

SUSTAINABILITY AND CIRCULARITY

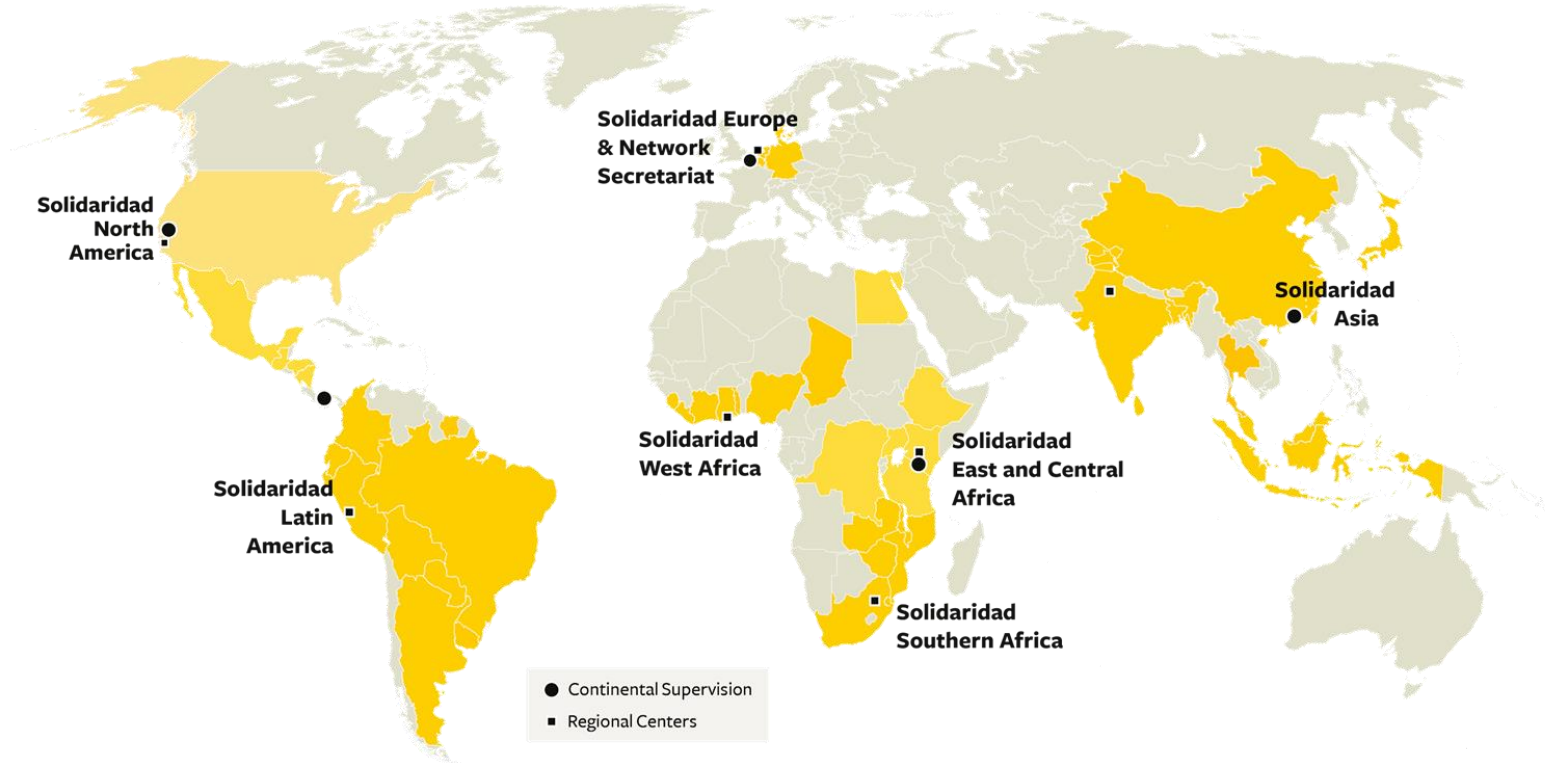
FROM A FARMERS FIRST PERSPECTIVE

March 1, 2023

Elsa Scholte

Solidaridad

SOLIDARIDAD IS AN INTERNATIONAL CSO WORKING IN 44 COUNTRIES WORLDWIDE



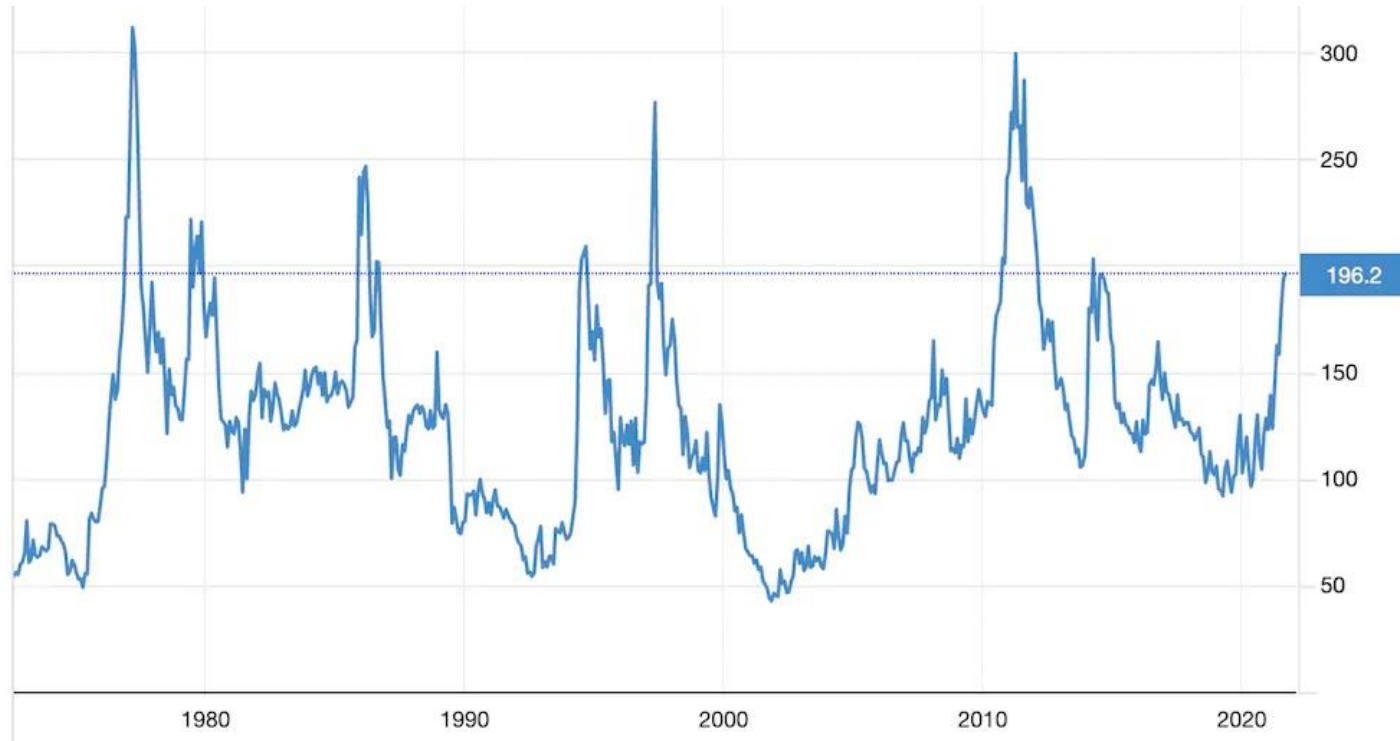


A MOVEMENT FOR **FAIR TRADE**

A photograph of two elderly men in profile, looking towards the left. They are wearing wide-brimmed straw hats. The man in the foreground is wearing a white shirt, while the man behind him is wearing a blue and white striped shirt. The background is blurred, suggesting an outdoor setting with other people.

**Dit graf,
waarin je precies past
is het grootste stukje grond
dat je in je leven
verworven hebt.**

PURCHASING POWER OF COFFEE FARMERS 70% LESS



CONSUMERS ARE WILLING TO PAY MORE FOR THEIR COFFEE EVERY YEAR



1989



2022

COFFEE MARKET IS DOMINATED BY JUST A FEW PLAYERS

LAVAZZA
GROUP

NESCAFÉ®

JDE Peet's



A photograph showing a steep hillside that has been deforested. The ground is covered in brown soil and a dense network of exposed tree roots. In the foreground, two men are standing near a rustic fence made of logs and branches. One man is wearing a yellow shirt and dark pants, while the other is wearing a grey vest over a yellow shirt and a cap. The background shows a lush green forest on the upper part of the hill and surrounding areas.

ECOLOGICAL THREATS
DEFORESTATION, POLLUTION
AND CLIMATE CHANGE



SOCIAL ECONOMICAL THREATS
SUSTAINED POVERTY, CAPITAL IS
REWARDED ABOVE LABOR

A woman wearing a colorful, patterned headscarf and a matching patterned dress is bent over, working in a lush green field. She is surrounded by dense vegetation, including large green leaves and trees in the background. The scene is brightly lit, suggesting a sunny day.

POLITICAL THREATS
OLIGOPOLIES RULE, COMPANIES DICTATE,
INEQUALITY, DISCRIMINATION

OUR LEGACY



SOLIDARIDAD'S PYRAMID OF CHANGE

800,000,000



RECLAIMING SUSTAINABILITY

COMMUNITY WEALTH BUILDING

7 PRINCIPLES OF A SOLIDARITY ECONOMY

- Community wellbeing first
- Inclusion
- Place (keeping wealth local) → shorter supply chains
- Good work (putting labour before capital)
- Democratized ownership
- Ethical finance
- In balance with nature

COMMUNITY WEALTH BUILDING
SOLIDARIDAD SUSTAINABILITY SOLUTIONS

FAIR DATA

**REGENERATIVE
AGRICULTURE**

LEGISLATION

**INGREDIENTS
TAXING**

**PLASTIC-FREE
FOOD**

TRUE PRICING

**CARBON
FARMING**

**CIRCULAR
FOOD SYS-
TEMS**

BIOSOLUTIONS



FARMERS FIRST

A CIRCULAR FOOD, WATER AND ENERGY SYSTEM

Shortening the supply chain





FSD

Fair & Smart Data

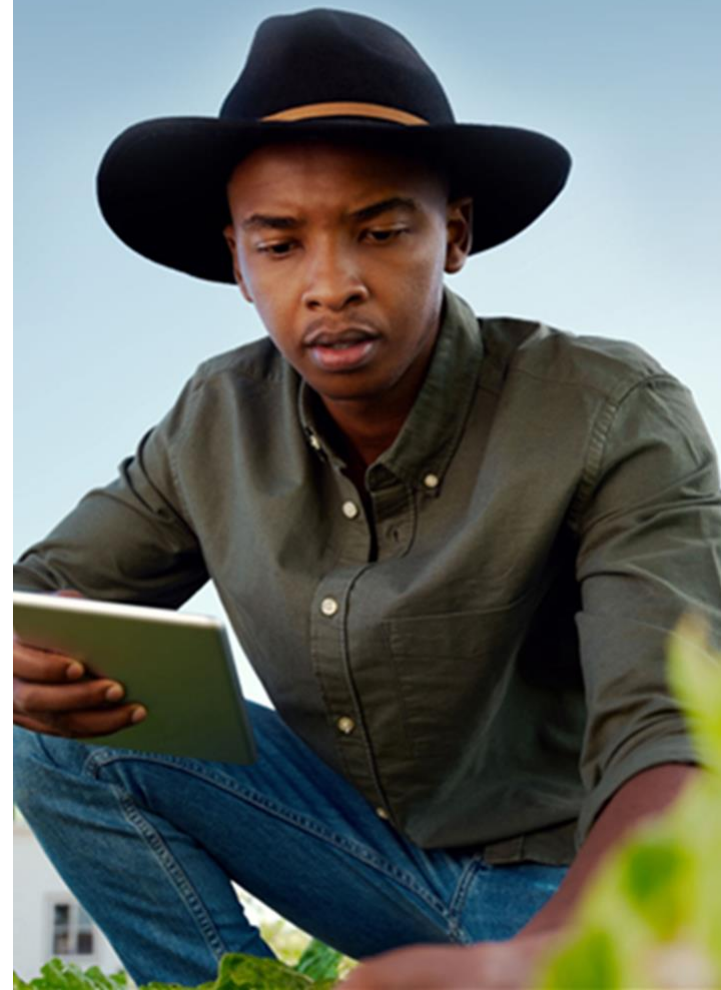
- Smallholder farmers livelihood
- Global agricultural commodities: coffee, cacao, tea, palm oil, etc.
- Global supply chain management
- Value creation and redistribution
- Agroforestry and carbon markets
- Data-technology and digitalisation
- Sustainable farming practices
... and more

Research, education, and impact for a better world on a liveable planet!

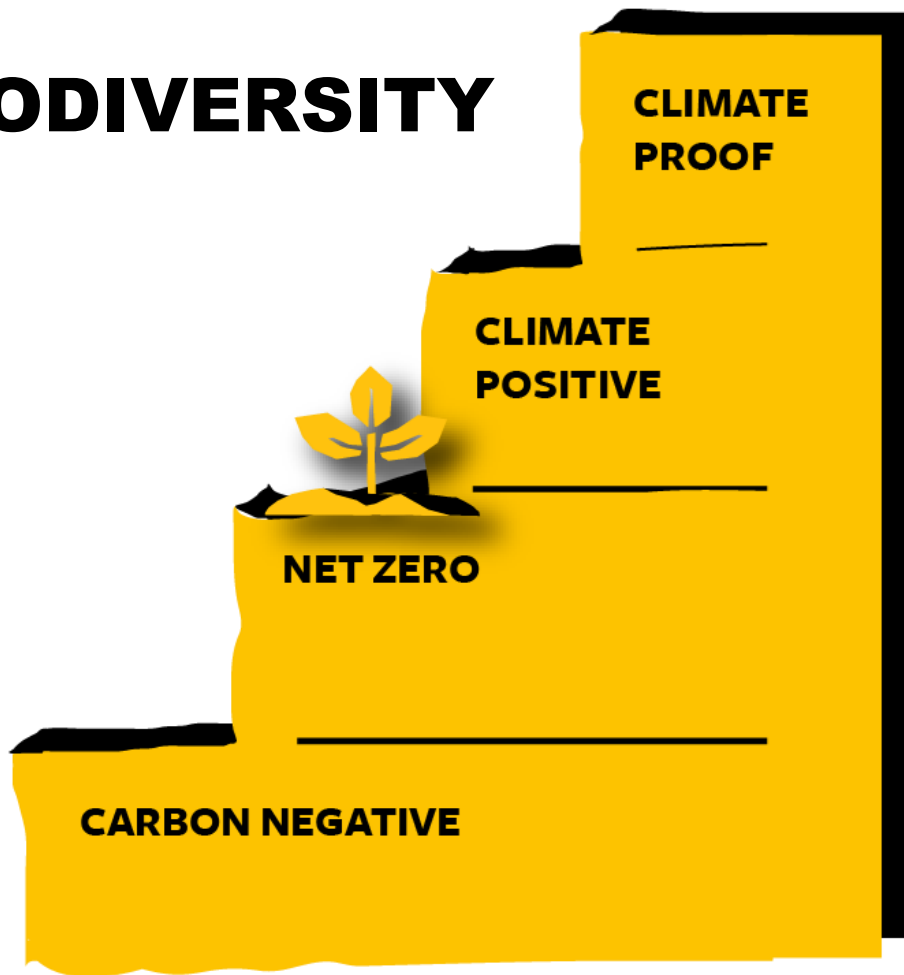


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STAIRWAY TO BIODIVERSITY





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CHANGE
THAT MATTERS



