

FAIRTRADE AFRICA PRODUCER RELIEF FUND APPLICATION GUIDELINES

1. Background

The COVID-19 pandemic marks an unprecedented time in modern history that will require the best of humanity to overcome the many challenges that have come with it.

Knowing the magnitude of pandemic effects on producers and workers, the **Fairtrade Africa Producer Relief Fund** aims to support relief initiatives that could help alleviate some of the challenges posed by the disease; such as purchase of masks and basic protective and medical equipment, raising awareness on safety precautions and COVID-19 publicity communication materials. With additional funds we could scale up support towards cash donations, and provision of basic food packs for vulnerable households.

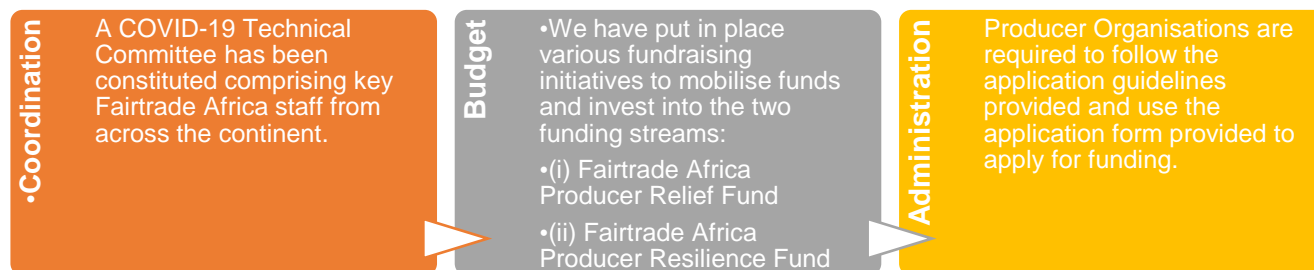
2. FTA Relief Fund: Application Guidelines for COVID-19 Assistance

We invite all Fairtrade certified Producer Organizations in Africa to make applications for the following relief initiatives:

- a. **Emergency Support:** activities to protect the most vulnerable farmers and workers such as purchase of masks and basic protective and medical equipment;
- b. **Education and Communication:** activities aiming at sensitising farmers and workers to follow government directives and take the recommended precautions to reduce exposure to COVID-19;
- c. **Advocacy Initiatives:** activities to lobby national governments and cushion producers by supporting measures that allow for business continuity.

2.1 Administration of Fairtrade Africa COVID-19 Funds

We have developed an implementation framework to administer the **COVID-19 Relief Fund** which has **two funding streams: the “Fairtrade Africa Producer Relief Fund” and the “Fairtrade Africa Producer Resilience Fund”** as illustrated in the chart below:



Producer Organisations that meet the eligibility criteria are invited to apply for funding from the Fairtrade Africa Producer Relief Fund. The COVID-19 Technical Committee will review the applications and award funding to Producer Organizations that meet the eligibility criteria. All applicants will be notified once the process is finalised. Successful applicants will receive a funds transfer into their bank accounts as indicated on the application forms.

2.1.1 Eligibility Criteria for Fairtrade Africa Producer Relief Fund

The Technical Committee has set the following eligibility criteria:

- Applicants must be Fairtrade certified organizations (SPOs, HLOs or CP) with a valid Fairtrade certification status or permission to trade status during the time of submission;

- Applications focus their actions on tackling emergency and relief challenges faced due to the COVID-19 crisis;
- Application is signed by the legal representative of the producer organization (e.g. Chair of the Board, The Chief Executive Officer etc.);
- Fairtrade sales have dropped because of termination of orders/contracts from buyers
- Producer Organizations are unable to meet demand for Fairtrade certified produce due to impact of lockdowns on farmers' and workers' working hours;
- Fairtrade sales have dropped due to the impact of movement restriction on the transport and export of goods;
- Production volumes have been affected by lockdown impact on planting or harvesting

2.2 Relief Fund Coordination

FTA has constituted a dedicated **COVID-19 Technical Committee** comprising Heads of Regions, Product Managers, Strategy and Impact Director, Programmes Director, Finance Team & Communications and PR. This committee will:

- a) Receive, review and approve applications from Producer Organisations for funding;
- b) Assess and prioritize COVID-19 response intervention applications from Producer Organisations using a set eligibility and assessment criteria, and make recommendations for disbursement;
- c) Receive financial and narrative reports for activities implemented by Producer Organisations with approved funds;

The COVID-19 Technical Committee is chaired by the Programmes Director and meets weekly.

2.3 The Relief Fund Budget

Currently investments into the **Fairtrade Africa Producer Relief Fund** stream have been made by Fairtrade Africa, Fairtrade International, National Fairtrade Organisations, Commercial Partners and from repurposed on-going projects activity funds. Fairtrade Africa continues its fundraising efforts to grow the COVID-19 Relief Fund.

2.4 Implementation Period

Fairtrade Africa Producer Relief Funds must be spent and accounted for within three (3) months of receipt.

2.5 Application

Complete the **Fairtrade Africa Producer Relief Fund** Application Form and submit via email to the following email address relief@fairtradeafrica.net

In the subject line indicate *Application to the Fairtrade Africa Producer Relief Fund* and indicate your region either ECAN, MENA, SAN or WAN

Address the application to following:

- Fairtrade certified producers from East and Central Africa Network Attn: **Lorraine Munyendo**
- Fairtrade certified producers from Middle East and North Africa Region attention: **Zachary Kiarie**
- Fairtrade certified producers from Southern Africa Network Attn: **Ricardo Shumi**
- Fairtrade certified producers from West African Network Attn: **Richard Amponsah**

Download The Application Form Below

[Fairtrade-Africa-Producer-Relief-Fund_Application-Form.docx](#)

NB: The COVID-19 Technical Committee will assess the applications and - if the thresholds are met and the application is accepted – we will propose an amount within the constraints of available budget, to be approved, before it can be paid out.