Supply Change - Benefits Of Collaboration

Case Study: Public-Private Partnerships and CSR in global value chains.

A multi-stakeholder platform for sustainable production and trade

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COLLABORATION needed

Why bananas?

• The world’s most exported fresh fruit ( $10 billion)
• Essential source of income & employment for hundreds of thousands of rural households in developing countries

Complex international challenges => need for involvement of all stakeholders of the banana sector worldwide.
Bananas in export volumes

Source: FAOSTAT
Main exporting countries

Source: FAOSTAT
COLLABORATION needed

The problems to be solved

Serious labour, environmental & social challenges due to:

• agrochemical-intensive production
• distortions along the value chain
• asymmetry of power
• declining producer prices
What is the WBF?

The WBF brings together retailers, importers, producers, exporters, consumer associations, governments, research institutions, trade unions, international organizations and civil society organizations.
How to tackle this situation?

ORGANIZATION

WBF Working Groups

• WG01 - Production Systems and Environmental Impacts
• WG02 - Distribution of Value
• WG03 - Labour Rights
Why is so important to COLLABORATE?

1. Responsible consumer POWER
   - Retailers looking for Sustainable Markets

3. Standards and CSR Requirements
   - Requests to Producers

4. Requests to Producers
   - Institucional support
Interesting CASE STUDY - ECUADOR

Banana Occupational Health and Safety Initiative

Under the WG03 umbrella

One of the 3 specialized WGs of the WBF

Priorities:

• Occupational Health and Safety
• Gender equity
• Freedom of association and collective bargaining
Interesting CASE STUDY - ECUADOR

Banana Occupational Health and Safety Initiative (BOHESI)

Brief description

• Coalition of banana companies, governments retailers and civil society organisations
• Pilot countries: Ecuador and Cameroon
• Direct impact on Occupational Health & Safety (H&S)
• Only in Ecuador 220,000 direct workers in the banana sector would benefit
Interesting CASE STUDY - ECUADOR

Source: BCE, 2014
Overall expected results:

- Effective workplace health and safety committees in Ecuador and Cameroon.
- Government, business and civil society (including unions and community organisations) form effective national tripartite commissions on H&S in Ecuador and Cameroon.
- All industry stakeholders have access to relevant resources.
Banana Occupational Health and Safety Initiative

Tangible results expected up to date (1):

1. Partnership with the Ministry of Labour and Ministry of Agriculture in Ecuador
2. Development of National Manual on OHS for the banana sector in Ecuador
3. Ratification of ILO convention 184
   Cooperation FAO ILO
Tangible results expected up to date (2):

4. Dissemination of information and capacity building
   ✓ Medium and small size growers (MAGAP)
   ✓ Plantations and direct partners (BOHESI)

5. Knowledge bank creation
• Rising wages in Ecuador did not mean unemployment, it has improved the purchasing power and therefore consumption
• SBU 2015 = 412,90 $ / Decent wage = 409,45 $ expressed in PPP
• + 220,000 direct employees in Ecuador. Approximately 6% pop. benefit.

Fuente: INEC Marzo 2015
Benefits of COLLABORATION

✓ **Promote** the adoption of sustainable business practices aligned to **Corporate Social Responsibility (CSR)** strategies.

✓ **Forge partnerships** and connect with a specialized **international network** of the banana sector, supported by FAO.

✓ **Increase exposure** for your organization.

✓ **Engage** in global international **policy development** and standard setting processes with multiple stakeholders.

✓ **Dialogue** with **governments** and promote the development of national frameworks.

✓ Attend WBF meetings and **participate** in its main **strategic decisions**.

✓ **Become a member** of the Steering Committee or a coordinator of a Working Group.
Thank you!

www.fao.org/wbf

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