and what mattered is the source of input to supply and market linkage which has been addressed by the Union's great commitment to our business...

Etalem Lema, youth group leader at Bench Maji Union

Image 2. Youth group representatives at income generating activity (IGA) training.



Finally, supporting the SPOs to develop their management and business skills contribute not only to outcome 1 of *Stronger SPOs*, but also to outcome 2 *Improved farming performance* and 3 *Enhanced benefits for members*. Once the SPOs become self-sustained and professionally managed businesses, they will streamline support for farming performance, and eventually generate more income for farmers. General wellbeing in the communities is enhanced, in terms of Fairtrade premium projects and other community development activities that the SPOs promote. Furthermore, this output contributes to the cross-cutting objectives of *Gender equality* and *Vulnerable groups*, which will be analysed more in detail in chapter 2.

Output 2: Capacity among small-scale producers to improve productivity and quality, protect the environment, and adapt to climate change

This output area aims to improve the overall sustainability of the smallholder production. Economic sustainability of the SPOs is achieved through improving the productivity and product quality to meet the international market expectations. Therefore, it is crucial to focus on environmental sustainability to adapt to and mitigate the effects of climate change. Fairtrade emphasises GAPs which means, for instance, improving soil nutrient levels, irrigation and waste-water systems, increasing biodiversity and crop variety, and decreasing the use of harmful pesticides. Overall, the programme uses various methods and sources of knowledge for productivity and environmental stewardship.

In **Haiti** the project eventually began after various delays due to escalating violence and political unrest in the country. The skills and capacities of the two coffee and cocoa SPOs are very low, so much emphasis is put in enhancing farmers' productivity and knowledge on GAPs and climate change adaptation. As a climate change adaptation measure, both SPOs concluded adaptation plans. 12,000 coffee and cocoa plants were purchased, distributed and planted in 14 demonstration fields of 14 hectares to enable the producers to learn new cultivation techniques hands-on.

In **Guatemala**, the honey sales to international markets dropped during the pandemic but the drop was partially softened by a rising domestic demand. Eventually, two out of seven SPOs were able to increase their production of honey by applying GAPs and climate change adaptation measures. 88 % of the beekeepers were actively using their skills applying GAPs in their production.

In **Ethiopia** the coffee cooperative members using GAPs increased by 22 % in 2020. Furthermore, in the reporting year, 16 out of 28 SPOs had environmental protection systems in place, such as vetiver grass to manage wastewater in wetlands and coffee pulp hoppers to remove gum-like substance (mucilage) off coffee cherries. The pulp hoppers reduce the amount of water and energy used in such processes, as compared to traditional methods. In Ethiopia, Q-training on coffee cupping increased access to a well-equipped coffee quality laboratory enabling the SPOs to create suitable products for international market expectations, and to potentially start direct trade.

These achievements contribute to outcome 2 *Improved farming performance* and the cross-cutting objective of *Environment and climate change*. Generally speaking, the production-related project activities and the expected results have linkages to climate change adaptation, organic farming and environmental protection.

Output 3: Enhanced access to fair trading conditions

In this output area, the programme seeks to strengthen the SPO capacities for value addition, marketing, negotiation and access to national and international markets. While the small-scale producers often lack the power to decide on the conditions of trade, the programme supports the SPOs in establishing business relations with buyers that are looking for ethical and sustainable products.

In **Ethiopia**, new market linkages were created, when the unions participated in African Fine Coffees Association (AFCA) exhibition in Kenya and **enabled them access to the Asian coffee markets**. Coffee's popularity is rising in many Asian countries, which provides fruitful opportunities for Fairtrade coffee. With promising market prospects, more youth are encouraged to take interest in the coffee sector, and to potentially continue family businesses. Together with the achieved progress in

Ethiopian coffee unions participated in African Fine Coffees Association (AFCA) exhibition in Kenya and enabled them to access the Asian coffee markets.

youth involvement and inclusive SPOs, these efforts pave the way for multifaceted business ideas and new opportunities for farmers and their communities.

This output area contributes to outcome 1 *Stronger and more inclusive SPOs*, as it strengthens the SPOs' capacity to compete in the international markets through stronger negotiation and marketing skills. Furthermore, it contributes to the programme component 3 *Fair and sustainable trading*, particularly to its outcome 3 *Stronger voice for farmers and workers* by empowering the SPOs to take the lead of their own business development.

Output 4: Awareness of and commitment to human rights

This output ensures that persons in vulnerable situations are considered and included in all SPOs' operations. Thus, improving the SPOs' understanding of and adherence to human rights is embedded in all projects under the programme. In some projects, the human rights aspect is more explicit and persons in vulnerable situations are focused with targeted projects and expected results.

The child protection project in **Ghana** is the main contributor to this output, as it focuses on providing a safe environment for children in the cocoa growing communities. It develops child labour monitoring systems in the cooperatives, raises awareness about child rights and promotes safe schools for children. The project was amended in the reporting with the additional funding received from MFA and the commercial partner Tony's Chocolonely. In 2020, the project communities conducted community mapping and ranking of most critical risks for children, including child labour. Children's participation in the exercise brought out several issues in the communities and these were incorporated in the Union's plans to support the communities in addressing the identified risks. The project engages with wider communities beyond the cooperative members to support the local community child protection committees (CCPCs). The CCPCs managed 13 child protection cases with the local child welfare authorities. Furthermore, in **Honduras** emphasis has been put on awareness raising and campaigning against child labour in coffee growing communities. Last year, four SPOs established child protection committees and they will elaborate child protection policies for their organisations.

These results contribute to the achievement of the outcome 1 *Stronger and more inclusive SPOs* and 3 *Stronger voice for farmers and workers*. They improve the inclusiveness of the SPOs' operations, as well as their ability to generate benefits for the farmer communities. As this output area links with the cross-cutting objectives of vulnerable groups and gender, some of the results are discussed in more detail under chapter 2.2.4.

2.2.1.3 Challenges, risks and lessons learnt, programme component 1

Despite a challenging year, most of the projects under this component made some progress. Particularly, the PN's and SPOs' adaptability to the physical distancing was remarkable. Most face-to-face trainings and project planning and monitoring sessions were changed to virtual mode which functioned unexpectedly well. While this change also brought into light the existing digital gaps between different communities and regions, the advanced use of digital tools and platforms was also seen as a possibility to enhance region-wide peer learning. For example, in the "Intercambio" Climate Change Advocacy project, the Leadership school modules in **Ecuador** were carried out completely in virtual mode, yet the completion rate for the participants remained relatively high 77 %.

The **Ghana** cocoa child protection project implementation suffered from the COVID-19 restrictions as many activities involve school children and school parent-teacher associations. In Ghana the schools were closed for the most part of 2020, hence most school-based activities were postponed to 2021. In addition to MFA and Tony's Chocolonely, we partnered with International Cocoa Initiative to jointly develop child labour monitoring and remediation systems, while supporting the wider community-based child protection mechanisms under the national child protection system. This type of systemic approach to child protection that considers the whole ecosystem and finds synergies among different actors required learning and adaptation to manage a multi-stakeholder partnership including other NGOs, local authorities and active commercial partners.

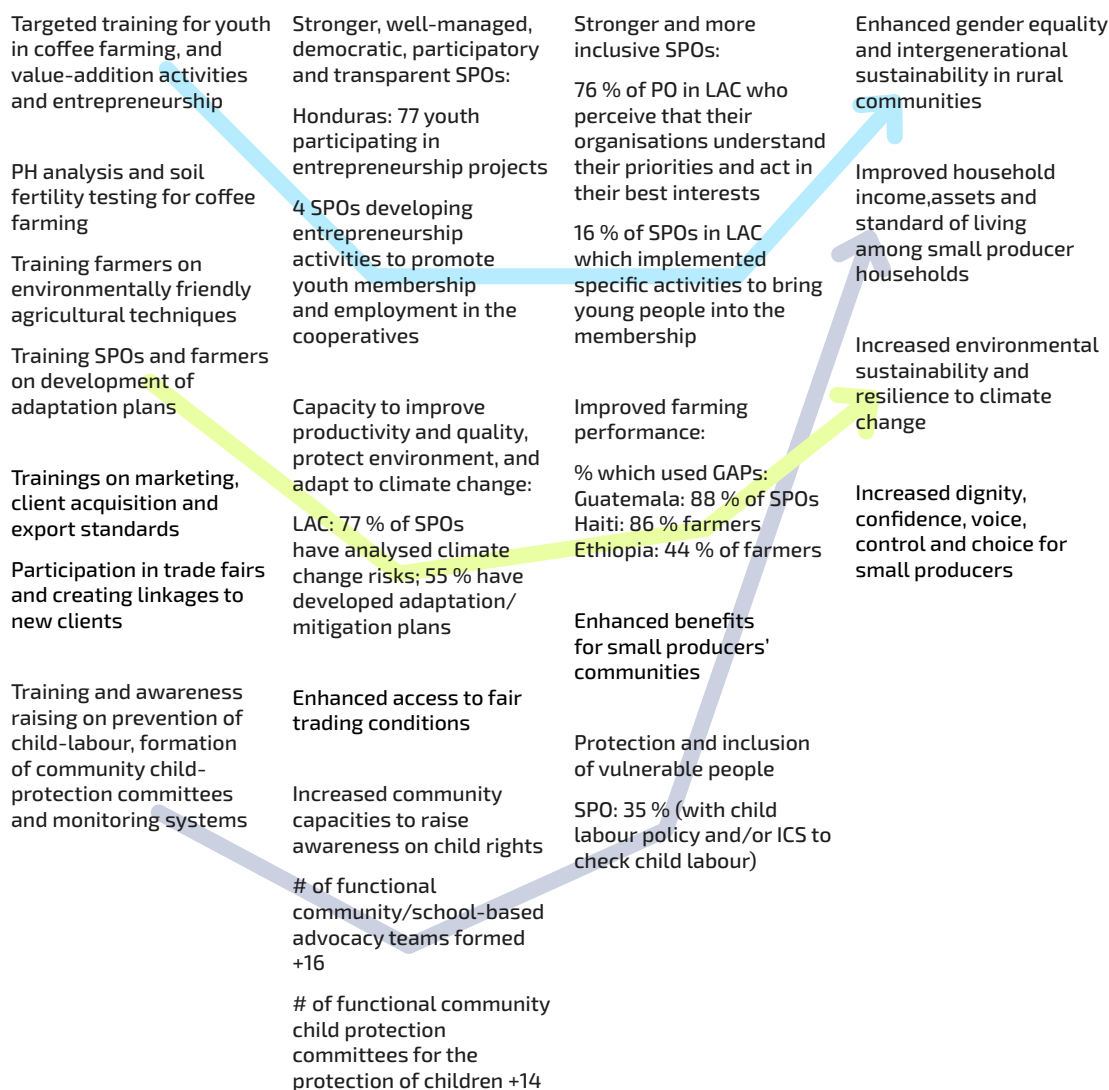
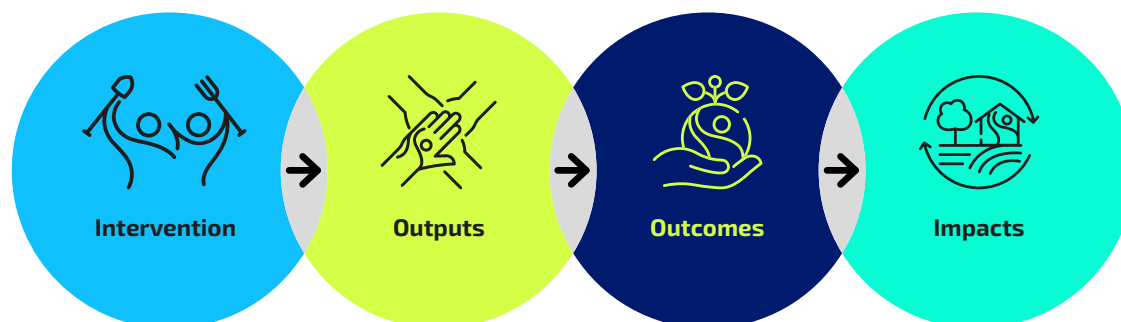
In general, it is important to have sensitivity towards the rightsholders' views and understand their approach to specific issues. One example is soot that is a major health hazard produced by traditional stoves. In the new Ghana climate change project in the cocoa sector, we learned that the local communities might not be willing to use improved cookstoves that remove soot particles, as the communities have previously used the soot for medical purposes.

The project in **Haiti** was able to kick off its activities. Staff security and cash handling are the main operational risks that required close monitoring and planning in the continuously unstable and violent operating environment. Due to the slow start, the expected project results have been revised and adjusted, as the original plan will not be completed by the end of the current programme cycle. Nevertheless, the focus areas of the project remain clear. The SPOs' management capacities are low and need systematic strengthening, and the coffee and cocoa farmers will continue to need technical training to enhance productivity and quality of products while adapting to climate change.

2020 saw the start of a new phase of the coffee livelihood project in **Honduras**, which is supported by commercial partner Aldi South from Germany. The pandemic, as well as the two hurricanes towards the end of the year, delayed the implementation of project activities more than expected. Many activities were prepared, and plans made to be able to kick off right away when the restrictions ease up in 2021.

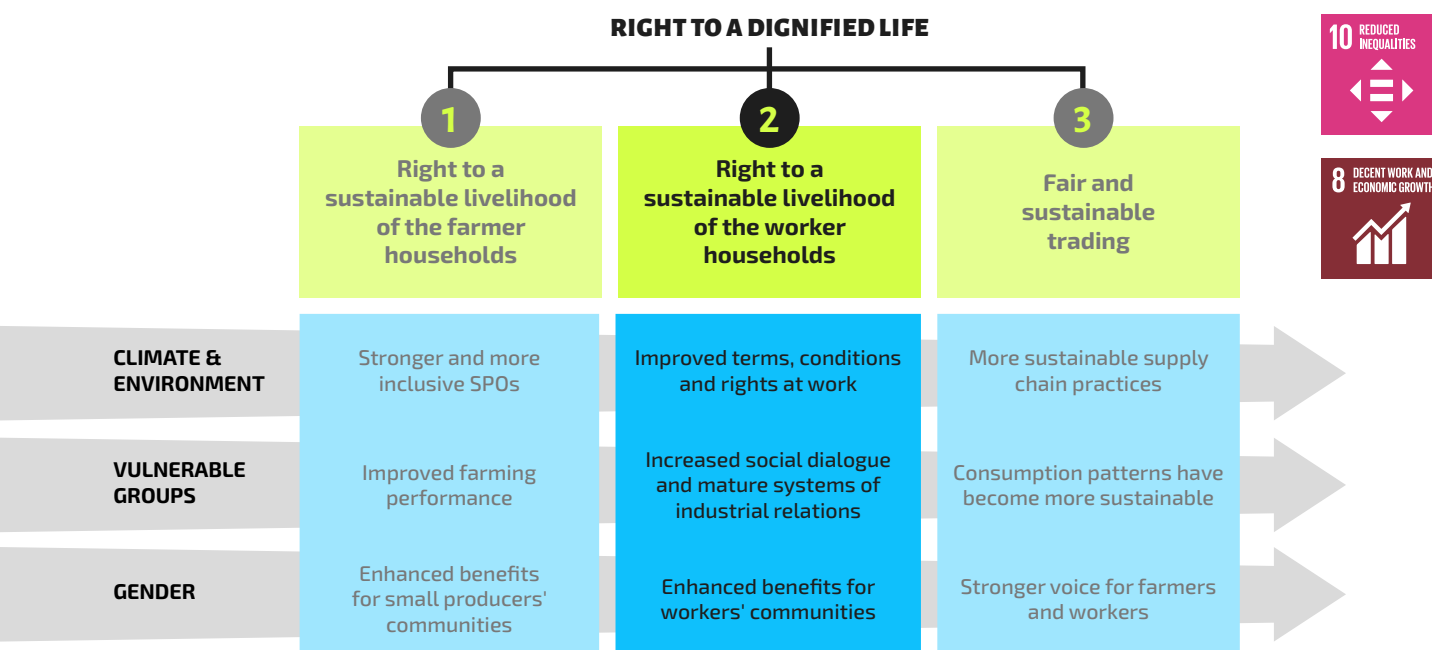
The projects in **Ethiopia** faced some delays due to COVID-19 and political and social unrest. These affected the project implementation and achievement of the expected results. Adjustments had to be made in the project plans and timeframes. However, the pandemic provided an opportunity to implement innovative ways to reach people, such as radio programs concerning GAPs, gender equality and disability inclusion.

Result framework of the component and example pathways of change for farmers in 2020



2.2.2 COMPONENT 2: Realizing the right to a sustainable livelihood of worker households

The second SO of the programme includes the rights of both HL workers in plantations, as well as the workers of SPOs. The projects that fall under the programme's first component (farmers' rights) and include workers' rights aspects are not listed here, but the results that fall under this outcome area are included in the following discussion.



2.2.2.1 Progress against expected outcomes, programme component 2

Indicator	2018	2019	2020	Target
Improved terms, conditions and rights at work				
% of HLOs above the average on conditions of employment	56 %	45 %	43 %	70 %
% of HLOs who had above average and superior health and safety practices	50 %	57 %	42 %	70 %
% of workers who report satisfaction with working conditions	39 %	61 %	NA	70 %
Increased social dialogue and mature systems of industrial relations				
% of HLOs with above average and superior freedom of association practices	61 %	63 %	52 %	70 %
% of HLOs where terms are determined by a CBA, with adequate involvement of workers in the negotiations	57 %	25 %	41.5 %	70 %
% of workers' grievances resolved, as reported by worker representatives	39 %	56 %	NA	60 %

Enhanced benefits for workers' communities				
% of HLOs delivering trainings	358 trainings, 197 topics, 28,543 (10,632 F) participants	+ 31 trainings, +28 topics, +4,170 (3,472 F) participants	1,056 trainings, 65,389 participants, (10,866 F)	+10 % annually
% of POs with a policy to protect vulnerable adults	HLOs: 56 % SPOs: 50 %	HLO: 65 % SPO: 25 %	SPO: 35 %	HLO: 80 % SPO: 70 %
% of HLO members who perceive that their organisations understand their priorities and act in their best interests		LatAm: 53 %	LatAm: 76.5 %	80 %

Table 6. Component 2: key outcome-level results and key indicators in 2020.

Outcome 1: Improved terms, conditions and rights at work

The thematic focus areas of this outcome are living wages, improved terms and conditions, health and safety, the ability to voice concerns and exercise rights, and increased equality and opportunities of workers.

Most of the projects under component 2 contributed towards this outcome area in 2020. General working conditions and working environments were enhanced. For example, in **Ethiopia** trade unions managed to increase the length of paid maternal leave and the availability of medical insurance for workers. **In South Africa, the HLOs negotiated their CBAs regarding minimum wage and 11 HLOs completed their disability inclusion policies, as compared to zero in 2018.** Despite obvious challenges, global pandemic brought along an increased focus on improving the health and safety at workplaces. All workers' rights projects were strongly supporting to secure workers' health by providing hand sanitizers, face masks and health information on disease prevention. According to our knowledge, there were no severe COVID-19 cases or that it had spread at any of the programme's plantations. Importantly, there was a reduction in work-related accidents in **Malawi** and **Ghana**. Furthermore, the occupational health and safety (OHS) trainings led to increased commitment towards occupational health and safety, as 85 % of HLOs in South Africa's project reported to have safety and security committees in place, while the Ethiopian flower workers' project identified knowledge gaps in current OHS policies and established record-keeping as part of the OHS activities.

Although the programme level MEL data indicated a negative development in the conditions of employment, this can be partly explained by different POs being audited in different years. Hence the auditing data is not fully comparable from year to year¹⁰. Moreover, there was a notable **increase of 16.5 p.p. in the proportion of hired labour organisations having CBAs** which indicates some level of improvement in the institutional framework for employment conditions. As we have similar indicators at the output level that measure employment conditions, we can confidently say that progress was made also in this area (see the chapter 2.2.2.2. for output-level analysis). We will also consider how to adjust this indicator in the future so that it reflects better the outcome.

In South Africa, the HLOs negotiated their CBAs regarding minimum wage and 11 HLOs completed their disability inclusion policies, as compared to zero in 2018.

Increase of 16.5 p.p. in the proportion of hired labour organisations having CBAs.

Outcome 2: Increased social dialogue and mature systems of industrial relations

This outcome focuses on effective trade union representation and social dialogue and is expected to show progress with time as industrial relations develop slowly.

In some countries the position of the trade unions is volatile, and this is reflected in their abilities to be involved in the CBA negotiations. This is particularly so in some Latin American countries, where the trade unions are not fully operational in plantations. However, there was some promising development contributing to this outcome in 2020. **As a result of the Latin American Workers' Network project, 60 % of the workers' representatives felt that they have better capacities to engage in dialogue with their employers, an increase of 54 p.p. compared to baseline in 2018.** In Malawi, the number of workers who are registered as plantation and agriculture workers' union (PAWU) members has increased over the years, and in 2020 the number rose by 3.4 %.

Similar development was witnessed in Ethiopian flower sector where the number of HLOs with functional grievance mechanisms increased from two to four in 2020. Previously there had been grievance mechanism in place, but these were not utilized by the workers due to low understanding of their purpose. By training the workers on conflict resolution and workers' rights, these mechanisms are now successfully operational and **can manage possible grievances.**

Outcome 3: Enhanced benefits for workers' communities

This outcome aims to improve services and general infrastructure in the workers' communities, while supporting vulnerable and marginalized groups, and the elimination of child and forced labour and ensuring that the SPOs' development plans take temporary workers into account.

As with the SPOs, the HLOs work as platforms for greater awareness, providing workers and their communities important knowledge and skills on different themes. For instance, awareness raising and capacity building sessions on disability inclusion have provided some promising results in the **Ethiopian** coffee and flower projects. The number PWDs employed on flower farms has increased from 191 to 221. Similarly, in the coffee project, women and PWDs have benefitted from the leadership and managerial training, as seen with the increase in SPOs with some leadership positions held by women and PWDs in 2020. Particularly the flower project has been commended by PWDs as the assisting devices that have been provided by the project have been essential for the workers in their day-to-day activities. **The Ethiopian flower workers' project has focused on promoting gender equality, and the training has given more confidence for women to take leadership positions in the flower farms.** Thus, women are recommended to explore alternative income generating activities that can provide them with additional salary, as well as autonomy of their own lives.

In Latin America, **workers' satisfaction in the HLOs' capacity to implement collective actions** to promote their members' interests shows a strong growth trend. **Workers' trust in their representatives grew notably, as 76.5 % of the Workers' Network members reported that their representatives understand their priorities and act upon their best interest (up from 50 % in 2018).** This is a solid indication on the value of the project as workers in Latin American plantations across different sectors have been able to connect and engage in issues concerning them on regional level and receive peer support and exchange information about labour rights issues and collective bargaining. Some of the results contributing to this outcome are discussed in the next chapter, with their progress against expected outputs or in the cross-cutting objective of vulnerable groups.

60 % of the workers' representatives felt that they have better capacities to engage in dialogue with their employers, an increase of 54 p.p. compared to baseline in 2018.

The Ethiopian flower workers' project has focused on promoting gender equality, and the training has given more confidence for women to take leadership positions in the flower farms.

Workers' trust in their representatives grew notably, as 76.5 % of the Workers' Network members reported that their representatives understand their priorities and act upon their best interest (up from 50 % in 2018).



...I only had three months of maternity leave when I had my first born. I wasn't feeling good. I didn't have enough time to spend with my son. After our trade union managed to negotiate for four months of maternity leave, I had time to breast feed and nurture my second. Our union did not only negotiate for four months of maternity leave, they have also negotiated for two hours of breast-feeding time for lactating mothers for one year. It's a privilege.

Adanech Duga, is a worker at Sher flower farm at the Ziway branch

2.2.2.2 Progress against expected outputs, programme component 2

This component has four programme-level outputs, which contribute to the three outcomes outlined in table 7.

S02 Output 1	S02 Output 2	S02 Output 3	S02 Output 4
Improved labour conditions	Increased freedom of association	Enhanced knowledge and capacity	Stronger, well-managed and democratic organisations

Table 7. Output-level targets, program component 2.

Output 1: Improved labour conditions

Labour conditions improved especially in the flower project in Ethiopia, which saw an increase in the measures taken to ensure **a safe and a healthy working environment for the workers. In 2018 the number of POs that have taken measures was zero while in 2020 all six POs had taken some measures to ensure safety.** In the Ghanaian banana sector, **there were signs of improved industrial relations, as no labour agitations were reported in 2020.** Similarly, in Malawi's tea project, the tea estates witnessed a 26 % **reduction of workplace accidents** as a result of OHS training. When it comes to the wine sector in **South Africa**, we learned that the workers had visibly become more confident and outspoken regarding issues or thoughts that they might have concerning their work and the workplace.

In the Latin American regional Workers' Network project, progress was made towards **improved dialogue and relations** between workers, plantation managers and employers through various stakeholder dialogue sessions and communication campaigns. Out of 117 plantations in the Latin American region, a total of 48 plantations (41 %) with their plantation managers and employers, have knowledge and understanding of the workers' network in enabling mature industrial relations and fairer work conditions for workers. Many managers commented that they respect the workers and consult them whenever there is need to resolve disputes or to decide on the use of the Fairtrade premium.

In 2020 all of the six participating POs in the Ethiopian flower farms had taken occupational health and safety measures, compared to zero in 2018.

No labour agitations were reported in 2020.

These achievements contribute to programme component 2 second outcome *Improved terms, conditions and rights at work*. Some of the achieved outputs have already improved the **physical conditions and safety at workplaces** while **improved relations** between workers and employers, and workers' **increased capacity** to influence positively in their own working environment will lead to better work life in the future. Additionally, the workers have the means to assess and monitor whether the employers sustain the improvements made. Workers whose leadership skills and knowledge are improved through trainings will be able to identify key workers' rights issues that need to be addressed collectively at workplace or even advocate for sector level changes.

Output 2: Increased freedom of association

Although the pandemic posed restrictions on physical meetings and travelling, the workers' participation in the union and various committee meetings has risen steadily. For instance, in Ghana, **the freedom of association was on increase as more workers were taking actively part in trade union activities** (from 78 % in 2018 to 91 % in 2020) and an increasing share (from 75 % in 2018 to 88 % in 2020) of workers perceived that they **have unimpeded access to attend workers' committee meetings**. Similar positive development was happening also the Ethiopian flower sector where **97 % of workers reported that they are aware of their rights, including the freedom of association and to be included in the CBA negotiations**. It seems that the continuous training and awareness-building has provided some of the workers with sufficient knowledge of their rights to associate freely, and to have confidence in the union.

This output contributes directly in the progress towards outcome 2 of this programme component *Increased social dialogue and mature systems of industrial relations*, as trade unions are in most countries the main agents promoting the workers' rights and participating in collective bargaining.

Output 3: Enhanced knowledge and capacity

The programme made significant progress in this sector particularly in Africa. For example, in Ghana, **understanding on living wage concept** increased from 41 % in 2018 to 73 % in 2020. In South Africa, 80 % of workers reported to have **improved knowledge on gender** policy, sexual harassment and discrimination in 2020 (baseline 17 %). Furthermore, in Malawi, the number of **women in supervisory roles** rose from 28 % in 2018 to 32 % in 2020. **In Ethiopia, after the training on labour rights and conflict management, all six flower farms operationalised a grievance and reporting procedure to enable conflict resolution.** Overall, these achievements pave the way for increased capacities of the HLOs, as they enable the HLO members to have a voice and trust the union and committees that represent them.

In Ethiopia, after the training on labour rights and conflict management, all six flower farms operationalised a grievance and reporting procedure to enable conflict resolution.

In the Latin American regional Workers' Network project workers have improved their capacities to **negotiate and have dialogue** with their employers. The proportion of the Networks' leaders who report having the **competencies and ability to influence** the policies that directly affect workers and their work conditions grew from 30 % in 2019 to 60 % in 2020. During 2020, 43 workers (18 women) participated in the Leadership School, which was organized virtually. The course enabled the participants to strengthen their skills in interaction and take initiatives to improve the wellbeing in their workplaces. These processes showcase the value of the Workers' Network in bringing together the workers in the region to act jointly for the improvement of their work conditions. Additionally, they showcase that a strategic organisation enables the industrial actors to take workers' concerns better into account when there is a clear entity with whom to discuss.

These results show progress within the Programme component's outcome 2 *Increased social dialogue and mature systems of industrial relations*. Although this outcome is highly dependent on local politics and judicial systems, there is some indication that when the workers' and employers' awareness on labour rights and regulations improve, and when workers enhance their capabilities to influence these processes, changes will occur. These will be transformational long-term impacts that will benefit entire industries. More directly, workers' improved capacities contribute meaningfully to outcome 1 *Improved terms, conditions and rights at work*.

Output 4: Stronger, well-managed and democratic workers' organisations

Workers' committees and unions seemed to have gained a relatively strong position, although some challenges remain in certain programme countries, such as South Africa. For example, in the Ethiopian flower and in the Ghanaian banana projects, the various committees focusing on gender, environment and OHS are **the key links between the workers and the management**. In Ghana the OHS training resulted in a successful negotiation between the OHS committee and the management to build an additional washroom for women.

In Latin America, the Workers' Network continued its consolidation as Fairtrade workers' representation body. The workers in the five target countries see it genuinely representing the workers' interests, and **the Network is accountable for the workers** through active communication and dialogue. Apart from building management capacities in industrial relations, the Network promotes good workplaces for all members, meaning there is a significant focus on gender equality and inclusion aspects. The Network demonstrated the strengthening of inclusive practices as the proportion of female members in leadership positions within the Network grew to 40 % in 2020 (up from 2019 by 10 p.p.) and for youth 20 %.

This output area contributes to all outcomes, *Improved terms, conditions and rights at work, Increased social dialogue and mature systems of industrial relations and Increased benefits for workers communities*, under the second programme component. As the workers' committees, trade unions and other representation bodies of the workers gain capacities and knowledge, and become more influential and acknowledged by workers, employers and other stakeholders, workers gain positions in decision-making processes affecting their working conditions, their workplaces, and communities. In other words, workers are empowered to decide for their and their families' lives.

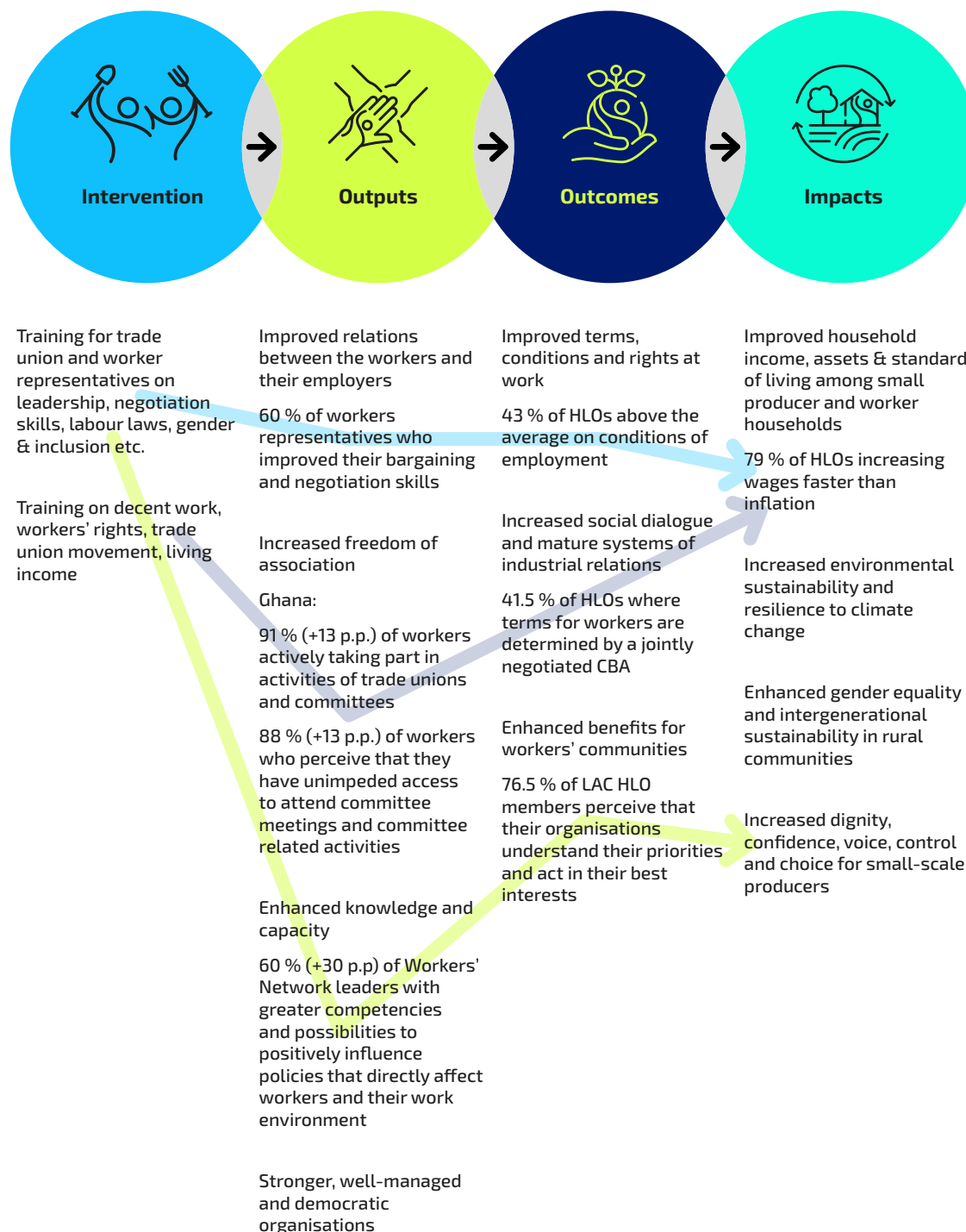
2.2.2.3 Challenges, risks and lessons learnt, programme component 2

Some challenges continued in the **Malawian** tea sector. During the previous years, there has been issues with the local tea association TAML as it has been relatively uncooperative. In 2020, the project did not succeed to implement gender equality interventions due to TAML's reluctance to partner with FTA. To overcome this issue, the project has planned to implement radio programmes and ToTs as a back-up plan to create awareness on gender equality at the tea estates.

The project in **South Africa** continues to face substantial challenges. Some wineries are managed in a more democratic way while others are more hierarchical, making it difficult for the workers to fulfil their rights. Abuse and illegal dismissals can go unreported due to gaps in internet connectivity, as many people do not have access to personal mobile data. Furthermore, the local Department of Labour does not have an effective monitoring system in place which ultimately discourages the workers to report abuse. To tackle this, there should be a way to report cases without the need for internet connection. To add to the existing challenges, discrimination against women and members of the LGBTQ+ are still common. The tensions between trade unions and POs remain, but the project has made some progress by introducing dialogue between the two parties and explaining their roles in labour rights and pursuing workers' interests. In other words, more focus needs to be given to discrimination issues, as well as the general wellbeing at the workplace to allow the workers to feel safe and appreciated.

In the baseline study for the banana sector in **Ghana**, it was found that the prevalence of sexual harassment was suspiciously low. This was partly due to unwillingness from the victims to come forward with their experiences. Moreover, as the Fairtrade standards ultimately prohibit any form of sexual harassment, it is suspected that cases are deliberately hidden. In 2020 this issue was given more attention and 29 workers were trained as advocates for non-discrimination and to ensure zero tolerance for sexual harassment. The advocates share information regarding sexual harassment, maternal care and gender inclusion at their workplaces. Furthermore, suggestion boxes were put in place at every workplace to encourage the workers to report abuse. Such suggestion boxes could potentially be used in the case of South Africa as well.

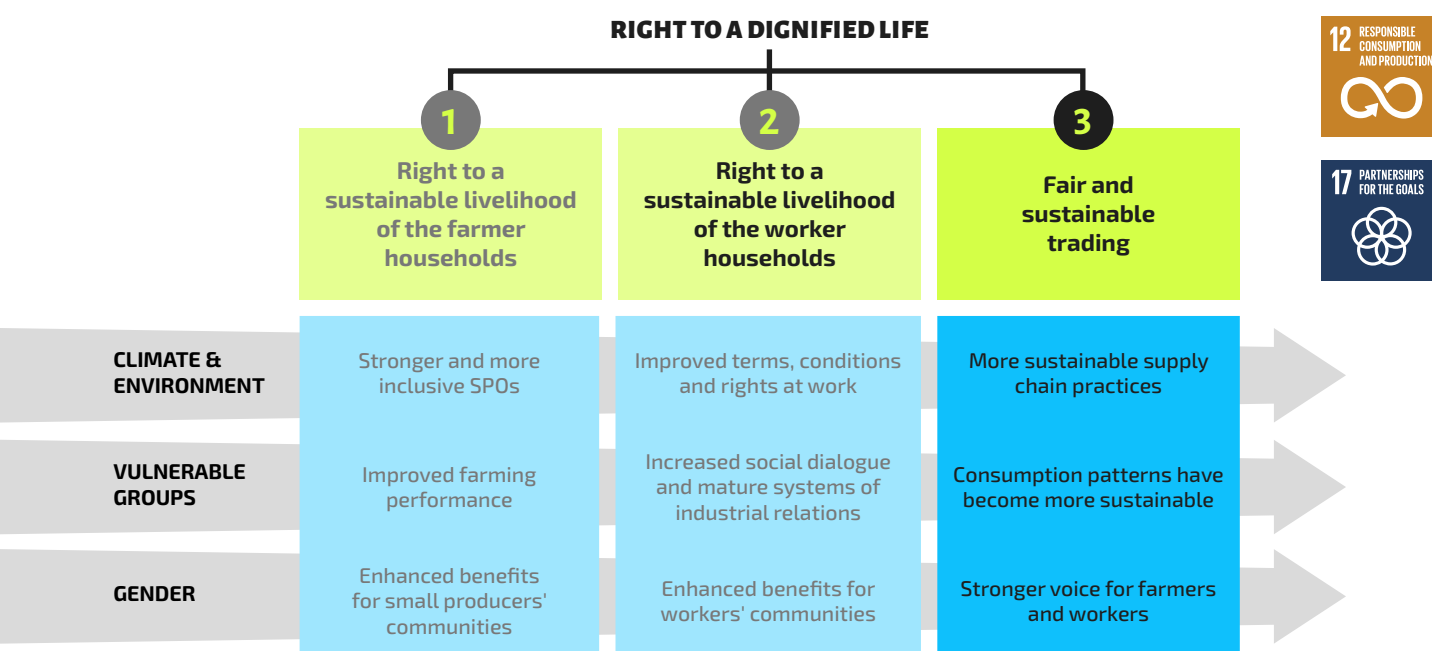
Result framework of the component and example pathways of change for workers in 2020



2.2.3 COMPONENT 3: Advancing fair and sustainable trading

To meet the programme's impact objective, a dignified life for farmers and workers, it is essential to strive for systemic change in how supply chains are managed in the global economy. Therefore, Fairtrade works with various actors across supply chains to reach grassroots levels, as well as promote long-term change. The programme's third component focuses on advocacy and awareness raising towards companies, policy makers and consumers. We work side-by-side with farmers and workers to make their voice heard and raise awareness on producers' realities both in Finland and in the Global South.

While the main activity under the programme component three is advocacy in Finland, one regional project in Latin America also contributes to this programme area. Many other projects have components for increasing farmers' and workers' ability to voice their concerns, and some of these results are also discussed here.



2.2.3.1 Progress against expected outcomes, programme component 3

Indicator	2018	2019	2020	Target
More sustainable supply chain practices				
% of consumers committed to purchase Fairtrade products	21 %	23 %	34 %	25 %
% of consumers that purchase Fairtrade products time to time	77 %	–	79 %	81 %
net promoter score ¹¹	-17	–	-4	-10
# of sustainable procurements prompted	0	3	6 (+3)	10
Consumption patterns become more sustainable				
# of public policies that the PN have influenced in	0	12	NA	20
# of strategic partnerships established by PN (CLAC) to promote the interest of farmers and workers	0	3	8 (+5)	10

Table 8. Component 3: key outcome-level results and key indicators in 2020.

More sustainable supply chain practices

The thematic focus area of this outcome is Business and Human Rights (BHR). As policy discussions on BHR moved from *whether* binding regulation is needed in this field to what type of regulation would be the most effective, our programme put considerable effort into developing concrete policy proposals, together with our programme partners. We found that our concrete proposals brought clear added value into policy discussions: While many CSOs and trade unions highlight the perspectives of (factory) workers, there is a gap in how well the potential global impacts on agricultural supply chains are assessed in BHR processes.

This value has been recognised by relevant target groups and stakeholders. For instance, during 2020, our programme staff was invited to participate in the working group that supports the drafting of BHR legislation, set up by the Ministry of Economic Affairs and Employment, as well as the Corporate Responsibility Committee of the Chambers of Commerce, which oversees the development of the organisations' voluntary Human Rights Commitment programme. Nevertheless, while the legislative processes both in Finland and the EU are pending, it's difficult to assess the outcomes of our work.

The policy discussion on how to monitor progress in corporate responsibility (based on a duty of care), which our programme has fuelled, gained pace both in Finland and internationally. In Finland, Ministry of Economic Affairs and Employment commissioned a study on the Corporate Human Rights Benchmark methodology, which we also have promoted as the best currently available method, and the biggest Finnish companies perform.

Our programme's company-facing advocacy work gained good feedback from the targeted companies. In particular, the ten companies who received tailor-made assessments of their HRDD reporting and right-sholder work, said that our assessments influenced their work plans. As many of these companies are among Finnish frontrunners in Business and Human Rights work, we hope that their progress has wider influence among their peers and industries. See below for discussion about the related results.

Consumption patterns have become more sustainable

Both consumers' and public procurers' purchasing behaviours have become more sustainable in the past few years – yet specifically the pandemic year of 2020 has presented a critical breakthrough for sustainability. According to our Finnish responsibility attitudes during the Covid-19 crisis survey from 2020, **more than 70 % of Finns think that it is even more important during a crisis to make responsible consumption choices** and thus, support people in vulnerable situations. Similar trend was demonstrated in Fairtrade Finland's market research from 2020. The net promoter score, meaning the share of people who would likely recommend Fairtrade, increased from -17 to -4 in two years, which is an extremely promising result. The share of consumers who are committed to purchase Fairtrade products has increased from 21 % to 34 %. Our long-term work to encourage social sustainability in public procurement evidently influenced three new procurements.

More than 70 % of Finns think that it is even more important during a crisis to make responsible consumption choices.

Stronger voice for farmers and workers

This outcome seeks to strengthen the PNs in Africa and Latin America to build POs' capacities in policy analysis, advocacy and communication. Projects across the programme include aspects of awareness-raising on human, labour and child rights, as well as climate change and gender equality.

The *Intercambio* "Exchange" project in Latin America aims to increase the capacities of the National Fair-trade Producer Networks in five countries - Bolivia, Ecuador, Nicaragua, El Salvador and Guatemala - to influence decision-making processes, advocate and develop plans for climate change adaptation, and raise awareness about the effects of climate change on small-scale agriculture. Leadership schools in the year 2020 were carried out in Nicaragua and Ecuador, targeting especially youth and young women. 68 participants benefitted from climate change and advocacy skills building, while the project reached 3,200 small-scale producers in five countries with information on climate change adaptation methods. As a follow up to the Leadership cohort graduating in Bolivia in 2019, they trained another 497 small-scale producers in climate change thematic. As a result of the project, 63 % of the participants perceive that their advocacy skills and influence within the SPOs is high (baseline 2 %).

2.2.3.2. Progress against expected outputs, programme component 3

This component has four programme-level outputs, which contribute to the three outcomes outlined above.

S03 Output 1	S03 Output 2	S03 Output 3	S03 Output 4
Businesses incentivized to trade fairly	Policy makers influenced to address unfair trade & create an enabling environment for 'good' business to thrive	Greater knowledge of unfair trade and its root causes and how to address it	Increased collaboration among farmers, workers and citizen – consumers to make trade fair

Table 9. Output-level targets, component 3.

Output 1: Businesses incentivized to trade fairly

Our programme incentivized fairer business and trading practices among Finnish grocery and textile sector companies. In 2020, 43 companies were directly influenced through our activities¹². This work focused on the theme of Business and human rights and particularly, on company-related reporting and rightsholder dialogue work.

A wide number of companies was influenced through a webinar on HRDD reporting. Tailor-made support for strengthening HRDD reporting and rightsholder dialogue was given to ten companies, via a "Sparring for Human Rights Reporting" service, organized together with FIBS and Plan International Finland¹³. In this service, we made confidential and constructive, but honest assessments of human rights reports from companies, who wanted such feedback. Additionally, we continued our HRDD dialogue with Valio.



Thank you so much for this useful feedback! This makes is one step easier to develop our activities and next year's reporting...

This assessment was definitely of use to us and we seek to improve in line with your proposals.

This assessment was very interesting and clear and definitely very useful to us.

Companies' feedback for our HRDD reporting assessments

Output 2: Policy makers influenced to address unfair trade and create an enabling environment for 'good' business to thrive

Our programme has continued to influence political discussions and legislation on BHR, making concrete proposals on what type of BHR laws would best advance Southern small-scale farmers' and workers' human rights. In Finland, we participated actively in this sector, and encouraged other CSOs to participate in stakeholder discussions around the Government-commissioned preparatory study. The study scrutinizes different options regarding the scope and content of the national BHR law. After the first stakeholder consultations, the study improved significantly, and its final version has been useful in policy discussions both in Finland and internationally.

When the European Commission started preparing a European-wide law on BHR, we decided to strengthen our advocacy work towards the EU, together with our programme partners and Fair Trade Advocacy Office based in Brussels. We focused on analysing the opportunities and risks of different legislative options from the perspective of Southern small-scale farmers and farm workers and bringing up concrete proposals to advance farmers' and farm workers' say and their human rights in global supply chains¹⁴.

Relevant policy makers have been interested in our proposals. To convey our policy proposals, we engaged in direct exchange with key Members of European Parliament (MEPs) and EU officials, organized an online workshop for expert CSOs, submitted an extensive input to the EC roadmap consultation on Sustainable Corporate Governance and started organising a public event on purchasing practices in HRDD legislation for MPs, EU officials and expert CSOs. Further, our programme partners have conveyed the Southern farmer and worker perspective in several international BHR events.

We continued our long-term work to encourage and support social sustainability in public procurement, engaging in direct dialogue with procurement units. Motiva, which advises the public sector, businesses and municipalities on sustainable development, updated their Guide for Sustainable Food Procurement, and chose Fairtrade Finland to write the sections concerning social responsibility, risks and criteria. This highlights our position as a leading expert in sustainable procurement. Ahead of 2021 Municipal elections, we teamed up with Nordic Ecolabel and Pro Luomu to design our campaign for sustainable public procurement in municipalities. We commissioned a survey on citizen's expectations towards sustainable procurement and set goals for getting electoral candidates to commit to sustainable public procurement.

Output 3: Greater knowledge of unfair trade and its root causes and how to address it

The main communications campaigns in 2020 were the Fair Coffee Break in May and the Fairtrade Week in October. The COVID-19 pandemic added extra pressure on the Fair Coffee Break event as we had to organize it virtually rather quickly due to social distancing recommendations. Fortunately, the Fair Coffee Break reached its target group extremely well despite the short marketing phase. Social media content on various channels gained around 227,700 views in total. The event was attended and promoted by Fairtrade universities, schools, parishes, cities, and commercial partners who actively participated in the communication of the event together with consumers. We succeeded to raise consumers' awareness on issues regarding the coffee production chain and more importantly, get consumers to emphasise with food producers in the so-called Global South tackling with COVID-19. In the beginning of the pandemic, there was little information on the pandemic's effects on the most vulnerable people. To tackle this, we introduced one larger news article on COVID-19 and the coffee production chain in April.

The Fairtrade Week's campaign Reset the Biz focused on sustainable economy. The digital campaign brought together producers, processors, and end-consumers of raw materials to discuss what would be the right price for fairer trade and what trade would be in an ideal world. During the campaign, there were over 1,3 million impressions on social media channels, and we reached over 268,000 people. The campaign managed to get the top producers and well-known Finnish food experts together to discuss quality food products and sustainable trading practices. The aim was to make the production chain visible for Finnish consumers and underline the importance of the power of consumers.

Throughout the week, we collaborated with nine well-known Finnish social media influencers, who raised their target audience's knowledge of issues around cocoa, flower, and wine production through Instagram. The coverage totalled more than 70,000 Finns and we managed to reach particularly youth. The influencers challenged their audiences to make small changes towards a fairer world by choosing more sustainable products.

Overall, **continuous campaigning and active engagement raised the demand for sustainable chocolate.** In 2020 we continued promoting issues around cocoa production after our successful and globally rewarded 20th-anniversary campaign **Chocogeddon** in late 2019. As a result, in Finland, cocoa sales increased 6 % and selection widened 30 % which indicates a strong shift in consumption patterns.

Moreover, consumer engagement and growing interest in sustainable patterns were shown at the fairtrade.fi website which was visited by over 58,000 visitors. Visitors went up as much as 34 % from 2019 and the site was viewed over 170,000 times. The most popular article on our website covered the challenges of cotton production and the issues related to the clothing industry. This was due to an active public conversation.

Fairtrade Finland's social media channels received over 63,000 new followers. In particular, the number of followers increased on the most strategically important channels: 71 % on Instagram and 142 % on LinkedIn. In 2020 we focused on the effects of the pandemic on producers and the daily lives of the Global South. Other topics covered were climate justice, youth inclusion, human rights issues, and production chains.

Output 4: Increased collaboration among farmers, workers and citizen-consumers to make trade fair

In 2020, the Intercambio climate change advocacy project reached almost 3,200 producers with climate change related messages through the National Fairtrade Producer Networks in Bolivia, Ecuador, El Salvador, Guatemala, Nicaragua to raise producers' awareness on climate change and how to adapt to it. Farmers created their own messages in the form of short personal stories for radio and social media. A communication strategy and media relations plan were created with the help of CLAC communications team, and this will go live in 2021. Leadership and advocacy schools were held in Ecuador and Nicaragua and in the latter the National Producer Network established a collaboration with the National Engineering University, la Universidad Nacional de Ingeniería (UNI) to institutionalise the Climate Change Leadership course. These results contribute to achieving the project's target of increased leadership and advocacy skills of small producers, especially youth, to lead the actions for climate change advocacy.

Producers' advocacy skills have been strengthened also in the regional Workers' Network project, where **60 % of the Workers' Network leaders (up by 30 p.p.) mention having better capacities and possibilities to influence the policies that have a direct effect on the workers' wellbeing.** The project has contributed to better cohesion and purpose among the network and improved workers' and plantation owners' understanding of workers' rights. The project has achieved to establish the Workers' Network as a recognised workers' association in the region, and 40 % of the plantation leadership and managers across the region better knowledge about the Network and its role.

Continuous campaigning and active engagement raised the demand for sustainable chocolate.

60 % of the Workers' Network leaders (up by 30 p.p.) mention having better capacities and possibilities to influence the policies that have a direct effect on the workers' wellbeing.

These results contribute to the programme component outcome 3 Stronger voice for farmers and workers. Fairtrade's strength lies in the parallel communications and advocacy activities carried out on different levels to channel producers' voices through to the commercial partners and consumers. While the corporate responsibility actions target mainly our commercial partners, and communication activities are geared to the consumers in Finland, the advocacy and leadership skills strengthening benefits directly the farmers and workers as they will have stronger potential to engage with duty-bearers in their localities. They will be able to develop stronger networks and influence national and regional policies and actions to benefit their practice of livelihoods. When all actors of the supply chain are involved in the dialogue, gradually the supply chains will become fairer and consumption patterns more sustainable.



It has been a great opportunity for my professional development to have participated in the Diploma Course for Leadership and Climate Change organised by the National University of Engineering and Fairtrade. The themes in the learning modules have been vital to identify my leadership style and how to improve it. I have learned new tools which I am already using as part of my work. At the same time, I am aware of the realities of climate change and how it affects our farmers' cultivations and livelihoods. Now I have the capacities to identify adaptation and mitigation measures and couple these with the needs of the families in our cooperative. I promote the change in attitudes and behaviours, more ecological farming practices and planning in family farms. I value this opportunity greatly and I am taking the best advantage of it.



Seylin Fabiola Altamirano Troches
Technical Services Coordinator at the cooperative PRODECOOP, Nicaragua

Image 3. Seylin Fabiola Altamirano Troches, Technical Services Coordinator at the cooperative PRODECOOP, Nicaragua.

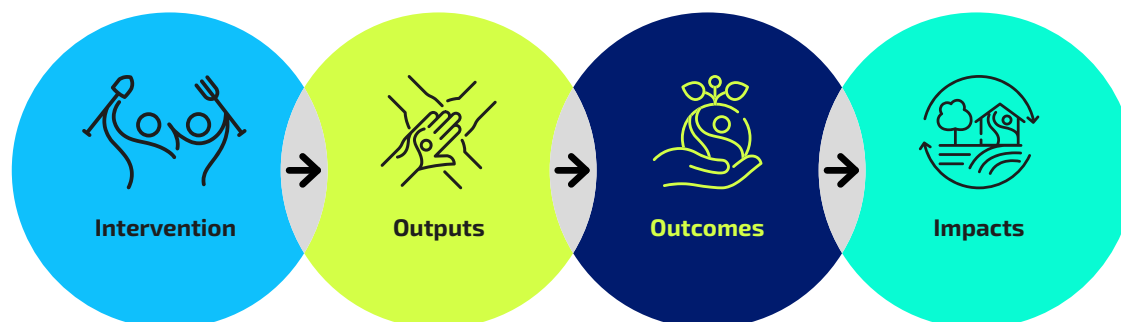
2.2.3.3. Challenges, risks and lessons learnt, programme component 3

In our advocacy work, 2020 was significant for strengthening our dialogue and collaboration with programme partners. We engaged in close collaboration to analyse the opportunities and risks that Business and Human Rights regulation can bring on small-scale farmers and plantation workers in developing countries and produced shared policy proposals and background materials on this issue. The typical challenge of such close collaboration on a complex topic is the amount of time it takes. We are, however, content with the outputs and the increased capacity this collaboration has clearly produced.

On the other hand, COVID-19 pandemic hampered our advocacy work towards Finnish grocery and textile companies, as it caused considerable changes in both the grocery and textile sectors. Companies were tied up, trying to revise their value chains and production levels to fit the new realities, and several planned exchanges and meetings were cancelled. The same happened in our programme countries. In LAC region for instance, any planned advocacy activities and campaigns were held back due to the project implementation changes. Thus, advocacy results in programme countries remained modest during the year. In the meantime, time was taken to finetune advocacy plans and produce materials to be ready for the next year when hopefully the restrictions would ease up and original implementation schedules could be followed.

On the communications front we noticed a very positive trend. Challenging times showed that consumers grew more interested towards ethical sourcing and responsible and sustainable supply chains. Fairtrade's recommendation rates and following of campaigns was successful and we seem to be on a strong positive path.

Result framework of the component and example pathways of change of fair and sustainable trading in 2020



Dialogue with 10 companies and inputs to another 33 companies' HRDD work and reporting

Analysis of supply chains and judicial options and development of concrete proposals for HRDD legislation, to advance Southern smallholder farmers' and workers' rights

Campaign videos, web articles, social media posts

Leadership and advocacy schools focused on climate change

Advocacy actions by FT National Networks and Workers' Network

Businesses incentivized to trade fairly

Companies engaged in the dialogue and developed their human rights work and reporting

Policy makers influenced to shape HRDD legislation so that it advanced smallholder farmers' and workers' human rights

Greater knowledge of unfair trade and its root causes and how to address it

Campaigns and social media work reached globally over two million people

Increased collaboration among farmers, workers & citizen-consumers to make trade fair:

750 young producers capacitated on climate change advocacy skills

3 advocacy work plans created

Policies influenced by National Fairtrade Networks in LAC countries
0 > 12

More sustainable supply chain practices

Better informed policy making on Business and Human Rights

Consumption patterns have become more sustainable

net promoter score improved from -17 > -4

% of consumers committed to purchase Fairtrade products: 21 % > 34 %

Stronger voice for farmers and workers

14 % > 28 % of the leadership schools' participants assumed leadership roles in SPOs

+67 % of the CLAC Workers' Network's leaders have increased skills and possibilities to influence policies

Fairer and more sustainable trading system

Increased environmental sustainability & resilience to climate change

Improved household income, assets & standard of living among small producer and worker households

2.2.4. Cross-cutting objectives

The programme has three cross-cutting objectives forming an integral part of all projects: environmental sustainability, inclusion of persons in vulnerable situations and gender equality. They emerge from the rightsholders of the programme, and they are a fundamental part of the Fairtrade movement as they are strongly embedded in Fairtrade standards. Apart from being cross-cutting, one or several of these themes are included in the key results in most projects. We will give a short overview of the targets and components of the cross-cutting themes here, with some key interventions and results from 2020.

Environmental sustainability and adaptation to climate change

Environmental sustainability and adaptation to climate change is relevant for all projects across the programme, but most visibly in the SPO component. The programme aims to secure sustainable livelihoods of disadvantaged farmers by enhancing their resilience to climate change. All farmer projects include some climate change adaptation aspect either through **good agricultural practices or climate risk analysis and planning** in order to improve productivity in a sustainable way. Although the focus is more on adaptation activities, many activities contribute to reduced environmental footprint and climate change mitigation. For instance, the trainings on GAPs, the establishment of wastewater systems, and replacing traditional cookstoves with more effective ones help to reduce the climate impact. For example, the honey project in Guatemala has climate change adaptation as one of its key objectives, as honey production is extremely vulnerable to the effects of climate change. The beekeepers have appreciated the planting of fruit trees which on one hand supports the honey production but also creates new tree cover as well as nutrition for the farmers. Some of the project's rights-holders live within the Maya Biosphere Reserve and the project supports the farmers to take up beekeeping to offer alternative income activities and to prevent the expansion of the agricultural zone in the protected area. Coffee is another example of a product that is highly prone to the effects of climate change. **Ethiopia** is known for its natural coffee forests, with preserved coffee bushes that are extremely vulnerable to temperature fluctuations. Hence, in the Ethiopian coffee project, the goal is to make the coffee production more economically, socially and environmentally sustainable. In 2020, climate change was included as a common theme in all trainings conducted to ensure the mainstreaming of environmental practices. In the **Ghanaian** climate change project, 500 trees were planted, and climate smart agriculture was promoted.

The projects in the HL component of the programme have a slightly different approach as the projects mainly cover workers' rights issues. However, environmental analyses were included in the planning phase and these issues are included in the project plans. The flower project in **Ethiopia** developed four advocacy documents and supporting radio programs to share information about environmental conservation. Furthermore, one flower plantation joined with a local sustainable trade initiative to plant 3 million trees in a nearby area. The previously established OHS committees support the environmental protection measures at the flower farms and for instance, ensure the continuity of established wastewater management systems and integrated pest management systems.

The regional Climate Change Advocacy project in Latin America targets this theme on a more strategic level. As described in the previous chapter, the project focuses on climate change advocacy, building capacities of small producers in five countries in the region to advocate and take a lead in the climate change adaptation and mitigation and policy implementation. Apart from the advocacy aspects, the participants have taken leadership in strengthening climate action awareness within their respective SPOs reaching over 3,200 members with crucial information on climate change and adaptation measures.



Gender equality



The programme addresses gender issues in the value chains by eliminating barriers to women's involvement as members, leaders and employees of the SPOs and HLOs. Our target is to go beyond mainstreaming, reaching transformative gender impact by addressing the underlying root causes of gender inequality.

Examples of programme activities are trainings on gender and disability inclusion and promoting women's role at work, particularly in management and leadership roles. In the end, overcoming the deeply rooted attitudes and behaviours is the main challenge for gender inclusion.

In the programme's SPO component, key challenges for promoting gender equality are related to traditional attitudes on gender roles. Continuous awareness raising among cooperative members themselves is a long-term process and often gender aspects need to be understood from the rightsholders' point of view. Most of the SPO members are men and they might express more conservative beliefs, particularly in rural communities. However, there has been progress in terms of work against sexual harassment at SPOs and HLOs. According to the latest data, 24 % of SPOs have developed a policy or an information management system to prevent and manage sexually intimidating, abusive and exploitative behaviours (up by 17 p.p.). COVID-19 pandemic poses challenges to women and girls, as many schools and workplaces have been closed and domestic violence have intensified¹⁵. In Honduras, four of the participating SPOs have formed child protection committees and created gender and child protection policies to promote gender equality and prevent violence and abuse. Despite these positive advances, progress on gender equality with SPOs has been slow and families still show reluctance to let women take more active role in the cooperative governance matters.

The HLO context faces similar challenges, such as traditional attitudes and women's low educational level, preventing the promotion for managerial positions. Hence, the HLO projects continued the trainings for management and workers on gender rights, sexual harassment, and gender mainstreaming at the workplaces. In the **Ethiopian** flower sector, the second phase of the Women School of Leadership (WSOL) took place mostly in a virtual learning form. Evaluation of these trainings showed that the participants had gained more skills and knowledge regarding gender equality, women engaging in leadership positions and the prevention of sexual abuse. These achievements will further take down some of the barriers of women's employment and empowerment. Overall, the programme saw an increase in the number of women recruited in supervisory roles, indicating both women's proactivity in taking up leadership roles as well as increased positive change in attitudes towards women getting more involved in decision-making. For example, in Malawi and in Ghana the proportion of women in supervisory or leadership positions has slightly increased in the course of the programme. Mainstreaming gender aspects into OHS is a central issue at the workplaces, and thus, an integral part of our programme's work. For instance, it is crucial to consider the availability of separate washrooms for women and men, as well as disability-adjusted ones to ensure a healthy and a safe working environment. In terms of work against sexual harassment, there has been clear progress. According to the latest data, **all HLOs under the programme have developed a policy or an information management system to prevent and manage sexually intimidating, abusive and exploitative behaviours.**

Overall, there was good progress in 2020 concerning gender equality. Three flower farms in **Ethiopia** developed a gender policy along with a disability inclusion policy. In **Ghana**, the existing gender policies are reinforced with gender committees, as well as suggestion boxes to report possible cases. Fortunately, the percentage of workers that have improved understanding on gender equality and mainstreaming reached its target in 2020. Furthermore, the percentage of women in leadership positions increased slightly, from 14 % in 2018 to 15 % in 2020, and in Latin America women workers' active participation in leadership activities grew by 20 percentage points to 40 %.

All HLOs under the programme have developed a policy or an information management system to prevent and manage sexually intimidating, abusive and exploitative behaviours.

Persons in vulnerable situations

Most of the projects include awareness-raising on the rights of people with disabilities for both SPO and HLO settings. In **Ethiopia**, SPO and HLO members have taken an active role in participating in collaboration with the ECDD as per recommendations and maintained youth groups to ensure youth involvement in SPO activities. In the Ethiopian flower sector, there were signs of increased knowledge among the workers regarding the rights of Persons living with disability (PWD), which was seen by trainings, action plans to cascade those trainings further and the development of inclusion policies at the flower farms. Furthermore, the flower farms managed to hire more PWDs and provide them with assisting devices in 2020, which strengthens the impact of the established policies. In the coffee sector, all coffee cooperatives had developed gender and disability inclusion policies after collaborating with the ECDD. PWDs were also prioritized when distributing seeds for improved coffee variety. However, both coffee and flower sectors reported that there are still some challenges with awareness-building, as the general level of knowledge concerning PWDs is low.

In many countries nationalism and xenophobia have been on the rise, and the situation has potentially worsened during the pandemic. The issue has been common particularly in **South Africa**, where discrimination against women, PWDs and members of the LGBTQ+ have been reported. Although the projects have trained workers and management on how to handle the situations, some cases might go unreported due to internet gaps, lack of consequences or simply the overwhelming effect of the pandemic.

The position of vulnerable children has been addressed particularly in the child protection project in **Ghana**. The project experienced visible change in the SPO members' attitudes towards child labour issues in 2020. Children were included in a participatory child labour risk ranking exercise carried out by Asunafo North Union. The members' increased interest and commitment towards children's rights was seen in how children's views and experiences were included in the Union's planning process. The programme also supported the formation of 16 new community child protection committees in the cocoa growing communities and the follow-up of 13 child protection cases were supported by the Union members. This indicates that at least some barriers to changing attitudes regarding child labour has been overcome during the programme years.

The program's third component continued to raise awareness about business and human rights. Furthermore, as seen with the increased commitment of consumers to buy FT certified products, the programme has been actively working towards more aware consumerism. When consumers are introduced to human rights issues and violations, they might be more motivated to prevent them from happening and make demands to the companies they buy services and products from.



...I have leg disability and my society always thinks that I can't work or get employed. However, it's been two years since I am employed at Sher Ethiopia. I have big dreams and ambitions despite my disability. The training on disability was very valuable. No one in the flower farm has ever been trained on issues of disability as long as I remember. It empowered me well and it has also changed many people's perception on disability. I wish to see many PWDs employed in the flower farms to change the negative attitude among the community about disability...

Konjit Merato, a flower farm worker at Sher Ethiopia

2.3 Analysis of sustainability and risks

Potential risks were analysed during the planning phase of the programme. Although the programme's funding increased considerably from the previous phase, the risks related to this expansion were kept in control, and the self-finance base is kept solid for a much bigger programme. For example, the additional funding from MFA received for the reporting year did not cause any additional risks for self-finance as some new co-finance partners were identified in the planning phase. Besides the unfortunate child labour and deforestation challenges, another reason for choosing Ghana as the target country for the additional call was to keep the operational risks in control by focusing on the same communities as the programme was working with already.

The initial programme's expansion from geographically focused programme to a much wider one brought along **several contextual risks, partly due to new more challenging countries** but those were manageable thanks to Fairtrade's direct and frequent contacts to all target countries. Regional projects were analysed with the possibility of facing a challenge of coordination, and the same analysis was conducted in 2020. Political risks materialized particularly in Ethiopia and Haiti (as explained in chapter 1.5.) and were somewhat expectable. However, we did not consider the possibility of a global pandemic in the programme planning. The wider impact of the pandemic, as we have witnessed now, is far out of our 3-level scale.

Tensions in the industrial sector were identified as a quite possible but manageable risk. Some trade unions have been concerned about the role of Fairtrade in workers' empowerment and they have seen a possible overlap. We were aware of the risk of trade unions' potential suspicion and it became clear in the programme's first year. We have been trying to fix these misunderstandings at the higher and international levels emphasizing the enabling role of Fairtrade. We facilitated an arrangement of high-level meeting of the global agricultural workers' union (IUF) and FTA but due to the pandemic it was postponed to 2021. The identified risk of the employer side opposing our projects that support workers' rights and empowerment did also materialize in the programme's first year and the situation has been tense throughout the programme implementation, particularly in the Malawian tea sector. We have mitigated the risk with constant discussions with the employer organizations but unfortunately, we have not been able to solve the situation permanently.

Climatic and environmental disasters remain as a high risk and could endanger the production of some of the programme's products entirely, thus affecting livelihood opportunities of the programme's rightsholders, both small-scale producers and farm workers. In 2020, some extreme weather events took place, such as hurricanes in Central America. Naturally, these types of events are out of our hands, but the projects try to manage and adapt to such risks through preparedness plans and seeking alternative livelihood options.

Youth migration and juvenile delinquency are increasing risks, especially in Central America, and these challenges were considered in the project planning. To mitigate the risks, we continued our focus on youth in several projects. For instance, in Honduras and in Guatemala the youth in the SPOs have been trained on value-addition opportunities and are actively involved in project activities. The Workers' Network project targets this challenge by organising activities and trainings to activate the local youth, together with local trade unions.

Ethnic issues proved to be a bigger risk than anticipated in the first year and continued to affect project implementation in the reporting year as well. These risks cover especially the workers' rights component of the programme as big plantations are mostly owned by foreigners or ethnic (white) minorities, and the risks of vandalism or complete takeover of plantations are on the increase. The huge inequality and unbalanced power relationship at the African plantation sector are partly behind the situation. The same partly applies to the banana production in the Dominican Republic, where majority of workers are Haitians and many of them undocumented. In the case of Dominican Republic, the undocumented Haitian workers face a risk of deportation which would risk the project's results. For this, the project has prepared an action plan together with local stakeholders for risk reduction.

Unfortunately, the identified **fraud risk** did materialize in 2019 but it was revealed and investigated in the reporting year 2020. During the routine checks in early 2020, slight obscurity was noticed the financial reports of the previous year of the banana workers' rights project in Ghana. Further investigation was conducted which revealed several anomalies, such as forged signatures and counterfeit expenses. After a disciplinary hearing, the suspected project coordinator was found guilty, and he was dismissed. Part of the fraud was recovered from his salary and the remaining was set aside in his debtor's account. Meanwhile, FTA covered the loss for Fairtrade Finland. The case and copies of the documents were handed over to the police in Ghana for official investigations and criminal proceedings. For both organizations, this was the first revealed fraud or corruption case in any project implementation. Although the case was very unfortunate, it was important stress test for both Fairtrade Finland and FTA. The case proved that, although there were loopholes in the monitoring system which skilful but dishonest employee was able to take advantage of, our monitoring system was eventually able to reveal forged cases. Both organizations strengthened their internal control systems to prevent future frauds.

To summarize, the **sustainability of the programme has a very solid foundation**. The programme's sustainability is embedded in Fairtrade standards, participatory planning, robust programme level monitoring system, minimal aid dependency, sustainable exit strategies, rigorous risk management and anti-corruption policy. Fairtrade's model of farmer and worker empowerment and participatory decision-making processes as well as wide-ranging and in-depth expertise in linking the whole value chain enables us to ensure the sustainability of the programme's results and impact.

**Sustainability of the
programme has a very solid
foundation**



3 Monitoring, Evaluation and Learning

The Fairtrade ToC and its indicators form the basis of the programme's monitoring system. Part of the ToC indicators, called "Score", are collected by FLOCERT during the certification audit process on-site by auditors. Some of the POs also go through a separate questionnaire during the audit, using the CODImpact (Collection of Data for Impact) digital tool, that assesses the impact of Fairtrade's work beyond standard compliance by providing qualitative data. The Score and CODImpact indicators that match FT Finland programme objectives and interventions are included in the Programme MEL framework. The monitoring data are further complemented by the various studies conducted across Fairtrade system, for example, the annual Impact Monitoring Report.

Based on the experiences and lessons learnt from the first year of the programme implementation, the MEL system was complemented with a structure to measure the programme's progress at outcome and output levels in those areas that are not adequately captured through the data gathered through FLOCERT or CODImpact. In 2020, programme monitoring was a challenge as most of the FLOCERT audits and CODImpact data surveys were not carried out due to the movement restrictions of the COVID-19 pandemic. As substantial part of our programme level monitoring is based on the system-wide audits and the impact data collected by the auditors, we have complemented the programme monitoring with more focus on project level monitoring. Due to the global data collection challenges, some outcome indicator values set out in the results framework are not comparable to the previous year's system-wide data. However, the project level monitoring data enabled us to inform of programme status and make some general analysis of the situation. Moreover, as the local pandemic responses have varied in our programme countries, some projects have been able to continue their activities more effectively than others, and those projects have been able to show advances.

The progress against the programme's output level objectives is measured through the project-specific monitoring data. Furthermore, in Finland the communications and advocacy indicators were collected as usual. FTA hired a new Programme MEL Manager to support the project staff in monitoring and reporting activities and this technical support has already shown improvements in the project-level monitoring practices, as well as the planning processes for new projects. All in all, the programme MEL framework consists of a comprehensive set of indicators to measure the impact at different target levels. It includes data acquired during the producer audits but is complemented with additional indicators for capturing more in-depth data at the house-hold level, as well as the particularities of different project contexts and advocacy and communications activities. (See the Annex 2: Programme Results Framework.)

Close partnership and collaboration with MEL experts across the Fairtrade system continued through active participation in the international MEL Community of Practice. Together with Fairtrade International's Global Impact Unit, Fairtrade Finland participated in the Programme MEL Task Force to develop and streamline Fairtrade's federation-wide programme and project MEL systems. This development continues and new MEL system will be piloted in the new programme cycle.

4 Administration and Finance



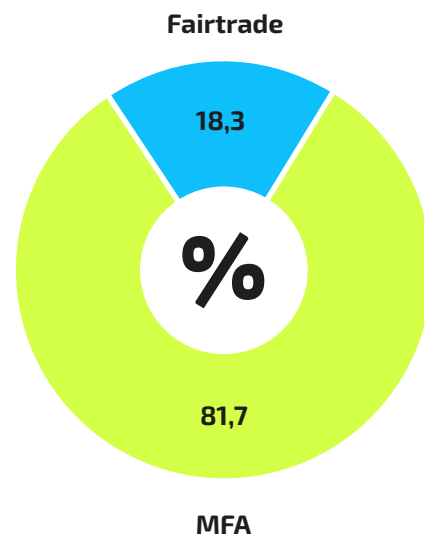
Fairtrade Finland administrates and implements the programme with minimal resources invested in programme work in Finland. Furthermore, Fairtrade Finland utilizes the expertise of Fairtrade International, including technical inputs from specialists regarding child protection, monitoring and other specific areas. Total personnel of Fairtrade Finland in the reporting year was 13 employees, of which total of **3.19 person-years works for the programme**. Planning and monitoring accounted for 1.76 person-year, advocacy and programme communications 0.85 and finally, administration 0.58.

The programme's financial implementation rate was 80 % of the budget. The main variations were caused by COVID-19 pandemic. Especially the projects that support realization of workers' rights were hit as some plantations were closed and others reduced their personnel and banned all trainings. Of the total incurred expenses, 82.4 % were used in the field. Administrative expenses were kept low as planned and well below the maximum 7 % flat rate, at 5.9 %.

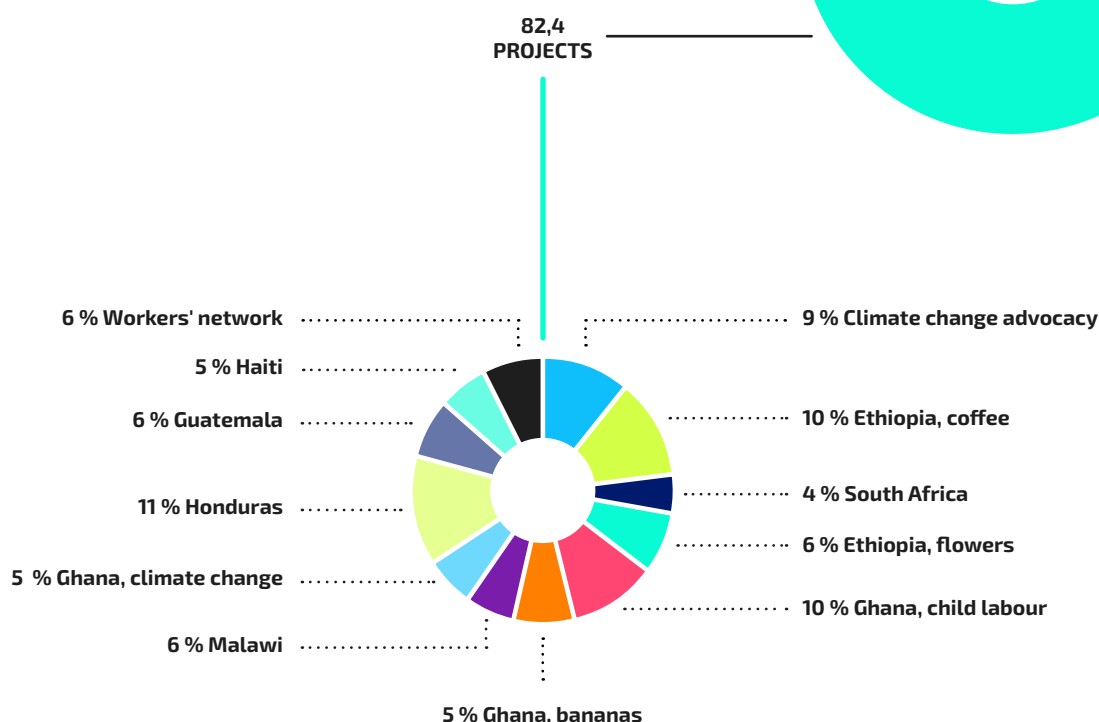
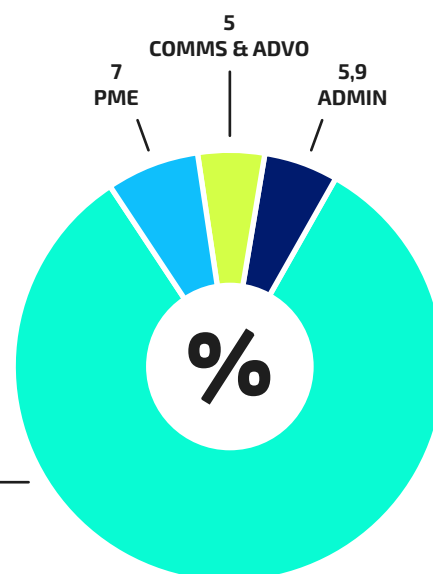
The programme drew additional co-financing of 300,000 euros from companies and other Fairtrade organisations, as well as license fees from Fairtrade sales. This match-funding decreased from the budgeted amount. The main reason for this drop is that the discussions with the partner companies took longer due to the pandemic and new cooperation agreements were signed only in the second half of the year. The pandemic as such did not affect our match-funding. We continued the good partnerships with our financing partners, such as the Finnish companies Gustav Paulig and Hunajainen Sam, and our international partners, such as Aldi UK. The cooperation agreement with Aldi Germany was renewed and their financial contribution increased substantially for the following years. As a new partner company, we signed an agreement with Tony's Chocolonely which started to co-finance the project to combat the exploitation of child labour in Ghana. Finally, we cooperated with co-financing Fairtrade organisations of Germany and Sweden.

Despite the slightly decreased match-funding, future funding is on a solid ground as we managed to secure substantially bigger funding for the programme's final year and, particularly, for the next programme period with several big commercial partners.

Finance 2020



% of total costs 2020



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