

PROMOTING SCP IN SOUTH AFRICAN AGRICULTURAL VALUE CHAINS

BACKGROUND

Fairtrade is the world's leading ethical and sustainable certification system for agriculture, benefitting farming communities and MSMEs. The Fairtrade model directly and indirectly contributes to inclusive and green economic growth leading to decent work, poverty reduction and - in the South African context - addressing the legacies of apartheid including persistent social inequality and economic exclusion. The action will promote environmentally and socially responsible consumption and production as a means to generate green and inclusive economic growth, create decent working conditions, encourage sustainable agriculture and trade and ultimately reduce poverty in Africa.

OBJECTIVES

The overall goal of this action is to champion a crosssectoral Sustainable Consumption and Production (SCP) model in South African agriculture through Fairtrade by investing in policy advocacy, public and private consumer education, and the creation of new Fairtrade certified value chains. An existing partnership with other eco/social labels, known as Power of You (POY), will be strengthened to promote sustainable lifestyles more broadly. The action emphasises the pivotal role of education and lobbying in influencing key decisionmaking actors and recognises market and consumer demand as a necessary prerequisite, or incentive, for the growth of sustainable production. The action's primary focus is on agricultural value chains in South Africa with linkages to other sectors and the African region more generally are key elements of implementation.

ACTIONS

- » Strengthen the capacity of public institutions to develop SCP in the South African agriculture sector.
- » Educate public and private consumers about sustainable agricultural practices and, through partnership with other eco/social labels, promote sustainable lifestyles more broadly.
- » Improve accessibility to Fairtrade certification for Micro, Small and Medium Sized Enterprises (MSMEs).
- » Transfer knowledge and models regionally and globally.

FAIRTRADE LABEL SOUTH AFRICA (FLSA)

PARTNER:

Power of You Partnership (POY)

LOCATION:

South Africa

Budget



\$250,000.00

Timeline



30 Months