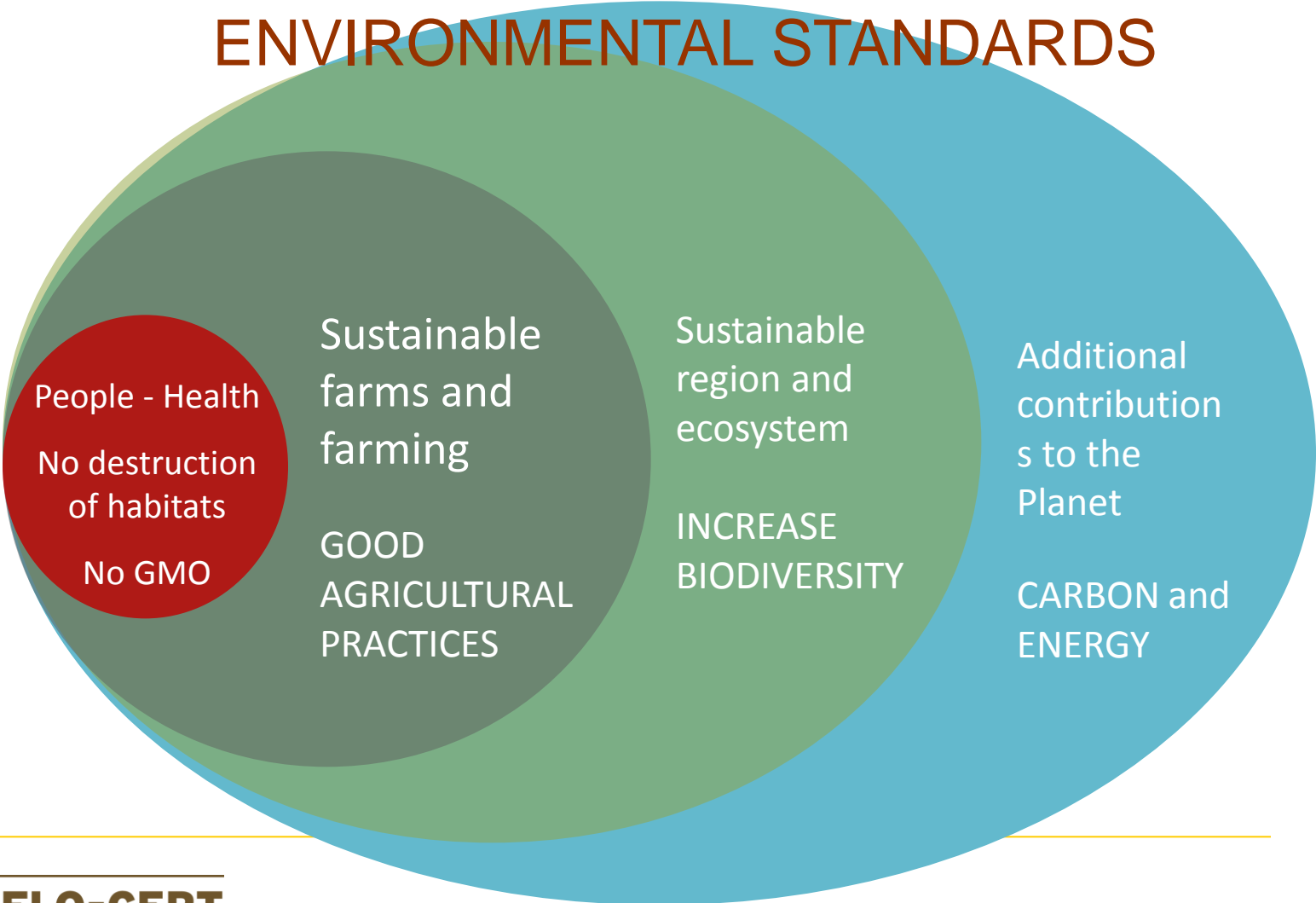




FROM OFFSETTING TO INSETTING – MAKING CARBON WORK FOR SMALL FARMERS

CERTIFYING AGAINST FAIRTRADE ENVIRONMENTAL STANDARDS



WHAT DO WE WANT TO ACHIEVE?

1. Identify potential projects to raise climate change resilience
2. Support these with cost efficient systems for carbon accounting/ data generation
3. Generate additional income for producers through *Insetting*



DATA COLLECTION AND COLLATION

- Performing base-line scoping for a Water Footprint at farm level
- Mapping agricultural practices on farm level
- Calculate the carbon footprint of specific Fairtrade certified products, organisations or trade chains

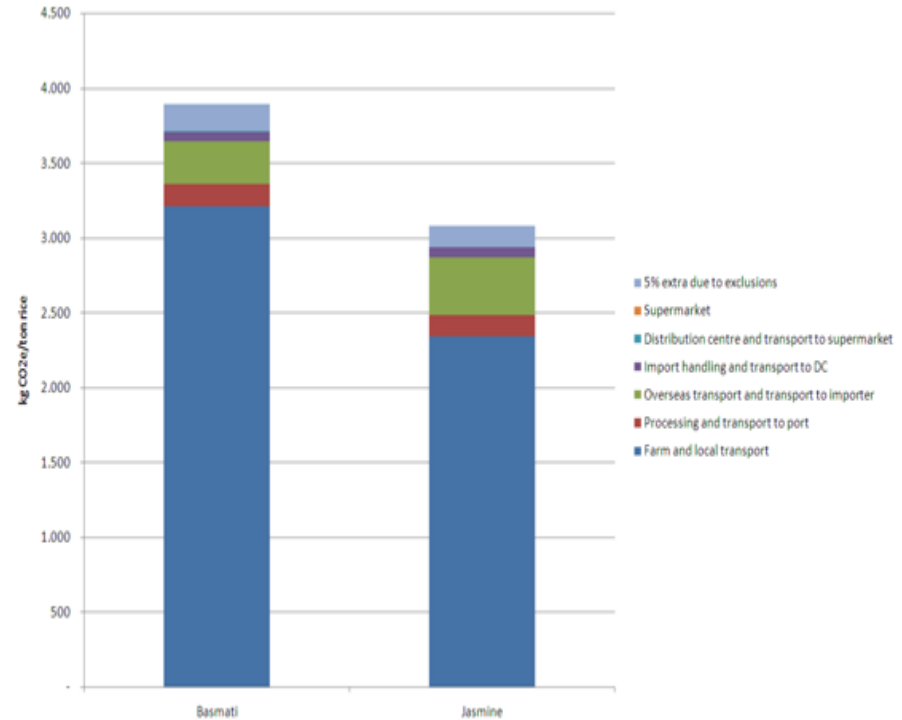


PRODUCT CARBON FOOTPRINT ASSESSMENTS

PCF Assessments* completed for:

- Rice from India and Thailand
- Flowers from Kenya and Ecuador
- Coffee from Nicaragua and Peru
- Coffee from Tanzania
- Tea from Kenya and India
- Bananas from Peru, Panama, Costa Rica, Ecuador

*Mostly cradle to gate, but also up to farm gate/import level PAS 2050 assessments



CARBON INSETTING

- We challenge buyers to re-direct off-setting investment into projects in own supply chain
- *Insetting* is investing in projects that have an adaptation outcome in a product supply chain
- Advantages of *Insetting* projects on farm level:
 - Increased resilience against Climate Change
 - Reduced carbon footprint of the product being produced (e.g. through yield increases)
 - Additional income for producers
 - Buyers secure their own supply
 - Buyers get Carbon Credits with a real meaning

WHAT DOES THAT LOOK LIKE IN PRACTICE?

- **Reforestation**
West/East African Cocoa
and Coffee
- **Household water purification**
East African Flowers
- **Cleaner household energy**
Sub-Saharan Africa,
Uganda
- **Cleaner solar energy in
production**
Sub-Saharan Africa, Madagascar



IN SUMMARY

- FLO-CERT identifies with producers/communities their climate change resilience needs and potential projects to address these.
- FLO-CERT uses a number of tools to collect and collate carbon data that producers/communities can use to report on impact.
- FLO-CERT facilitates matching producers/communities with partners who can deliver proven projects to meet these needs.
- FLO-CERT leverages support, funding and recognition within the supply chain via a unique concept of **INSETTING** = investing in the supply chain for improved food security, sustainability, resilience to climate change and incomes to producers.

THANK YOU

