

Organic & Fairtrade Competence Centre (OFTCC)

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Project objective:	The competence centre shall pro-actively contribute to the development of the OFTC sector and provides the stakeholders with competent and relevant services in the fields of knowledge management, value chain and market development, and networking and public relations. These services shall facilitate the consolidation and expansion of existing OFTC projects and the development of new initiatives. They shall help reduce development costs and improve the performance of these projects.		
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Project start:	2004	Phase duration:	4 years (2008-2011)

Abbreviations

BAFU	Bundesamt für Umweltschutz (Ministry of Environment)
CC	Competence Centre
CMDT	Companie Malienne de Développement de Textiles
CoP	Community of Practice
FiBL	Research Institute for Organic Agriculture
FLO	Fairtrade Labelling Organisations
HEKS	Hilfswerk der Evangelischen Kirchen der Schweiz
ICAC	International Cotton Advisory Council
ICCO	Interchurch organisation for development co-operation
IFOAM	International Federation of Organic Agriculture Movements
IMO	Institute for Market Ecology
ITC	International Trade Centre
KM	Knowledge Management
OC	Organic Cotton
OE	Organic Exchange
OFTCC	Organic & Fairtrade Competence Centre
OFTC	Organic and fair-trade commodities
PPP	Public-private partnership
SDC	Swiss Agency for Development and Cooperation
SECO	State Secretariat of Economic Affairs
UNPCB	Union Nationale des Producteurs de Coton Burkinabé

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1 Overview of the competence centre's mandate

The competence centre (CC) pro-actively contributes to the development of the OFTC sector and provides the stakeholders with competent and relevant services in the fields of knowledge management, value chain and market development, and networking and public relations. These services shall facilitate the consolidation and expansion of existing OFTC projects and the development of new initiatives. They shall help reduce development costs and improve the performance of these projects. Stakeholders in this sense include producers, project organizers, traders, processors, distributors, NGOs, relevant government agencies, media, and consumers.

The encouraging results achieved with cotton and its rotation crops (e.g. sesame, shea nut) call for a transfer of the gained experience to other commodities. The market shows a particular interest in organic and fairtrade cocoa from smallholder projects. The CC has therefore taken up cocoa as a new focus commodity, in collaboration with interested private sector actors, other donors and other NGOs. Nevertheless, the organic and fair-trade cotton sub-sector is still in an initial and highly dynamic stage. Further efforts are needed to optimize value chain management, to facilitate the involvement of new stakeholders, and to consolidate market growth.

In the second phase, the activities of the competence centre accordingly shifted from “preparing the ground” to “consolidation, up-scaling and transferring the know-how to other commodities and players”. The following focus areas are being pursued:

- Knowledge generation and management: development and transfer of know-how (on project design, production systems, internal control and quality management systems, value chain management etc.) to organizers and value chain actors of new and existing OFTC value chains;
- Value chain and market development: facilitating the development of new OFTC value chains (particularly cocoa), coordinating stakeholders along new and existing value chains (links between production, processing, trade, and retail; facilitating access to finance), and developing new markets for OFTC;
- Sensitizing stakeholders and aligning initiatives: promoting the OFTC approach and coordination with related initiatives.

The “value added” of the competence centre is that it offers the necessary concepts and know-how to reduce market entry costs for new players and thus can substantially contribute to the consolidation and up-scaling of the successful approach of stakeholders along a value chain who have similar interests.

2 Development of the context

Even during the economic crisis, the global markets for organic and fairtrade products have been growing, though at slower pace. Mainstream chocolate producers like Ritter, Mars and Halba are increasingly sourcing cocoa from sustainable production including organic and fairtrade. Awareness raising campaigns on child labour issues have also mobilized large cocoa traders to look into labelled production.

At the cotton front, some large retailers like C&A and Walmart successfully launched their organic cotton textile lines. At the same time, global organic cotton production has strongly increased, resulting in a considerable oversupply. As a result, price premiums for organic cotton have collapsed. According to various experts, one can expect that some of the new initiatives will again step out of organic cotton, as they did not get the expected premiums, and certifiers are likely to be

stricter in future. Already in 2008/09, growth in organic cotton production came down to 28%, compared to 153% in the previous season.

In response to the temporary oversupply, the producer organisations supported by SECO, Helvetas and ICCO decided to halt further expansion of the production until market demand recovers. They intensified their efforts to diversify their production and to engage in value addition, resulting in additional income from marketing of crops like sesame and shea. At the same time, producer organisations are increasingly getting active in finding market partners for cotton and other crops.

In 2009 the topic of potential GMO-contamination in organic cotton was high on the agenda. Cases in India caused certifiers to tighten the certification requirements, demanding that more samples are taken for analysis. Newspaper articles on allegedly large-scale fraud in India turned out to lack substance. Nevertheless, the industry is now highly sensitized on this issue and is looking for ways to reduce contamination risk.

Besides organic and fairtrade, other sustainable commodity initiatives are being promoted. The Better Cotton Initiative (BCI) has elaborated minimum criteria and is expecting a first Better Cotton harvest in 2010. Cotton made in Africa is currently elaborating a verification system for its criteria. The Dutch Sustainable Trade Initiative attempts to promote sustainability within mainstream commodity markets. In cocoa, Rainforest Alliance and Utz Certified are increasingly gaining market shares. Although these initiatives do not reach as far as organic and fairtrade, they are worthwhile moves of mainstream commodity trade into the direction of more sustainability. For farmers, engaging in one of these initiatives can eventually become a stepping stone to organic and fairtrade.

3 Project Progress

3.1 Achieved impact and outcomes

The following paragraphs describe the achieved impact and outcomes of the work of the competence centre concerning the key performance indicators defined in the Logframe, as far as an intermediate assessment is possible.

A coincidence of strongly increased organic cotton production in India and a slow down in demand due to the economic crisis lead to temporary oversupply in the global organic cotton market. As a response to this situation, growth in the organic cotton projects supported by Helvetas was halted. At the same time, organic and fairtrade cocoa and coffee production increased. Altogether about 15'000 farmer families participated in projects supported by the OFTCC in 2009.

Although strong competition from India made it more difficult to sell the cotton in 2009/10, new companies became commercial partners of the organic cotton producer organisations (Canoram, TK Maxx, DevCot), and further ones indicated interest to join. Substantial volumes of crops associated to cotton could be produced and sold in the organic market, especially shea nuts (560 tons), sesame (300 tons) and sunflower (80 tons), thus adding to farmers' incomes. The total trade volume of products emerging from the ten projects directly supported by the OFTCC in 2009 is estimated at CHF 4-5 Mio.

In order to rigorously assess the impact of organic cotton projects on the farmers' livelihoods and incomes, two studies on the projects in Burkina Faso and Kyrgyzstan have been conducted by the Centre for Development and Environment (CDE), University of Berne. The results show that in both

countries profits in organic cotton production are about 30% higher than in conventional farms. In addition, farmers benefit from lower financial risk / indebtedness, better health and food security, and improved soil fertility.¹

The OFT value chain approach has been successfully promoted among key development actors (e.g. GTZ, EC Commission, ICCO, Rabobank Foundation) and companies and is used for developing new initiatives. A new Organic Business Guide has been developed in collaboration with ICCO, Agro Eco and IFOAM which is expected to help improve quality, increase efficiency and thus reduce costs of organic and fairtrade value chain initiatives. An international training workshop on organic and fairtrade value chains held in Benin in collaboration with ICCO contributed to build capacities among senior staff of organic and fairtrade production initiatives. The transfer of experiences gained in organic cotton to cocoa has been initiated with the launch of the organic cocoa programmes that started in 2009 in Honduras and Vietnam. Consultancy missions and support to projects in Benin (pineapple) and Nepal (coffee) contribute to improved incomes among the involved farmers. Altogether, OFTCC supported through these activities around 20 organic and fairtrade production initiatives.

In order to broadly promote the organic and fair-trade cotton value chain approach in the textile industry and to boost the demand of the commodity worldwide, the World Congress on Organic Cotton was organised in Interlaken (21 to 25 Sept. 2009) in collaboration with several partners including Organic Exchange, SECO, ITC, IMO, Max Havelaar, ICCO and Solidaridad. The event attracted 365 participants from 50 countries, contributing to the recognition of OFTCC as a competent partner at the international level and promoting the topic prominently. The event resulted in several new business partnerships and new projects initiatives among participating companies and organisations.

The public Swiss organic and fair-trade cotton campaign “Ask for organic / fair trade when buying T-Shirts, too.” was successfully realised, attracting broad attention in the Swiss public, and giving prominence to the topic. International partner organisations (i.e. Organic Exchange) are showing interest in implementing the same campaign in other European countries, which offers an international multiplier opportunity.

3.2 Results versus expected outputs

The following table provides an overview of the main results achieved in 2009 in relation to the expected outputs planned in the project document. They are discussed in the next chapter. Complementary to this, Annex 1 provides an overview of the main activities and events implemented in 2009.

Table 1: Expected outputs and results achieved by the competence centre in 2009.

Objectives	Expected outputs (for phase II)	Results achieved in 2009
1) Knowledge and information management	1.1 Information on key issues related to OFTC gathered and disseminated	<ul style="list-style-type: none"> • Key documents on OC compiled, library consolidated • Libraries accessible on www.organicandfair.org and www.organiccotton.org

¹ See <http://www.organicandfair.org/oftcc/Publications/Publications.php>

		<ul style="list-style-type: none"> • Photo archive completed; selection available at www.organiccotton.org
1.2	Efficient organic management systems identified and documented	<ul style="list-style-type: none"> • Production and financial planning tools developed and accessible at www.organicandfair.org • Organic business guide elaborated and published • Database tool refined and introduced in Mali, Burkina Faso and Benin
1.3	Information and guidance provided to OFTC initiatives (on request)	<ul style="list-style-type: none"> • Provided general information on OFT to numerous requests • New info-line established (info@organicandfair.org) and used • International workshop on organic and fairtrade value chains with 35 participants successfully implemented in Benin; experience sharing among practitioners; capacities in VC management strengthened • Mid-term evaluation of organic pineapple project conducted in Benin (internal consultancy mandate); recommendations provided on future orientation of the project • Guidance in planning organic cocoa projects in Honduras, Ghana and Vietnam; support in developing project documents • Support in certification issues to Burkina Faso and Kyrgyzstan; obstacles to certification successfully eliminated • Support to planning an organic value chain project in Tajikistan; improvement of project document • Strategic review of organic coffee project in Nepal (internal consultancy mandate), recommendations provided on future intervention strategy of the project
1.4	Updated data on OFTC production, stakeholders and markets	<ul style="list-style-type: none"> • Current data and figures on production (volumes, producers), sales (quantities, qualities, price and markets) and certification (FT-premium) gathered and disseminated to media, consumers and partners • Database on stakeholders updated, categories defined; used for providing targeted information to stakeholders
1.5	Community of Practice for organic/FT-cotton developed	<ul style="list-style-type: none"> • Community of Practice on organic cotton launched; more than 200 registered members • 4 online discussions facilitated (during at least 4 weeks each) with active contributions by 55 participants; key conclusions documented and made accessible • Support to and background moderation of registered members (info@organiccotton.org)
1.6	Information exchange with and between OFTC projects ensured	<ul style="list-style-type: none"> • Face to face meeting of the organic cotton community held in Interlaken with 70 participants; discussion of topics identified during the online-dialogues; getting to know each other / networking • Experience sharing sessions during the OFTVC workshop in Benin
1.7	Independent web site developed in collaboration with other stakeholders	<ul style="list-style-type: none"> • Web platform www.organiccotton.org launched, which also serves as base for the CoP • Content available in English, German, French and Spanish • In the first six months in average 1375 visitors per month

		<ul style="list-style-type: none"> • Advertisements of 5 companies
	1.8 Monitoring system for the organic textile share in Switzerland	<ul style="list-style-type: none"> • Share of organic cotton in Swiss cotton mass flow calculated for 2008: 5%
2) Value chain and market development	2.1 Coordination of organic/FT value chains and partnerships	<ul style="list-style-type: none"> • Stakeholder meeting conducted in Interlaken with 40 participants, including stakeholders from West-Africa and Central Asia; challenges in the OC market and suitable strategies discussed • Trade finance for Kyrgyzstan organized with Triodos (NL), allowing BioFarmer to purchase the majority of the produced organic cotton • Feedback provided to the investment tool developed by ResponsAbility (work in progress)
	2.2 Strategies for new OFTC value chains developed	<ul style="list-style-type: none"> • Discussions with potential stakeholders of organic cocoa programme (Ritter, Coop/Halba, Rabobank Foundation); commitment strengthened to engage in OFT cocoa value chains • Support to develop organic cocoa project documents for Ghana • Donor support for organic cocoa projects in Vietnam, Honduras and Ghana ensured (Rabobank Foundation, Coop, GTT Ghana, Ford Foundation). Supporting funds for Indonesia and Ivory Coast are likely • Proposal submitted to EU commission in collaboration with FiBL to research/improve the potential of organic farming for adaptation to climate change (EuropeAid tender)
	2.3 New stakeholders (processing, trade) mobilized for OFTC	<ul style="list-style-type: none"> • Potential public buyers of organic and fair-trade cotton identified in the health sector: Inselspital Bern, Spital Zofingen. Nursing homes of Zurich are procuring organic & fair-trade work wear • New commercial partners associated in the organic cotton programmes: TK Maxx, Armorlux, Canoram. Further companies are interested (e.g. Armstrong, Evideniz, Sanko, Otto Spinning) • Companies interested in partnering in the organic cocoa programme identified (Ritter, Coop/Halba, Ecoidées) • Buyer for long staple cotton in Tajikistan identified • Links between POs and potential partners for rotation crops and other crops established: Claro, Maviga, Erboristi Lendi, Lebensbaum, Fabulous Food etc.
	2.4 Market intelligence and know-how to potential buyers of OFTC provided (as per demand)	<ul style="list-style-type: none"> • Sustainable public textile procurement symposium realized in Solothurn, 18 May 2009. Result: Nursing homes Zurich launch an organic & fair-trade procurement project; new companies invest in organic & fair (i.e. Hüsler AG). • Study on climate footprint of organic textiles for the City of Zurich (consultancy mandate), demonstrating how procurement of organic cotton can contribute to mitigate climate change • Elaboration of environmental performance sheets (EPS) for textile products on behalf of BAFU (consultancy mandate); the tool shall contribute to more sustainable public procurement • Support to Swissmill in sourcing organic quinoa and amaranth for the Coop pasta lines

		<ul style="list-style-type: none"> • Market survey in Switzerland for dried pineapples from Benin (Migros, Coop, Varistor, Gebana, BioPartner, Pakka); potential buyers and requirements identified • Product sheets developed for cotton and rotation crops; template available online
	2.5 Markets and value chains for OFTCs developed	<ul style="list-style-type: none"> • Support in identifying buyers for organic shea, sesame, mango, pineapple, rice, MAPs, sunflower; various trade contacts facilitated • Participation of producer organisations from W-Africa at the European Fair Trade Fair in Lyon facilitated; new potential clients • Support of producer organisations from Mali and Kyrgyzstan at Biofach 2009 (in collaboration with SIPPO); linking them with potential buyers • Market place during OC Congress in Interlaken with numerous networking opportunities; new trade contacts established

3) Sensitizing stakeholders and aligning initiatives	3.1 Events in order to promote OFTC	<ul style="list-style-type: none"> • World Congress on Organic Cotton implemented with 350 participants (Interlaken Sept. 2009); various associated meetings (FLO, Organic Exchange, Made By), fashion show, excursions, market place, interactive knowledge sharing; participants broadened their knowledge and networks; critical issues discussed and documented (social reporting with blogs and blibs) • Workshop on promoting fairtrade cotton within the European Fair Trade Fair (Lyon, October 2009); inputs to discussions •
	3.2 Approach and achievements communicated (media work)	<ul style="list-style-type: none"> • Media campaign on organic cotton implemented in collaboration with Helvetas C&F and with co-funding by private sector; well received by the public • Inputs to Swiss television emission (Kassensturz) about the social problems in the cocoa value chain (information and local contacts) • Contribution to / mention in various newspaper articles, radio broadcasts and TV reports
	3.3 Approach promoted in meetings, workshops and events	<ul style="list-style-type: none"> • OFTC promoted at: NATUR (Basel), Sustainable Textile Forum at Biofach (Nuremberg), Ethical fashion workshop of University of Zurich (paid mandate), SOLA (Zurich), ICAC annual meeting; awareness created • Input to supplier meeting of the Swiss dye house Cilander • Contribution in the OE annual meeting (Seattle); sharing results of the Interlaken congress
	3.4 Coordination with other networks and initiatives	<ul style="list-style-type: none"> • Organic cotton aspects fed into the results of the SEEP panel of the ICAC (presented at Annual meeting in South Africa) • Participation in the working group on the revision of public procurement regulations; statement to public consultation • Guidance to UNIDO initiative on local textile processing in W-Africa • Participation in IMO Steering Committee; audit (paid mandate)

		<ul style="list-style-type: none"> • Participation in review of Contract Production Standards by FLO
4) Management	4.1 Business strategy for the Competence Centre developed	<ul style="list-style-type: none"> • Discussion of the concept and strategy of the OFTCC with the Steering Committee; principles defined • Conditions for contributions from leverage fund refined
	4.2 Planning, monitoring and steering optimized	<ul style="list-style-type: none"> • Steering committee for the OFTCC launched, ToR defined; two meetings held; inputs to the strategic development of OFTCC received • Detailed activity plan and budget for 2010 developed
	4.3 Proactive marketing of services	<ul style="list-style-type: none"> • Acquisition of new mandates from private sector, public agencies (City of Zurich, BAFU) and development agencies (ICCO) with a total volume of approx. 124'000 CHF in 2009 • Acquisition of several mandates to be implemented in 2010

4 Analysis of results and challenges to be addressed

In the following sections, selected results of 2009 are briefly discussed and challenges to be addressed in 2010 are identified. A detailed plan of activity for 2010 is given in Annex 2.

4.1 Developing efficient management systems and business models

Concepts and tools developed so far have been shared and further developed in an exchange and training workshop conducted in Benin in April 2009 in collaboration with ICCO. The tools have been finalized and made available as general templates in French and English at www.organicandfair.org and www.organiccotton.org. The database tool for West-African producer organisations has been finalized and introduced in Mali, Burkina Faso and Benin.

The workshop in Benin also served to further develop the concept of an organic and fairtrade value chain guide that was developed in 2009 in collaboration with ICCO, AgroEco and IFOAM. The Organic Business Guide was finalized in an extensive review process and will be launched during Biofach 2010. It provides practical guidance and tools for cooperatives, companies and organisations involved in setting up or managing organic value chains with smallholders. An interactive version of the guide has been set up at www.wikibooks.org. The French version will be ready by end of March 2010.

As in previous years, the CC continued being a contact point to provide information and advice on organic and fairtrade commodity value chains for a wide range of interested public: media, consumers, schools, research institutions, GOs and NGOs, as well as for the private sector (particularly textile and food processing industry). The following consultancy missions were conducted (Helvetas internal consultancies):

- Mid-term review of organic pineapple project in Benin
- Strategic review of organic coffee programme in Nepal

As the services of the OFTCC have not yet been promoted, and the organization of the World Congress on Organic Cotton absorbed more manpower as expected, no consultancy mandate was acquired from another development organisation. In 2010, consultancy missions are planned to Indonesia (cocoa), Kyrgyzstan (cotton), Ghana (cocoa) and Nepal (coffee). In addition, the CC will strive to acquire at least one new consultancy mandate from another development cooperation agency.

4.2 Community of Practice on organic cotton and knowledge sharing platform

The Global Organic Cotton Community Platform has been launched in June 2009 in the frame of the UN Year of Natural Fibres. The platform is a joint project by ICCO, SECO, Organic Exchange and the OFTCC and has been created for active members of the global organic cotton community to share conversations, knowledge and information about organic and fair-trade cotton.

The new knowledge sharing tool for the organic cotton sector was made public within the network of OE and OFTCC (via printed and electronic flyers), promoted via web banners and presented at several fairs and events such as Innatex in Germany, the OE Sustainable Textile Conference in Seattle, the World Congress on Organic Cotton in Switzerland amongst others.

The first face-to-face meeting of the Global Organic Cotton Community took place in the frame of the World Congress on Organic Cotton in September in Interlaken, Switzerland. About 70 participants attended the meeting, discussed and further developed topics which stemmed from the online dialogues.

During 2009 four facilitated discussions had been held about “supply and demand on organic cotton”, about “harvest estimates”, about “water consumption in organic cotton production” and about “non GM seed availability for organic cotton production”. The dialogues lasted about 4 to 7 weeks each and involved representatives of all positions within the textile value chain. Summaries of all discussions are accessible via the online library on www.organiccotton.org.

Until end of 2009, 215 members registered for the online discussions, and about 55 of them actively contributed to the online dialogues. Meanwhile the web platform counts about 1450 visitors monthly with an upward trend.

4.3 Organic and fairtrade cocoa programme

The cocoa programmes started in Vietnam, Ghana and Honduras with the support of Coop, Ecomercados, Ford Foundation and Rabobank Foundation. The necessary design and planning discussions for realizing support by the SECO WEHU were carried out together with a broad range of stakeholders in order to enlarge the programmes substantially in 2010.

The programme in Vietnam could successfully engage the local governments of the provinces Ben Tré and Tien Giang. They will contribute their own extension workers and thus the corresponding remuneration to conduct the monitoring and trainings on farmer level. The programme thus can focus on the capacity building of the existing extension system rather than developing a new one. This step supports the institutional set-up of the value-chain significantly.

In Honduras the first batches of Criollo cocoa from the natural conservation area of Patuca could be produced. Halba and Helvetas realized practical tests for the post-harvest and fermentation processes and implemented first steps for optimization. If all runs well the public launch of the product will be due in April 2010.

The main challenge in the cocoa sector is the public over-emphasis of the child labour issue as compared to many other critical sustainability issues in the cocoa production. Similar as in cotton one can notice a certain proliferation of standards that differ only in minor items. Thus there is a need for impulses to harmonize and align these activities. The OFTCC sees good opportunities to contribute to this alignment and harmonization steps by developing efficient and farmer oriented internal control systems that can comply with organic and fair trade regulations, but also include

adherence to other standards. The necessary working steps are key aspects on the OFTCC agenda in 2010 and 2011 and will also be elements in the cocoa programmes in the countries mentioned above.

4.4 Value chain and market development

As expected, the substantial growth in global organic cotton production, the availability of stocks at the level of some processing companies, and the withdrawal of Marks & Spencer lead to difficulties in selling the West-African organic and fairtrade cotton production of 2008/09.

Although several companies expressed interest in partnering with the producer organisations, and some new buyers committed to purchase volumes, purchase confirmation from buyers was still pending for about 30% of the production by end of 2009. Nevertheless, all farmers received the organic-fairtrade price for their production. This was possible due to finance provided from the local producer organisation (UNPCB in Burkina Faso), cotton societies (CMDT in Mali) and trade finance (Triodos for Kyrgyzstan).

During the World Congress on Organic Cotton, a stakeholder meeting was held, for the first time involving participants from West-Africa, Asia and Latin America. The main topic discussed was the difficult situation in the global organic cotton market and possible strategies to enlarge volumes of sales.

The OFTCC facilitated a workshop within a one-day meeting on green public purchase organized by SANU. It assisted the BAFU in developing environmental performance sheets (EPS) for textile products. A model EPS was developed and tested by companies and public buyers. EPS for 4 products will be finalized by March 2010.

4.5 Sensitizing stakeholders

The UN Year of Natural Fibres 2009 provided an occasion to promote OFT cotton broadly by means of a big national sensitising campaign, a world congress on organic cotton, and a symposium on sustainable public textile procurement.

The national campaign was set-up as a joint initiative between Helvetas and private partners with the aim to increase the consumption of organic and fair trade textiles significantly on the national level. The main sponsors were SECO, Coop, Switcher and Max Havelaar. Hess Natur, Fair Wear Foundation, Claro, Swiss Textiles and the City of Zurich were secondary sponsors. With a total budget of 0.5 million CHF the campaign created an advertising pressure of 1.5 million CHF, resulting in high publicity and wide recognition among the Swiss public. Contents, slogans and visual materials had to be developed in very short time in early 2009. The campaign was then launched in April 2009, adding a second publicity wave in September 2009. The campaign included 1500 billboards with three subjects (salad, banana, apple made out of textiles) distributed all over Switzerland; 220 advertisements in main Swiss newspapers and magazines; 135'000 printed campaign flyers; several activities at points of sale of partner companies; a series of online ads; a face-book group; and a campaign website (www.bio-fair.ch) with a map-based search tool for stores that offer organic and fair trade cotton products. By the end of 2009 more than 1500 organic & fair-trade stores and selling points had registered. Furthermore, 64 reports and articles were published in Swiss print and online media.

The World Congress on Organic Cotton (Interlaken, 21-25 September 2009) was organized in collaboration with Organic Exchange, Institute for Market Ecology (IMO), International Trade Centre

(ITC) and Max Havelaar, and was sponsored by Remei AG, Switcher, ICCO and Solidaridad, among others. The agenda included more than 30 workshops and plenary sessions, a market place for companies, a big fashion show presenting organic cotton collections of four designers (including renowned names like Peter Ingwersen), flash presentations, a gala dinner and excursions. The agenda setting and selection of speakers and moderators was realized in a participatory way with partners – a fruitful but time consuming process. Key agenda topics included cost price efficiency, reduction of certification costs, harmonization of standards and certification, improved GMO monitoring, OFT cotton in high fashion, and climate change among others. Active knowledge sharing was one of the key concepts of the congress. Apart from diverse networking platforms, most workshops applied interactive methodologies such as the Fish Bowl, World Café or Talk show format, thus providing diverse platforms to participants to bring in their expertise.

365 representatives from 50 countries participated in the congress, including 150 representatives from 100 brands and retailers and 35 representatives of producer organisations. Due to the difficult economic situation in most countries, registration of paying participants stayed below the target. Thanks to considerable cost savings, the financial losses could be kept within reasonable limits. However, Helvetas had to contribute substantially more resources than planned. In terms of results, a big majority of participants was highly satisfied with the choice of topics, the networking possibilities provided and the outcomes of the congress (see evaluation report). Several new business partnerships were discussed and initiated during and after the event. Also, the congress attracted considerable attention for the topic of organic and fair-trade cotton especially among textile brands and retailers, designers, service providers and professional media.

Annexes

Annex 1: Main activities and events in 2009

Date / period	Activity / event	Comment
January	Input on PCM seminar of NADEL	Example of organic cotton in India
January	Seminar on sustainable agriculture University of Weihenstephan	Audience of 300 students and professors
February	Launch of Organic Cotton Congress Website	
February	Presentation on NABU Workshop regarding GMO cotton, February 09, Berlin	See: http://www.nabu.de/themen/gentechnik/hintergrund/10445.html
February	Presentation of OFT cotton for Africa in the Textile seminar of Biofach Congress	
February	Coaching of participation of Helvetas partners at Biofach	Linkages to potential buyers; networking; promotion of the WCOC
March	Presentation on Indian supplier meeting	Specific focus on co-existence with GMOs
April	International training and exchange workshop on organic and fairtrade value chains	5 days, 35 participants from Africa, Asia and Europe
April	Writeshop to develop the content of the Organic Business Guide	2 days, with 8 participants from Africa, Asia and Europe
April	Presence on CFC meeting, Amsterdam	Acquisition of sesame project under guidance of RTI, Amsterdam
May	Symposium on sustainable textile procurement	
May	Mid-term Review of ProFa Pinapple project in Benin	
May	Presentation on organic cotton working group meeting of PAN, Berlin	Specific focus on co-existence with GMOs
May	Strategic review of organic coffee programme in Nepal	Coffee sector and general organic sector
May – July	Development of website and brochure for OFTCC	
June	Launch of Global Organic Cotton Platform	English and French sites
June	Writeshop to develop the first draft of the Organic Business Guide with Agro Eco	
July – August	Support to Burkina Faso in certification issues	Managing GMO co-existence
August	Examination of two Bachelor students of SHL	On organic cotton in Benin and organic vegetable farming in Laos
August	Launch of OFTCC website	www.organicandfair.org
September	Printing of OFTCC brochures	
September	Participation on 68 th ICAC Meeting in Capetown	3 speeches contributed
September	Stakeholder meeting of organic cotton initiatives	About 40 participants from Africa, Asia, Latin America and Europe
September	Meeting of APROCA, stakeholders in West- Africa, AFD, ICCO and Helvetas	Discussion of strategy for developing organic and fairtrade cotton in W-Africa

Date / period	Activity / event	Comment
September	Face-to-face meeting of the Global Organic Cotton Community	Approx. 70 members
September	World Congress on Organic Cotton, Interlaken	365 participants
October	Participation in European Fairtrade Fair (Lyon)	Communication of BAFU project to French stakeholders in the public purchase sector
October	1 st review round of the Organic Business Guide among experts	
October	Presentation in the OE Sustainable Textile Conference in Seattle	Ensuring transfer of results from Interlaken to Seattle
October-December	Elaboration of a proposal on organic agriculture, food security and climate change in W-Africa	Participation in EuropAid tender, in collaboration with FiBL and African POs and research Centres
November	Writeshop to finalize the Organic Business Guide	With Agro Eco (NL)
December	2 nd review round of the Organic Business Guide with experts	
December	Annual team retreat of the OFTCC	Team building with external facilitation; discussion of acquisition fields and planning 2010
December	Elaboration of model environmental performance sheet for textiles	For Environmental Department of Swiss Government (BAFU)

Annex 2 : Action plan for 2010

	Resp	Description	Jan - Mar 2010	Apr - Jun 2010	Jul - Sep 2010	Oct - Dec 2010
Knowledge management - Gather and disseminate information - Efficient management systems - Guidance to OFTC initiatives - Updated data on OFTC - Monitoring system OC Switzerland	AB FE AB RD AB	Develop, document and share information and know-how related to OFTC. Update photo archive and key documents Finalize ICS, OM, DB tools, organic business guide Provide guidance to other OFT initiatives, answer general requests Updates Baseline study labelled cocoa in CH	results impact assessment KR communicated (FE) launch OFTVC guide, online version, French version on request	up date photo archive with AP on request monitoring concept, questionnaire for organic cocoa monitoring elaborated	on request questionnaire sent, data collected and report elaborated	on request
CoP & Website - Develop a CoP - Ensure information exchange - Develop independent web site	AB AB AB	Establish a CoP on OC and an independent website, in collaboration with OE. Facilitate 3 discussions f2f workshop @ OE meeting? Update website; get sponsoring, develop business plan	Reports to ICCO, business plan review of websites (.org, .ch), invite companies for advertising	facilitation of CoP concept for organiccotton.ch	Surevey, handover of facilitation initiated adapted version organiccotton.ch implemented	Surevey evaluated
Value chain & market development - Coordinate OFTC value chains - Develop strategies for new VCs - Mobilize new stakeholders	TM/? JS JS	Facilitate the development of value chains and markets for OFTC. Cotton stakeholder meeting, facilitate new partnerships launch cocoa programme (base & roof); explore Cocoa CoP options; commodity monitoring concept (GRI), Acquire co-funding for cocoa programme; set-up cocoa VC project ID; implement organic cotton in Nordic	client database in place, cotton selling 2009-10 finalized, commitments for 2010-11 clarified Funding and launch cocoa GH, HO, VN; sesame project BF with KIT set-up Cocoa mission ID	contracts for 2010-11, Pre-financing organized Support to cocoa VC projects (GH, HO, VN); clarify collaboration with Progreso for CoP elaborate ProDoc ID; participation in cocoa stakeholder meeting of	stakeholder meeting Support to cocoa VC projects (GH, HO, VN); develop commodity monitoring concept discussions for cocoa VC project ID; contribute to revision of	Support to cocoa VC projects (GH, HO, VN); elaborate commodity monitoring concept Launch cocoa VC project in ID; revision of Nordic swan

		swan scheme		Rabobank F.; contribute to revision of Nordic swan scheme	Nordic swan scheme	scheme finalized
- Market intelligence to buyers	RD	Support city of Zurich in defining supply policy, GPP activities with ICLEI; participation in GPP network (RD); GMO co-existence	Follow-up pilot project Pflegeheime/ Zentralwäscherei Zürich / SNB	Concept for dissemination of fact sheets with ICLEI; see also LoA 54	GPP activities with ICLEI? see also LoA 54	dissemination of GMO co-ex manual
- Develop markets for OFTC	?	Market development: tools, capacity building, strategies; develop markets for associated crops of cotton (?); support Biofach participation 2010 (FE)	Support Biofach 2010 participation of POs; linking with stakeholders (JS, FE); market development strategy with FLO	marketing tools and capacity building needs identified	marketing strategy defined; capacity building event	marketing tools in place
Networking & public relations		Promote OFTC and the value chain approach. Coordinate with related initiatives.				
- Organize events to promote OFTC	JS	Cocoa?		prepare cocoa stakeholders exchange for sustainability funds (Invera, Höller)	cocoa stakeholders exchange for sustainability funds (Invera, Höller)	
- Media work, publications	JS	Cocoa and cotton in media	counter GMO cotton; prepare HO chocolate launch	counter GMO cotton; HO chocolate launch	counter GMO cotton; HO chocolate in newspapers, cocoa VC in Partnerschaft	counter GMO cotton; publish organic cotton and climate change results (Zurich, Switcher)
- Promote the approach in meetings	JS	Screening of events (calendar, prioritize); various presentations and workshops	Thekeyto; Textile workshop Biofach; GOTS-workshop; Input to SEEP; WTO-panel Meeting BCI-CmiA	cocoa VC projects for Green week Brussels	ICAC Texas, SEEP Panel	
- Coordinate with other networks / initiatives	JS/FE/TM	Sustainable commodity initiatives (JS), Coordination with OE-FDP (FE), Swissfairtrade (TM)		Follow-up on collaboration with BCI and CmiA	Follow-up on collaboration with BCI and CmiA	Follow-up on collaboration with BCI and CmiA
External mandates		Mandates and consultancies financed by other donors or private sector (including acquisition)				
- Private sector consultancy	JS	BAFU, China, others (on demand); Multi-standard ICS for cocoa with Barry Callebaut	Publish CC calculation GPP, BAFU ULB's (RD)	consult Mecilla project China; see also LoA 33	Barry Callebaut Farmer field book	Detail future collaboration Barry
- Coaching other initiatives	AB/RD	Consultancy to other OFTC projects		explore co-operation options with VCs within Year of Biodiversity initiative UNEP	consult UNEP projects	consult UNEP projects
- Mandates OC West-Africa	FE	Strategy development, capacity				

Co-existence GMO cotton /GTZ	JS	building (ICCO, AFD) Develop concept to manage co-existence of GMO with organic cotton and CmiA, C & A for India	GMO co-existence project task force meetings	First Project report GMO co-ex manual India and West Africa Workshop Nepal	GMO co-ex manual West Africa & India elaborated Coaching	see LoA 34
VC capacity building (ICCO)	FE	Organic business guide, workshop, coaching of projects	OFTVC capacity building phase II acquired (ICCO), online version of guide see also LoA 32 and 33			Coaching
Support cocoa Ghana, Indonesia	JS	Project set-up, ICS, business planning etc.		see also LoA 32 and 33	see also LoA 32 and 33	see also LoA 32 and 33; capacity building quality improvement with Ritter for cocoa VC VN
Sustainable commodity	JS	manual + reporting			see also LoA 32	see also LoA 32 and 33
Internal consultancies		Consultancies for Helvetas OFTC projects				
- KS Backstopping SDC		Consultancy for KS backstopping of SDC			Consultancy	Consultancy
- Kirgistan	FE	BP and organisational set-up				
- Nepal	FE	CoPP (DFID), LMD				
- Guatemala	RD/AB	Market development for organic products, capacity building mandate AFD?				
- Mali / Burkina / Kyrgyzstan / Benin	?					
- Burkina Faso	AB	Soil fertility PMEs	Explore options	Feasibility study		
Management & administration		Internal meetings, administration, strategic development, coordination, planning, reporting, HRD.				
- Strategic development	FE	Strategy for economic and institutional sustainability; SC meetings	Strategy for institut./economic sustainability	SC meeting		
- Administration	FE	Improve monitoring system; reporting 2009; review 2010, planning 2011	Accounts and report 2009		mid-term accounts + activity monitoring	Review 2010, Planning 2009
- Marketing of CC services	FE	Introduction day for interested NGOs and companies	Info-mailing with SECO	Intro day OFTVC		
- CC team meetings	FE	Monthly meetings, team development		Monitoring indicators team development		Retraite 2010
- Further education, information update		NADEL-course DR, Moderation AB, Business management FE				