



RECOVER AFRICA PROJECT

PRODUCER FUND BRIEF



A RECOVER Africa Project Initiative

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WHO WE ARE

Established in 2005, Fairtrade Africa is the independent non-profit umbrella organisation representing all Fairtrade certified producers in Africa. Fairtrade Africa is owned by its members, who are African producer organisations certified against international Fairtrade standards producing traditional export commodities such as coffee, cocoa, tea, cotton, bananas, mango and non-traditional commodities including shea butter and rooibos tea.

Currently, the organisation represents over 1,050,000 producers across 33 countries in Africa.

We work through primary structures such as product groups, country partnerships and regional networks which enable members to have a strong voice in the governance and management of the organisation. We operate four regional networks:

Eastern and Central Africa Network (FTA-ECAN) based in Nairobi, Kenya; **West Africa Network (FTA-WAN)** based in Accra, Ghana and **Southern Africa Network (FTA-SAN)** based in Cape Town, South Africa. We also have a network in Middle East and North Africa region. Fairtrade Africa secretariat is located in Nairobi, Kenya.

Fairtrade Africa is currently implementing programmes that focus on women empowerment, workers' rights, living wage & living income, gender awareness, child protection and climate change. Some of the partners who have supported these projects include: **Fairtrade International, Fairtrade MaxHavelaar, Coop, Swiss State Secretariat for Economic Affairs (SECO), Swiss platform for sustainable Cocoa (SWISSCO), Danish International Development Agency (DANIDA), Finnish Ministry of Foreign affairs, European Commission (EC), Fairtrade Foundation and Dutch Postcode Lottery.**

Fairtrade is about better prices, decent working conditions and fair terms of trade for farmers and workers.



REACH:

The project's short term aim is to reach 255,485 members of 129 Fairtrade Certified Producer Organizations (POs) in 9 countries in Africa, which represents 25% of Fairtrade-certified producer organisations in each country and 25% of their respective farmer members or workers in those organisations.



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RECOVER AFRICA PROJECT PRODUCER FUND BRIEF

Fairtrade's RECOVER Africa Project Producer Fund is a three-month initiative funded by the German Development Agency (GIZ) and managed by **Fairtrade Africa**. The goal is to mitigate the impact of the COVID-19 pandemic on Fairtrade producers' health, wellbeing, and economic sustainability.

The specific objectives are:

1. To support producer organisations (PO) provide immediate relief to and support prevention of the further spread of the COVID-19 pandemic on at-risk producers and their wider communities in Africa;
2. To support producer organisations, implement short term resilience interventions on food security and income generation for their members.



PRODUCER FUND & ADMINISTRATION:

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The RECOVER Africa Producer Fund is a **Euro 2 Million** relief and economic recovery fund as a response to COVID-19. Producer organisations applied to the fund with their own suggestions, prevention and mitigation activities for implementation by producer organizations before the end of February 2021. The fund's administration is based on the mechanisms already established by Fairtrade Africa - including procedures regarding eligibility, selection of proposals, and oversight.



FTA has constituted a COVID-19 Technical Committee, which reviews and awards funding to producer organizations that meet the eligibility criteria. Awards are on one or both of the two funding streams: the “Producer Relief and Emergency Fund” and the “Producer Economic Recovery and Resilience Fund.”

The interventions supported target short-term prevention and relief measures and support for economic resilience and recovery, thereby contributing to the fund's specific project objectives.

1. Relief and Emergency support includes initiatives to prevent the further spread of

COVID-19 in local communities and protect frontline workers and farmers. Approved producer organizations project ideas include PPE (masks, temperature guns) provision, hand washing stations, and food rations. Other relief support approved include short term resilience projects such as food security through wooden greenhouses for vegetable farming for distribution to worker's/ farmers members for free or at subsidized costs (to cover production/maintenance).

Ideas for localized hygiene/ health prevention products such as PPEs (masks, gloves), sanitizers and handwashing soap themselves for use at

producer organizations level and additional income to some community members.

Awareness-raising to prevent the spread of COVID-19, gender-based violence, and child labour risks that have been aggravated by the crisis.

2. Economic Recovery and Resilience Initiatives

range includes food security, health and safety initiatives, agribusiness, initiatives to diversify the product range and target markets, diversify income sources, value addition initiatives, and initiatives adapt route-to-market such as finding new outlets for their products or digital platforms.

ROLES & RESPONSIBILITIES:

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The producer organisations will adhere to all guidelines provided to improve the accountability and provide a report on fund utilization – with evidence such as photos, case studies, and beneficiaries' testimonies.

The producer organisation is expected to handle and account for funds the same way the Fairtrade premium is managed with proper bookkeeping and oversight systems and undergo regular controls through the independent FloCERT audits. FloCERT will cover a sample of audited producer organisations that benefited from the producer fund, throughout the following period, by checking on the use of funds during their regular Fairtrade-audit cycles.

The producer organisations will be directly responsible for the coordination and effective delivery of the project by February 2021.

In-kind contribution from producer organisations are expected, such as land for producer organizations benefiting from wooden greenhouses for vegetable farming, demo gardens, among others.

FTA may, from time to time, select the producer organisations to participate in documentation of case studies, messaging, photos, videos & learning as generated by the project, or training on income diversification and setting up farms of excellence for learning.

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