



FAIRTRADE
FINLAND

Photo: Francis Kokoroko, Fairpicture. Cocoa farmer and member of the Asuadai Cocoa Farmers' Cooperative Society, Deborah Osei-Mensah, helps out with a cocoa harvest on a farm in Asuadai, Ahafo Region - Ghana.

Programme Results Report

Development Cooperation Programme
2018–2021 | Fairtrade Finland



Contents

Summary	2
Main Results 2018–2021	3
Acronyms and Abbreviations	4
1 Introduction	5
1.1 Theory of Change: transformative change through empowerment of farmers and workers	7
1.2 Programme objectives and components	8
1.3 Rightsholders	9
1.4 Ownership, accountability and transparency	10
1.5 Operating environment	11
2 Programme Impact and Results	13
2.1 Progress towards impact level objectives	14
2.2 Analysis of the programme results per component	17
2.2.1 Component 1: Realizing the right to a sustainable livelihood of farmer households	18
2.2.2 Component 2: Realizing the right to a sustainable livelihood of worker households	26
2.2.3 Component 3: Advancing fair and sustainable trading	32
2.2.4 Cross-cutting objectives	39
2.3 Analysis of sustainability and risks	42
3 Monitoring, Evaluation and Learning	44
4 Administration and Finance	46



Ministry for Foreign
Affairs of Finland

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 (PWDs), and gender inequality.

The **development goal of the four-year programme 2018–2021 was to ensure the rights of the farmers and workers to a dignified life**. Fairtrade Finland pursued 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 promoted three cross-cutting themes based on the values of Fairtrade: **environmental sustainability, support of vulnerable groups** and **gender equality**. The programme communication component raised awareness in Finland about the program's impacts. The partner organisations in the producing countries were local networks representing farmers and agricultural workers. In total, the programme supported roughly 280,000 rightsholders of which 45 % were women.

Year 2021 marked the final year of the programme. This report will focus on the **overall results achieved and lessons learned** throughout the programme cycle, with some highlights from 2021.

Half of the four-year programme implementation was marked by the **COVID-19 pandemic**, and its effects were felt across the programme countries. The overall programme progress stagnated for a while, but quickly new approaches and ways of working were brought into use. Many of the planned project activities had to be redesigned to adjust to the local restrictions, and some of the 2020 activities were postponed to the last year. Furthermore, 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.

Although the programme period was unusually challenging, all the projects under the programme were implemented well as planned and reached most of the expected **results**. In the programme's small producer organization (SPO) component, youth involvement increased, gender equality improved, 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. In Finland, our advocacy regarding Business and Human Rights (BHR) resulted in the parliament group of Global Issues committing to advance an ambitious BHR legislation. Furthermore, the consumption patterns among Finnish consumers took a positive trend towards increased interest of and commitment to ethically sourced and sustainable products.

Total personnel of Fairtrade Finland in 2021 was 14 employees, of which total of **3.67 person-years worked for the programme**. Administrative expenses were 4.2 % (2021). The programme's total expenses were MEUR 6.7 and financed 69.4 % by the Ministry for Foreign Affairs of Finland (MFA) and the rest by funds sourced from companies and partnering Fairtrade organisations. The whole MFA grant was implemented.

Main Results 2018–2021 ✨



72%

perceive their economic
situation has improved
(Africa)



80%

of HLOs increased
real wages



+76%

Consumer
commitment



+16 P.P.

youth members in
Latin America



More farmers use Good
Agricultural Practices



Better negotiation skills



92%

of workers report satisfaction
with working conditions

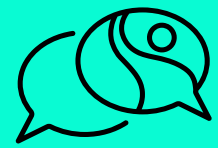


+83%

of HLOs have collective bargaining
agreements negotiated in
partnership with workers

+92%

of workers' grievances resolved



7

new strategic
partnerships



+15 POINTS

net recommendation index
for Fairtrade in Finland

20

public policies
influenced by CLAC



PWD inclusion policies



Farmers' improved knowledge of climate change adaptation



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
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
DRR	Disaster risk reduction
EC	European Commission
ECDD	Ethiopian Centre for Disability and Development
EU	European Union
FCC	Fairtrade carbon credit
FLOCERT	Fairtrade certification body
FTA	Fairtrade Africa
GAP	Good agricultural practice
GBV	Gender based violence
GDP	Gross domestic product
HL	Hired labour
HLO	Hired labour organisation
HREDD	Human rights and environmental due diligence
ICI	International Cocoa Initiative
IDP	Internally displaced people
IUF	International Union of Food, Agricultural, Hotel, Restaurant, Catering, Tobacco and Allied Workers' Associations
LAC	Latin America and the Caribbean
MEL	Monitoring, evaluation and learning
MFA	Ministry for Foreign Affairs of Finland
MEP	Member of European parliament
NFO	National Fairtrade organisation
NGO	Non-governmental organisation
NPP	New Patriotic Party
OHS	Occupational health and safety
PAWU	Plantation and Agriculture Workers Union of Malawi
PN	Producer network
PO	Producer organisation
PPE	Personal protective equipment
P.p.	Percentage point
PWD	Person with disability
SO	Strategic objective
SPO	Small producer organisation
TAML	Tea Association of Malawi
ToC	Theory of Change
ToT	Training of Trainers
VSLA	Village Saving and Loan Association
WNL	Workers' Network leader
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. The standards consist of social, economic, and environmental requirements that promote continuous improvements from certified organisations. The Fairtrade farmers and workers are organised through regional Producer Networks (PNs) which 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

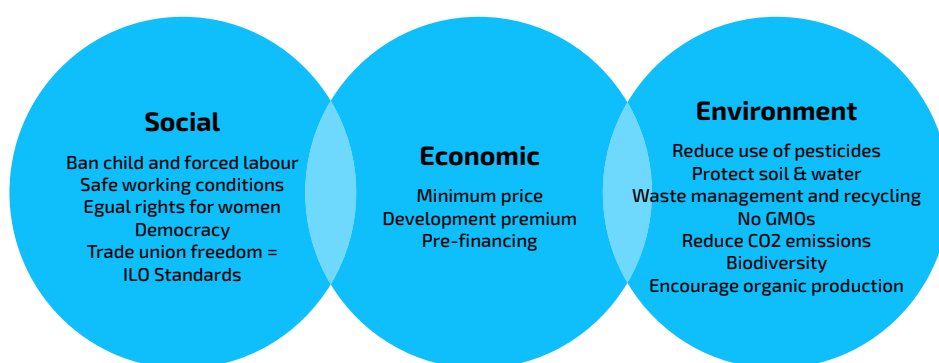
Although standards and certifications are vital tools to enable empowerment and development, alone they are not enough to spur systemic change. Sustained, targeted and supplementary initiatives are needed to support farmers and workers to tackle deeply embedded issues like climate change, displacement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

Fairtrade Finland's Development Cooperation Programme 2018–2021 targeted these challenges. Through working with businesses and civil society on one hand and farmers and workers on the other, our programme linked whole value chains in a unique way to empower small-scale producers and plantation workers, allowing them to 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 development cooperation, Fairtrade Finland 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

Fairtrade Finland's development programme 2018–2021 is based on the **global Fairtrade Theory of Change (ToC)**.

The Fairtrade 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. The ToC aims 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 the global ToC, the programme's ToC consists of separate building blocks for **Small Producer Organizations (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 results framework was built on the ToC, and the results contributed directly to the corresponding impacts, outcomes, and outputs of the ToC. All projects under the programme were aligned with and contributed 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 project level results constitute the programme level outputs. This logic will be demonstrated more in detail in chapter 2.

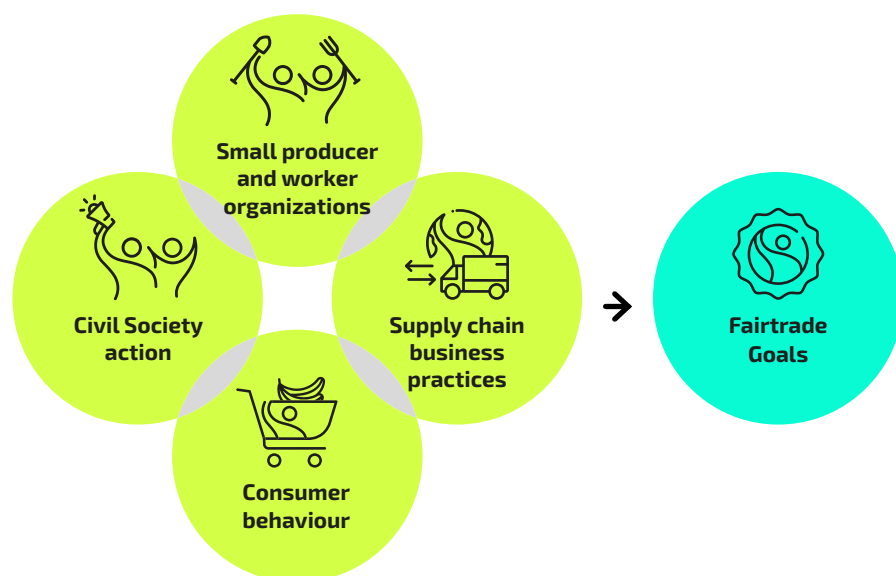
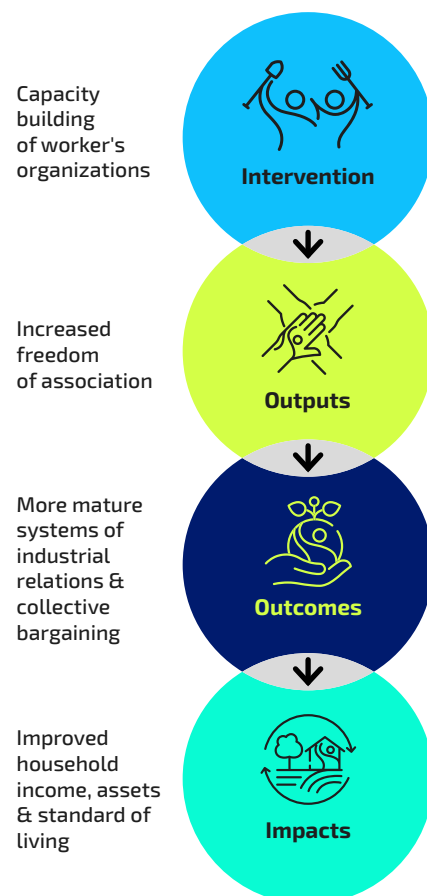


Figure 1. Spheres of change.

Simplified example of a results chain:



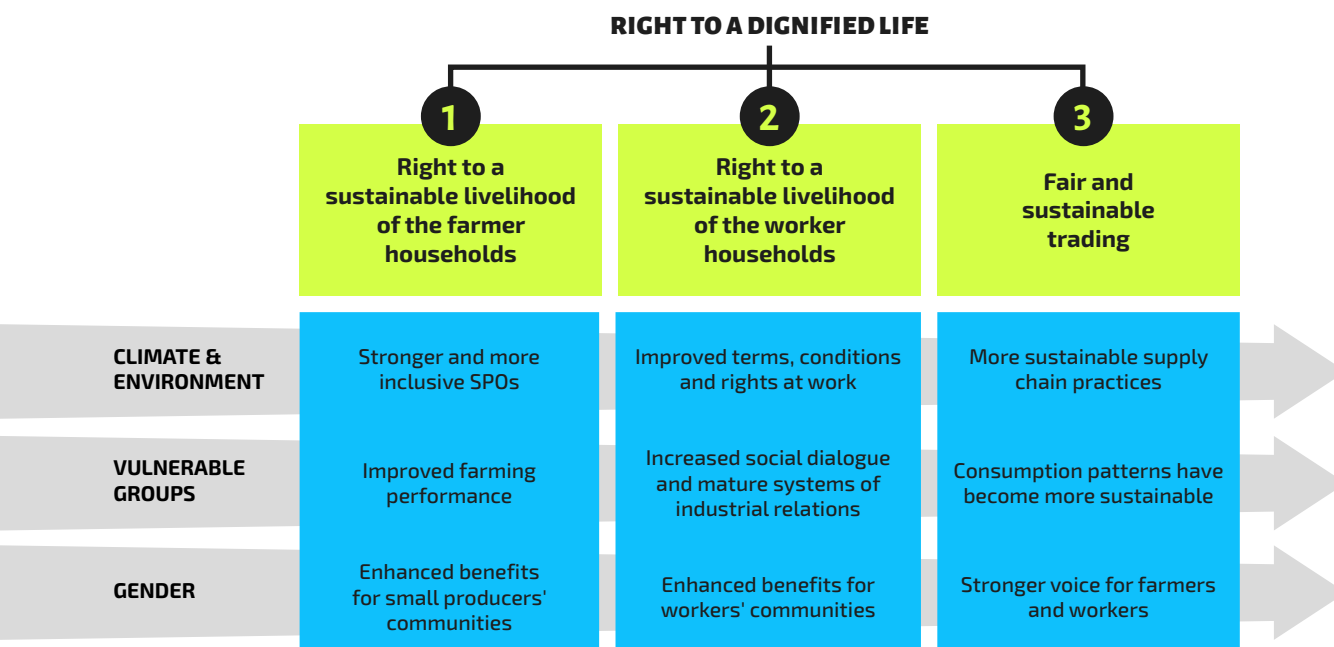
1.2 Programme objectives and components

The **overarching development goal of Fairtrade Finland's four-year programme was 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 is achieved through enabling a supportive environment for local civil societies and rural people to overcome poverty through sustainable livelihoods. The programme has pursued this goal **through three closely interlinked and mutually supporting 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 promoted three **cross-cutting objectives** based on Fairtrade values: **environmental sustainability, persons in vulnerable situations** and **gender equality**.

Programme objectives



Programme development goals, three strategic objectives and the cross-cutting objectives for 2018–2021.

1.3 Rightsholders

The programme's direct rightsholders are Fairtrade small-scale producers and agricultural workers. Their families and community members impacted by the programme are indirect beneficiaries. The table below shows all projects' direct and indirect rightsholders, and producer organisations (SPOs and HLOs) that were reached.

Country and focus	male	female	total	SPOs	HLOs
Bolivia: coffee, adaptation	470	165	635	6	
Honduras: coffee, child labour	11 241	3 741	14 982	16	
Guatemala & regional: honey, climate	4 787	3 127	7 914	13	
(regional honey network beneficiaries)			4 798	27	
Haiti: cocoa, coffee, climate	1 375	1 375	2 750	2	
LAC regional: workers' network	6 648	2 016	8 664		98
LAC regional: climate change advocacy	1 085	866	1 951	54	
Ethiopia: coffee, sustainable production	27 404	25 278	52 682	28	
South Africa: wine, decent work	11 040	11 630	22 670		18
Ethiopia: flowers, living wage, gender	23 788	43 168	66 956		6
Ghana: cocoa, child labour	7 655	6 968	14 623	58	
Ghana: cocoa, climate & environment	2 392	1 894	4 285	8	
Ghana: bananas, living wage	8 124	6 060	14 184		2
Malawi: tea, decent work	43 070	18 730	61 800		2
Kenya: rose workers, green energy	64	48	112		2
Total	149 143	125 066	279 006	212	128

Table 1. List of all projects and rightsholders.

1.4 Ownership, accountability and transparency

The programme promoted people-centred development in which **rightsholders become agents of their own development**. The programme's first component focusing on small-scale producers put the SPOs on the driver's seat: the SPOs were involved in the coordination of field activities, as well as appointing their own technical staff. In Latin America, the National Fairtrade Producer Networks (*Coordinadoras Nacionales*) representing the local Fairtrade certified **SPOs were key partners in most projects**. Typically, the National Networks' leadership participated in project-specific strategic committees, while the SPOs took part in operational committees. Similarly, in Africa, SPOs were involved in each step of the projects: validating the project designs, approving any engagement with external stakeholders or changes in implementation plans.

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 phase-out, ensuring continuity of the activities and learnings achieved.

In the second component the **Workers' Committees** at plantation levels, and in most cases local **trade unions**, were the representatives of the rightsholders and therefore the key owners of the projects. They were the reference groups for **validating and deciding on the projects' expected results, activities, and changes**. For example, the democratically elected Latin American Workers' Network and its national entities complemented this structure further, as they **represent all workers** in the Fairtrade certified plantations on the continent. In 2021, 72 % of the Network leaders thought that they have the capacities and skills to influence positively the policies affecting workers (baseline 13 %).

The programme's third component supported **farmers and workers to advocate for the issues affecting their lives and to demand responsibility from duty-bearers**. For example, the Climate Change Advocacy project promoted 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 worked 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 phase-out, ensuring continuity of the activities and learnings achieved. The programme partners, Fairtrade Africa (FTA) and Coordinadora Latinoamericana y el Caribe (CLAC), continue their support to farmers and workers beyond the programme.

Accountability and transparency have been ensured through regular communication among the project participants. The regional programme coordinators acted as focal points at the PNs, interacting with national project coordinators to support efficient communication and direct consultations with the POs. Additionally, the regional programme managers acted as the link between the producers and the programme team in Finland. This linkage enabled the producers' experiences to be shared, and any project or programme related issues among the stakeholders to be discussed. As a result of the pandemic, the participatory annual review meetings and other sessions were mostly conducted virtually, which in some cases led to improved participation rates. This has had a positive effect on accountability to rightsholders.

1.5 Operating environment

In general, the **COVID-19 pandemic** affected the programme and its target countries significantly. Since early 2020, the programme countries and beneficiaries have had to adapt to changing restrictions and fluctuating markets. Hunger, poverty, and unemployment have been rising dramatically as the pandemic closed down businesses, trade ports, and local markets. Many workers and farmers have faced challenges with physical distancing restrictions, a sudden shift to virtual tools and unsecure working hours or job losses as international trade was disrupted in certain sectors, such as in the flower sector. The pandemic can have unexpected and long-term social and economic consequences as it has potentially reinforced latent and open conflicts, such as domestic abuse, substance use and isolation. Furthermore, the pandemic has had negative effects on civil societies' working environment. The challenges include for example decreased funding, increased number of threats and limited involvement in decision-making processes, as well as limited opportunities for freedoms of expression and assembly.

Hunger, poverty, and unemployment have been rising dramatically as the pandemic closed down businesses, trade ports, and local markets. Many workers and farmers have faced challenges with physical distancing restrictions, a sudden shift to virtual tools and unsecure working hours or job losses.

South Africa, Ethiopia, and Malawi faced significant economic challenges due to the pandemic. For example, Malawi's GDP growth rate of 4–5 % in 2018–19 dropped to 0.8 % in 2020. However, in 2021 the rate rose to 2.8 % indicating small growth.¹ Similarly, South Africa's GDP growth rate stayed between 1.5 % and 0.1 % in 2018–19 while in 2020 the rate plummeted to -6.4 %. In 2021, the rate reached 4.9 %, indicating a sharp recovery.² Ethiopia's GDP growth rate showed a declining trend, going from 8.4 % in 2019 to 5.6 % in 2021.³ Particularly the wine sector in South Africa and the flower sector in Ethiopia were affected by the pandemic. Some of the toughest challenges these industries faced 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 in 2020 which caused notable financial losses for the local wineries and their employees.

Malawi suffered from increased floods and heavy rains during the programme cycle. Additionally, in 2020, it saw the rerun of presidential votes, as the previous election in 2019 was annulled due to fraud allegations. As a result, there were some acts of violence which slightly disturbed the project implementation but the actual elections and change of power were peaceful.

Unemployment has been on the rise in Sub-Saharan Africa. The issue is prevalent particularly in **South Africa**, where the unemployment rate rocketed to 33.6 % in 2021.⁵ The risk of xenophobia and violence was present throughout the project cycle, 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. Furthermore, gender-based violence (GBV) was on rise partly due to the pandemic. The Human Rights Watch estimates that roughly 51 % of South African women have experienced violence inflicted by their partner in a relationship.⁷

Eastern Africa faced several environmental hazards, such as floods, droughts and irregular rain patterns, which posed a risk to the agricultural sector. Moreover, **Ethiopia** had internal conflicts, which had effects to the projects. In 2018, political unrest led to declaration of the state of emergency that restricted the activities of civil society. This delayed the start of both projects. In 2019, local unrest affected the coffee project activities in Sidama, one of the project's key areas. The unrest caused an influx of internally displaced people (IDPs) to Gedeo, another key area in the coffee project. In 2020, conflicts in Gedeo and West Guji districts resulted in a vast number of IDPs and destructed farms. This affected coffee cultivation in the project, resulting in a decline in coffee volumes. Attacks to flower farms made the operating environment in the flower sector risky and some farms of the flower project were attacked. Moreover, the killing of a famous Oromo activist in June 2020 sparked riots that led to a three weeklong internet shut down that complicated the communication in the two projects. In November 2020, the Tigray conflict started and a year later a state of emergency was declared. It caused FTA to set travel restrictions to the projects in Ethiopia owing to security concerns, but the restrictions were lifted in December 2021.

Ghana's GDP growth rate declined drastically in 2020 compared to rapid growth of 7 % in 2018–19. In 2021, the rate rebounded back to 4.1 %.⁸ Inflation ranged between 7 % to 10 % during the programme period, which is rather stable in contrast to its history.⁹ In 2020 Ghana had presidential and parliamentary elections, resulting in re-election of president Nana Akufo-Addo and the New Patriotic Party (NPP) retaining power in government. 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 part although the campaigns were heated and volatile at times.¹⁰ The lockdowns and school closures complicated especially the programme's two cocoa sector projects causing some delay in the roll-out of activities.

In **Latin America**, the pandemic caused economic stagnation and deepened the humanitarian consequences caused by natural disasters, such as floods and cyclones. For example, the coronavirus was harsh in **Haiti**. Haiti's GDP growth rate has declined from 1.7 % in 2018 to -1.8 % in 2021.¹¹ Throughout the programme cycle, Haiti has faced political instability and tense atmosphere due to natural hazards and mistrust between the government and the local people. Between 2019 and 2020 there were violent protests and accusations of corruption towards the president Jovenel Moïse and the government. In 2021 the president was assassinated, further accelerating the violence among Haitians. The project implementation was initially delayed due to the violence and uncertainty. Furthermore, the project staff was on high alert as kidnappings and assault-cases were on the rise during the programme cycle. The project itself was implemented in the Plaisance region which was calmer than the capital Port-au-Prince. However, the unsecure atmosphere and political tensions partly bled through affecting the project.

Central America witnessed several storms affecting particularly the small-scale producers in **Guatemala** and Nicaragua. However, despite the economic plunge in Guatemala in 2020, the country's GDP growth rate rocketed to 7.5 % in 2021.¹² The new phase of the coffee project in **Honduras** was initially planned to begin in early 2020. However, the implementation was greatly delayed due to the pandemic and the two hurricanes which caused severe destruction in the country in 2020.

At **Fairtrade Finland**, the employees worked mainly from home from early 2020 to early 2022 following the governmental instructions regarding the pandemic.

2 Programme Impact and Results

In the following chapters, we analyse the overall progress made in 2018–21 against the 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.



2.1 Progress towards impact level objectives

The progress towards impact-level objectives has fluctuated. Some areas like the producers' perceived economic situation and climate change adaptation showed clear signs of achieved results while other areas such as women's and youth's empowerment faced challenges. Monitoring the progress towards impact-level objectives was challenging in many ways. Due to the pandemic, the FLOCERT audits were postponed due to lockdowns and travel restrictions, making it difficult for us to utilize system-wide data. This caused differences in the data collection methods and data sets, which consequently led to incompatible data in case of some indicator values. However, the project level monitoring data enabled us to inform of programme status and make general analysis of the situation.

Indicator	2018	2021	Target
Improved household income, assets and standard of living among small-scale producer households			
% of producers who perceive that their economic situation has improved		SPO: LAC: 32 % Africa: 72 % HLO: LAC: 33 % Africa: 70 %	SPO: 60 % HLO: 50 %
% of HLOs increasing wages (faster than inflation)		80 %	100 %
Increased environmental sustainability and resilience to climate change			
% of POs which have analysed the risks of climate change and have developed an adaptation plan/strategy (LAC)	Risks analysed: 53 % Adaptation plan: 0 %	SPO: 100 % (excl. Honduras where the project continues)	SPO: 80 % HLO: 100 %
Enhanced gender equality and intergenerational sustainability in rural communities			
% of women in PO membership	SPO: LAC: 22 %; Africa: 1 % HLO: LAC: 8 % Africa: 14 %	Malawi: 28 % > 32 % Ghana: 13 % > 16 % Guatemala: 42 % > 45 %	SPO: 20 % HLO: 20 %
% of women in the management	HLO: CLAC: 8 % FTA: 42 % (South Africa) 45 % (Ethiopia) 28 % (Malawi) SPO: Ethiopia: 1.3 %	HLO: CLAC: 32 % FTA: 65 % (South Africa) 77 % (Ethiopia) 32 % (Malawi) SPO: Ethiopia: 4.3 %	
Positive attitudes towards gender equality among workers	Africa: 84 %	Africa: HLO: 85 %	HLO: 90 % SPO: 50 %
% of young HH members in SPOs who perceive agriculture is a viable means of livelihood (LAC)	68 %	70 %	80 %
Increased dignity, confidence, voice, control and choice for small-scale producers			
# of public policies influenced (LAC)	0	20	50
Fairer & more sustainable trading system			
% of consumers committed to purchase Fairtrade products	21 %	37 %	25 %

Table 2. Impact objectives.

The perceptions expressed by farmers and workers participating in the **programme indicate that the programme has affected their livelihoods positively**. The results were particularly encouraging in Africa, where 72 % of the interviewed farmers and 70 % of the workers perceived that their economic situation has improved during the programme. In Latin America, approximately 30 % of both farmers and workers perceived that their livelihoods have improved. Furthermore, roughly 28 % of **smallholder farmers** in the Latin America and Caribbean (LAC) region expressed their livelihood to be sustainable (37 % men and 20 % women), indicating a 23 % increase as compared to previous data. This is an important achievement particularly in the challenging context of COVID-19. On the other hand, 35 % (47 % men and 24 % women) of **workers** in the LAC region perceived that their livelihoods are sustainable.



**72% of farmers
70% of workers**
perceived that their economic
situation has improved

There were promising results in terms of **wage improvement** in Africa. The wages mostly increased faster than inflation in all HLO contexts except for Malawi. In *Southern Africa* (South Africa and Malawi), the percentage of people who perceived that their economic situation was improved reached 77 % and 62 % respectively in 2021. Although the Malawian tea workers witnessed roughly 21 % increase in wages during the project cycle, this was not enough to keep up with the high inflation rate in the country. In *Latin America*, the development regarding economic improvements has remained somewhat the same over the course of the programme. Some progress was seen in 2020 but it was halted partly due to the negative economic effects of the COVID-19 pandemic.



The living wage has improved my living conditions. I now operate a provision shop and can support vulnerable people in my community. All this has been possible because I am able to save at least 15 % of my salary every month. The project should continue so they will continue to increase our salaries to be able to make maximum impact in our communities.

Banana plantation worker at a focus group discussion in Ghana

There has been significant effort to improve wages at the *Ghanaian* banana HLOs. Consequently, one of the two HLOs started paying living wage in July 2021. Through capacity building aimed at the local trade unions, the workers successfully negotiated their collective bargaining agreement (CBA), resulting in the average monthly gross wage increasing from GH¢ 535 to GH¢ 1,200 from 2018 to 2021 (+124 %). The desire to comply with Fairtrade standards is expected to drive the HLOs to continue these efforts beyond the programme. Furthermore, Ghanaian cocoa farmers were trained on dynamic agroforestry (DAF) and other climate-smart agricultural practices. DAF combines cocoa with other crops, such as plantain, coconut, mango, and avocado to use natural resources sustainably and to diversify income sources. By the end of the programme, 85 % of the targeted cocoa farmers reported increases in income. A vast majority (95 %) were making profit from cocoa, compared to 78 % at baseline.



wage
+124%

There are some signs of **enhanced gender equality**. In Africa, positive attitudes towards gender equality and the number of women in PO management positions have increased slightly. However, gender-related themes can often spur deeply rooted prejudices making it a slow process to change views and norms. For example, in the male-dominated banana sector, gender balance among workers is improving at a slow pace. Banana workers' understanding on gender equality has improved but the knowledge is yet to translate to a significant increase in women's share of the workers. A better gender balance is expected to be achieved in the longer-term.

Some challenges were met regarding the expected results aimed at **youth** particularly in Haiti. For example, the targeted youth did not think their opinions were heard comprehensively. Additionally, although the positive attitudes among youth regarding their future and the youth participation index was on the rise in Haiti and Guatemala respectively, the general development regarding youth as agents of livelihood continuation was stagnated.

There was a promising leap towards **environmental sustainability** and resilience to climate change in the first half of the programme, when most of the SPOs began to analyse their climate change risks. All SPOs in the LAC region developed an adaptation plan based on risk analyses¹³. Adaptation to climate change and disaster risk reduction (DRR) plans are relevant in the context of LAC as many of the target countries often face tropical storms and floods. In Africa however, the focus was more on mitigating the effects of climate change. Fairtrade carbon credits (FCCs) production was piloted, paving the way for more comprehensive FCC production in the next programme. Moreover, encouraging experiences were gained from establishing DAF plots in Ghana, moving away from cocoa monoculture towards diversified income sources and more sustainable farming. However, the development around environmental sustainability slowed down when the pandemic hit. According to our partners, the pandemic forced many 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 second half of the programme (2020–21) was full of uncertainties and concerns for one's health and safety.



...I used to receive MK30,000 (\$38,71) per month as my salary. With the responsibilities I had, this was not sufficient, and it used to finish before the month ended. However, towards the end of the year 2020, my salary was revised upwards because of a new CBA and now I am getting MK46,300 (\$59,74). The new salary has helped me a lot in taking care of my children and family. For example, I can pay school fees and pocket money for my eldest daughter. Generally, my life has been transformed...

Tiyanjane Kachere, who has worked with Satemwa Tea Estate in Malawi for 10 years and has been a member of Plantation and Agricultural Workers Union (PAWU) for the last four years

Nevertheless, there was progress towards farmers' and workers' increased capacity to advocate on **fairer and more sustainable trading system**. In Finland, our advocacy work brought smallholder farmers' perspectives into legislative processes on Sustainable Corporate Governance and supported several companies to in their human rights and environmental due diligence (HREDD) work. The programme reached its target of raising the percentage of Finnish consumers who are committed to buy Fairtrade products. The number rose from 21 % to 37 % during the programme, highlighting the success of our awareness raising campaigns and communications work.

2.2 Analysis of the programme results per component

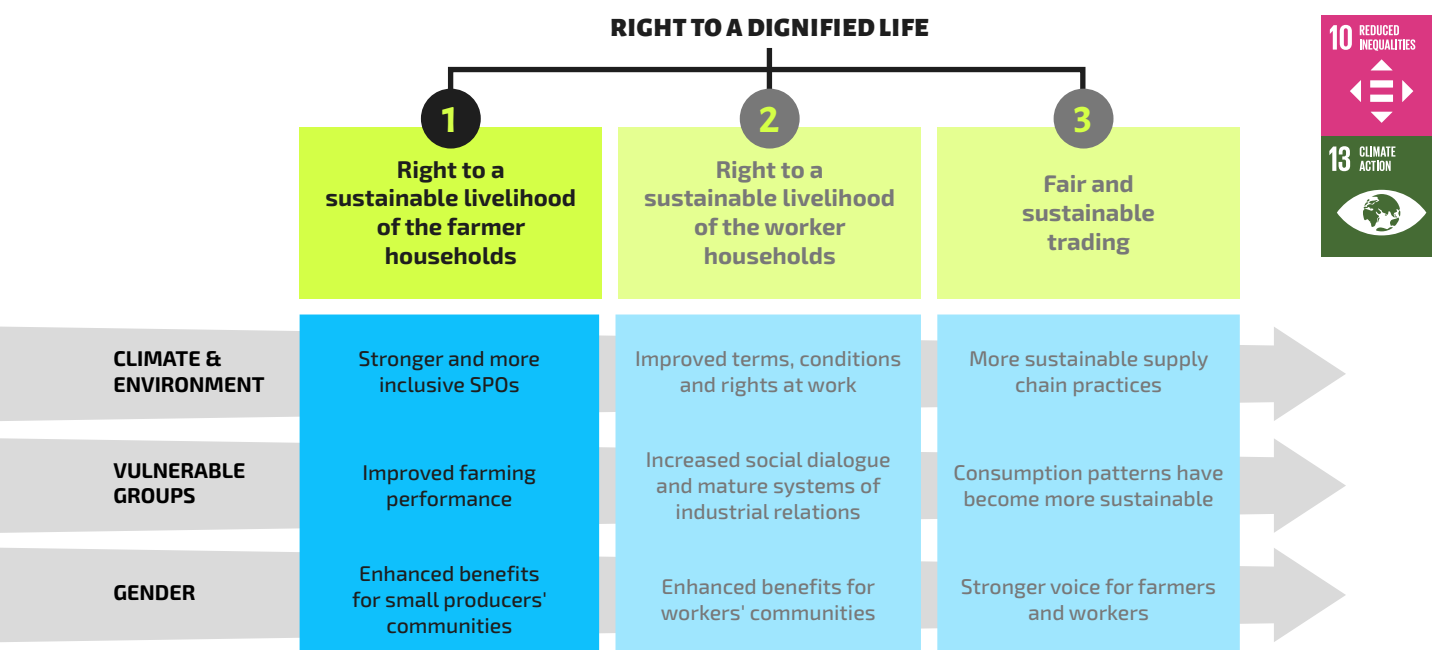
Within each component, we will analyse the output- and outcome-level progress and how these contribute to results. We will then analyse the main challenges, risks and lessons learnt. Each of the programme's components had their own pathways of change with various development paths. An example pathway of change is included within each component to illustrate the relations between different result levels.

Country and focus	Project purpose	Contribution to the outcome number:
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

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



2.2.1.1 Progress against expected outcomes in programme component 1: "Farmers' rights"

Indicator	2018	2021	Target
Stronger and more inclusive SPOs			
% of SPOs which implemented specific activities to bring young people into the membership (LAC)	12.5 %	85.5 %	100 %
% of SPO's who perceive they are more able to negotiate conditions with buyers	LAC: 86 % Honduras: 50 %	Guatemala: 43 % Honduras: 100 %	100 %
Improved farming performance			
% of SPOs which used good agricultural practices (GAPs)	68 %	90 %	80 %
Enhanced benefits for small-scale producers' communities			
Targeted trainings delivered by the SPOs to their members (# trainings, topics, participants)	44 trainings, 27 topics, 2,398 participants	>1,000 trainings; >35,000 participants	+20 % annually

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

Outcome 1. Stronger and more inclusive SPOs

This outcome sought strong, accountable leadership and democratic participation with the inclusion of persons in vulnerable situation, such as young adults, women and PWDs. With diverse members, the SPOs can become more inclusive and accountable to the people they represent. Progress was achieved particularly in the Ethiopian coffee project and in the LAC region, where the inclusion of PWDs, women and youth were clearly on the rise. The **Ethiopian** coffee project partnered with the Ethiopian Centre for Disability and Development (ECDD) to enhance disability inclusion in the coffee value chain. In the project, PWDs were included, for instance, in youth business groups and good agricultural practices (GAPs) trainings. Additionally, in **Latin America**, 89 % of smallholder farmers expressed a positive attitude towards gender equity (88 % men and 91 % women). Furthermore, roughly 66 % of the programme's young people in the LAC region believed that agriculture is a viable way of living (71 % men and 58 % women). In the LAC region, around 85.5 % of SPOs implemented specific actions to include young people in production and commercialization of products (baseline 12.5 %).

These results paved 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 were increased productivity, improved quality of products, sustainable management of natural resources and increased adaptation to climate change, and the reduction of the carbon footprint.

Progress was made particularly in Latin America. In **Guatemala**, almost 73 % of beekeepers were able to increase their honey production after implementing environmentally friendly beekeeping practices that support them in climate change adaptation. In **Honduras**, 87 % of smallholder farmers implemented climate change adaptation practices. Similarly, the small-scale producers in **Haiti** were familiar with adaptation strategies and around 99 % incorporated them in their work. Additionally, around 73 % of the Haitian smallholders diversified their crop production to improve their diets and gain additional incomes by selling the surplus in the local markets.

In addition, farming performance was improved in the cocoa and climate change project in **Ghana**. DAF and other climate-smart farming methods within the local cocoa SPOs contributed to more diversified income for farmers. The project established Village Savings and Loans Associations (VSLAs), which provided rightsholders capital to invest in additional livelihood ventures leading to an increase in average annual household income by 25 %. Nearly all (95 %) reported that VLSAs had improved their livelihood. However, work still needs to be done to formalize and digitize VSLAs' recordkeeping to avoid inconsistencies.



73%
of beekeepers
increased honey production

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

This outcome included improved access to basic services for SPO members, improved services in communities and support for marginalized groups. The SPOs were in a key position in their communities to promote social cohesion and to raise awareness on human rights, the environment and market knowledge. For example, the child protection project in **Ghana** made significant progress in creating awareness on child rights and mobilizing cocoa growing communities and district stakeholders to act on child protection. Although impact will be realised in the long-term, 83 % of children already felt safe from violence, neglect, abuse, or exploitation (at home, school, and community) compared to 71 % at baseline. The establishment of a community and district-level referral system for child right abuse cases has been community-driven and the leading role played by schools and SPOs has strengthened ownership of the project activities. To strengthen the established structures and ensure sustainability, this project will continue under the next programme cycle.

Due to the global pandemic, many of the projects turned to alternative ways of training (virtual training, radio programs and brochures) which reached wider communities on top of the planned cooperative members.



The child protection project has taught us what farm work children can do and what they are not allowed to do, to keep them in good health. Children are now going to school. We have a good understanding of protecting children's rights and child labour prevention. I have gained skills to address and talk to other farmers on the subjects of child protection and child labour.

Abena Benewaa, Community Facilitator and a member of the Community Child Protection Committee in Asunafo North Farmers Union in Ghana



2.2.1.2 Progress against expected outputs in programme component 1

The programme's first component had four programme-level outputs, which contributed 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.

Table 5. Output level targets, program component 1.

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

The first output sought to strengthen the SPOs' capacities in managing their businesses in a participatory and transparent manner while promoting human rights and inclusiveness in their operations. At the end of the programme, modest progress could be witnessed, particularly with the inclusion of women, PWDs and youth in SPO operations.

In Ethiopia, coffee unions established **youth** groups to promote gender equality and the inclusion of PWDs and youth. The youth groups received income generation training and loans for small-scale businesses, such as farm tool trade. The lessons learned suggest that supporting youth groups' business initiatives could attract more youth in coffee value chains. In Ghana, the youth have shown interest in DAF practices. With such methods, cocoa farming is expected to become a more viable option for the youth, whose participation in the sector will be essential as cocoa farming generations age. Additionally, the coffee project in Honduras took a special focus on sustainable coffee cultivation and inclusive SPOs by promoting entrepreneurship activities for youth and women.

Several SPOs progressed in their **managerial capacities**. For example, the Ethiopian coffee SPOs developed first **business plans** and **human resource management strategies**. Later, these strategies were taken further by training coffee union management. The trainings focused on good governance, participatory decision-making, and gender, as well as disability inclusion.

These results contributed 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. By establishing youth groups in the SPOs and by providing peer support, youth are motivated to stay in their communities. Consequently, 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.

Finally, supporting the SPOs to develop their management and business skills contributed 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. Furthermore, this output contributed 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 aimed to improve the overall sustainability of smallholder production. The SPOs' economic sustainability was enhanced by improving the productivity and product quality to meet the international market expectations. Fairtrade emphasises GAPs which means, for instance, improving soil nutrient levels or irrigation and waste-water systems, increasing biodiversity and crop variety, and decreasing the use of harmful pesticides. While adaptation strategies were more prevalent in the LAC contexts, product quality and diversification were emphasized in Africa.

In **Haiti**, the skills and capacities of the two coffee and cocoa SPOs were low, so emphasis was put in enhancing farmers' productivity, knowledge on GAPs and climate change adaptation. Consequently, both SPOs concluded adaptation plans. Roughly 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**, 73 % of producers were able to increase their honey production by over 20 % by applying GAPs and climate change adaptation measures. Nearly all of the beekeepers were actively using their skills applying GAPs in their production and roughly 86 % applied new practices to adapt to the negative effects of climate change.

Significant progress was made in **Honduras**. Roughly 87 % of smallholder farmers implemented climate change adaptation practices (52 % men, 36 % women). In 2021, 81 % of the farms within the project were

more diverse: besides coffee, they produced four different crops for food consumption, sales at local markets, pest and diseases management and biodiversity conservation. Before the project roughly 47 % of the farms cultivated at least five different crops.

In **Ethiopia**, improved coffee production resulted in skills to increase quality of produce contributing to value addition. Training received on Arabica Coffee Q-grading improved the local expertise on coffee quality. Additionally, the amount of protected environment increased. In total 68 % of the wet mills adopted a wastewater management system based on vetiver grass planting to protect the surrounding environment from pollution. Coffee farmers afforested 1.94 hectares of their lands and established 17 coffee seedlings nurseries.



...The most important training I received from the project has been on Arabica Coffee Q-grading. The training helped to build my self-confidence and boosted my knowledge and skills on Arabica Coffee Q-grading.

Mena Asefa, who works in Sidama Coffee Farmers' Cooperative Union as an assistant Cupper



In **Ghana**, 640 cocoa farmers adopted DAF practices to improve productivity, diversify the range of produce, and to combat deforestation caused by cocoa monoculture. Approximately 27,500 trees were distributed and planted with support from the project's partners.

These achievements contributed to outcome 2 *Improved farming performance* and the cross-cutting objective of **Environment and climate change**.

Output 3: Enhanced access to fair trading conditions

The output sought to strengthen the SPOs' capacities in value addition, marketing, negotiation skills and access to national and international markets. While small-scale producers often lack the power to decide on the conditions of trade, the programme supported the SPOs in establishing business relations with buyers that are looking for ethical and sustainable products. Unfortunately, the COVID-19 pandemic disrupted many of our key products' markets and halted supply chains making it a difficult time to search buyers and new market linkages.

THE ETHIOPIAN COFFEE PROJECT managed to find new market opportunities when the unions participated in African Fine Coffees Association (AFCA) exhibition in Kenya, which enabled them access to Asian coffee markets. Additionally, FTA linked some of the local coffee unions with buyers in Europe.



This output area contributed to outcome 1 *Stronger and more inclusive SPOs*, as it strengthened the SPOs' capacity to compete in the international markets. Furthermore, it contributed 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 ensured that persons in vulnerable situations were considered and included in all SPOs' operations. In the programme, the issues around child labour were the most visible.

The child protection project in **Ghana** was the main contributor to this output, as it focused on providing a safe environment for children in the cocoa growing communities. The project established 54 local community child protection committees (CCPCs) and engaged with wider communities beyond the cooperative members to support the CCPCs' work. So far 36 schools have adopted alternative forms of discipline and 63 % of the surveyed school management committees and parent-teacher associations reported of improved capacities to promote child rights. By 2021, 61 % of the surveyed children knew where to report violations and abuse cases, compared to 32 % at baseline. A total of 1,159 children were identified to be linked with child labour under the Child Labour Monitoring and Remediation System, of which over 800 are already receiving remediation in the form of educational support (uniforms, learning materials, bicycles and birth certificates). The work continues in the project's second phase where the focus will be in ensuring the sustainability of the established structures while recognising the challenges posed by limited resources of local social welfare services.

Similarly, in **Honduras**, awareness raising and campaigning against child labour were emphasised in coffee growing communities. Four SPOs established child protection committees which elaborated child protection policies for their organisations. Last year, roughly 77 % of the leaders at SPO level reported that the committees influenced the decision-making processes of their SPOs in a positive way.

These results contributed to the achievement of the outcome 1 *Stronger and more inclusive SPOs* and 3 *Stronger voice for farmers and workers*. They improved the inclusiveness of the SPOs' operations, as well as their ability to generate benefits for the farmer communities.



54 Community
Child Protection Committees
established in Ghana

The external evaluation of the programme concluded that it has been quite effective in achieving the component 1. According to the evaluation, the relevance of the programme was high because it addressed the most important issues and needs expressed by representatives of small producers. The evaluation concluded that the "organisations' representative structures have been strengthened, their external relations, capacities for adapting to climate change and for supporting vulnerable groups (gender, youth, PWD) have been strengthened and adapted to local realities". It also assessed that youth was one of the groups that benefited most from the programme "succeeding to link them to SPOs, where they have become protagonists and leaders".

2.2.1.3 Challenges, risks and lessons learnt, programme component 1

According to the **external evaluation**, the programme built the foundations of sustainability in terms of installed capacities, competencies and instruments. The evaluation drew the conclusion that the achieved outcomes reveal that producers have acquired, in addition to capacities, a broader vision of the future, greater legitimacy and awareness of the importance of influencing, demanding and relating in alliances with other actors, which they are already putting into practice. However, the evaluation noted that the remaining weaknesses of the SPOs, the lack of economic resources to maintain participation and the long-term nature of these types of efforts mean, that PN's assistance is still necessary to continue the processes.

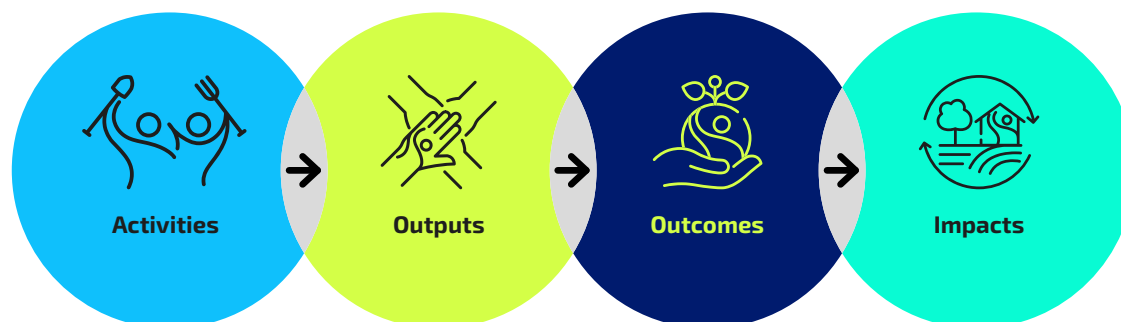
Despite the challenging pandemic years, many of the projects under this component were able reach most of their expected results. Particularly, the PN's and SPOs' adaptability to the physical distancing was remarkable. Most face-to-face trainings and project planning and monitoring sessions were changed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

The project in **Haiti** took some time to kick off its activities due to unrest in the country. Staff security remained the main operational risk that required close monitoring and planning in the continuously unstable and violent operating environment. Due to the slow start, the expected project results were revised and adjusted.

In **Ghana**, the child protection project implementation suffered from the COVID-19 restrictions as schools were closed for long periods of time, hence several school-based activities were postponed. Additionally, the child labour monitoring and remediation systems developed in partnership with the International Cocoa Initiative (ICI) and the national child protection system brought some challenges and opportunities for learning. This type of systemic approach required adaptation skills to manage a multi-stakeholder partnership including non-governmental organizations (NGOs), local authorities, and active commercial partners. However, there were some clear successes and lessons learned. Establishing "Climate Champion Schools" was an effective method to raise the younger generations' knowledge on climate issues. However, challenges in land and tree tenure prevented some rightsholders from establishing DAF plots – a lesson to be considered in future projects.

The coffee project in **Ethiopia** also faced some delays due to COVID-19 and political and social unrest. These affected the project implementation and the 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 on GAPs, gender equality and disability inclusion.

Result framework of the component and example pathways of change for farmers in 2018–21



Targeted training for youth in coffee farming, and value-addition activities and entrepreneurship

Training farmers on GAPs, DAF and other climate smart agricultural methods

Training SPOs and farmers in the development of adaptation plans

Trainings on marketing, client acquisition and export standards

Participation in trade fairs and creating linkages to new clients

Training and awareness raising on prevention of child-labour, formation of community child-protection committees and monitoring systems

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

» 85.5 % of the SPOs in the LAC region implemented specific actions to include young people in production and commercialization of products (baseline 12.5 %)

Capacity to improve productivity and quality, protect environment, and adapt to climate change

» Guatemala: nearly all of the beekeepers were actively using their skills applying GAPs

Enhanced access to fair trading conditions
Increased community capacities to raise awareness on child rights

» Ghana: 54 functional community child protection committees established

Stronger and more inclusive SPOs:

» 66 % of young people in the LAC region believed that agriculture is a viable way of living

Improved farming performance

» Guatemala: 73 % of beekeepers were able to increase their honey production

Enhanced benefits for small producers' communities:

» Ghana: 83 % of children felt safe from violence, neglect, abuse, or exploitation (at home, school, and community)

Enhanced gender equality and intergenerational sustainability in rural communities

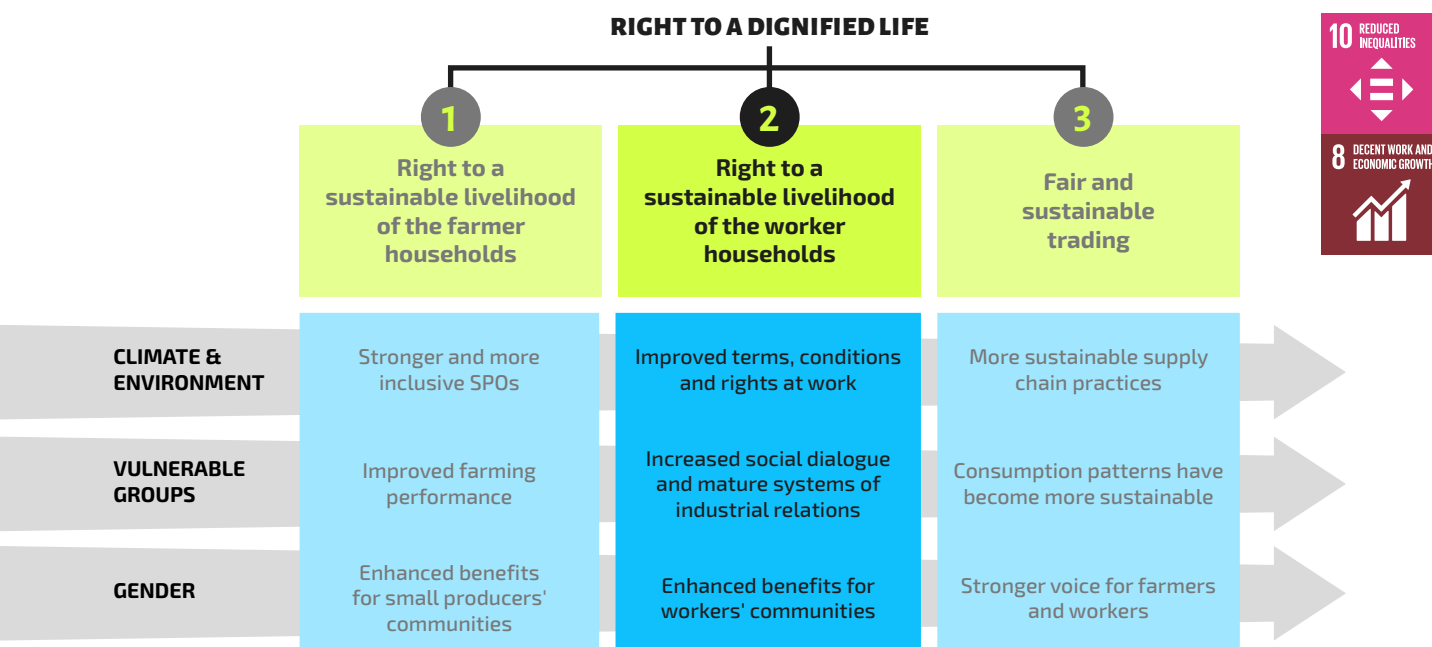
Improved household income, assets and standard of living among small producer households

Increased environmental sustainability and resilience to climate change

Increased dignity, confidence, voice, control and choice for small producers

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

The programme's second component included the rights of both HL workers in plantations, as well as the SPOs' workers.



2.2.2.1 Progress against expected outcomes, programme component 2: "Workers' rights"

Indicator	2018	2021	Target
Improved terms, conditions and rights at work			
% of HLOs above the average on conditions of employment	56 %	South Africa: 31 % > 87 %	70 %
% of HLOs who had above average and superior health and safety practices	50 %	South Africa: 95 %	70 %
% of workers who report satisfaction with working conditions at their workplace	39 %	92 %	70 %
Increased social dialogue and mature systems of industrial relations			
% of HLOs with above average and superior freedom of association practices	61 %	Malawi: 74 % > 90 %	70 %
% of HLOs where terms are determined by a CBA, with adequate involvement of workers in the negotiations	57 %	83 %	70 %
% of workers' grievances resolved, as reported by worker representatives	39 %	92 %	60 %
Enhanced benefits for workers' communities			
% of POs with a policy to protect vulnerable adults	HLOs: 56 %	Malawi: 50 % Ghana (bananas): 100 %	HLO: 80 % SPO: 70 %
% of HLO members who perceive that their organisations understand their priorities and act in their best interests	LAC 50 %	54 %	80 %

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

Outcome 1: Improved terms, conditions, and rights at work

This outcome focused on improving terms and conditions, as well as general health and safety in the workplace, the ability to voice concerns and exercise rights, and increasing the workers' equality. Particularly the African projects advanced in improving their general working conditions. For example, in the tea project in **Malawi**, the local Plantation and Agriculture Workers' Union (PAWU) was able to successfully negotiate with the Tea Association of Malawi (TAML) for more favourable CBAs for the workers and with the tea estate management regarding working conditions. Female workers saw steady improvements in their working conditions. At baseline, the number of female workers satisfied with their conditions of work was only 12 % increasing to 81 % towards the end of the project. Additionally, the percentage of the tea workers in Malawi who reported of improved understanding of disability rights increased notably.

The trade unions in **Ethiopia** managed to increase the length of paid maternal leave and the availability of medical insurance for workers in flower farms. Moreover, functional grievance handling mechanisms were created in all flower farms. At the end of the project, 92 % of the interviewed workers were satisfied with the resolution of disputes in flower farms in Ethiopia compared to 33 % in the beginning of the project.

In the **South African** wine project, roughly 87 % of workers and farm management reported of satisfaction with their working conditions in 2021, including the level of inclusiveness and awareness towards workers' rights indicating a 180 % increase from the baseline of 31 %. Moreover, 11 HLOs completed their disability inclusion policies, as compared to zero in 2018. The OHS trainings led to decreased workplace accidents in the wine project.

Similar progress was seen in the **Ghanaian** banana HLOs, where the percentage of committee members and workers' representatives with enhanced understanding on workers' rights, good governance and leadership rose from 60 % to 100 % during the programme.



81%

of women tea workers

in Malawi were satisfied with their working conditions (baseline: 12 %)

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

This outcome focused on effective trade union representation and social dialogue. It is expected to show results after the programme has phased out as industrial relations develop slowly.

Positive developments took place for example in the banana sector project implemented in **Ghana**. By the end of the programme, 95 % of the targeted workers felt that they can exercise their rights and participate freely in union activities (baseline: 75 %). Similarly, the share of banana workers who felt confident in their organisations' conflict and grievance resolution structures rose from 78 % to 93 %. No labour agitations were reported in 2020 or 2021, indicating signs of improved industrial relations.

Smaller but promising signs of increased social dialogue were shown in Malawi and in the LAC region. For example, trade union capacities and influence were supported in the **Malawian** tea project and the number of PAWU members grew 36 % in the programme cycle. Additionally, as a result of the Latin American Workers' Network project, around 88 % of the workers involved reported that the relationship with their employees improved.



92%

of the workers

satisfied with the resolution of disputes in flower farms in Ethiopia (baseline: 33 %)

The Ethiopian flower project has been commended by persons with disability (PWDs) for providing assisting devices that are essential for these employees' day-to-day work. The number of PWDs employed at the farms has been increasing.

Outcome 3: Enhanced benefits for workers' communities

This outcome aimed to improve general services and infrastructure in the workers' communities. It emphasized the support for vulnerable and marginalized groups.

All targeted banana workers in Ghana were unionized.

As with the SPOs, the HLOs worked 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 provided good results in the **Ethiopian** flower project. The number PWDs employed on flower farms increased from 191 to 221. The 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.

2.2.2.2 Progress against expected outputs, programme component 2

This component had four programme-level outputs, which contributed 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

In **Ethiopia**, labour conditions improved in the flower project, 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 during the project, all POs had taken some measures to ensure safety. Similarly, in the **Malawian** tea project, the tea estates witnessed a **26 % reduction of workplace accidents** at the end of project cycle as a result of continuous OHS-training. Furthermore, because of OHS and negotiation trainings in **Ghana**, banana workers at Volta River HLO convinced the management to construct a washroom facility for women, which has brought safety to women banana workers.

-26%
workplace accidents
at Malawi tea estates



These achievements contributed to programme component 2 outcome 1 *Improved terms, conditions and rights at work*. These included improved **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 will have better means to assess and monitor whether the employers sustain the improvements made. Workers whose leadership skills and knowledge were improved 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 at times, the workers' participation in union and various committee meetings has risen steadily during the programme. For instance, in **Ghana**, **the freedom of association increased as more workers took actively part in trade union activities** (from 78 % in 2018 to 100 % in 2021) and an increasing share (from 75 % in 2018 to 100 % in 2021) of workers perceived that they **have unimpeded access to attend workers' committee meetings**.

Similarly, positive development took place the Ethiopian flower sector. At the end of the project, 100 % (baseline: 65 %) of the interviewed workers reported that they are **aware of their rights, including the freedom of association and to be included in CBA negotiations**. It seems that the continuous training and awareness-building has provided workers with improved knowledge of their rights.

This output contributed directly towards the outcome 2 *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.



80%
of wine workers
with improved knowledge on
gender policy, sexual harassment
and discrimination (baseline: 17 %)

Output 3: Enhanced knowledge and capacity

The programme made significant progress in this sector particularly in Africa. For example, in Ghana, 95 % of banana workers within the programme now have increased knowledge on their **right to participate** in union activities, right to access opportunities at the workplace, right to parental, sick, and annual leave, right to OHS standards, and right to overtime pay. The workers' understanding on **living wage concept** increased from 41 % in 2018 to 71 % in 2021. In Malawi, the workers gained more knowledge regarding wage calculations to advance their negotiation skills. Additionally, the Ethiopian flower workers' project identified knowledge gaps in current **occupational health and safety (OHS)** policies and established record-keeping as part of the OHS activities.

In South Africa, 80 % of wine workers reported to have **improved knowledge on gender policy, sexual harassment and discrimination** as compared to the baseline with 17 %. Workers had visibly become more confident and outspoken regarding issues or thoughts that they might have concerning their work and the workplace during the programme cycle. In Malawi, tea estate workers, management and PAWU members were trained on disability rights with the intention of supporting their roles as trainers in the future to ensure continuity of the programme's work.

The Latin American Workers' Network project achieved progress in terms of **improved dialogue and relations** between workers and employers through various stakeholder dialogue sessions and communication campaigns. The workers reported of having improved capacities to **negotiate and to have dialogue** with their superiors. The proportion of the Networks' leaders who reported having the **competencies and abilities to influence** policies that directly affect workers and their working conditions grew from 30 % in 2019 to 72 % in 2021. Furthermore, roughly 33 % of women and 23 % of young people had a leadership role in the Workers' Network in 2021, after taking place at the Leadership School. It is an increase of 24 p.p. for women and 19 p.p. for young people. Additionally, roughly 54 % of the workers indicated that CLAC's Workers' Network Leaders (WNL) had a better understanding of the workers' needs and can better represent them. WNL themselves express that their leadership skills have improved after participating in the project's leaderships school.

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

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

Trade unions seemed to have gained a relatively strong position, although some challenges remain in certain programme countries, such as South Africa. The same applied to workers' committees in the contexts where unionization remained a challenge. 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**. By the end of the programme, all targeted banana workers in Ghana were unionized. The local unions' service delivery had strengthened and their social dialogue with industrial unions had enhanced.

In Latin America, the Workers' Network continued its consolidation as workers' representation body. The workers in the five target countries saw it genuinely representing the workers' interests, and **the Network was accountable for the workers** through active communication and dialogue. Apart from building management capacities in industrial relations, the Network promoted good workplace conditions for all members, meaning there was a significant focus on gender equality and inclusion aspects.

This output area contributed 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 component. As the workers' committees, trade unions and other representation bodies of the workers gain capacities and knowledge, they can become more influential and acknowledged by different stakeholders. Thus, they can gain more positions in decision-making processes and influence their working conditions and communities. In other words, workers are empowered to decide for their and their families' lives.

The external evaluation of the programme concluded that it has been quite effective in achieving component 2 outcomes. According to the evaluation, the programme has contributed to the improvement of working conditions and respect of workers' rights. Above all, it has contributed to workers' awareness of their rights and of the value of collective action to enforce them. In different contexts, PNs have shown tenacity and skill in gaining the trust of HLOs' managers and gradually establishing channels for dialogue. The evaluation noted that especially in Africa, the programme targeted particularly vulnerable populations whose initial working conditions were poor, and whose access to information was very difficult; the evaluation report's view was that programme has been very relevant in this sense.

2.2.2.3 Challenges, risks and lessons learnt, programme component 2

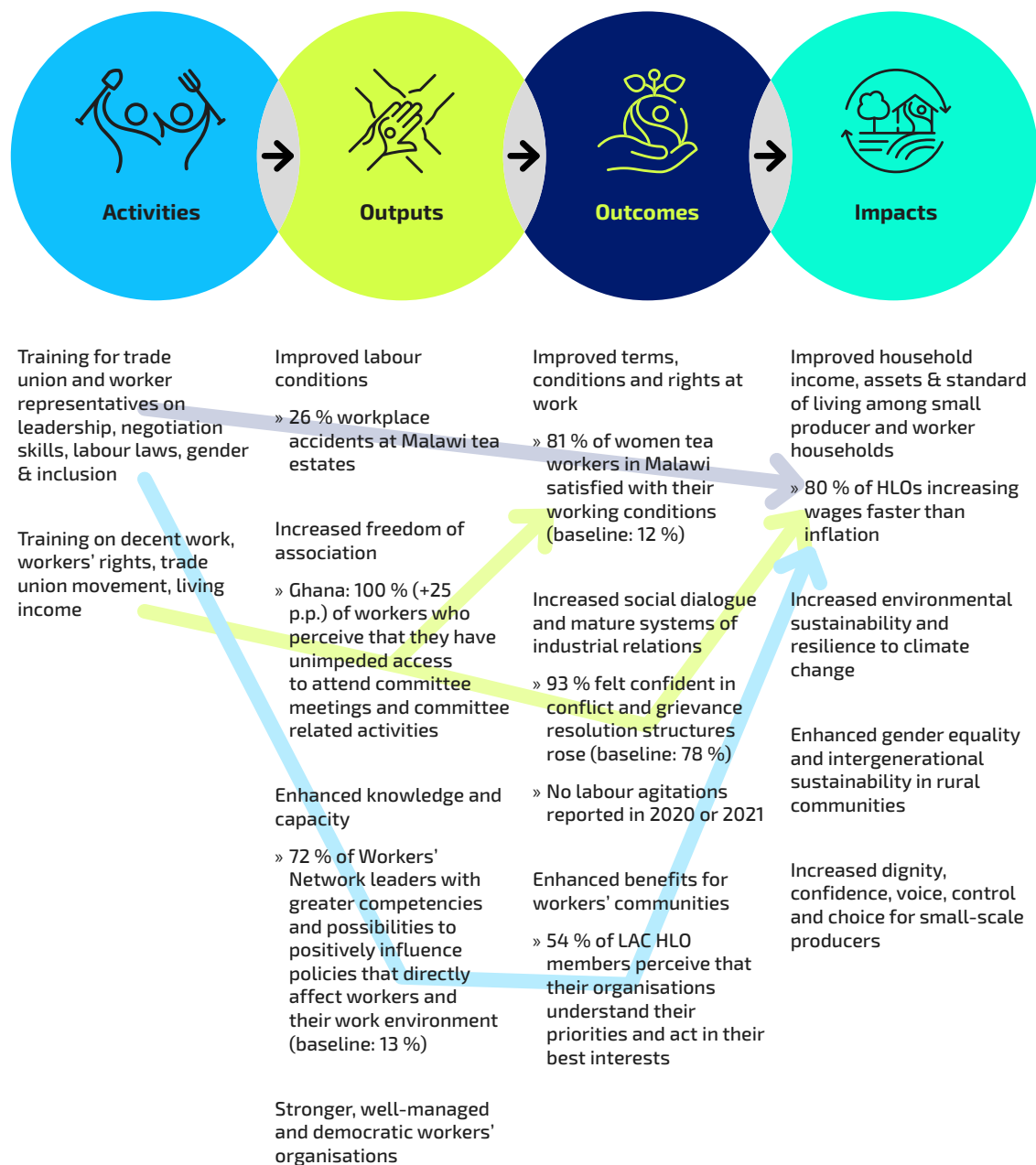
The external evaluation concluded that the results presented above are encouraging but remain fragile. According to their analysis, it seems necessary for the PNs to keep supporting the workers and their structures, while maintaining dialogue and raising the awareness of HLOs' managers in order to strengthen the achievements of the programme and make them sustainable. In addition, an exchange of experience within Fairtrade Africa and among workers from different sectors in different countries would further strengthen their capacities and contribute to a global workers' movement on a continental scale. This approach, experienced by CLAC with the workers' network, has been relevant in building the capacity of the workers on the advocacy actions they can carry out in their respective countries.

In **Malawi**, the main challenges faced during the project cycle included delays in implementation, insufficient reporting, and difficulties with the local tea producers' association TAML. In the beginning of the project, TAML was relatively uncooperative, and the association did not want to partner with FTA or the trade union PAWU. PAWU, in turn, did not want Fairtrade Finland to cooperate with the association. Eventually the project managed to create a platform where PAWU and TAML were able to exchange ideas regarding the tea workers' livelihoods and interests. Therefore, the key learning of the project was the importance of a careful stakeholder analysis.

The project in **South Africa** faced substantial challenges. In the beginning of the project, we, together with our initial partner SASK, faced significant delays and challenges due to volatile trade union and PO-level relationships in the country. Furthermore, the local Department of Labour did not have an effective monitoring system in place which ultimately discouraged the workers to report abuse. Additionally, discrimination against women and members of the LGBTQIA+ is still common. The project faced occasional difficulties with the inability to reach the farm workers due to long harvesting seasons and the privately owned farm management's reluctant nature to release workers during work hours. This was partly managed by conducting trainings on weekends and in a virtual form. Furthermore, the COVID-19 pandemic posed notable challenges between 2020–21. Additionally, the project faced some challenges when trying to measure the level of unionization among the workers due to tensions between the POs and the trade unions. Various challenges highlighted the importance of the project. It was evident that the situation in the wine farms is far from living wage or decent work – therefore we have decided to continue our work in the sector.

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. This issue was later given more attention and 29 workers were trained as advocates for non-discrimination 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. A similar approach could be used in other contexts, too. The banana project further learned that low literacy and public speaking skills were barriers for women to take up leadership roles. Public speaking and literacy trainings would boost women workers' confidence to become managers. In general, training materials should take the workers literacy levels into account, using simple language and visual content where necessary.

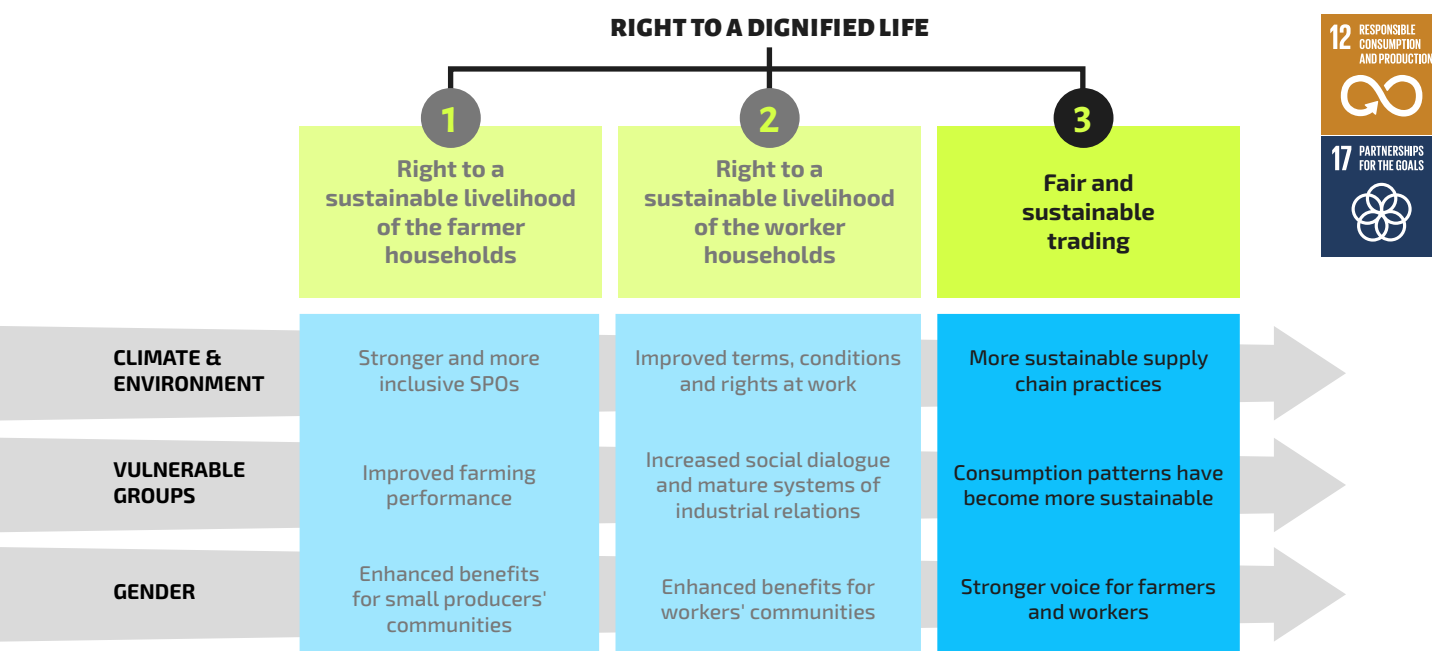
Result framework of the component and example pathways of change for workers in 2018–21



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 was essential to strive for a systemic change in how supply chains are managed in the global economy. The programme's third component focused on advocacy and awareness raising towards companies, policy makers and consumers. We worked 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 this component was advocacy in Finland, the regional project in Latin America contributed directly to this programme area as well.



2.2.3.1 Progress against expected outcomes, programme component 3

Indicator	2018	2021	Target
More sustainable supply chain practices			
# of contacted companies that develop more sustainable supply chain practices	0	5	5
Consumption patterns become more sustainable			
% of consumers committed to purchase Fairtrade products	21 %	37 %	25 %
% of consumers that purchase Fairtrade products time to time	74 %	85 %	81 %
net recommendation index ¹⁴	-17	-6	-10
# of sustainable procurements prompted	0	9 (+3)	10
Stronger voice for farmers and workers			
# of public policies that the PNs have influenced in	0	20	50
# of strategic partnerships established by PN (CLAC) to promote the interest of farmers and workers	0	7	10

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

Outcome 1: More sustainable supply chain practices

The thematic focus area of this outcome was Business and Human Rights (BHR). Fairtrade Finland has actively participated in various corporate social responsibility (CSR) discussions during the programme cycle, beginning from the participation in the #ykkösketjuun-campaing coordinated by Finnwatch in 2018. Our programme put considerable effort into developing **concrete policy proposals** together with our programme partners. We found out that our proposals brought clear added value into policy discussions. While many CSOs and trade unions highlighted the perspectives of factory workers, there was a gap in how well the potential global impacts on agricultural supply chains were assessed in BHR processes.

This value was recognised by relevant target groups and stakeholders. For instance, in 2021, we were invited to hold a thematic event, "**Fair coffee break**", on corporate sustainability due diligence legislation in the Parliament House. The event strengthened Fairtrade Finland's connections and co-operation with the Finnish Parliament Group on Global Issues. Consequently, Group committed to advance an ambitious BHR legislation. Our staff participated 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.

At European level, **we strengthened our advocacy on a European-wide BHR law**. We reinforced dialogue with the team of Heidi Hautala (Member of the European Parliament, MEP), who chairs the European Parliament's Responsible Business Conduct Working Group. We brought the Ghanaian cocoa producers' opinions about the legislation to many events across Europe through a video. This led to many decision-makers recognizing the importance of development aspects and smallholder's position in regards BHR regulation.

Our programme's company-facing advocacy work gained wider audience and excellent feedback from the hundreds of people who participated in our webinars and workshops about HREDD in corporate supply chains. In municipal elections, our campaign on impactful public procurement gained a robust number of followers. After elections we continued to engage directly with over 500 municipal decision-makers about social sustainability in public procurement.

Outcome 2: Consumption patterns have become more sustainable

The results of the annually conducted Fairtrade Finland's market research indicate that consumption patterns seemed to have become more sustainable in 2018–21. The net recommendation index (or Net Promoter Score, NPS) increased from -17 % to -6 % over the course of the programme which is a promising result. The NPS measures the customers' willingness to recommend Fairtrade products and the level of satisfaction regarding them.¹⁵ Furthermore, the share of consumers who are committed to purchasing Fairtrade products increased from 21 % to 37 % during the programme cycle, passing the set target of 25 %. The awareness of the Fairtrade among Finns has been growing slightly year by year and it reached 87 % in 2021. One of the biggest changes to the previous year's result is the increase in the spontaneous awareness of the Fairtrade brand (from 34 % in 2020 to 43 % in 2021). This showcases the clear **trend of consumption patterns in the Finnish contexts becoming slowly more sustainable and ethical**.

The share of consumers who are committed to purchasing Fairtrade products increased from 21 % to 37 % during the programme cycle, passing the set target of 25 %.

Outcome 3: Stronger voice for farmers and workers

This outcome sought to strengthen the PNs particularly in Latin America to build POs' capacities in policy analysis, advocacy, and communication. Especially the regional Intercambio climate change advocacy project in **Latin America** (Bolivia, Ecuador, Nicaragua, El Salvador, and Guatemala) focused on Youth Leadership Schools and the creation of advocacy skills and knowledge in climate action for SPO members, particularly the youth. As a result of the project, 63 % of the participants perceived that their advocacy skills and influence within the SPOs were high (baseline 2 %). The participants became aware of their human rights and gained motivation to advocate for them. In 2021, 62 % of the school participants were holding leadership positions in their organizations. For example, a young female farmer from Nicaragua was elected as the representative of the Central American region of the new CLAC Board of Directors. The leadership schools' model will be replicated further by CLAC.

Furthermore, according to the project evaluation, the project succeeded in laying the foundations for longer-term advocacy processes. The national networks in the LAC region have become aware of their role and responsibility in incorporating environment and climate change themes in their management. Roughly 58 % of the SPOs expressed being satisfied with the advocacy work carried out by the national networks.

The project succeeded in laying the foundations for longer-term advocacy processes.

2.2.3.2. Progress against expected outputs, programme component 3

This component had 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 practices among Finnish companies. In 2021, 101 companies and 45 organisations (such as pension funds, industry federations and educational institutions) were directly influenced through our activities. During past programme years (2018–20), the annual number of companies influenced directly has ranged between 42 and 74. This work has focused on BHR and particularly, on corporate HREDD in supply chains.

In 2021, we influenced 101 Finnish companies and 45 organisations directly, particularly on corporate HREDD in supply chains.

A wide number of companies and business organisations was influenced through webinar series on HREDD in supply chains, organized together with FIBS. In these webinars, we gave both a theoretical framework and practical tools with examples on how to identify, prevent, mitigate, and account for adverse human rights in supply chains, and how to advance living wages and incomes in supply chains. Two in-depth workshops about living wages and incomes, with guest speakers from front-running companies and the Global Living Wage Foundation were organized together with FIBS. Feedback was gathered from each event with an average score of 4.5/5. Participants praised the practical touch of the events, and many demanded longer sessions in the future.

In addition, we gave speeches, participated discussions in various business organisation events and organized two webinars for our corporate partners. A total of 70 people from different companies and organisations attended the webinars. We continued our HREDD dialogues with partner companies and started a living wage themed project with Alko and Systembolaget.



I got useful ideas on how to improve my own work in this (identifying and mitigating human rights risks in supply chains) field.

Good balance of theory and profound practical examples.

Thank you for the examples, clear presentation and way of speaking about these issues. This has been an excellent webinar series.

It was good to hear what other companies have done in order to implement living wages, and also about challenges related to it.

Feedback from participants in Fairtrade Finland & FIBS events.

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

Our programme has influenced various political discussions and legislation on BHR and making concrete proposals on what type of BHR laws would best advance small-scale farmers' and workers' human rights. In Finland, we participated actively in this sector.

When the European Commission (EC) started preparing a European-wide law on BHR, we decided to strengthen our advocacy work towards the European Union (EU), together with our programme partners and Fairtrade 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. Relevant policymakers have been interested in our proposals. To convey our policy proposals, we engaged in direct exchange with key MEPs and EU officials and submitted extensive input to EC consultations on BHR regulation. This has resulted in **lawmakers' increased understanding of development aspects of HREDD regulation**, especially on smallholder farmers livelihoods. Further, our programme partners have conveyed the Southern farmer and worker perspective in several international BHR events.

According to a survey commissioned by the campaign, citizens expect municipalities to lead by example in sustainable procurement and ¾ of citizens would like public procurers to choose socially sustainable goods and services even if the price is higher.

We continued our long-term work to encourage and support social sustainability in public procurement by campaigning with Nordic Ecolabel and Pro Luomu during the Finnish municipal elections. Almost 1,000 electoral candidates signed the Vaikuta hankinnoilla -commitment to improve sustainable procurement in municipalities, and out of them, 400 were elected. According to a survey commissioned by the campaign, citizens expect municipalities to lead by example in sustainable procurement and ¾ of citizens would like public procurers to choose socially sustainable goods and services even if the price is higher. After the elections, we trained the newly elected decision-makers to strategic level sustainability in a webinar and events in Kuntamarkkinat. A study by Keino shows that 37 % of municipalities still have no strategic principles or guidelines for socially responsible procurement, and 56 % of municipalities do not measure or follow at all how social responsibility is fulfilled. However, there is significant progress for example in Helsinki, which has an ambitious new procurement strategy and has shown example on how to engage in market dialogue with companies before and during procurement. To further support public procurers, we published a Guide on socially sustainable textile procurement, provided materials by request for Motiva and published a video about textile procurement together with Sask, Finnwatch and Eetti.

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

The programme's development communications work was tailored to three segments of citizen-consumers. This segmentation was based on people's values, studied in the Valuegraphics analysis: 1) Caretakers, 2) Aspirationalists, 3) Advocates.

By communicating on multiple channels, we raised awareness on Fairtrade and the various challenges in global production chains. We built a new website for Fairtrade Finland, which gathered a wide array of new visitors: in total they were viewed 140,000 times by 48,300 visitors during 2021. Our Facebook page has a stable 55,000 followers and has strengthened its position, especially during campaigns. The number of our Twitter followers grew slightly, and we utilized it as one of the main channels for our advocacy work. Our Instagram account has seen a steady growth of followers over the last couple of years. The farmers' stories were the most liked social media posts (organic, without advertisement) during the year 2021, reaching around 10,000–12,000 readers. We continued our collaboration with influencers on Instagram, reaching with them over 60,000 accounts in each campaign we had.

During the programme, we succeeded to get more partners involved in our key campaigns. This provided possibilities for closer cooperation with various brands and allowed us to engage with larger and more diverse audiences. During the Fairtrade Week and Fair Coffee Break campaigns, we highlighted the impacts of climate change on farmers. The cornerstones of the "Pienillä teoilla on reilu vaikutus" campaign were animations of the impacts of climate change on the production of coffee, cocoa, bananas, cotton and roses. These campaigns resulted in several newspaper articles, as well as radio interviews. Addition-

ally, we had a collaboration with influencers who spoke about the challenges in the coffee industry. The campaign was a success in the Fairtrade Finland Association's social media channels, where it generated over a million impressions.

The UN's thematic days and other global thematic days provide an important way to increase the visibility of production challenges. We produced content for the following days: Tea Days, Valentine's Day, International Women's Day, World Banana Day, World Environment Day, World Day Against Child Labour, World Chocolate Day, SDG Week, International Coffee Day, World Children's Day, and Human Rights' Day. In addition to thematic days, traditional holiday seasons, such as Easter and Christmas are a good opportunity to communicate about the challenges and possible solutions of cocoa production.

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

In 2021, the "Intercambio" climate change advocacy project reached 470,000 producers with climate change related messages through the National Fairtrade networks in Bolivia, Ecuador, El Salvador, Guatemala and Nicaragua to **raise producers' awareness on climate change** and adaptation. The farmers created their own messages in the form of short personal stories for radio and social media.

Producers' advocacy skills have been strengthened also in the regional Workers' Network project, where 72 % of the Workers' Network leaders (up by 42 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.

These results contributed 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 targeted mainly our commercial partners, and communication activities were geared to the consumers in Finland, the advocacy and leadership skills strengthening directly benefited 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.

The external evaluation concluded that the programme has been quite effective in achieving the outcomes of the third component. The evaluation sees that programme has clearly contributed to raising awareness and mobilising Finnish consumers, companies and the government on issues related to food value chains, in particular the human rights and working conditions. The evaluation review that Fairtrade Finland and the PNs have strengthened their capacities in terms of awareness raising and advocacy.

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

According to **the evaluation**, Fairtrade Finland has shown the relevance of its organisation and the quality of its know-how in awareness-raising and advocacy activities. The evaluation concluded that, besides Latin America, it would be relevant to strengthen the capacities of African actors as well and increase the scope of their awareness-raising and advocacy campaigns.

For us, 2020 will probably be remembered for the COVID-19 pandemic and as a beginning for difficult years in terms of uncertainties. The crises that followed these uncertainties have had a major impact on agricultural farmers and workers. While climate change threatens entire livelihoods and our well-being, the pandemic has created a health crisis and impacted both supply chains and agricultural production. Economic challenges, rising food prices and, particularly the plight of the farmers and workers can all change consumption behavior in many ways.

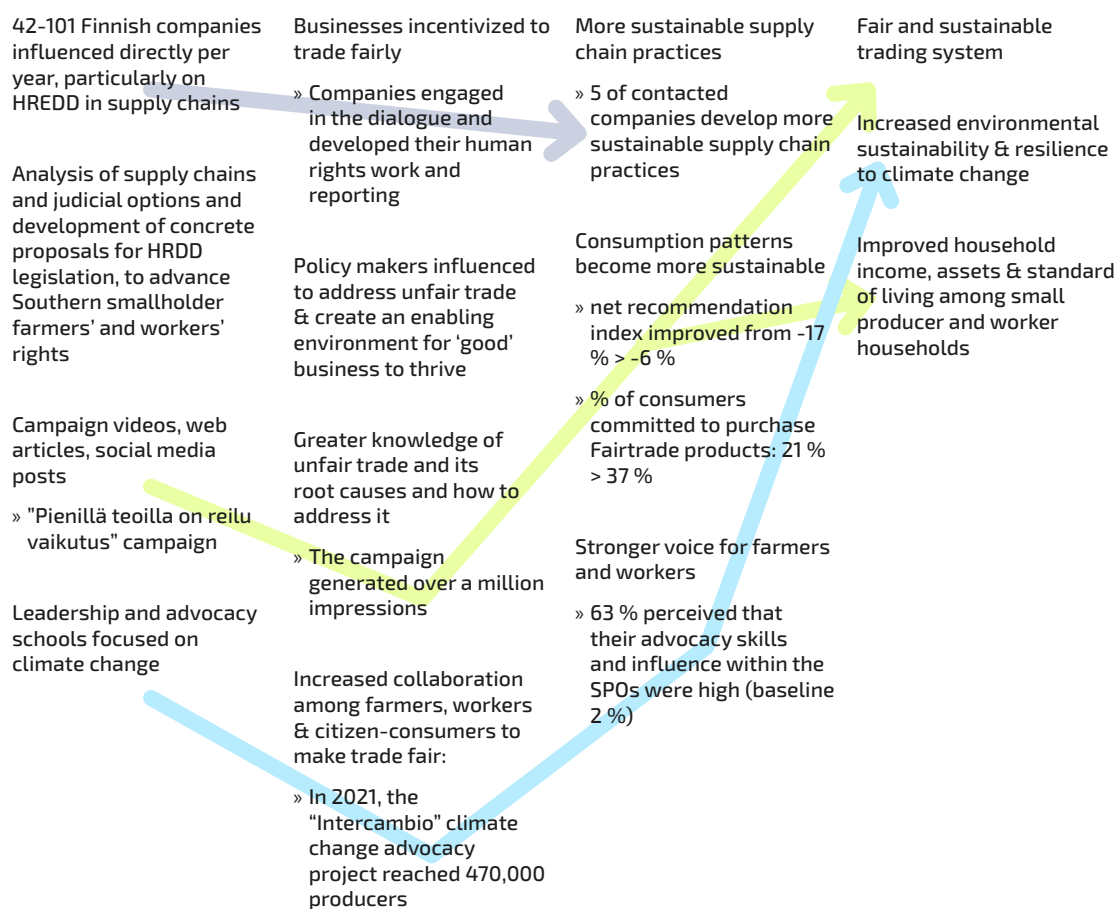
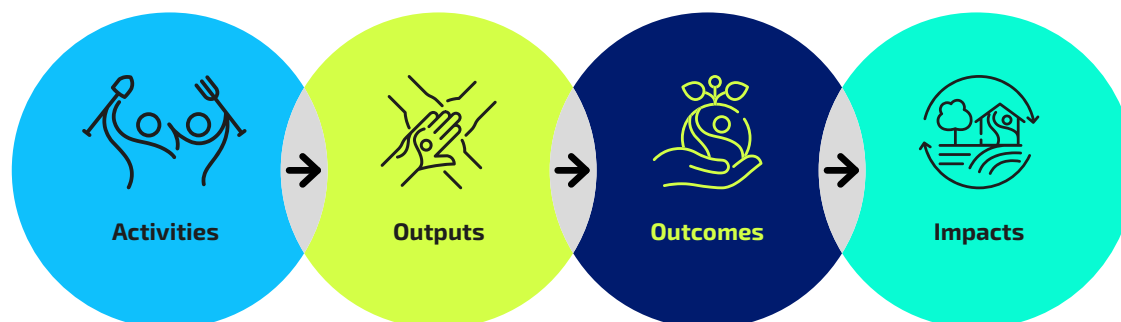
The communication field is in a constant change. The pandemic had major impacts on the way the media operated as the media consisted mostly of news related to the virus in the past two years. Therefore, it was difficult to get one's own messages through. Despite our efforts with other CSOs, the crises related to the COVID-19 pandemic took much of lawmakers' time. For instance, it was quite a challenge to push the BHR legislation forward on a national level. Therefore, the possibilities for a proposal of national BHR law started to look grim towards the end of 2021. Thus, the pandemic caused significant changes to the textile and grocery sectors operating in Finland which made our advocacy work difficult. Several companies we contacted were trying to adjust to the new realities by changing their value chains. Some of the scheduled meetings with them were cancelled due to the new situations. However, this provided us an opportunity to finetune our plans for the upcoming years as well, to become more flexible and resilient.

Additionally, we learned that although close collaborations with various brands and stakeholders often spur positive outcomes, they can also take up a lot of time and effort. For the future projects this needs to be considered more thoroughly. Surprisingly, we noticed a positive trend in the consumption patterns towards sustainable and ethical products in Finland. Despite the challenging times, consumers' interest towards ethically sourced and sustainable supply chains grew. Fairtrade's recommendation rates were on the rise and the campaigns were followed by more and more people. This showcases that while we are on a good path, we need to be aware of our target groups and create relevant content in the right channels for them. It is important to connect our message to the public discussion and bring the producers' voice into it.

Despite these challenges, Fairtrade is well established to face these new, difficult times. While the uncertain global situation has increased the attention to Finland's own food supply and the plight of our domestic farmers, it reminds about the importance of understanding global supply chains and the ways corporate responsibility can improve them. **Fairtrade and its key messages are now more relevant than ever before!**

**Fairtrade and its key messages
are now more relevant than ever
before!**

Result framework of the component and example pathways of change for workers in 2018–21



2.2.4 Cross-cutting objectives

The programme had three cross-cutting objectives: **environmental sustainability**, **inclusion of persons in vulnerable situations** and **gender equality**. Cross-cutting means that the themes are considered in all programme operations and results with a special focus on specific thematic areas or groups of people. These are embedded in the Fairtrade standards.

Environmental sustainability and adaptation to climate change

Environmental sustainability and climate change adaptation were relevant for all projects, but most visibly in the SPO component. In general, the production-related project activities and the expected results had linkages to climate change adaptation and environmental protection.

The programme aimed to enhance disadvantaged farmers' livelihoods by improving their resilience to climate change. All farmer projects included some climate change adaptation aspect either through **GAPs** or **climate risk analysis and planning** to improve productivity in a sustainable way. Although the focus was more on adaptation activities, many activities contributed 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 helped to reduce the climate impact.



THE HONEY PROJECT in Guatemala had climate change adaptation as one of its key objectives, as honey production is extremely vulnerable to climate change. The beekeepers appreciated the planting of fruit trees which created new tree cover and supported honey production, as well as brought additional nutrition for the farmers. Some of the rightsholders lived within the protected Maya Biosphere Reserve. The project supported the farmers to take up beekeeping to encourage alternative income activities and to prevent the expansion of the agricultural zone in the protected area.



The projects in the HLO component had a slightly different approach as they mainly covered workers' rights issues. However, environmental analyses done in the planning phases were included in the project plans. For example, the **South African** project supported the establishment of the sector-wide, governmental "SmartAgri plans" for climate resilient agriculture in cooperation with the Western Cape Department of Agriculture. In **Ethiopia**, all the six farms of the flower project established wastewater systems and integrated pest management systems during the project.

The regional Climate Change Advocacy project in **Latin America** targeted this theme on a more strategic level. Apart from the advocacy aspects and policy influencing, the project 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.

All farmer projects included some climate change adaptation aspect either through GAPs or climate risk analysis and planning to improve productivity in a sustainable way.



The capacity building on biodiversity, deforestation, and forest governance has given me a better understanding of the advantages of tree planting. It has also made me realize that the advantages can still be derived far in into the future. I am committed to educating my people on climate change and its impact and the strides Fairtrade Africa is making. Our cocoa farms are perishing under the stress of the sun because there are no shade trees. Because of this programme, I know better.

Nana Kwaku Owusu, member of the Goaso Traditional Council, Ghana

Gender equality



Overcoming the deeply rooted attitudes and behaviours was the main challenge for gender inclusion. The programme addressed gender issues in value chains by eliminating barriers to women's involvement as members, leaders, and employees of the SPOs and HLOs.

In the programme's **SPO component**, key challenges for promoting gender equality were related to traditional attitudes on gender roles. Continuous awareness raising among cooperative members is a long-term process. Often gender aspects need to be understood from the rightsholders' point of view. Thus, most of the SPO members were men who might express more conservative beliefs, particularly in rural communities. In most project countries, majority of work against sexual harassment in SPOs had gender policy designed by the end of the programme. Despite these advances, progress on gender equality within SPOs has been slow and some households still show reluctance to let women take more active roles in the cooperative governance matters.



...The WSOL training has helped me change my life in education and my career. I liked the training on gender equality and leadership. I and my colleges also facilitated the training from 101 workers at the farm through peer-to-peer learning and this is just the beginning, I will continue to work for gender equality and women empowerment in the future...

Roman Girma, Ethiopia Flower Project. Roman is a WSOL graduate who used to work as a harvester and was promoted to harvester coordinator



The **HLO context** faced similar challenges, such as conservative attitudes towards different genders and women's low educational level, potentially preventing them from promotion for managerial positions. Hence, the HLO component of the programme took a comprehensive stance to create awareness on and to support on gender rights, sexual harassment, and gender mainstreaming at the workplaces. Besides the mainstreaming, most HLO projects had targeted gender objectives and activities. For example, in the **Ethiopian** flower sector, the participants of the Women School of Leadership (WSOL) gained more skills and knowledge regarding gender equality, women in leadership positions and the prevention of sexual abuse. The training gave more confidence for women to take leadership positions in the flower farms. 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 in decision-making processes. For example, in **Malawi** the proportion of women in supervisory or leadership positions has increased 14 % while in **South Africa** the percentage has increased 54 % during the programme. In **Latin America**, women workers' active participation in leadership activities grew by 13 p.p. to 33 %. In **Ghana**, the percentage of women in HLO leadership roles rose from 14 % in 2018 to 28 % in 2021, steadily approaching the 30 % target. Although work remains to be done to balance gender ratios, the endline evaluation of the banana project in Ghana found that men and women were treated rather equally in terms of wages, promotion, and recruitment. In terms of work against sexual harassment, there has been clear progress. All HLOs under the programme have developed a policy or an information management system to prevent and manage sexually intimidating, abusive and exploitative behaviours.

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

Improving the SPOs' understanding of human rights was embedded in all projects under the programme. For instance, most of the projects included awareness-raising on the rights of PWDs for both SPO and HLO settings. In some projects, the human rights aspect was more explicit, with targeted action focusing on persons in vulnerable situations.

PWD mainstreaming was most advanced in **Ethiopia**, where both flower and coffee projects collaborated with the Finnish Abilis organization and local disability organization ECDD to strengthen the voice and inclusion of PWDs. Based on a mainstreaming study conducted by these organizations, ECDD facilitated trainings, supported designing of disability policies, and gave advice on how to mainstream disability inclusion into project implementation. Flower farms have a variety of tasks suitable for PWDs, and indeed, concrete results of workplace inclusion could be best witnessed in the flower project. In the end, all flower farms had a disability inclusion policy in place. The needs of PWDs were well understood by the flower farm management and workers. The Ethiopian coffee project supported two coffee unions to design disability policies either as self-standing documents or connected to a gender policy. The third union had a functional gender policy in place and have started the process of designing a PWD policy. However, in both coffee and flower sectors still more work is needed with awareness building, as the general level of knowledge concerning PWDs is still low.

The programme's third component raised awareness about business and human rights. Furthermore, as seen with the increased commitment of consumers to buy Fairtrade 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.



...As a person with disability, I received a support of assistive device from Fairtrade. I can work effectively now as my peers. I am now promoted to a quality controller position at the flower farm...

Bodode Kito, flower farm worker, 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 was kept solid for a much bigger programme. The Ministry for Foreign Affairs of Finland's guidelines and anti-corruption policies were distributed to our main partners to ensure accountable and transparent financial reporting. For example, the additional funding received from the MFA for the two last years did not cause any additional risks for self-finance as some new co-finance partners were identified in the planning phase. The reasons 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 programme's expansion from a geographically focused one to a much wider one brought along **several contextual risks, partly due to more challenging country contexts**. Fortunately, these were manageable, thanks to Fairtrade's contacts in all target countries and thus, the Fairtrade standards. With the global Fairtrade system, we were able to monitor and gather data of our programme countries rather comprehensively. Regional projects were analysed on an annual basis with the possibility of facing a coordination challenge. Political risks materialized particularly in Ethiopia and Haiti 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 relations were identified as a possible but manageable risk. Some trade unions have been concerned about the role of Fairtrade in workers' empowerment. The identified risk of the employer side opposing our projects that support workers' rights did materialize in the programme's first year and the situation was tense throughout the programme implementation, particularly in the Malawian tea sector. We have been trying to fix these challenges at the higher levels emphasizing our enabling role. We facilitated a meeting with the global agricultural workers' union (IUF) and our main partner FTA. We mitigated the risk with constant discussions with the employer organizations but unfortunately, we were not able to solve the situation permanently.

Climatic and environmental disasters remained as a high risk affecting the livelihood opportunities of the programme's rightsholders. Every programme year, some extreme weather events took place, such as hurricanes in Central America. These types of events are out of our hands, but the projects tried to manage and adapt to such risks through contextual preparedness plans and seeking alternative livelihood options.

Youth migration and juvenile delinquency were increasing risks, especially in Central America. These challenges were considered in the project planning. To mitigate the risks, we continued our focus on youth inclusion in several projects. For instance, in Honduras and in Guatemala the SPOs' youth were trained on value-addition opportunities and were actively involved in project activities. Additionally, the Workers' Network project together with local trade unions organised activities and trainings to inspire the local youth.

Cultural and socio-economic tensions proved to be a bigger risk than anticipated. They affected the implementation throughout the programme. These risks covered the workers' rights component as big plantations are mostly owned by foreigners or ethnic (white) minorities, and the risks of vandalism or complete takeovers of plantations were on the increase. The issue is partly rooted in the inequality and unbalanced power relationships in the African plantation sector. Similar issues were found in the banana production in Dominican Republic, where most workers are undocumented Haitians. The workers can face deportation which was a risk for the project implementation. For this, the project prepared an action plan in a participatory manner together with local stakeholders for risk reduction.

Unfortunately, the identified **fraud risk** did materialize in 2019/2020. During the routine checks, slight obscurity was noticed in the financial reports of the banana workers' rights project in Ghana. Further investigation 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 whole loss for the programme. The case was 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 our monitoring system was eventually able to reveal forged cases. Both organizations strengthened their internal control systems to prevent future frauds.

The programme was implemented in a rightsholder-driven manner, in which the rightsholders were the focal points for planning and learning. All projects were formulated with the intention of promoting empowerment and long-term impact in the rightsholders' lives. Despite the local and global challenges, the programme managed to achieve some of the results and projects were phased out successfully. Fairtrade Finland will continue, and improve this work in the next Development Cooperation Programme 2022–2025.

All in all, a solid foundation is supporting the programme's sustainability. The programme's sustainability is embedded in Fairtrade standards, participatory planning, robust programme level monitoring system, limited 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, together with wide-ranging and in-depth expertise helped us to ensure the sustainability of the programme's results and impact.



3 Monitoring, Evaluation and Learning



Photo: Christoph Köstlin. Worker at Karen Roses, Ravine Roses, Kenya.

The Fairtrade ToC and its indicators formed 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 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 Fairtrade Finland programme objectives and interventions were included in the programme monitoring, evaluation, and learning (MEL) framework. The monitoring data were further complemented by the various studies conducted across the Fairtrade system, for example, the annual Impact Monitoring Report.

Based on the experiences from the first year of the programme, the MEL system was complemented with a structure to measure progress at outcome and output levels, particularly in areas which are not adequately captured through FLOCERT or CODImpact. Since early 2020, programme monitoring was challenging as most of the FLOCERT audits and CODImpact data surveys were not carried out due to the COVID-19 pandemic. As substantial part of our programme level monitoring was based on the system-wide audits and the impact data collected by the auditors, we complemented the programme monitoring with more focus on project level monitoring. Therefore, some outcome and output 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 make general analysis of the programme's situation. In Finland, the communications and advocacy indicators were collected annually in a similar manner to ensure the cohesion of data.

In 2020, FTA hired a new Programme MEL Manager to support the project staff in monitoring and reporting activities. The new technical support showed immediate improvements in the project-level monitoring practices, as well as the planning processes for new projects. All in all, the programme MEL framework consisted of a comprehensive set of indicators to measure the impact at different target levels. It included data acquired during the producer audits but was complemented with additional indicators for capturing more in-depth data at the household level, as well as the particularities of different project contexts and advocacy and communications activities.

All projects under the programme were evaluated locally by independent evaluation teams. Fairtrade Finland acquired a French consulting company (SalvaTerra) specialized in the environment, agriculture, forestry and rural development to conduct a programme level evaluation partly based on the project level evaluations.

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.

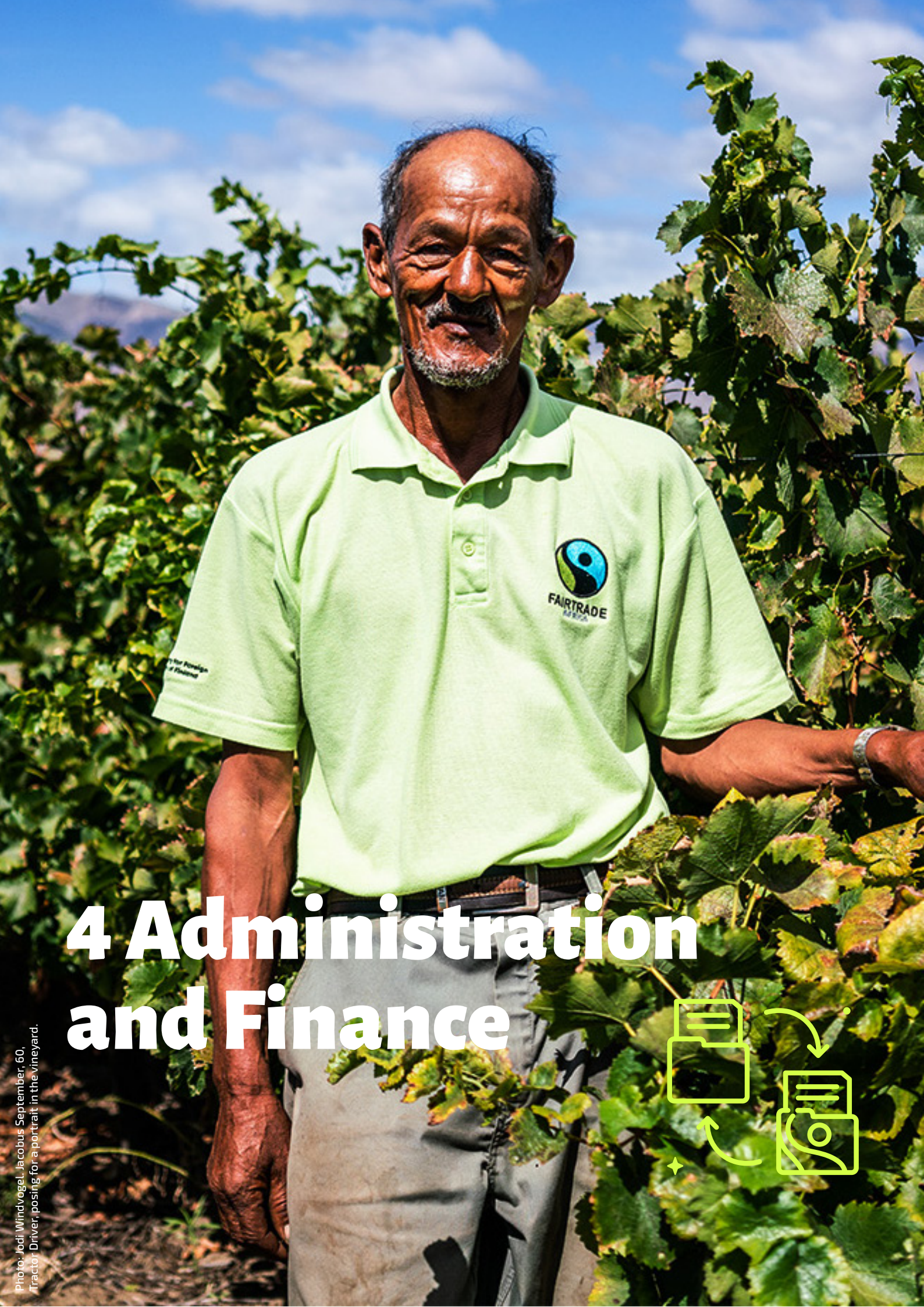


Photo: Jodi Windvogel, Jacobus September, 60,
Tractor Driver, posing for a portrait in the vineyard.

4 Administration and Finance



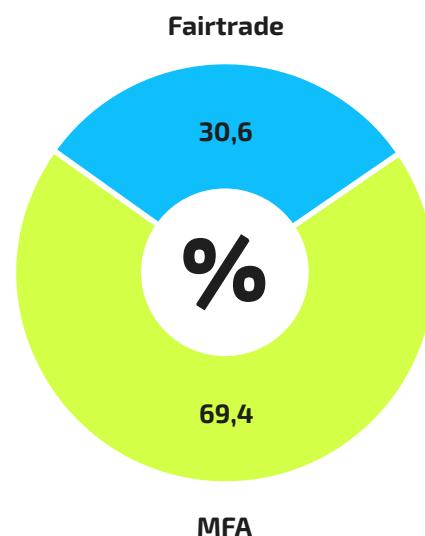
The programme's total expenses were **6.78 million euros** over the four years. Besides Fairtrade Finland's own team, we utilized the expertise of Fairtrade International (not included in the programme costs), including technical inputs from specialists regarding child protection, workers' rights, several products, monitoring and other specific areas. Fairtrade Finland's average personnel in the programme period was 11.8 employees, with slight increase from 10 in 2018 to 13 in 2021. Of the total personnel, an annual average of **3.39 person-years worked for the programme (3.67 in 2021)**. This was spread evenly with the main variation originating from staff turnover. Planning and monitoring accounted for 7.7 % of total costs (6.4 % in 2021) and advocacy and programme communications being 5.9 % (5.5 % in 2021).

The programme's total financial implementation rate was 100 % of the budget. However, there were some slight variations. In the first year, some kick-off activities were partly delayed but the postponement was caught up in the next year. Additionally, the first year with the COVID-19 pandemic caused several delays. For instance, the workers' rights projects were affected as some plantations were closed and others reduced their personnel and thus, limited physical trainings. These challenges were recaptured in the programme's final year balancing the total implementation rate. Of the total incurred expenses, 82.1 % were used in the field (85 % in 2021). Administrative expenses were kept low, and well below the maximum 7 % flat rate, at 5.2 % for the programme period (4.2 % in 2021).

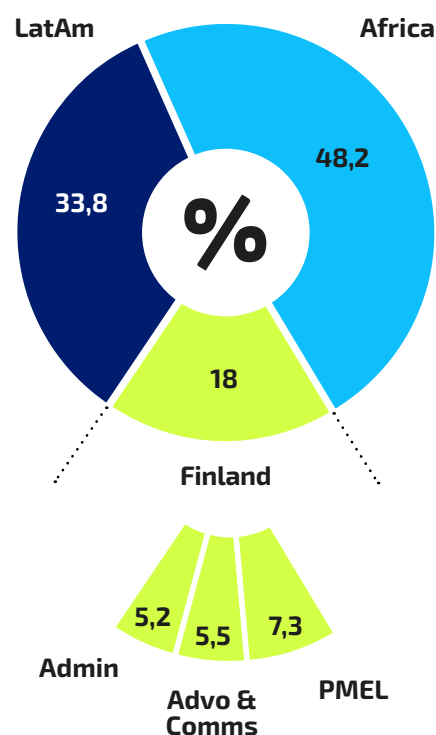
Approximately 69.4 % of the programme was financed by MFA with a total of 4.7 million euros (63.7 % in 2021). In practice, the whole MFA grant, including the additional grant for the second half of the programme, was utilised. The remaining 2.1 million euros was collected as donations from companies and other Fairtrade organisations, as well as license fees from Fairtrade sales. The match-funding was somewhat under the budgeted amount but still twice the MFA's minimum requirement. However, the uncertainty caused by the pandemic led to some delays in match-funding agreements. This can be seen as a slight drop in the match-funding share of the first COVID-19 year. Nevertheless, the drop did not affect the total funding of the programme besides some delays. The main partner companies co-financing the programme were Gustav Paulig and Hunajainen Sam from Finland, Lidl (Germany), Aldi (United Kingdom, Germany and Switzerland), and Nespresso (Switzerland). The main Fairtrade organizations supporting the programme financially were our partners from Germany, Sweden and Switzerland. As a new partner company, Tony's Chocolonely (Netherlands) joined the programme for the last two years to support the additional intervention in the Ghanaian cocoa sector.

Funding	2018	2019	2020	2021	TOTAL	
MFA	62.5 %	70.2 %	81.7 %	63.7 %	69.4 %	€ 4 704 000
Fairtrade Finland	37.5 %	29.8 %	18.3 %	36.3 %	30.6 %	€ 2 072 622
TOTAL					100 %	€ 6 776 622

Finance 2018–21



Programme expenses 2018–21



Evaluation: the programme has provided leverage to engage companies in the programme, which has strengthened their commitment as well as being a significant source of additional funding.

References

- 1 The World Bank, 2022. GDP growth – Malawi.
- 2 The World Bank, 2022. GDP growth – South Africa.
- 3 The World Bank, 2022. GDP growth – Ethiopia.
- 4 Fredenburgh, 2020. How the Covid-19 pandemic hit the cut-flower chain.
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- 6 Swart, 2020; AllAfrica, 2021.
- 7 Human Rights Watch, 2020. South Africa: Events of 2020.
- 8 The World Bank, 2022. The World Bank in Ghana.
- 9 The World Bank, 2022. Inflation, consumer prices (annual %) – Ghana.
- 10 BTI. Ghana Country Report 2022.
- 11 The World Bank, 2022. GDP growth – Haiti.
- 12 The World Bank, 2022. GDP growth – Guatemala.
- 13 Except in Honduras, where the project continues until the end of 2022 under the next programme. However, by the end of 2021 this objective was over the set target level.
- 14 The figure is calculated by subtracting critical from recommenders.
- 15 NPS is calculated by subtracting the percentage of detractors from the percentage of promoters. The number ranges from -100 (no promoters) to 100 (no detractors).

