



## RE: FAIRTRADE AFRICA AWARDS 2018

Fairtrade is a global movement which addresses the injustices of conventional trade by supporting smallholder farmers and workers in hired labour plantations to secure better terms of trade. Fairtrade Africa (FTA), a member of the wider International Fairtrade movement, is the independent non-profit umbrella organisation representing all Fairtrade certified producers in Africa and the Middle East.

Fairtrade Africa is owned by its members, who are producer organisations certified against international Fairtrade standards producing export commodities such as coffee, cocoa, tea, fruits and nuts among other items. Currently, the organisation represents over 500 Producer Organisations across 33 countries, bringing together over 1million farmers and workers.

### THE AWARDS

The awards are named the FAIR (Fairtrade Africa Impact Recognition) Ngoma Awards

*Ngoma* means drum in Kiswahili. Drums are a revered instrument in Africa with a rich history. In Africa drums hold a deeper symbolic and historical meaning. They were an important accompaniment in ceremonies like births, deaths, marriage, initiation, dance and also an important symbol in battle used to stir up emotion. Drums play a significant role in the definition of the African culture. Its influence resonates across the continent bringing togetherness, a common pulse and a common rhythm.

FTA chooses to drum to celebrate and recognize Producers across the continent. We drum to recognize the fruit of their labour and farming as a business, we drum to recognize the role they individually play in determining their own destiny!

#### AWARD CATEGORIES

HIRED LABOUR	SMALL PRODUCER ORGANISATIONS
MOST SUPPORTIVE HL MANAGEMENT	BEST VALUE ADDITION TO PRODUCTS
WORKERS RIGHTS CHAMPION OF THE YEAR	SOCIAL COMPLIANCE CHAMPION (CHILD PROTECTION, GENDER, YOUTH CHAMPIONS)
GENDER COMMITTEE OF THE YEAR	INCOME DIVERSIFICATION
PREMIUM COMMITTEE OF THE YEAR	SPO CHAIR OF THE YEAR
ENVIRONMENTAL CHAMPION	ENVIRONMENTAL CHAMPION
SPECIAL AWARDS	
CLIMATE AWARD	
MOST INNOVATION IN PREMIUM PROJECT	
PREMIUM PROJECT WITH MOST IMPACT	



## EVALUATION CRITERIA

HIRED LABOUR	SMALL PRODUCER ORGANISATIONS
<p><b>1. MOST SUPPORTIVE HL MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>a. Empowerment of FPC Members (esp. Treasurer)</li> <li>b. Ongoing Management Mentorship</li> <li>c. Evidence of Health and safety standards being upheld</li> <li>d. Evidence of support of Freedom of association and collective bargaining</li> <li>e. Equity in management positions</li> </ul> <p><b>2. WORKERS RIGHTS CHAMPION OF THE YEAR</b></p> <ul style="list-style-type: none"> <li>a. Most effective workers representative who advocates for workers' rights</li> </ul> <p><b>3. PREMIUM COMMITTEE OF THE YEAR</b></p> <ul style="list-style-type: none"> <li>a. Close collaboration (between management and workers) in decision making on the use of premium</li> <li>b. Effective and transparent management of Income and Expenses</li> <li>c. High level of Fairtrade Awareness in the community</li> <li>d. Good working relationship with other worker committees</li> <li>e. Best implementer of Fairtrade Premium development plan</li> </ul>	<p><b>1. BEST VALUE ADDITION TO PRODUCTS</b> (This covers both Fairtrade and non-Fairtrade certified products)</p> <ul style="list-style-type: none"> <li>a. Level of investment in Value addition initiative/infrastructure</li> <li>b. Increased income from value addition</li> <li>c. Branding and packaging of value added products</li> </ul> <p><b>2. SOCIAL COMPLIANCE CHAMPIONS</b> (CHILD PROTECTION, GENDER, YOUTH CHAMPIONS)</p> <ul style="list-style-type: none"> <li>a. Most innovative intervention in addressing social compliance</li> </ul> <p><b>3. INCOME DIVERSIFICATION</b></p> <ul style="list-style-type: none"> <li>a. Most sustainable and profitable alternative income source</li> <li>b. Innovative income diversification initiative</li> <li>c. Impact on income and food security</li> </ul> <p><b>4. SPO CHAIR OF THE YEAR</b></p> <ul style="list-style-type: none"> <li>a. Effective and transparent management of premium Income and Expenses</li> <li>b. High level of Fairtrade Awareness in the community</li> <li>c. Succession plan of organisational leadership</li> <li>d. Commitment to the Fairtrade Africa; payment of dues, Attendance /participation of FTA meetings and trainings</li> </ul>



**FAIRTRADE**  
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<b>HIRED LABOUR</b>	<b>SMALL PRODUCER ORGANISATIONS</b>
<p><b>4. GENDER COMMITTEE OF THE YEAR</b></p> <ul style="list-style-type: none"> <li>a. Effective handling of sexual harassment and discrimination cases</li> <li>b. Equity in gender representation</li> <li>c. Best enabler for of a conducive working environment for vulnerable women workers</li> </ul> <p><b>5. ENVIRONMENTAL CHAMPION</b></p> <ul style="list-style-type: none"> <li>a. Effective and sustainable waste management</li> <li>b. Renewable energy sourcing</li> <li>c. Reduced reliance on chemical use and increase in biological pest control</li> <li>d. Effective soil and water use and management</li> <li>e. Inclusion of the community in environmental management</li> <li>f. Promotion of biodiversity</li> </ul>	<p><b>5. BEST IMPLEMENTER OF FAIRTRADE PREMIUM DEVELOPMENT PLAN</b></p> <p><b>6. ENVIRONMENTAL CHAMPION</b></p> <ul style="list-style-type: none"> <li>a. Effective and sustainable waste management</li> <li>b. Renewable energy sourcing</li> <li>c. Reduced reliance on chemical use and increase in biological pest control</li> <li>d. Effective soil and water use and management</li> <li>e. Inclusion of the community in environmental management</li> <li>f. Promotion of biodiversity</li> </ul>
<b>SPECIAL AWARDS</b>	
<p><b>1. MOST INNOVATIVE IN PREMIUM PROJECT</b></p> <ul style="list-style-type: none"> <li>a. Original and creative idea that positively and sustainably impacts the intended beneficiaries</li> </ul> <p><b>2. PREMIUM PROJECT WITH MOST IMPACT</b></p> <ul style="list-style-type: none"> <li>a. Premium project that is inclusive, sustainable, socially, environmentally and economically impact</li> </ul> <p><b>3. CLIMATE AWARD</b></p> <ul style="list-style-type: none"> <li>a. Innovation and impact in addressing climate change through both adaptation and mitigation           <ul style="list-style-type: none"> <li>• Adaptation: e.g. tree planting on farms and in collaboration with schools</li> <li>• Mitigation e.g. energy switch to efficient cook-stoves</li> </ul> </li> </ul>	



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### ***NOMINATION PROCESS***

- Submit stories highlighting the award category/categories, the Region and the Product.
- Submissions can be in the form of short video clips or a written document. The written document should not cover more than 5 pages while the short video should not exceed 5 minutes of footage.
- All submissions should include checklist as cover page
- Submit to [ngoma@fairtradeafrica.net](mailto:ngoma@fairtradeafrica.net)
- Submissions close on **16<sup>TH</sup> March 2018**

### ***CHECKLIST***

<b>Region:</b>	
<b>Country:</b>	
<b>Product/s:</b>	
<b>Name of Organisation:</b>	
<b>Flo ID:</b>	
<b>Format of submission: (video or written)</b>	
<b>Award Category</b>	
<b>Contacts of Nominee:</b>	
<b>Contacts of Nominating Person/Organisation:</b>	

### ***WHEN***

- ✓ The FAIR Ngoma Awards Gala will be held at the end of the Continental AFC on the evening of **Friday 24<sup>th</sup> of May 2018**.
  - Dress code: *African Elegance*

### ***REMEMBER***

- ✓ **ANYONE** can nominate a producer for any of the awards