

LUNCHBREAK



Enabling Compliance of Fair Trade Supply Chains

with new EU Regulation

4 July 2025, 12 – 1 pm

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**Enabling Compliance of Fair Trade Supply Chains with
new EU Regulation**

Larissa Jung – Joerg Meyer – Robert Diendorfer



Implemented by



Part I

Enabling and promoting human rights and environmental due diligence (HREDD) in Fair Trade supply chains

Part II

The HREDD Support Fund in practice: Insights from a project in Colombia focused on EUDR implementation

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Why focus on Fair Trade supply chains?

- **Violations against human rights and environmental standards** in global supply chains still present
- → Fair Trade principles as **one solution** for social and future-proof form of trade
- Fair Trade principles can act as a **blueprint** for global supply chains:
 - Collaborative approaches
 - Strong relationships with increased communication
 - Payment of fair wages
 - Adherence to human rights- and environmental standards
 - ...

Three pillars to promote HREDD

Capacity building + advocacy for HREDD in the Global North

- Awareness raising for HREDD
- Advocacy for strong EU-regulation in DE/EU

Capacity building for HREDD in the Global South

- Workshops, trainings on HREDD and EU regulation

Financial support with the HREDD Support Fund

- (Financial) preparation for compliance with EU regulation / HREDD
- For smallholders/cooperatives

Capacity building for HREDD in the **Global North**

- **Capacity building on EU sustainability regulation for Fair Trade actors:**
 - **Information and advice** (e.g. webinars, fact sheets, mailing lists) on current developments with EU regulations, implications on fair trade movement
 - **Consultation and discussion with** German Fair Trade companies, Fair Trade advisors, ministries, interested public
- **Awareness raising on EU regulations and HREDD:**
 - **Blog- and news posts** on EU sustainability regulation (e.g. EUDR, CSDDD, Omnibus)
 - **Social media posts** to comment and contextualize current political developments on HREDD

Capacity building for HREDD in the **Global North**

- **Policy support and advocacy:**
 - Consultation during **legislative processes** e.g. for LkSG, CSDDD, Omnibus
 - Advocacy with **national and European policymakers** to highlight relevance of regulation e.g. via civil society alliances
- **Participation in exchange formats with public and private stakeholders**
 - **Active voice for needs of smallholders**
 - **Keynotes at workshops** with a focus on sharing practical experiences from the Fair Trade movement



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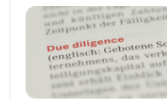
🔥 Ergebnisse des Omnibus-Verfahrens vorgestellt 🔥

🔥 Die Befürchtungen bestätigen sich: Mit den kürzlich vorgestellten Ergebnissen aus dem „Omnibus-Verfahren“ werden wichtige Grundpfeiler des EU-Lieferkettengesetzes angesägt. Hinter dem „Bürokratieabbau“ versteckt sich eine massive Aushöhlung bestehender Sorgfaltspflichten zur Einhaltung von Menschenrechten und Umweltstandards.

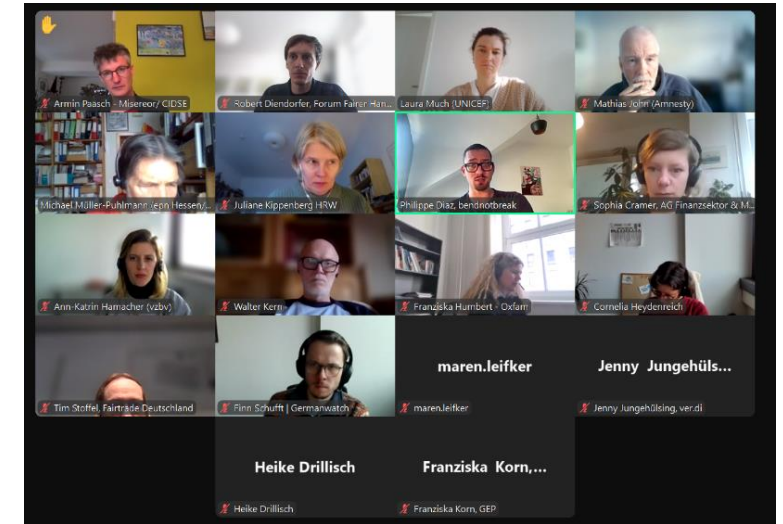
🔥 Aufweichung der Klimatransitionspläne, Wegfall von EU-Sanktionen, Einschränkung der Risikoanalyse auf direkte Lieferanten, Streichung der zivilgesellschaftlichen Haftungsmechanismen und noch viele weitere Änderungen. Das ist kein Bürokratieabbau, sondern eine fundamentale Aushöhlung bereits verabschiedeter Regulierungen die eine substantielle Gefahr für den Schutz von Menschen und Umwelt entlang von Lieferketten darstellt!

Weitere Details findet ihr in unserem aktuellen Newsbeitrag: <https://lnkd.in/dTzfthgK>

#omnibus #lieferketten #csddd #menschenrechte #sorgfaltspflichten

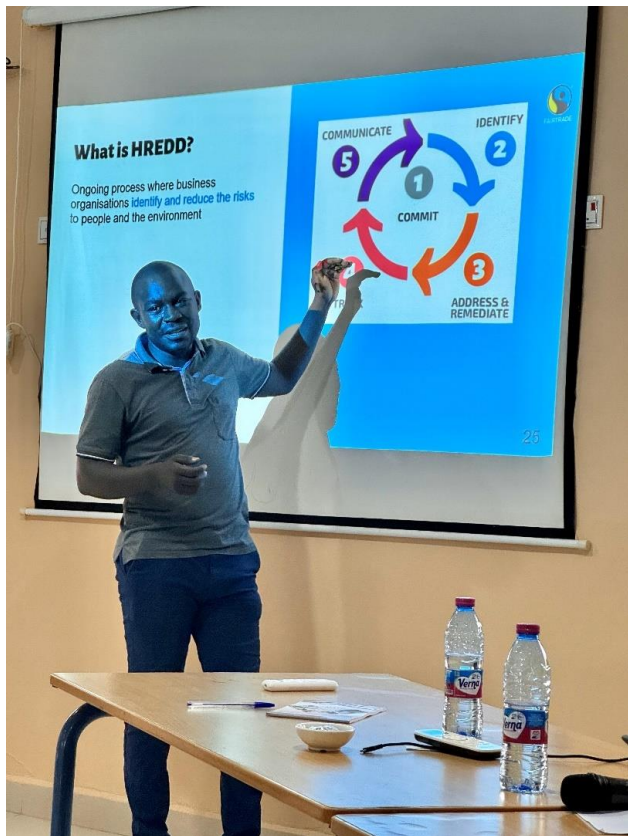


„Omnibus-Verfahren“ höhlt EU-Lieferkettengesetz aus
forum-fairer-handel.de



Capacity building for HREDD in the **Global South**

- **Capacity building by Fairtrade Producer Networks for Fairtrade producer organizations:**
 - **Workshops on HREDD and EU regulation** for cooperatives and smallholders
 - **Training of Trainers approach:** selected cooperative members are trained to later disperse their knowledge to the other cooperative members and community
 - **Feeding back practical learnings and challenges** to policymakers
- **Financial support through the HREDD Support Fund**



The HREDD Support Fund



Implemented by



Aim of the Fund



- ▶ Enable Fairtrade partner companies and producer groups to jointly implement HREDD in their supply chains
- ▶ Support smallholder farmers in making their production sustainable, adapting it to
 - the EU Regulation on the Prevention of Deforestation (EUDR),
 - the European Corporate Sustainability Due Diligence Directive (EUCSDDD),
 - or the EU Organic Regulation (EUOR),
- ▶ therefore mitigating against the risk of losing market access.

Who can apply?



- ▶ Consortia made of at least one commercial partner and one producer partner
- ▶ Commercial partner from EU countries including Swiss and UK, preferably SME up to 250 employees
- ▶ All partners must be certified, licensed or registered under Fairtrade or a Fair Trade control / certification scheme
- ▶ Producer partner comes from priority countries

Priority Countries



Africa	Asia	Latin America
<ul style="list-style-type: none">- Burkina Faso- Cameroon- Côte d'Ivoire- Ethiopia- Ghana	<ul style="list-style-type: none">- India- Indonesia- Sri Lanka- Uzbekistan	<ul style="list-style-type: none">- Bolivia- Brazil- Colombia- Ecuador- Honduras- Mexico- Nicaragua- Peru

Please note: Applications from other OECD DAC countries may be possible if match-funding from commercial partners can be obtained for specific supply chains. In such a case, Fairtrade Germany and/or Forum Fairer Handel should be approached, and the case will be discussed and decided by the Steering Committee.

Funding conditions



- ▶ 25% matching-fund contribution (cash or in-kind) by consortia partners
- ▶ Max. project duration: 12 months
- ▶ Fund contribution: 10.500 – 50.000 EUR
- ▶ Eligible products: Coffee, Cocoa, Bananas , Tea, Cotton (primary production only), Spices, Palm oil, Natural Rubber, Sugar, Nuts, Soy

Application Process

The application process comprises of **three steps** and the following respective templates:

1. Submission of the concept note



[Concept Note English](#)

[Concept Note French](#)

[Concept Note Spanish](#)

2. Submission of the full proposal and budget following an invitation by the fund's working group



[Full Proposal English](#)

[Budget Proposal English](#)

[Full Proposal French](#)

[Budget Proposal French](#)

[Full Proposal Spanish](#)

[Budget Proposal Spanish](#)

3. Acceptance/rejection of the full application by the fund Steering Committee



Timeline 2025



Deadline for submission of Concept Notes	Invitation for Full Proposal	Deadline for submission of Full Proposal	Notification on funding decision
16.06.2025	09.07.2025	04.08.2025	by 15.09.2025
15.09.2025	08.10.2025	03.11.2025	by 17.12.2025

Applications are accepted by e-mail to hredd-fund@fairtrade-deutschland.de in one of the following languages:

English, Spanish, French.



Recap of Results 2024

10 Projects*

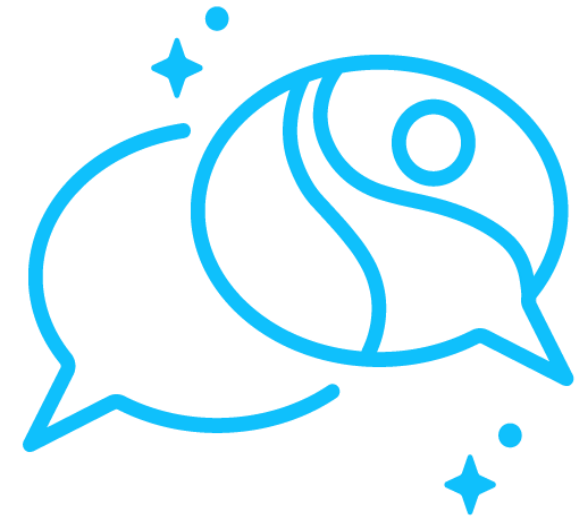
Approved in total in 2024

~ 102.523

Producers will be reached

515.453 €

Total project volume



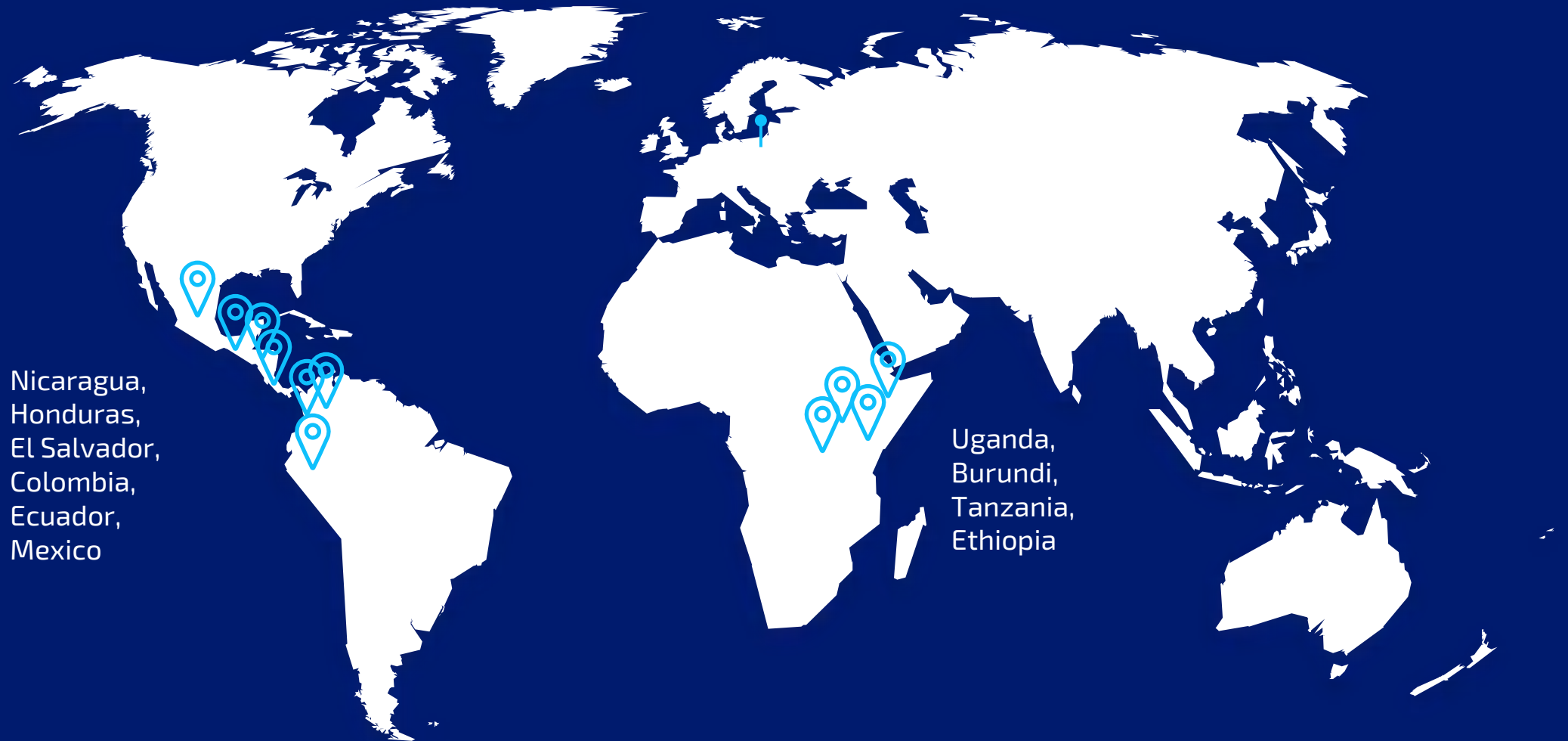
* Originally, 11 projects were approved. However, the project consortium from PERU has withdrawn their proposal due to internal decisions in the application consortium on the 9th Dec. 2024.



Implemented by



Projects in the following countries



Nicaragua,
Honduras,
El Salvador,
Colombia,
Ecuador,
Mexico

Uganda,
Burundi,
Tanzania,
Ethiopia

More Information



For more information and all needed templates please visit the website:

[HREDD Support Fund](#)

And consult the Funds Terms and Conditions:

[Fund Terms and Conditions English](#)

[Fund Terms and Conditions French](#)

[Fund Terms and Conditions Spanish](#)

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Building a Sustainable, Deforestation- Free Coffee Supply Chain

**A collaboration between
Ecolsierra and Caventura, with
support from the Fairtrade
HREDD fund.**



Project Partners

Red Ecolsierra (Colombia)

- **350 organic coffee-farming families** in Sierra Nevada de Santa Marta
- Established 2001, focusing on **sustainability, conservation & empowerment**
- 800 tons annual organic coffee production capacity
- **80% export to EU**



Caventura GmbH (Germany)

- **Specialty organic coffee importer & roastery** based in Berlin
- Direct sourcing partner since 2019
- **Strategic commercial relationship** - Red Ecolsierra represents >80% of Caventura's supply



Partnership Foundation: 5+ years of collaboration, shared commitment to ethical sourcing and community impact

Project Objective & Implementation

Create and strengthen a **sustainable, deforestation-free coffee supply chain** with digitalized traceability for **EUDR compliance** - protecting EU market access for 350 small-scale farmers.

Pillar 1: Direct Farmer Support

- EUDR compliance training & technical assistance
- Farm-level geolocation mapping
- Conservation work (agroforestry, soil conservation)
- Women & youth leadership workshops

Pillar 2: Strengthen Central Capabilities

- Dedicated EUDR Compliance Officer (6 months)
- Enhanced traceability software systems
- Equipment & software licenses for compliance
- GHG emissions measurement & reduction tools

Why This Funding is Critical for Red Ecolsierra?

Market Access Risk

- **80% of exports go to EU markets**
- Without EUDR compliance = loss of established market share
- 350 farming **families at risk** of losing primary income source

Capacity Gap

- Small-scale farmers **unfamiliar with regulations**
- **Lack of technical infrastructure** for geolocation mapping & traceability
- **Need dedicated expertise** for compliance coordination

Investment Requirements

- **€123,500 total project budget**
- **€50,000 HREDD funding** enables comprehensive approach vs. basic compliance
- Co-financing from partners (€69K Red Ecolsierra, €4K Caventura)

Sustainable Impact: Funding creates permanent capabilities - EUDR Officer becomes permanent employee, systems remain operational beyond project period.

Project Status & Timeline

Project Period: January - September 2025

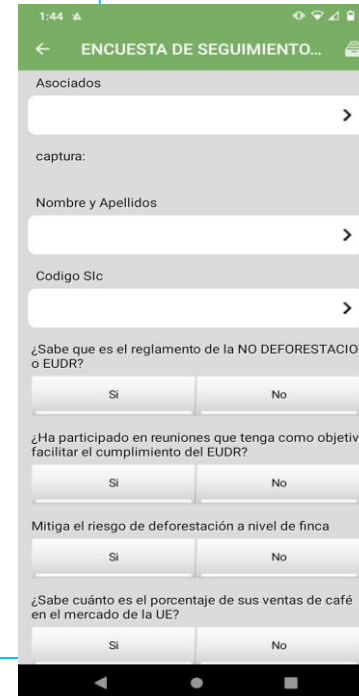
Status (May 2025)

- EUDR Compliance Officer recruited
- 251 farmers trained on EUDR in 12 workshops and 3 online sessions
- 90% of farm geolocation data collected



Workshop Results

- 59% of farmers had not heard of EUDR prior to workshops
- Nevertheless, 93% stated they avoid deforestation already
- After the training, 100% of participants stated they understood the training content and will support their organization towards deforestation goals and compliance

A screenshot of a mobile application interface for a follow-up survey. The title is 'ENCUESTA DE SEGUIMIENTO...'. It contains several input fields: 'Asociados', 'captura:', 'Nombre y Apellidos', and 'Codigo Stc'. Below these are three sets of radio button options for 'Si' (Yes) and 'No'. The questions are: '¿Sabe que es el reglamento de la NO DEFORESTACION o EUDR?', '¿Ha participado en reuniones que tenga como objetivo facilitar el cumplimiento del EUDR?', and 'Mitiga el riesgo de deforestación a nivel de finca'. At the bottom, there is another set of radio button options for 'Si' and 'No' for the question: '¿Sabe cuánto es el porcentaje de sus ventas de café en el mercado de la UE?'. The interface is in Spanish.

Next Steps

- Youth and women leadership workshops
- GHG emission tracking tool
- Finalize geo data collection
- Complete conservation work in collaboration with farmers
- Project wrap-up and reporting

Contact Information



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Federal Ministry
for Economic Cooperation
and Development

Implemented by



Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Thank you for joining !

See you – after a short **Summer break** – at our next
Lunchbreak in September.

The topic will be shared soon.