

OUR
LABEL
SETS

THE BAR

2023



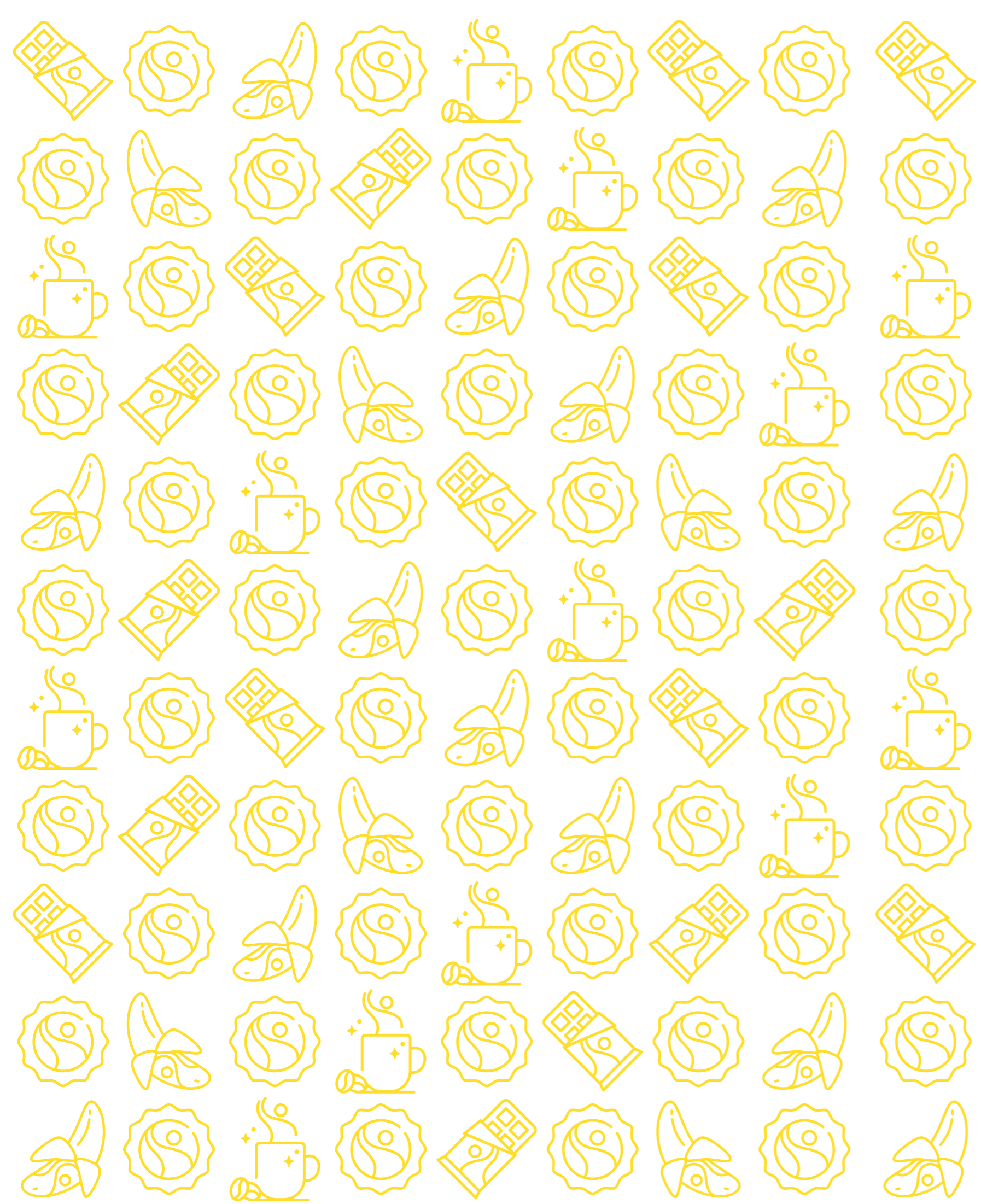


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Foreword

THE BAR

With Fairtrade, we set the bar high: fair prices, social justice, environmental stewardship, strong communities, and 100% independence. These five core principles form the recipe for a robust and unique system for anyone truly committed to a better world. In 2023, this recipe continued to resonate with companies, policymakers, local governments, and consumers alike, all joining us in raising the bar. Companies launched no fewer than 476 new Fairtrade-certified products in the Belgian market, the Belgian government signed the joint declaration on a living wage and income, 246 Belgian municipalities renewed their Fair(trade) commitment, and consumers continued to fill their shopping carts with Fairtrade products, leading to a total consumer value of 330 million euros.

A Balancing Act

However, our collective pursuit of sustainability and high standards is under pressure. Geopolitical unrest, ecosystem stress, polarization, and economic volatility are progressively turning sustainability into a balancing act. Companies continue to diligently build sustainable value chains but are becoming more cautious, waiting for others to take the first step. They balance sustainability against market share, as evidenced by our key impact indicator – the Fairtrade premium – which saw a slight decline in 2023.

Similarly, legislating sustainability frameworks is becoming a balancing act for policymakers, who are increasingly weighing sustainability against short-term objectives. This is also true at the local level, where towns and municipalities weigh their Fairtrade commitments against local priorities, although it should really be a both-and situation. Lastly, consumers are gradually willing to purchase sustainable and fair products, but how many compromises are they willing to make?

Future

Nevertheless, I have great confidence in the future and believe that the balance will tip in favor of a more sustainable world. In 2024, there is a wide range of Fairtrade options for every type of consumer. The wave of legislation around value chains, led by the European directive on due diligence, is unstoppable and will ensure that companies increasingly rely on us for the necessary support.

And isn't life always a bit of a balancing act? That's what makes it so fascinating. As long as you make the right choice and take the leap. And make sure you jump high enough. Go for the bar. It is the most powerful decision you can make, whether you are the CEO of a praline maker, a conservative politician, or an average consumer.

Just jump.

PHILIPPE WEILER
CEO FAIRTRADE BELGIUM

ABOUT FAIRTRADE



83%

Brand Awareness
Fairtrade Brand Awareness in Belgium.
GfK - 2021



89%

Brand Trust
Fairtrade Brand Trust in Belgium.
GfK - 2021

FAIRTRADE IN WORDS

The First Label

We are pioneers in establishing fair trade. Fairtrade is an international label created in 1988 under the name "Max Havelaar" for fair trade with countries of the Global South. This label is found, among other things, on food products, textiles, and cosmetics.

NGO & Label

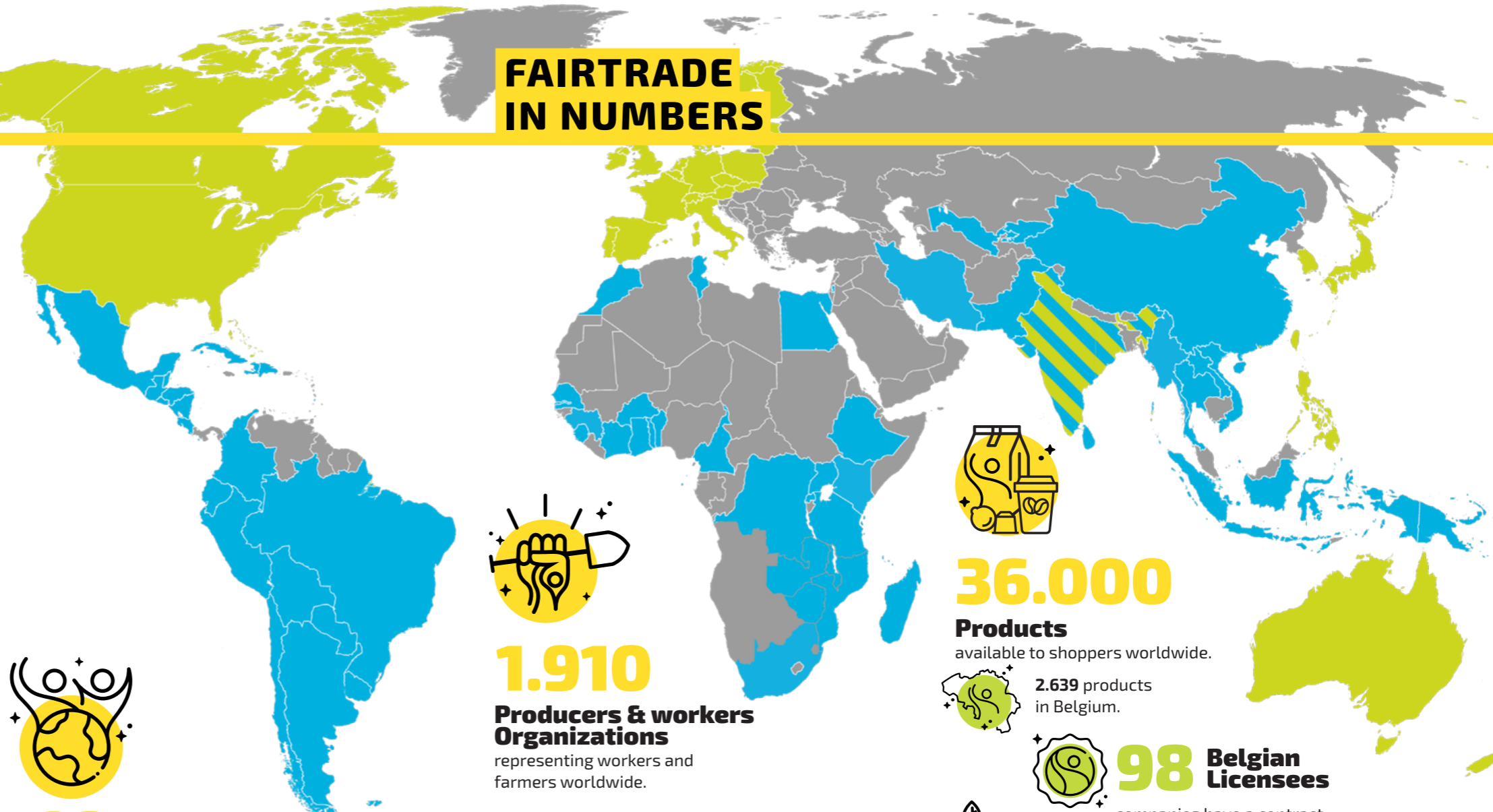
Fairtrade wears a dual hat. Firstly, it is an international **NGO**. We always work in the interest of producers: we conduct large-scale awareness campaigns, engage in advocacy with various political leaders, and educate and sensitize businesses. But Fairtrade is also the most well-known and recognized sustainability **label** in the world. Our role is to open and stimulate markets to bring together demand and supply for ethical and sustainable products. With this component ingrained in our DNA, Fairtrade understands the reality, challenges, and needs of businesses better than anyone.

Producers & Facilitators

Fairtrade is composed, on one side, of farmers and workers organized into cooperatives. They produce according to Fairtrade Standards. On the other side, there are national Fairtrade organizations like Fairtrade Belgium. They are the ones who help businesses sell Fairtrade products in our markets.

- National Fairtrade Organizations
- Fairtrade Producing Countries
- NFO & Producing countries

FAIRTRADE IN NUMBERS



68 Countries & Territories

where Fairtrade producers operate.



1.910

Producers & workers Organizations

representing workers and farmers worldwide.

2 Mio

Farmers & Workers
around the world are involved in Fairtrade.



36.000

Products
available to shoppers worldwide.



2.639 products
in Belgium.



98 Belgian Licensees

companies have a contract with Fairtrade Belgium.



23

Commodities
product categories can be Fairtrade certified.

INCREASE THE LEVEL

THE FAIRTRADE LABEL SETS THE BAR



This bar is our **commitment**

FAIRTRADE PREMIUM



BELGIUM

€3.853.000

Fairtrade Premium generated in Belgium in 2023.
- 4,6% vs. 2022

While this figure represents a decrease compared to the previous year, it's important to balance this result. Sales of two commodities, Coffee and Bananas, are mainly under pressure. On the other hand, in our four other main categories, the generated Premium went up compared to last year. The Fairtrade Premium serves as a key performance indicator (KPI) for our organization, as it directly impacts the livelihoods of producers. This additional sum of money is paid on top of the Fairtrade Minimum Price by the first buyer and is then allocated to cooperatives, empow-

ering them with the resources to invest in their communities.

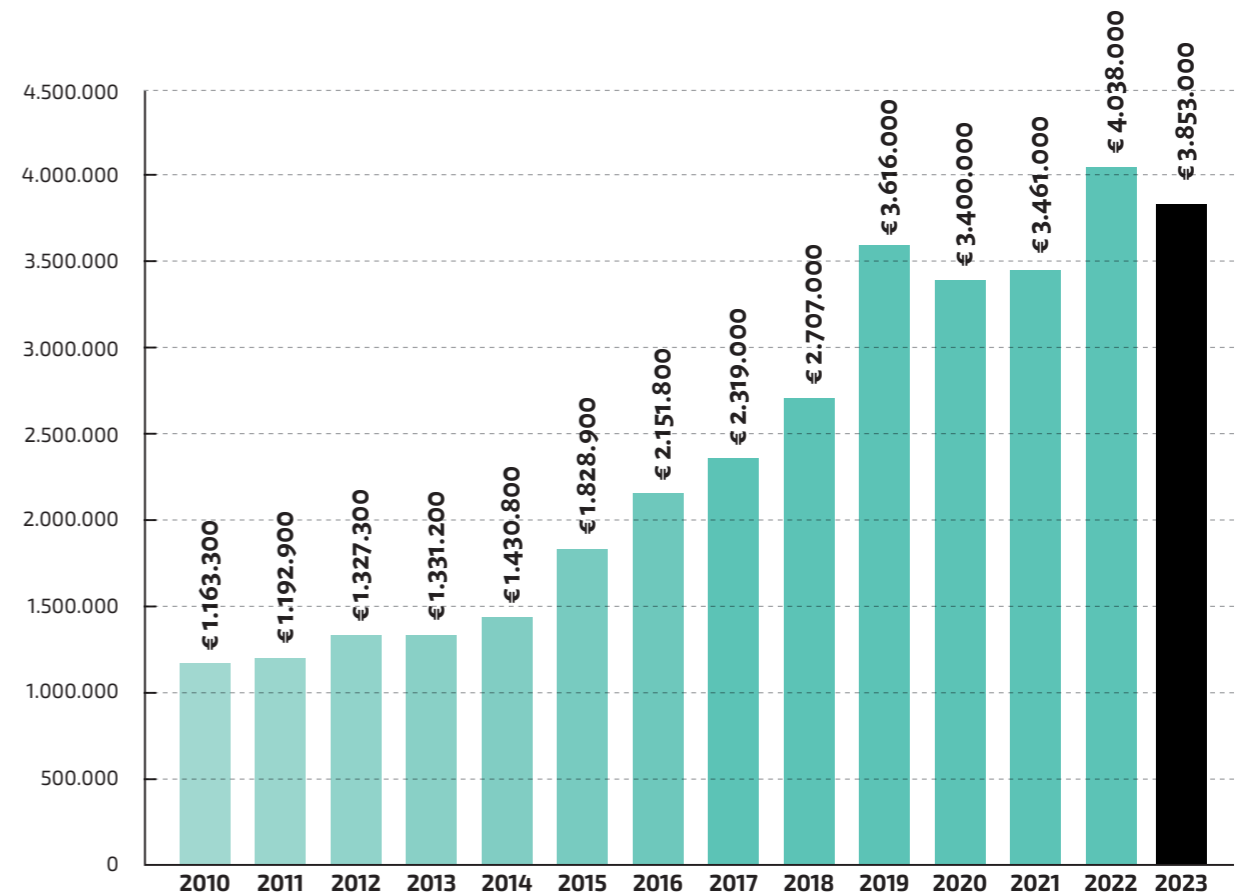
It is crucial to understand that the Fairtrade Premium is not earmarked for specific projects but is instead entrusted to the cooperative members, who democratically decide how to allocate the funds based on their collective priorities and needs. Despite the challenges posed by the global crisis, the Fairtrade Premium remains a vital mechanism for driving positive change and supporting sustainable development initiatives within producer communities.



WORLDWIDE

€222.800.000

Fairtrade Premium generated worldwide in 2022.



5 KEY COMMITMENTS



- ✓ Honest prices
- ✓ Healthy work
- ✓ Protecting nature
- ✓ Strong communities
- ✓ 100% independent

FAIRTRADE PRODUCTS' CONSUMER VALUE



BELGIUM

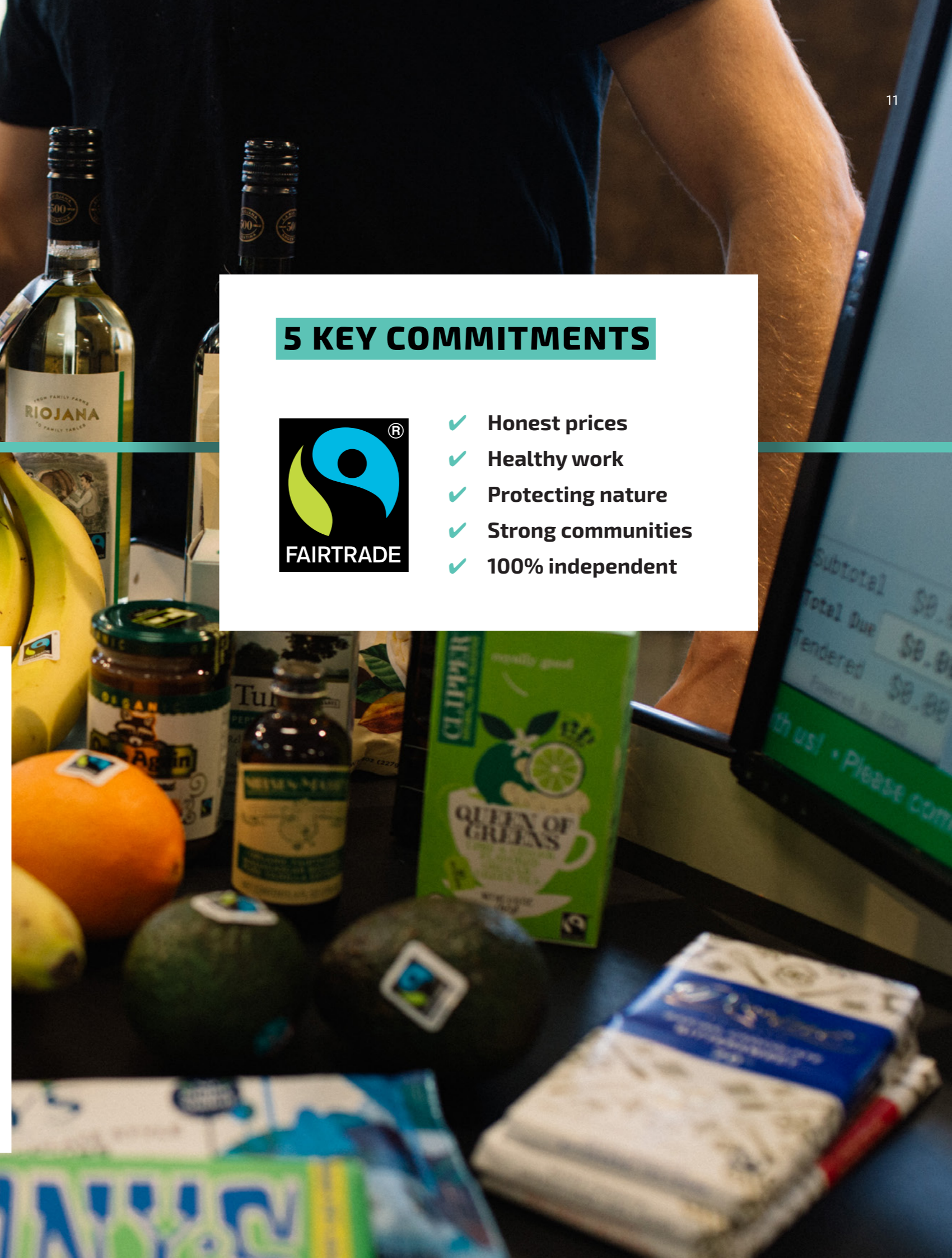
€330.758.000

Fairtrade products' consumer value in Belgium in 2023.
+6% vs. 2022

Consumer Value refers to the total worth of Fairtrade-certified products sold in Belgium. In 2023, the consumer value of Fairtrade certified products in Belgium surged by 6%, reaching an impressive 331 million euros, mostly driven by inflation.

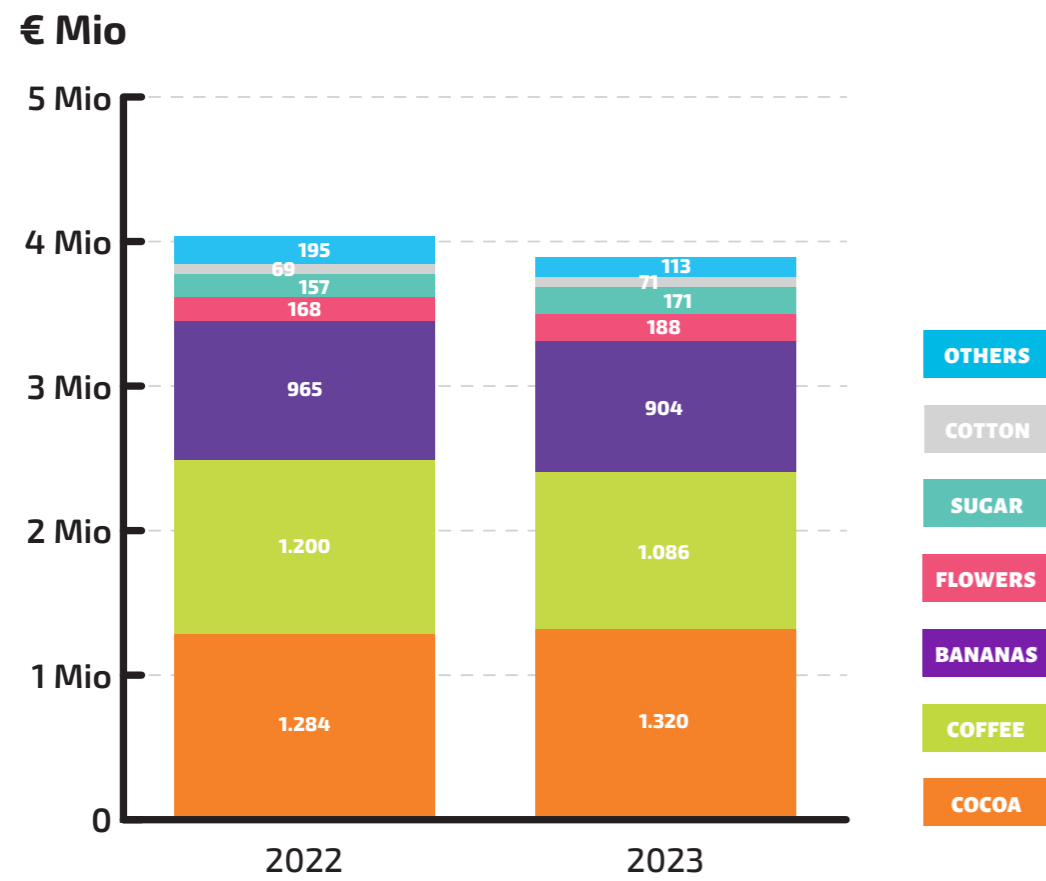
In 2023, we observed a diversification of the Fairtrade product offer. While Cocoa,

Coffee, and Bananas have always been and remain the top Fairtrade commodities, we are happy to welcome new product ranges into the family! For example: energy bars and protein powders, ironing boards, carnations, coconut-based products, etc. The market continues to expand, reflecting a broader shift towards conscientious consumption.



COMMODITY FOCUS

FAIRTRADE PREMIUM IN BELGIUM PER COMMODITY



Premium Generated by Product Group





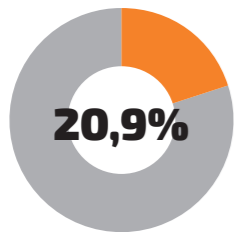
FAIRTRADE COCOA SALES IN BELGIUM



5.956 T
COCOA BEANS

sold under Fairtrade terms
+5,7% vs. 2022

MARKET SHARE



+0,7pp vs. 2022

FAIRTRADE PREMIUM



€1.320.000

Fairtrade Premium generated
in Belgium in 2023.
+2,8% vs. 2022

FAIRTRADE COCOA BASED PRODUCTS SOLD

11.929 T
+3,9% vs. 2022



93

LICENSEES SELLING IN BELGIUM

154

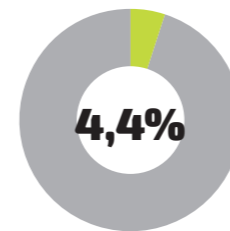
BRANDS IN BELGIUM **1.507**
PRODUCTS





FAIRTRADE COFFEE SALES IN BELGIUM

MARKET SHARE



-0,3 pp vs. 2022

FAIRTRADE PREMIUM



€1.086.000

Fairtrade Premium generated in Belgium in 2023. -9,4% vs. 2022

FAIRTRADE COFFEE PRODUCTS SOLD

2.182 T

-6,9% vs. 2022



78

LICENSEES SELLING IN BELGIUM

113

BRANDS IN BELGIUM 527 PRODUCTS



2.667 T

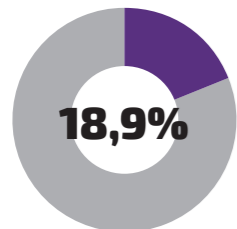
GREEN COFFEE BEANS

sold under Fairtrade terms -7,1% vs. 2022



FAIRTRADE BANANA SALES IN BELGIUM

MARKET SHARE



18,9%

-1,8 pp vs. 2022

FAIRTRADE PREMIUM



€904.000

Fairtrade Premium generated in Belgium in 2023.
-6,2% vs. 2022



82%

OF FAIRTRADE BANANAS ARE ORGANIC



FAIRTRADE BANANA SOLD

17.759 T

-3,8% vs. 2022



BANANAS ARE MAINLY SOURCED

From Colombia, Peru, Dominican Republic and Ecuador



FAIRTRADE FLOWERS SALES IN BELGIUM

FAIRTRADE FLOWER STEMS SOLD

22,1 Mio
+12% vs. 2022



FAIRTRADE PREMIUM



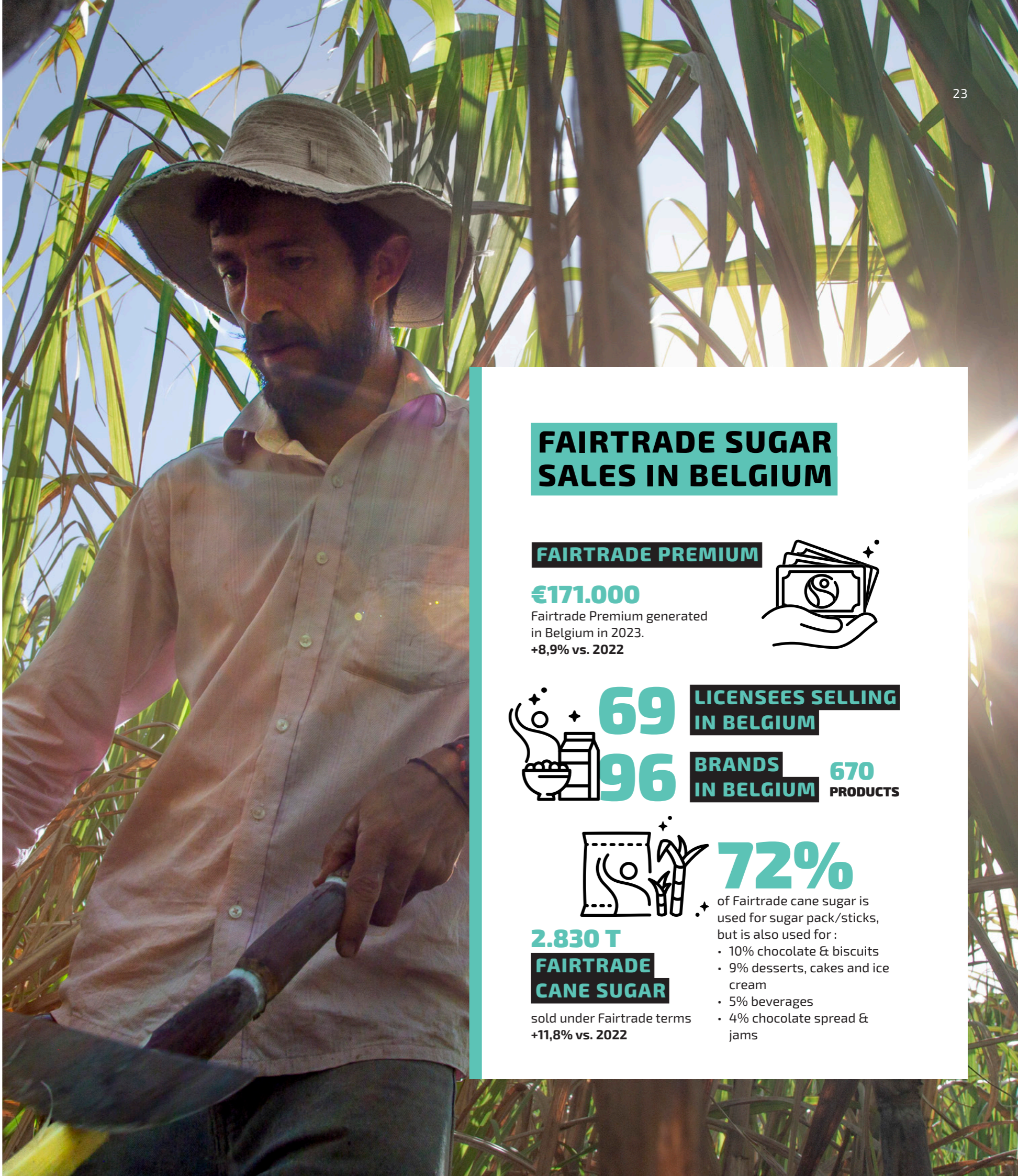
€188.000
Fairtrade Premium generated in Belgium in 2023.
+12,1% vs. 2022



FLOWERS ARE MAINLY SOURCED

From Kenya and Ethiopia





FAIRTRADE SUGAR SALES IN BELGIUM

FAIRTRADE PREMIUM

€171.000

Fairtrade Premium generated in Belgium in 2023.
+8,9% vs. 2022



69

LICENSEES SELLING IN BELGIUM

96

BRANDS IN BELGIUM

670 PRODUCTS



72%

of Fairtrade cane sugar is used for sugar pack/sticks, but is also used for:

- 10% chocolate & biscuits
- 9% desserts, cakes and ice cream
- 5% beverages
- 4% chocolate spread & jams

2.830 T

FAIRTRADE CANE SUGAR

sold under Fairtrade terms
+11,8% vs. 2022



FAIRTRADE COTTON SALES IN BELGIUM

FAIRTRADE COTTON UNITS SOLD

1.307 K
+23,7% vs. 2022



FAIRTRADE PREMIUM



€71.000
Fairtrade Premium generated in Belgium in 2023.
+2,2% vs. 2022

FAIRTRADE COTTON FIBERS SOLD

534 T
+2,1% vs. 2022



40 LICENSEES SELLING IN BELGIUM

51 BRANDS IN BELGIUM selling **394** Fairtrade certified products



2023 AT A GLANCE



JANUARY

FEBRUARY

MARCH

MAY

JUNE



EU PARLIAMENT

How proud we are to have joined Fairtrade International and FTAO in organizing this conference in the EU Parliament, highlighting the need for the future CSDDD to be adapted to the needs of smallholders.



BANANAS

You know Philippe went bananas when he knew he would visit Minister C. Genez with Marike De Peña, President of the board of directors of CLAC. But did you know Marike is leading her own banana plantation in the Dominican Republic?



INTERNATIONAL WOMEN'S RIGHTS DAY

Typical on Women's Rights Day, a man discussing gender equity in global supply chains. Rich discussion led by Saskia Bricmont (EU Parliament), Anjali Mittal (Pratibha Syntex Ltd and NAPP) and, of course, Bruno Van Steenberghe from Kalani-Home.



FIELD PROJECT

No, not politics again! Sorry not sorry. Fairtrade Belgium organized a field visit to the cooperative ECAM-Meagui in Ivory Coast. This assured that Barbara Creemers, member of the BE Parliament was better informed to address particular files regarding sustainable cocoa.



WEBINAR

By now you should have understood : we will keep on raising the bar. This is why we updated Fairtrade's cocoa standard.



FAIRTRADE RISK MAP

Because it's very risky not to see risks. You can now visualize the biggest human rights and environmental risks on a map.



WEBINAR

Going live in 3, 2, 1... Good morning ladies and gentlemen, important news today, it is now possible to close the living wage gap in the banana sector.



COCOA PRODUCER SUMMIT

We bet you didn't know that Fairtrade Belgium, together with Fairtrade Africa and Fairtrade International, organized the first ever cocoa producers' summit on living income. Well, now you can brag about it.



WORLD FAIR TRADE DAY

How do you get 40 towns to organize a tour to celebrate World Fair Trade Day? Simple, ask Bianca, the woman behind the Faire Ronde. Spot her on page 42.



FAIRE GEMEENTE

Have you missed the Trefdag in Bruges? See you Friday 4th of October then!

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER



FAIRE GEMEENTE

Do you recognize anyone who attended the International Fair Towns conference?



FAIRE GEMEENTE

Praktijksafari: 48 sheep walking around in Rombouts coffee company.



BEYOND CHOCOLATE

Big up to Yeo Moussa, from Fairtrade certified cooperative Yeyasso. He took the floor to discuss the overall sustainability in the cocoa sector. Needless to say that the Beyond Chocolate partnership remained an important element of our strategy.



FAIR TRADE WEEK

Wanna toast with Fairtrade coffee but you don't know what to say? Cheer Jat fundum if you're in Flanders and Café-Olé when you're in Wallonia.



FAIR TRADE WEEK

Out of 11 trophies awarded that night to the best performing companies on Fairtrade level, it had to be Bruno's to be in the picture. Kalani-Home once more under the spotlight.



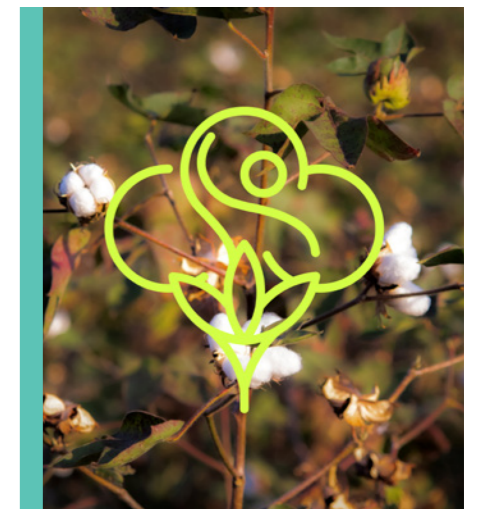
FAIR TRADE WEEK

Publishing the first Fairtrade Frontrunners Scorecard. Have you performed better this year? Find out page 44.



BEYOND CHOCOLATE STEERING COMMITTEE

Don't they look cool and confident on their field mission in Ivory Coast?



WEBINAR

3 sessions to understand Fairtrade cotton. Just one would have been enough, but you know we like to work hard.



WEBINAR

Voluntary sustainability standards. Are we still counting numbers of webinars in 2023?

THE PRESS ROOM

NAVIGATING PRESS RELATIONS: FAIRTRADE BELGIUM'S APPROACH

2023 was an important year for Fairtrade Belgium in terms of press coverage, marked by significant media coverage across both Flemish and Francophone outlets. This surge in visibility was bolstered by the Fair Towns network, particularly in Flanders, where strong advocacy for Fair Trade and social justice resonated widely.

KEY MEDIA MOMENTS AND INITIATIVES

Throughout the year, Fairtrade garnered substantial press attention for a variety of impactful initiatives:

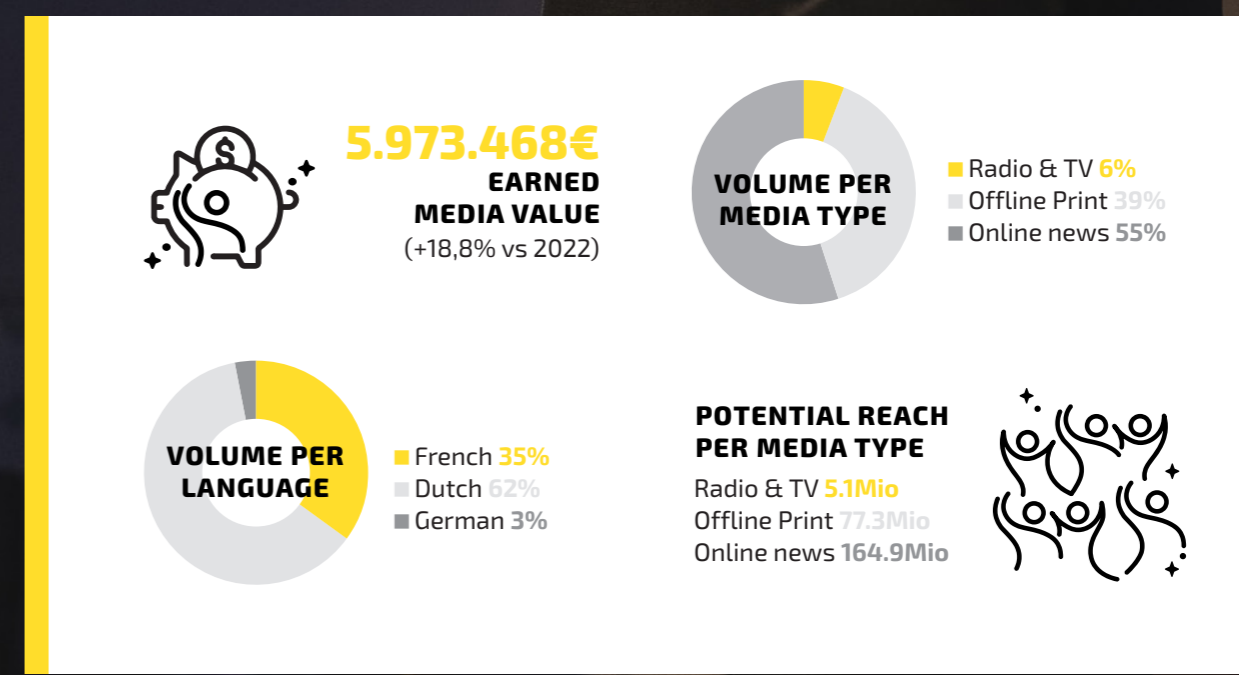
- **Living Wages in the Banana Sector:** Early in the year, our proactive measures addressing living wages in the banana sector drew considerable media focus.
- **Fair-O-meter Publication:** The release of the Fair-O-meter, the comprehensive scorecard for Fair Towns in Flanders, Brussels, and Wallonia, was widely covered.
- **World FairTrade Day – "Faire Ronde":** This event, organized through the Fair Towns network in Flanders, generated extensive media interest.
- **Collaboration with "Tendances Première":** Our partnership with the francophone radio show on "La Première" brought Fairtrade discussions to a broader audience.
- **Fairtrade Roses:** Our campaigns promoting Fairtrade roses enjoyed notable visibility, especially in Flemish press.
- **Annual Results and Fairtrade Frontrunners Awards:** The publication of our annual results and the inaugural Fairtrade Frontrunners awards were highlighted in the press.

STRATEGIC MEDIA ENGAGEMENT

Press activities remain a cornerstone of Fairtrade Belgium's strategy to inform and raise awareness about the challenges faced by smallholder farmers and workers in complex supply chains. Our proactive media approach is enhanced by the enthusiastic participation of our partners, who consistently showcase their Fairtrade commitments in various press outlets.

FUTURE OUTLOOK

Looking ahead, Fairtrade Belgium aims to solidify its position as a thought leader on issues such as due diligence, supply chains such as cocoa, coffee and bananas through targeted media interventions. The organization also plans to amplify its presence in Belgian media, emphasizing its "love brand" approach by supporting companies dedicated to Fairtrade in their efforts to communicate and raise awareness about their vital commitments.





A LOVE BRAND STORY

Fairtrade Belgium embarked on a strategic journey to redefine our brand communication approach, aiming to create a stronger emotional connection with consumers. Collaborating with external partners, we conducted extensive research, including interviews and a quantitative study, to inform our strategy.

The conclusion highlights the importance of aligning the brand's vision with consumer perceptions and emotions. We emphasize the need to transition from rational to emotional communication, tapping into consumers' System 1 thinking, which operates on instinct and emotions.

The core of our strategy focuses on defining a compelling dream: "One day all products will be Fairtrade certified." This dream resonates positively, offering a unifying vision that motivates all stakeholders.



TO BUILD AN EMOTIONAL STORY, WE IDENTIFIED KEY QUESTIONS:

1. What do we want people to feel?
2. What emotions will we rely on?
3. Who is our target audience?
4. What does our brand represent?


One big shift in our approach is now to target the majority of consumers, labeled as "open minded". They have the potential to embrace Fairtrade but need messages that appeal to their emotions and preferences.

Of course it is important to balance emotional storytelling with rational elements to support consumer decision making. This is why we now highlight the deliciousness of Fairtrade products alongside their ethical credentials.

Ultimately, the goal is to make Fairtrade a "Loved Brand" by engaging consumers emotionally, appealing to their desires, and making Fairtrade products the new norm in consumer choices.

So keep joining and following our campaigns, and be on the lookout for some yummy content!

PARTNER'S HIGHLIGHTS



In 2023, **Decathlon** chooses Fairtrade cocoa for its organic cereal bars and protein bars & whey!




Premium chocolate brand **Guylian** has launched Dark Praliné Seashells. It is coated in 72% Belgian dark chocolate made from 100% Fairtrade sourced cocoa.



Great news! Whether you're in France, Belgium or the Netherlands, you can now enjoy your Fairtrade coffee at **Le Pain Quotidien** !



Carrefour Belgium has extended its range "Les Belges" by adding delicious Fairtrade chocolate seashells.




In 2023, **JAVA Koffie** launched the new Rwanda Sholi Coffee, a fine, single-origin coffee produced by a cooperative which consists of 30 women who stand up for their rights as coffee producers and as women!



In 2023, **Colruyt** has extended its Boni Range by adding 2 new sku's.

Through its **Kasana** brand, Nature Snacks is now offering four new Fairtrade coconut-based products: coconut milk and cream, as well as coconut sugar and grated coconut



La **Chocolaterie Galler** has launched its first six filled chocolate bars, in six different flavours. All filled with Fairtrade cocoa beans. All the beans come from the cooperative Yeyasso in Ivory Coast. Through Galler's engagement, we can directly support the 6000 farmers of Yeyasso with these 6 delicious bars.

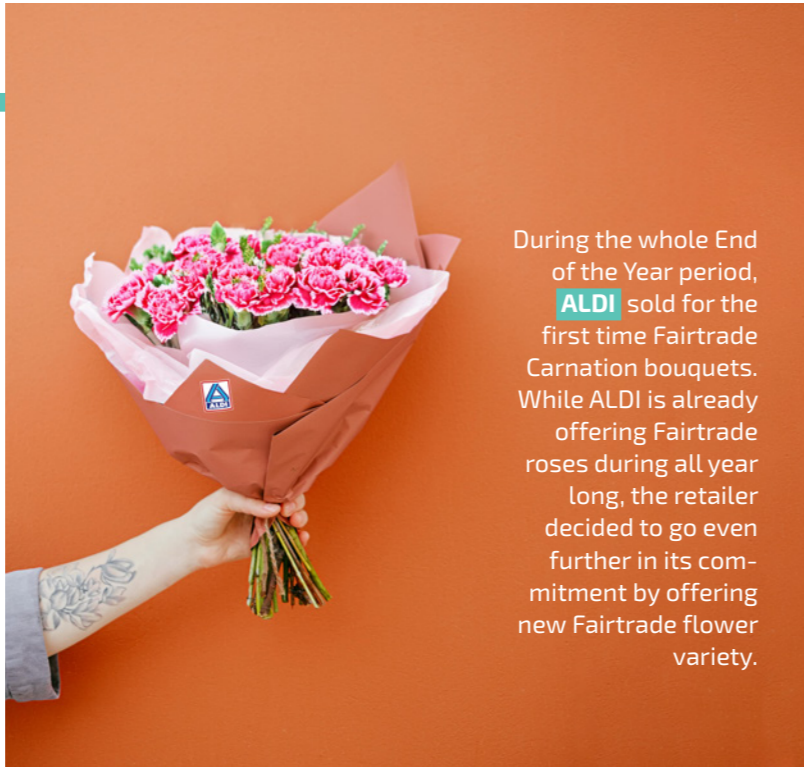


Mmmm... The **Tony's Chocolonely** family is growing. Don't wait any longer to discover the "Lil' Bits": delicious little chocolate balls, available in several flavours.

Meurisse has extended its product range with a number of new products, including pralines sold in a set of six in packaging that opens like a long matchbox. Another of the brand's new products is Meurissettes, a small 10-gram format, ideal for enjoying with a cup of coffee.



Lidl extended its Fairtrade range by adding a cane sugar SKU of 750 grams.



During the whole End of the Year period, **ALDI** sold for the first time Fairtrade Carnation bouquets. While ALDI is already offering Fairtrade roses during all year long, the retailer decided to go even further in its commitment by offering new Fairtrade flower variety.



Since September 2023, bring some new energy to the board with the fresh new **Brabantia** Ironing Board Cover New Dawn made from 100% Fairtrade cotton. A beautiful and fair cover of top quality and ditto design, made for you and your Brabantia ironing board.



Lidl Belgium & Luxemburg reinforces its commitment that they only want to offer Fairtrade cocoa in their nationally negotiated private label brands by 2025. In this video you can discover our 2 crazy ambassadors, Kelly Hauspie from Lidl, and Cecile Henrard from Fairtrade.



Under its own brand, **Kazidomi** launched a whole Fairtrade certified range of coco-based certified products: coconut milk, coconut cream and coconut oil.

Frédéric, the founder of **The Nutty Farmer**, aims to devote part of the company's turnover to increase the positive impact they have on the cooperative they work with: the cashewnut coop GPMAB in Burkina Faso. The coop decided to invest in a solar water tower.

Oh, and by the way... The Nutty Farmer increased its assortment in 2023 with some new SKU's: chocolate-coated cashew nuts and Crunchy topping references.



At the end of 2023, **Bio-Planet** launched its Product Charter "Echt goed" / "Produits vrais et bons". The Product Charter of Bio-Planet can become a game changer among the retail sector. It is a very powerful tool to motivate suppliers to work on their sustainability agenda as well. We are grateful for Bio-Planet to have Fairtrade included as a prerequisite for their partners to supply to cocoa products to Bio-Planet! A game changer, we told you"

Transparency

FINANCIAL RESULTS



BALANCE SHEET

The balance sheet presents a snapshot of the financial position of Fairtrade Belgium as of 31 December 2023. The balance total at that date amounted 4.591.355€, which is in line with 2022.

In 2022, the granted but not received DGD grants for the coming years were incorrectly booked as capital subsidies; in 2023, the granted but not received DGD grants for the coming 3 years were reclassified as "Accounts receivable". The balance sheet shows that Fairtrade Belgium vzw is a stable organization with a healthy equity structure and a good cash position.

ASSETS	2022 VZW	2023 VZW
Fixed Assets	161 660	197 438
Intangible Fixed Assets	1 907	42 294
Property and Equipment	49 006	36 397
Financial Fixed Assets	110 747	118 747
Current Assets	4 542 485	4 384 305
Accounts receivable >1y		1 136 929
Accounts receivable	1 814 523	1 686 928
Write downs on receivables	-1 959	
term investments		500 000
Cash at Bank	709 503	424 394
Other Receivables	2 020 417	636 054
Transitory Accounts	14 120	9 611
Total Assets	4 718 264	4 591 355

EQUITY & LIABILITIES	2022 VZW	2023 VZW
Equity	2 750 439	822 956
Equity asbl	102 524	102 524
Reserves	23 798	23 798
Accumulated results	614 380	696 635
Subsidies granted	2 009 738	0
Provisions	42 790	42 790
Long Term Liabilities	31 297	0
Short Term Liabilities	1 888 738	1 983 072
Trade Debtors	1 391 536	1 464 495
Current portion liabilities	31 297	31 297
Other Short Term Liabilities	465 904	487 279
Transitory Accounts	5 000	1 742 537
Total Equity & Liabilities	4 718 264	4 591 355

PROFIT & LOSS

The overall financial result for 2023 shows an EBT of 83.551€.

INCOME

64 % of the income of Fairtrade Belgium is generated by license fees ; 20 % was obtained through subsidies from DGD. In 2023 Fairtrade Belgium earned 1,86 mio € of net license fees which corresponds to an increase of 5,12 % compared to 2022. Other revenues mainly relate to the income received for services to the "Connect" system and for the coordination of "Faire Gemeenten". Connect is a Fairtrade International licensing software managed partially by Fairtrade Belgium. Fairtrade Belgium is invoicing the operational costs for the software system to the GIE Connect in France.

Fairtrade Belgium	FY 2022	FY 2023	FY 23 vs FY 22
Income			
Net License Fees	1 771 906	1 862 604	5,12%
Subsidies	656 515	696 533	6,10%
Other Revenues	44 191	60 381	36,64%
Connect Income	226 609	298 415	31,69%
Rebilled Costs	22 972	15 027	-34,58%
Total	2 722 192	2 932 959	7,74%
Expenses			
Activities	(387 411)	(337 001)	-13,01%
Activities Connect	(19 181)	(35 657)	85,90%
Overhead	(225 655)	(201 169)	-10,85%
Salary Expenses	(1 415 053)	(1 524 512)	7,74%
Depreciation & Provisions	(15 585)	(24 617)	57,95%
Doubtfull Debtors	(1 959)		
Support FI (DDI + CoE Advocacy)	(7 500)	(60 000)	700,00%
Costs to be rebilled	(22 972)	(15 027)	-34,58%
Other operational Expenses	(4 254)	(2 311)	-45,69%
Total	(2 099 570)	(2 200 292)	4,8%
Operational Result before FI & PN contributions	622 622	732 667	17,67%
Contributions to FI, FLO & PN	(620 520)	(646 962)	4,26%
Operational Result	2 102	85 705	3976,9%
Financial Income	4 547	192	
Financial Expenses	(3 441)	(2 346)	
Financial Result	1 106	(2 153)	
EBT	3 208	83 551	2504,37%

EXPENSES

23 % of the total expenses (operational expense + salaries) are linked with the financial contribution to the Fairtrade International System and Producer network.

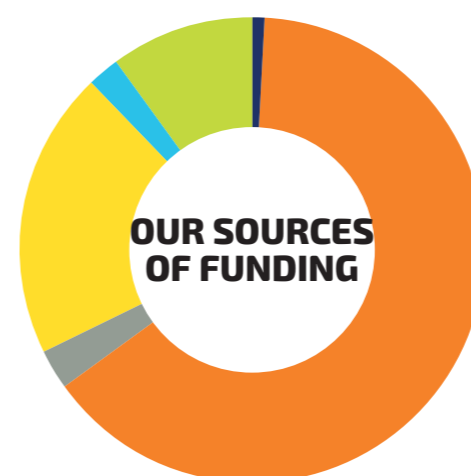
24% of the total expenses are linked with "promoting Fairtrade" via to mobilize citizens, organizing campaigns and events, engaging Civil society and to support the "Faire Gemeenten".

19 % of the expenses are associated with the development and expansion of the supply of Fairtrade products on the Belgian market, and more particularly to support the Belgian licensees in communication, product management, etc. and to defense the importance of "fair trade".

Administration cost such as HR, Office, Finance and IT expenses amount to 19 % of the total expenses.

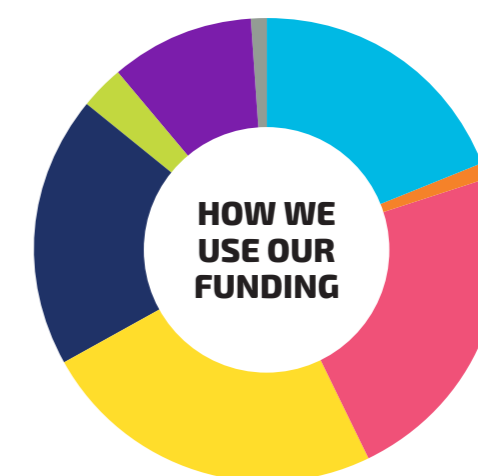
Finally, 10 % of the costs are allocated to our services to the Connect system and 2 % of the costs are connected to fundraising & Monitoring & evaluation of the different Fairtrade programs and evaluations.

Contributions to the Fairtrade System were 7 % higher than in 2022 due to the increased net license fees ; as a member of Fairtrade International, Fairtrade Belgium transfers approximately 1/3 of the License Fee Income to Fairtrade International for the financing of the global Fairtrade system including the Fairtrade producer network (55 %).



Revenue

- 64% Net License Fees
- 3% Salary Subventions (Maribel)
- 20% Public Funding Belgium (DGD)
- 2% Foundations & NGO'S
- 10% Connect Income
- 1% Other Income



Expenses

- 19% Administration costs
- 1% Monitoring, evaluation and learning (MEL) costs
- 23% Contribution to FI system & producer network
- 24% Promoting Fairtrade costs
- 19% Business development & commercial costs
- 3% Costs of working with communities & producers
- 10% Fair trade Value Added Services costs
- 1% Fundraising costs

(*) Salary and non salary costs

OUR TEAM



Let us know how we can help!



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Cécile Henrard
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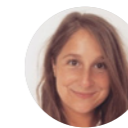
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FAIRTRADE FRONT-RUNNERS SCORECARD

WHAT IS THE FAIRTRADE FRONTRUNNERS SCORECARD

The Fairtrade Frontrunners Scorecard is an initiative developed by Fairtrade Belgium. Its aim is first and foremost to recognize the efforts Fairtrade-committed companies already put in place for a more just and sustainable world by choosing Fairtrade.

The Fairtrade market in Belgium has grown significantly: in 2018 for instance, the total consumer value for Fairtrade goods was estimated at 169 million euros whilst in 2023 it had grown to a whopping 331 million euros. A massive growth which would not have been possible without the commitment of so many companies who put social and environmental justice first.

But this massive growth will need to continue to make sure that Fairtrade certified farmers and workers can sell all their coffee, cocoa, bananas and cotton at Fairtrade terms and eventually have access to a living income or a living wage. This is in fact the second objective of the scorecard: to encourage companies to take the next step and increase their commitment. A commitment that is not just focused on sales of Fairtrade products (which generate Fairtrade premium), but one that also focuses on their outreach and on what they can do 'beyond certification'. Because making an impact is also about communicating on the Fairtrade story and working on advocacy and pilot projects.

And Fairtrade Belgium is here to assist Fairtrade-committed companies along their Fair journey, which is the third objective of the scorecard: to assist all Fairtrade committed companies to increase their Fairtrade sales, to make their communication even more effective and to work together to go 'Beyond Certification'. Because in the end, Fairtrade Belgium wants all of its commercial partners to become Fairtrade Frontrunners.



SCOPE

The Scorecard focuses on the 'Fairtrade Frontrunners', a group of Fairtrade committed companies who are advanced in their Fairtrade journey. Fairtrade Belgium has chosen not to include ALL 110 of its Fairtrade license holders in this benchmark, mainly for practical reasons. It goes without saying that ALL Fairtrade license holders play an important role to add to system wide change.

METHODOLOGY

The Fairtrade Frontrunners Scorecard ranks Fairtrade committed companies based on three different categories. Which are:

1. **'Fairtrade Premium'**, referring to the amount of Fairtrade premium a company generates.
2. **'Communication and Marketing'**, referring to the way Fairtrade-committed companies communicate on their commitment and the subject of Fair Trade to their customers.
3. **'Beyond Certification'**, referring to the way Fairtrade-committed companies raise the bar and go further than certification.

For each of these categories, an individual scorecard was established, ranking the Fairtrade Frontrunners according to their actions that contribute to each of the respective categories. This ranking is based on a unique methodology developed by Fairtrade Belgium.



CATEGORY 1

FAIRTRADE PREMIUM

For the first category, referring to the Fairtrade Premium, the period selected for the premium scorecard was the year of 2023. We made a distinction between 3 types of contribution:

- the Fairtrade Premium generated in BE by retailers.
- the Fairtrade Premium generated in BE by brands.
- the Fairtrade Premium generated outside BE by Belgian brands.

CATEGORY 2

COMMUNICATION AND MARKETING

Here we focus on how our partners communicate about Fairtrade. The period for this analysis focuses on communication efforts between the 1st of January 2023 and the 31st of December 2023. For this category, a division was made between brands and retailers active in Belgium because retailers have access to different kind of communication channels including folders and shops, whilst for brands this is not possible. For brands, 9 indicators were analyzed including communication on social media, content on the website, participation in the Fair Trade week, communication on offline channels and overall collaboration with Fairtrade Belgium on communication. Regarding retailers, the same 9 indicators were analyzed in addition to two unique indicators, referring to two unique communication tools at the retailer's disposal: retailers' promotional folders and their network of stores.

CATEGORY 3

BEYOND CERTIFICATION

The third and final category of the Fairtrade Frontrunners Scorecard refers to the Frontrunners' commitment to go 'beyond certification'. What this entails, has been defined by Fairtrade Belgium as the investment of a Frontrunner in a field project, its involvement in positioning and advocacy activities, and its commitment towards living incomes and living wages. This commitment was evaluated against the size of the company in terms of investment in Fairtrade certification.

THE FAIRTRADE 'PREMIUM' FRONTRUNNERS

The 'Fairtrade Premium' category refers to the amount of premium generated by Fairtrade-licensed companies. Fairtrade considers certification a first and very important step towards sustainable supply chains. In the scorecard, Fairtrade Belgium decided to split between Fairtrade premium generated on the Belgian market on the one hand, and by Belgian brands on the global market on the other.



SCORECARD : FAIRTRADE PREMIUM GENERATED IN BELGIUM BY RETAILERS

1	Lidl			6	Action		
2	ALDI			7	Albert Heijn		
3	Colruyt			8	Intermarché		
4	Delhaize			9	Kazidomi		
5	Carrefour			10	Jumbo		

Diamond > €200.000
 Gold €50.000 - €200.000
 Silver €10.000 - €50.000
 Bronze < €10.000



One of the most important KPIs for Fairtrade Belgium is the impact generated for Fairtrade farmers and workers through the Fairtrade Premium. The Fairtrade Premium is an additional amount of money paid on top of the Fairtrade Minimum Price that the cooperative receives. Cooperatives democratically decide how the Fairtrade Premium will be invested. On top of the premium investments at cooperative level and the premium benefits for the farmers, investments are also done at community level. In 2023, nearly 4 million euros worth of Fairtrade Premium was generated in Belgium.



SCORECARD : FAIRTRADE PREMIUM GENERATED IN BELGIUM BY BRANDS

1	Oxfam Fair Trade			11	The Java Coffee Company		
2	Miko Koffie			12	Chocolaterie Guylian		
3	Galler			13	Oké Koffie		
4	Charles Liégeois			14	Fruit at Work		
5	Candico			15	Gunz Warenhandels		
6	Tony's Factory*			16	Ray & Jules		
7	Cafés Rombouts Koffies			17	Fairtrade Original		
8	Pelican Rouge Coffee Roasters			18	Cafés Cordier		
9	Cafés Legal			19	Meurisse		
10	Ben & Jerry's			20	Chocolaterie Belvas		

Fairtrade Premium amounts are confidential. Licensees only can freely decide to publish or keep them confidential.

* only include cocoa premium



SCORECARD :
FAIRTRADE PREMIUM
GENERATED OUTSIDE
BELGIUM BY BELGIAN BRANDS

1	Miko Koffie		
2	Chocolaterie Guylian		
3	Chocolaterie Belvas		
4	Galler		
5	Curbi Cubes		
6	Choc Decor		
7	Oxfam Fair Trade		
8	Klingele Chocolate		
9	Candico		
10	Cafés Rombouts Koffies		

- Diamond**
> €200.000
- Gold**
€50.000 - €200.000
- Silver**
€10.000 - €50.000
- Bronze**
< €10.000



THE FAIRTRADE 'COMMUNICATION AND MARKETING' FRONTRUNNERS

The second category refers to Fairtrade Frontrunners' communication and marketing efforts to increase visibility of the Fairtrade label and raise awareness on Fairtrade-related topics. Since retailers have access to different kinds of communication channels as compared to brands, a distinguishment was made between the two.

In total, 11 indicators were analyzed during a one year period going from 01/01/2023 up to 31/12/2023. For each indicator a score was given between 0 & 3 ("none" 0, "bronze" 1, "silver" 2 and "gold"3). The topics analyzed in the indicators include:

- Communication on social media**, measured through the number of mentions of Fairtrade per year on social media and ranging from 0 mention (none), 1-10 mentions (bronze), 10-30 mentions (silver) and finally over 30 mentions (gold).
- Website content**, for which the scoring varied between no mention at all of Fairtrade (none), Fairtrade mentioned (bronze), dedicated Fairtrade article/page (silver) and visibility on homepage with a link to a dedicated page (gold).
- Label visibility in stores**. Based on store checks, a ranking was made varying between no visibility whatsoever (none), one type of support (in terms of poster, wobblers, price card, etc.) (bronze), two types of support (silver), three types of support (gold). This indicator only applies to retailers and was not considered for the ranking of brands' efforts in terms of communication and marketing.
- Communication during Fair Trade week**, varying between no communication at all (none), communication on one channel (bronze), communication on two channels (silver) and paid media campaigns (gold).
- Communication on offline channels**. A scoring was given depending on the frequency and prominence of Fairtrade mentions in retailers' and brands' communication. For retailers, visibility in promotional folders were also taken into account (none, bronze, silver, gold). For both retailers and brands, categories that were included are TV, radio, OOH and press, with the following scoring mechanism: silver for every campaign featuring a Fairtrade product, and gold if the asset mentions Fairtrade intentionally. This mention can be made visually (using the Fairtrade Mark on top), textually (using the word 'Fairtrade'), or audibly (saying 'Fairtrade'). Logos and labels visible on the product packaging will not be counted as gold. The last sub-category is "Activations", which refers to specific actions such as tastings of Fairtrade products, Fairtrade food truck, etc.
- Collaboration on communication**. In this regard, four levels were identified, varying between no collaboration whatsoever (none), 1 meeting per year (bronze), several meetings per year and constructive exchanges (silver), 1 or more meetings per year with specific outcomes (gold).



SCORECARD COMMUNICATION AND MARKETING RETAILERS

		Social Media	Website Content	Logo visibility	FTW 2023	Folder	TV	Radio	OOH	Print	Press	Activation	Overall Comm
1		Gold	Gold	Gold	Gold	Gold	Gold	Gold	Silver	Silver	Gold	Silver	Gold
2		Gold	Gold	Silver	Silver	Gold	Silver	Silver	Silver	Silver	Silver	Gold	Gold
3		Gold	Silver	Gold	Gold	Silver	Silver	Silver	Silver	Silver	Silver	Gold	Gold
4		Gold	Silver	Gold	Gold	Silver	Silver	Silver	Silver	Silver	Silver	Silver	Gold
5	KAZIDOMI	Gold	Gold	Gold	Silver	Silver	Silver	Silver	Silver	Silver	Silver	Gold	Gold
6	ACTION	Silver	Silver	Gold	Silver	Gold	Silver	Silver	Silver	Silver	Silver	Silver	Gold
7	colruyt	Silver	Gold	Silver	Silver	Gold	Silver	Silver	Silver	Silver	Silver	Silver	Gold
8		Silver	Gold	Silver	Silver	Gold	Silver	Silver	Silver	Silver	Silver	Silver	Gold
9		Silver	Silver	Silver	Silver	Gold	Silver	Silver	Silver	Silver	Silver	Silver	Silver





SCORECARD COMMUNICATION AND MARKETING BRANDS

		Social Media	Website Content	FTW 2023	TV	Radio	OOH	Print	Press	Activation	Overall Comm
1	Galler	Gold	Gold	Gold	Silver	Bronze	Silver	Silver	Gold	Bronze	Gold
2	OXFAM Fair Trade	Silver	Gold	Gold	Silver	Gold	Silver	Silver	Gold	Bronze	Bronze
3	Guylian	Gold	Gold	Silver	Bronze	Bronze	Gold	Bronze	Gold	Bronze	Gold
4	miko	Bronze	Gold	Gold	Bronze	Bronze	Bronze	Gold	Bronze	Bronze	Gold
5	CHARLES LIÉGEOIS	Bronze	Gold	Silver	Bronze	Bronze	Bronze	Gold	Gold	Bronze	Bronze
6	Rombouts	Bronze	Bronze	Bronze	Bronze	Bronze	Bronze	Bronze	Gold	Bronze	Bronze
7	JAVA coffee company	Bronze	Bronze	Silver	Bronze	Bronze	Bronze	Bronze	Bronze	Bronze	Gold
8	BELVAS BELGIAN CHOCOLATE	Bronze	Bronze	Bronze	Bronze	Bronze	Bronze	Bronze	Bronze	Gold	Bronze
9	Pain	Bronze	Bronze	Bronze	Bronze	Bronze	Bronze	Bronze	Bronze	Bronze	Bronze
10	EXK	Bronze	Bronze	Bronze	Bronze	Bronze	Bronze	Bronze	Bronze	Bronze	Bronze



THE FAIRTRADE 'BEYOND CERTIFICATION' FRONTRUNNERS

The third category of the Fairtrade Scorecard refers to the 'Beyond Certification' category and is measured according to the investment of Fairtrade-licensed companies in Belgium beyond certification. The scoring of this category is based on 3 criteria, completed by the investment of the company in terms of Fairtrade Premium generated in the Belgian market. The three criteria include: Field project, Lobby/Advocacy and Living Income/Living Wage.

1. Field projects

Whether a Fairtrade-licensed company is involved in a project or not makes a big difference for Fairtrade Belgium. It offers possibilities to pilot new approaches, develop innovative partnerships and if scaled up, can become an essential part of the sustainability strategy of companies. That is why Field projects are included in the 'Beyond Certification' category. Involvement in projects in the scorecard is evaluated based on four levels of commitment: no projects whatsoever (none); philanthropic support not focusing on root causes of poverty (bronze); the Fairtrade-licensed company is a project partner and the project focuses on secondary causes, such as reforestation or education, but not on income improvement as such (silver); the Fairtrade-licensed company is a project partner and the project focuses on income improvement activities, but there is no payment of the Living Income Reference Price (gold); the Fairtrade-licensed company is a project partner and the intervention is planned on all income drivers including the Living Income Reference Price (diamond).

2. Lobby/Advocacy

Commercial partners who are active in advocacy and lobby can make a huge difference in influencing legal frameworks that support workers and smallholder producers in global value chains. With Fairtrade Belgium we encourage this type of commitment 'beyond certification'. In the scorecard, 4 levels of commitment were defined in this regard, ranking from: no involvement in lobby/advocacy for small-scale producers at all (none), over joining at least 1 lobby/advocacy action organized by Fairtrade Belgium per year (bronze), having a coherent approach towards advocacy for small-scale producers and taking a proactive stance on given occasions (silver), having a coherent approach to policy influencing, taking a proactive stance in favor of smallholder producers and being vocal about it (thought leadership) (gold), and finally having/financing dedicated staff to carry out a lobby & advocacy strategy and supporting a level playing field for small-scale producers in global supply chains (diamond).

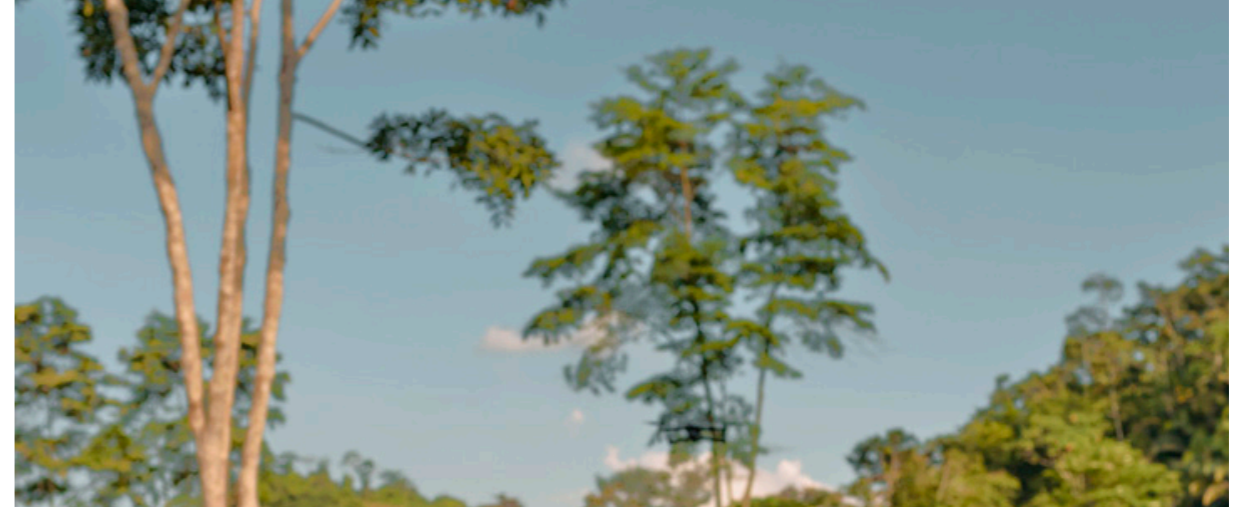
3. Living Income/Living Wage (LI/LW)

The ultimate commitment for companies to go 'Beyond Certification' is the commitment for living incomes (LI) for producers and living wages (LW) for workers. We have defined 4 levels of ambition: not active on the topic at all (none), signatory of a voluntary commitment (e.g. Beyond Chocolate) (bronze), 1 SKU aligned with LI/LW (silver), clear strategy and commitments on LI/LW with clear progress (gold), 75%-100% of the assortment is aligned with LI/LW (diamond).



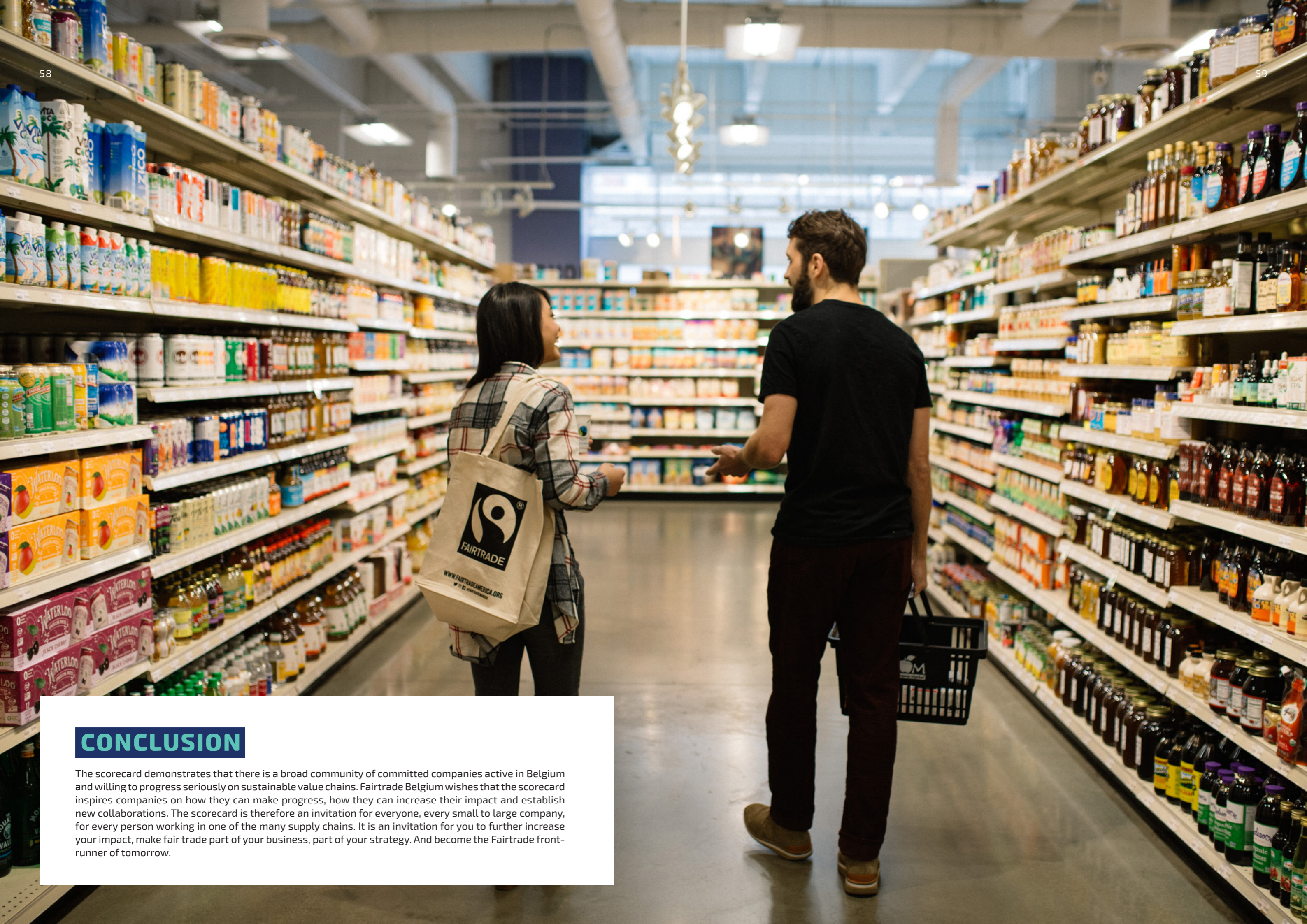
SCORECARD BEYOND CERTIFICATION

			Field project	Positioning	LI/LW	Size of FT Premium
1	Colruyt					
1	Oxfam Fair Trade					
2	Galler					
2	Ethiquable					
3	Chocolaterie Belvas					
4	Lidl					
4	Delhaize					
5	ALDI					
6	Miko					



			Field project	Positioning	LI/LW	Size of FT Premium
6	Guylian					
6	Café Liégeois					
6	Cafés Rombouts Koffies					
7	Carrefour					
8	Beyers Koffie					
9	Candico					
9	The Java Coffee Company					
9	Choc Decor					





CONCLUSION

The scorecard demonstrates that there is a broad community of committed companies active in Belgium and willing to progress seriously on sustainable value chains. Fairtrade Belgium wishes that the scorecard inspires companies on how they can make progress, how they can increase their impact and establish new collaborations. The scorecard is therefore an invitation for everyone, every small to large company, for every person working in one of the many supply chains. It is an invitation for you to further increase your impact, make fair trade part of your business, part of your strategy. And become the Fairtrade front-runner of tomorrow.



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