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Promoting responsible value chains and sustainable sourcing through Fair Trade in the agricultural sector

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BIODATA OF THE SPEAKERS

Charlotte Borger – Communications Director, Divine Chocolate Ltd

Charlotte Borger joined the farmer-owned Fairtrade chocolate company, Divine Chocolate, in 2003 and since then has been responsible for raising awareness of both the brand, and the mission of the company to improve the livelihoods of cocoa farmers in Ghana. Responsible for both marketing and corporate communication, she has managed major brand developments, and secured significant national and international coverage in the media. Charlotte has travelled regularly to Ghana, liaising with Divine's owner Kuapa Kokoo both to host visits by the media, and also to work alongside the Kuapa communications team to help manage the impact of growing international awareness of the cooperative. She has also arranged speaking opportunities and interviews for the farmers who regularly come over to the UK for tours hosted by Divine. Charlotte works closely with CEO Sophi Tranchell on the company's corporate positioning, maintaining the company's leading position as a successful alternative business model and contributing to the debate on the future sustainability of cocoa. She has been a frequent spokesperson for the company, addressing Fairtrade, social enterprise, and business forums, as well as consumer events.

Isolina Boto – Manager, CTA Brussels Office

Isolina Boto is the Manager of the CTA Brussels Office. Isolina has more than 20 years of experience in development. She worked for the European Commission, various ACP embassies and NGOs in areas related to food security, rural development and trade. Within CTA, she worked in various positions at headquarters, in the Netherlands, especially on co-funded technical programmes on Agriculture and Rural Development implemented at regional level. Since 2004 she heads the CTA Brussels Office, dealing with policy issues related to the ACP-EU cooperation in the field of agricultural and rural development and leads CTA policy group on regional trade. She coordinates and organizes the regular Brussels Development Briefings on topical development policy issues (<http://brusselsbriefings.net>). The office produces a daily news service on key policy areas of ACP-EU cooperation on trade, fisheries, climate change, food security and development policy (<http://brussels.cta.int>).

Lily Deforce – Outgoing CEO Fairtrade Belgium

Lily Deforce is the outgoing CEO of Fairtrade Belgium, previously known as Max Havelaar, which she joined in January 2008. At Fairtrade Belgium she has successfully led a team of pragmatic idealists engaged in their every day to work towards a better world for all via Fairtrade, with the ambition to be at the cutting edge of reforming trade engaging as many companies, consumers and policy makers as possible to make change happen. Lily brought to Fairtrade Belgium over twenty-two years of experience in the sustainable agricultural and consumer sectors, having had also won Retail Personality of the Year (Storecheck, 2008). She sits as a member of the board of The Shift (a multistakeholder network for sustainability and the Belgian chapter of the World Business Council for Sustainable Development and UN Global Compact) and the advisory board of KPMG Belgium, since 2015. Lily is married with three children and is a passionate advocate for bringing social and economic change through organisation.

Abel Fernandez – Commercial Manager for Conacado Agroindustrial, S.A. and Vice-Chairman of the Dominican Coordinator of Fairtrade Producers (COORDOM)

Abel is the Commercial Manager for Conacado and Vice-Chairman of the Dominican Coordinator of Fairtrade Producers (COORDOM). In the past He has also been a member of the board of Latin-American Network of Fairtrade Producers (CLAC) and from that position he has become familiar with many of Latin

American based small cocoa producers organizations. Abel started working in cocoa sector in 1987 and since then he has performed different positions within Conacado's structure. His almost 29 years in the cocoa world allowed him to gain important expertise especially because of Conacado's direct relationship with the cocoa industry, Traders as well as with chocolate private labels. That together to Conacado's reputation has been valid for him to be elected as Coordinator of CLAC's Cocoa Network.

Viwanou Gnassounou – Assistant Secretary General, ACP Secretariat

Viwanou Gnassounou, from Togo, is an economist, financial expert and project manager with 17 years of experience in agricultural and natural resource policy formulation, aid programming, sectoral commodity export strategies, and trade. Before joining the ACP Management Team, he was co-manager of a Consulting firm, which provides support in the areas of development policies. He also set up and managed an agricultural products industrial processing company based in Togo. Mr. Gnassounou holds a Master's degree in Economic Analysis and Policy, a Diplôme d'Etudes Approfondies (DEA) in Development Economics (MPhil equivalent), and a Diplôme d'Etudes Supérieures Spécialisées (DESS) in Economic Development and Development Project Management (MSc equivalent) from the Centre for Research and Studies in International Development at the Université d'Auvergne, France. He is fluent in English, French and Mina (Togo), with basic knowledge of German. Mr. Gnassounou took office on 1 April 2015.

Dr. Adrian de Groot Ruiz – Executive Director, True Price

Adrian is executive director of True Price. At True Price he leads the development of the True Price and the Integrated Profit & Loss accounting methods. He has been project director for landmark projects in the private sector, such as for AkzoNobel, DSM and ABN AMRO as well as in the non-profit and public sector such as for IDH, ICCO, Hivos and UNEP. In addition, he has contributed to the development of the Natural Capital Protocol and is a senior author of the report 'The business case for true pricing' written in collaboration with Deloitte, EY and PwC. Adrian is co-initiator and board member of the Dutch SDG Charter Foundation, bringing together 80+ businesses, NGOs and governments around multi-stakeholder partnerships to realize the Sustainable Development Goals. He is recognized as a Global Shaper by the World Economic Forum and as one of the top-100 of most influential people in sustainability by the Dutch newspaper Trouw for three years in a row. He is an often invited speaker on Natural and Social Capital Accounting in Europe, North America and Latin-America and has blogged in the Huffington Post. He holds a PhD in Economics, has previously been assistant professor of Finance at Radboud University and has multiple publications in a global top-10 economics journal. Adrian is born in Mexico-City and is a Dutch and Mexican national.

Michael Hailu – Director, Technical Centre for Agricultural and Rural Cooperation (CTA)

Michael Hailu, an Ethiopian national, is the Director of the Technical Centre for Agricultural and Rural Cooperation (CTA) based in the Netherlands. CTA is a joint institution of the African, Caribbean and Pacific Group of States and the European Union working under the Cotonou Partnership Agreement. Mr. Hailu has over 25 years of professional experience in agricultural research and development in Africa and Asia. Prior to joining CTA in mid-2010, he held senior leadership positions at the World Agroforestry Centre (ICRAF) based in Nairobi, Kenya and at the Centre for International Forestry Research (CIFOR) in Indonesia. Mr. Hailu has led the development and implementation of CTA's 2011-2015 strategic plan refocusing the Centre's work on three priority themes—supporting agricultural policies and strategies; enhancing inclusive value chains; and strengthening capacities of ARD institutions and networks in knowledge management and ICTs. He has degrees from the University of Pittsburgh and Addis Ababa University. He has also been trained in strategic leadership at the Stanford University Graduate School of Business.

Aynur Mammadova – IISD Associate, SSI Team Member

Aynur is supporting the SSI team by undertaking research, communication, content-development, design and organizational tasks. She has an MSc in Environmental Sciences, Policy and Management and an MA in Development Cooperation. Her previous experience and current interests include voluntary sustainability standards and the forestry sector. She gained field experience in Costa Rican forests and has expertise on forest legality, supply-chain management, standard and indicator development and traceability systems of forest products. She brings valuable international experience and fluency in multiple languages to the SSI's multicultural team.

Regis Meritan – Head of the Sector "Agriculture Growth" Directorate General for International Cooperation and Development of the European Commission (DG DEVCO)

Agro-economist, Regis Meritan has been posted in various Sub-Saharan African countries, in the Middle East and more recently in Tunisia as First Counsellor of the EU Delegation in charge of the Economic Cooperation. For the time being, in DEVCO C1, he is in charge of developing cooperation with the Private Sector in the field of Rural Development, Agriculture, Food and Nutrition Security.

Fredrick Masinde – Business Development Manager at Undugu Fair Trade Limited

Mr. Fredrick Masinde is The Business Development Manager at Undugu Fair Trade Limited formerly a trading unit of the Undugu Society of Kenya. He is a Diploma holder in International Marketing with over 25 years working experience within the Fair Trade sector. He has vast experience in grassroots mobilization of the artisan for economic empowerment, and supporting them with market access linkages. He has previously served on WFTO Board of Directors representing the Africa and Middle East Region and played a leading role in the establishment of the WFTO Africa & Middle East network. He is a founder member of the Kenya Fair Trade network where he continues to offer voluntary services of campaigning for the Fair Trade awareness and Educating small artisans and producers. He is very passionate about Fair Trade and strongly believes that it is a guaranteed means of creating a just world where everybody has access to decent livelihoods through sustainable economic development.

Frank Okyere – Manager, Environment and Extension – Kuapa Kokoo Farmers Union (KKFU)

Frank Okyere, a Ghanaian national, is the Manager in charge of Environment and Extension within Kuapa Kokoo's Certification programme. Kuapa Kokoo is the largest cocoa cooperative in Ghana and is certified under both Fairtrade and UTZ certified. Frank Okyere holds a Bachelor's Degree in Agriculture from University of Cape Coast, Ghana, and MBA from International College of Scotland. He is currently pursuing his second Master's Degree (MSc) in Environmental Science at KNUST, Ghana. Frank Okyere has been a key figure in KKFU Fairtrade programme since 2009. As the manager in charge of Environment and Extension, he is responsible for all trainings to farmers of Kuapa Kokoo in the areas of GAP and GEP. He was the project manager on the side of Kuapa during the Cocoa Eco project which was in partnership with SNV. He is currently the project manager on the side of Kuapa under the Cocoa Rehabilitation and Intensification programme (CORIP) in partnership with Solidaridad West Africa. He is also the manager on the side of Kuapa under the Alliance for Action project in the areas of dynamic agroforestry and yam cultivation. Frank Okyere is an executive member of International Cocoa Farmers Organisation (ICCFO).

Marika de Peña – Chair of the Fairtrade International Board, Director and co-founder of Banelino

The Chair of the Fairtrade International Board is Marika de Peña, Director and co-founder of Banelino, a banana cooperative comprising nearly 400 small farmers in the Northwestern Dominican Republic. She also is Chair of the Latin American and Caribbean Network of Small Producer Organizations (CLAC) and has served on its board since 2006. Marika was born in Holland, but has lived and worked in the Dominican Republic for 25 years. Among other positions, she worked for the Dominican Land Reform Institute, where she supported small farmer groups in developing sustainable agricultural practices. She continued her focus on supporting small farmers by co-founding the Banelino cooperative in 1996. The cooperative works to defend the interests of farmers in the market and promotes strong farmer alliances and organization. Marika is also coordinator of a network of banana farmers, and president of the Dominican national platform for small Fairtrade farmers. A strong advocate for the power of Fairtrade, Marika believes that it provides the social, economic and environmental conditions necessary for farmers to take control of their own lives and produce real and long-lasting development.

Rosita Zilli – Deputy Secretary – General at Euro Coop

Rosita Zilli is the Deputy Secretary – General at Euro Coop, the European Community of Consumer Cooperatives. In this capacity, she is in charge of providing general support to the Secretariat's management as well as to follow co-operative affairs and sustainability policy dossiers. In this respect, she co-ordinates the meetings of the Euro Coop Sustainability Working Group, which groups people in charge of the environmental and sustainability portfolios within the different European consumer co-operatives. Rosita Zilli holds a degree in International Affairs and Diplomacy from the University of Trieste (Italy) and prior to her post in Euro Coop she worked in the international co-operation field in Bosnia and Herzegovina.