



FAIRTRADE
DEUTSCHLAND



FAIRTRADE
AFRICA

FairChangers



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Mit Mitteln des



Bundesministerium für
wirtschaftliche Zusammenarbeit
und Entwicklung



DEUTSCH-
AFRIKANISCHES
JUGENDWERK

**ENGAGEMENT
GLOBAL**

Service für Entwicklungsinitiativen



1. Introduction

Fairtrade is a global system that connects farmers and workers from developing countries with consumers and businesses across the world to change trade for the better. Fairtrade works with 2 million farmers and workers in more than 1,900 producer organisations across 70 countries so they can improve their living standards, invest in their communities and businesses, and protect our shared environment.

How Fairtrade works

Fairtrade sets social, economic and environmental standards for the companies and farmers involved in the supply chain. For farmers and workers the standards include protection of workers' rights and the environment, for companies they include the payment of the Fairtrade Minimum Price safety net and an additional Fairtrade Premium. [FLOCERT](#), an independent organization, ensures that farmers, workers, and companies in the product supply chains comply with Fairtrade Standards. To reassure consumers, Fairtrade licenses the Fairtrade Mark for use on products and packaging to show that the standards have been met.

National Fairtrade Organisations

As a part of the Fairtrade System, so called National Fairtrade Organisations (NFO), such as the non-profit association [Fairtrade Germany](#), are active in over 20 countries in Europe, North America, Asia and Oceania. Their task is to promote awareness of Fairtrade in civil society, business and politics within their national borders. They are also responsible for managing license agreements with companies that wish to work with Fairtrade, use the Fairtrade Mark on their products on the respective national market, and provide related advice and services for trading partners.

Fairtrade is a movement supported by thousands of activists advocating for a fairer future.

Faircon – Youth Convention

In 2022 Fairtrade Germany held the youth conference "Faircon". The idea behind it: to create a unique creative space, a think tank for a sustainable future. For one day, young people from Germany, Latin America and Africa were able to network, share their ideas for the future of Fairtrade and develop their own project ideas on the topics of impact, climate and utopia.

FairChangers project idea

The winner was the FairChangers project, with the idea of an exchange between young Fairtrade consumers and producers from the Global North and the Global South. The programs' aim is to build knowledge about fair global supply chains. Participants should be given the opportunity to immerse themselves in the respective worlds of their exchange partners and develop an understanding of how they live and what motivates them. Fairtrade Germany supported the winning project team to further develop the FairChangers idea, resulting ultimately in a funded exchange project with [Fairtrade Africa](#) as partner. The project was funded under the Teams up! programme line of Engagement Global's African-German Youth Office with funds from the German Federal Ministry for Economic Cooperation and Development (BMZ).

FairChangers and SDG12

The FairChangers project contributes to SDG 12 *Sustainable Consumption and Production*, by providing relevant information and raising awareness on Fairtrade products and sustainable development. The concept of fair trade is a cornerstone of the three dimensions of sustainable development. When developing the project, the young activists focused on the question "How can we make the positive impact of Fairtrade more tangible, visible and communicable in both consumer and producer countries"?

The FairChangers project makes this possible by training young adults from Germany and Kenya to become multipliers for the Fairtrade idea. Exchange with Fairtrade stakeholders in the Global South and North, e.g. working with flower farms, meetings with license partners as well as training on anti-racism and storytelling enable participants to understand and communicate the impact of Fairtrade.



What this booklet is about

The aim of this booklet is to present valuable experiences and insights from the FairChangers project and to inform about the Fairtrade system, its organisations and various Fairtrade elements. The booklet highlights how Fairtrade contributes to a more sustainable production and consumption. It thus also aims to inspire other organizations facilitating exchange projects to incorporate Fairtrade topics.



2. FairChangers at a Glance

- The project was funded under the Teams up! programme line of Engagement Global's African-German Youth Office with funds from the German Federal Ministry for Economic Cooperation and Development (BMZ).
- Organized by Fairtrade Germany and Fairtrade Africa
- 10 young adults, aged between 21 and 27, 5 female and 5 male, 5 German and 5 Kenyan
- Participants of the Faircon 2022 developed the project idea
- Kenyan participants were selected by the Fairtrade Africa Youth Coordinator based on the following criteria:
 - Balanced gender distribution and age structure
 - Representatives of various cooperatives/farms, connected with the Fairtrade system or students, studying with the support of the Fairtrade Premium
- Key objectives for participants:
 - Getting to know stakeholders and their perspectives along fair global supply chains
 - Facilitate exchange and discussions between young adults and stakeholders
 - Acquire knowledge on sustainable production, sustainable consumption and the structures and impact of Fairtrade
 - Become multipliers for Fairtrade and sustainable consumption



3. Who we are



Brenda, 26, from Kenya

BSc Environmental Science, coffee farmer, member of Kabngetuny Cooperative Society, worked as Trainer of Trainees with Fairtrade Africa in partnership with the Recover Africa Project.



Daniela, 25, from Germany

Master student Culture and Economy, since 2023 FairActivist (youth program of Fairtrade Germany), works as a student assistant in the German development cooperation supporting agribusinesses from the Global South.



Edmond, 27, from Kenya

Bachelors degree in Electrical and Electronic Engineering, member of the Fairtrade Africa Premium Alumni Association (FAPAA), his parents worked at Bigot Flower Farm, funded his education through Fairtrade Premiums.



Felix, 25, from Kenya

Bachelors degree in Mechatronic Engineering, member of the Fairtrade Africa Premium Alumni Association (FAPAA), mother worked at Panda Flowers Limited, funded his education through Fairtrade Premiums.



Gina, 25, from Germany

Bachelor Student Business Administration, since 2022 member of the FairActivist youth programm of Fairtrade Germany and part of the Young Fair Trade Advocats (YFTA), a group of young individuals across the European Union.



Kelvin, 24, from Kenya

Diploma in Mechanical Engineering, his parents are tea farmers and members of Nduti Tea Factory, funded his education through Fairtrade Premiums.



Lukas, 21, from Germany

Bachelor student, former student at a Fairtrade-School, launched a Fairtrade-certified city chocolate in his home town as part of a school project together with Till, the profits were donated to a tree planting project.



Natalie, 26, from Germany

Master student Entrepreneurship and Digital Transformation, works as Project Manager for Sustainability at Burda Procurement, member of Fashion Revolution Munich.



Rahma, 22, from Kenya

Student International Studies, representantive of Strathmore University Ambassadors program.



Till, 21, from Germany

Bachelor student Business Administration, works at a software agency, former student at a Fairtrade-School, launched a Fairtrade-certified city chocolate in his home town as part of a school project together with Lukas, the profits were donated to a tree planting project.

4. Who we met



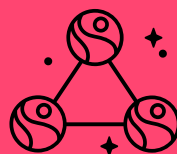
Politics

Federal President of Germany,
employees of Kathrin Uhlig -
Member of the German
Parliament, BMZ



Businesses

REWE Group,
Omniflora,
J.J. Darboven



Fairtrade

Fairtrade Africa, Fairtrade Germany,
Fairtrade International, FLOCERT



Producers

Nini Flower Farm,
Nduti Tea Factory,
Kabng'etuny Farmers'
Cooperative Society,
Eco Roses



Civil Society

Fairtrade-Town Frankfurt, Fairtrade-
School Max-Ernst Gesamtschule
Cologne, Fairtrade-University
Cologne, Fair Trade Night,
Faire Woche

5. FairChangers' Diaries

**Kenya,
February/March
2024**



Visit to the Fairtrade Africa Offices, Nairobi

At the beginning of our stay in Kenya we got together in the Fairtrade Africa Offices. In various presentations we got insights on the Fairtrade system and the role Fairtrade Africa as a producer network has in it.



Visit to Nini Flower Farm, Naivasha

At Nini Flower Farm we learned about flower varieties, cropping systems and the harvesting process. We gained insights on the worker representation in terms of gender and age split. We also learned about the benefits of Fairtrade Premiums for the farm workers, such as subsidized meals and educational bursaries.





Visit to Nduti Tea Factory, Murang'a

During the visit to Nduti Tea Factory we had the chance to accompany the whole tea production process. Furthermore, we received valuable insights on the effects of climate change and how farmers try to mitigate those by planting various types of tea and other crops. We also visited an avocado tree nursery, which was funded by Fairtrade Premiums. The avocados allow farmers to earn extra income while also addressing the effects of climate change, by providing shading and cooling to the tea plants. A special moment for Kelvin as his parents are part of a cooperative that supplies tea to Nduti Tea Factory. As an adult he worked at the parents' tea plantation as well as in the tea factory, where he took care of the avocado seedlings. His education was funded through Fairtrade Premiums.



Visit to Kabng'etuny Farmers' Cooperative Society, Kipkelion, Kericho

At Zawadi Coffee farm, which is run by female members only, we had the chance to listen to an inspiring success story of female empowerment. Here we also met our fellow FairChanger Brenda, who is a coffee farmer within the cooperative. We have learned how this pioneering project supports local women's independence from their husbands. We supported the whole process of coffee roasting and grinding and learned about the quality differences among various coffee beans. We also met a local teacher, who was able to start her own biogas production plant and serves as a great example of the impact of Fairtrade (training & other benefits) on local communities. She highlighted the importance of training in agroforestry, poultry farming and biogas production.



Visit to Eco Roses Flower Farm, Salga, Nakuru

At Eco Roses farm and greenhouse, we gained a deeper understanding of the flower industry. An outstanding highlight was the visit to the High School. We engaged with local students and listened to personal stories. We understood how the students have benefited from Fairtrade Premiums provided by the Eco Roses Farm. For us a good example on how the Premium positively affects local communities with every Fairtrade product purchased.



Germany, September 2024



Fair City Tour, Frankfurt a. M.

We started our journey in Germany with an entertaining guided Fair City Tour through Frankfurt, where we gained some interesting insights on shops selling Fairtrade products in Germany. As the tour was organized by the Fairtrade-Town Frankfurt, we also received some valuable information on how Frankfurt as a city contributes to sustainable production and consumption and pushes fair trade. Fairtrade-Towns are an international network of municipalities aiming to raise awareness of sustainable and fair consumption by committing to and fulfilling certain criteria.



Visit to Omniflora, Neu-Isenburg

When visiting Omniflora, a Fairtrade license partner, we had the chance to get a better understanding on how the Fairtrade certification helps to ensure an eco-friendly supply chain of sustainable flower production and consumption.





Visit to German Parliament (Deutscher Bundestag) & Kick-Off "Faire Woche", Berlin

We had an interesting exchange with employees of Kathrin Uhlig, a member of the German Parliament and Committee on Climate Protection and Energy, discussing how politics could support fair trade in Germany.

Afterwards, we participated in the kick-off event of the Faire Woche in Berlin.

There we got to know Forum Fairer

Handel, a network organization of fair trade in Germany and the Weltladen-Dachverband, the central network of so-called world shops and action groups for fair trade in Germany. Thanks to the event, we got a deeper understanding on structures and the overall system of fair trade players in Germany.



Federal President's Citizens' Festival, Berlin

When visiting the Citizens' Festival at Schloss Bellevue, we had the chance to meet the Federal President of Germany, Frank-Walter Steinmeier. We used this great opportunity to talk about the FairChangers program and fair trade in Germany. At the Fairtrade booth we met interesting people and shared our learnings that we have conducted during the exchange program.



Visit to J.J. Darboven, Hamburg

At the visit of Darboven, a Fairtrade license partner, we gained valuable knowledge on coffee supply chains and roasting coffee. This helped us to understand the impact of Fairtrade along the full supply chain. The visit was a special highlight for Brenda, as she could present her work as a Fairtrade certified coffee farmer and even hand over a package of her own Zawadi coffee!





Visit to Fairtrade International & Flocert, Bonn

Thanks to the meeting with Fairtrade International, we could deepen our knowledge on Fairtrade in Germany and how young activists support the Fairtrade movement. We also visited Flocert, a social auditing and certification body. We learned about the certification process and criteria of certified actors in the Fairtrade system.



Exchange with German Federal Ministry for Economic Cooperation and Development (BMZ), Bonn

When meeting with Yannic Kiewitt, the Deputy Head of the East Africa Division, we gained important knowledge on the work of BMZ. We used the opportunity to present our learnings from the FairChangers project and elaborated on further collaboration opportunities.



Participation Fair Trade Night, Cologne

We participated in a lively panel discussion on the Fair Trade Night in Cologne and shared our experiences so far with a wider audience. Especially Kelvin had the chance to educate people about his avocado seedling project at Nduti Tea Factory and its positive impact!





Visit to Fairtrade-School, Cologne

The visit of the Fairtrade-School Max-Ernst-Gesamtschule in Cologne was another highlight of our stay in Germany. We understood important aspects of a Fairtrade-School and exchanged knowledge on fair trade in joint workshops.

The Fairtrade-Schools campaign anchors the topic of fair trade in everyday school life and raises pupils' awareness of sustainable development. Fairtrade-Schools empower students to make a change towards fair trade at their school themselves, thus contributing to the whole institution approach and the concept of education for sustainable development.

Visit to REWE Group, Cologne

When visiting REWE, a Fairtrade retail partner, we had joint discussions about sustainable consumption in Germany and presented our learnings of the FairChangers project. REWE on the other hand presented interesting insights into the projects they are conducting together with Fairtrade to improve ecological and working conditions even more in Fairtrade certified cooperatives.

Visit to Fairtrade-University Cologne

During our visit to the Fairtrade-University Cologne, we met with members of the steering committee as well as researchers of the Global South Studies Center. We had some interesting conversations, understanding their engagement for fair trade.

Fairtrade-Universities aim to raise awareness about fair trade on campus by actively involving students, administration, education, research and gastronomy. Among other things they organize events to sensitize others to fair trade and offer fair trade products on campus.



6. Our key learnings & recommendations for others

Our experiences in Kenya ...

All our visits in Kenya helped to deepen our understanding of Fairtrade's transformative impact on certified producer organizations and workers. They were particularly valuable for providing insights into the production processes and the opportunity to witness the entire production chain. We understood Fairtrade (certification) practices, the difference Fairtrade makes for workers and producers and how Fairtrade Premiums have positively impacted local communities.

... and in Germany

In Germany we got to know further stakeholders of the supply chain. Our activities helped to understand how Fairtrade is implemented in Germany, getting knowledge on the certification process and how Fairtrade products are seen by politics and other stakeholders along the supply chain, e.g. supermarkets.

We had the chance to exchange with important stakeholders of Fairtrade in Germany (Flocert, Fairtrade Germany, Fairtrade International, producers, politics like BMZ) and thus with stakeholders who want and can make a difference. Whenever we had the chance to present our learnings and inspire others, we had the feeling of having an impact. We were impressed how deeply the idea of Fairtrade is rooted in civil society and how many people are committed to it.

Our recommendations

After our experience in both countries, we highly recommend others to incorporate Fairtrade in their exchange programs for youth. It helps to get a deeper understanding how SDG 12 can come to life, actively promoting sustainable production and consumption while not only paying attention to ecological, but also to economic and social sustainability.



FairChangers

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