



International  
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# Human Rights in Value Chains

Overview of ITC's approach and good practices

ICETT Webinar

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# ITC support businesses to become more competitive

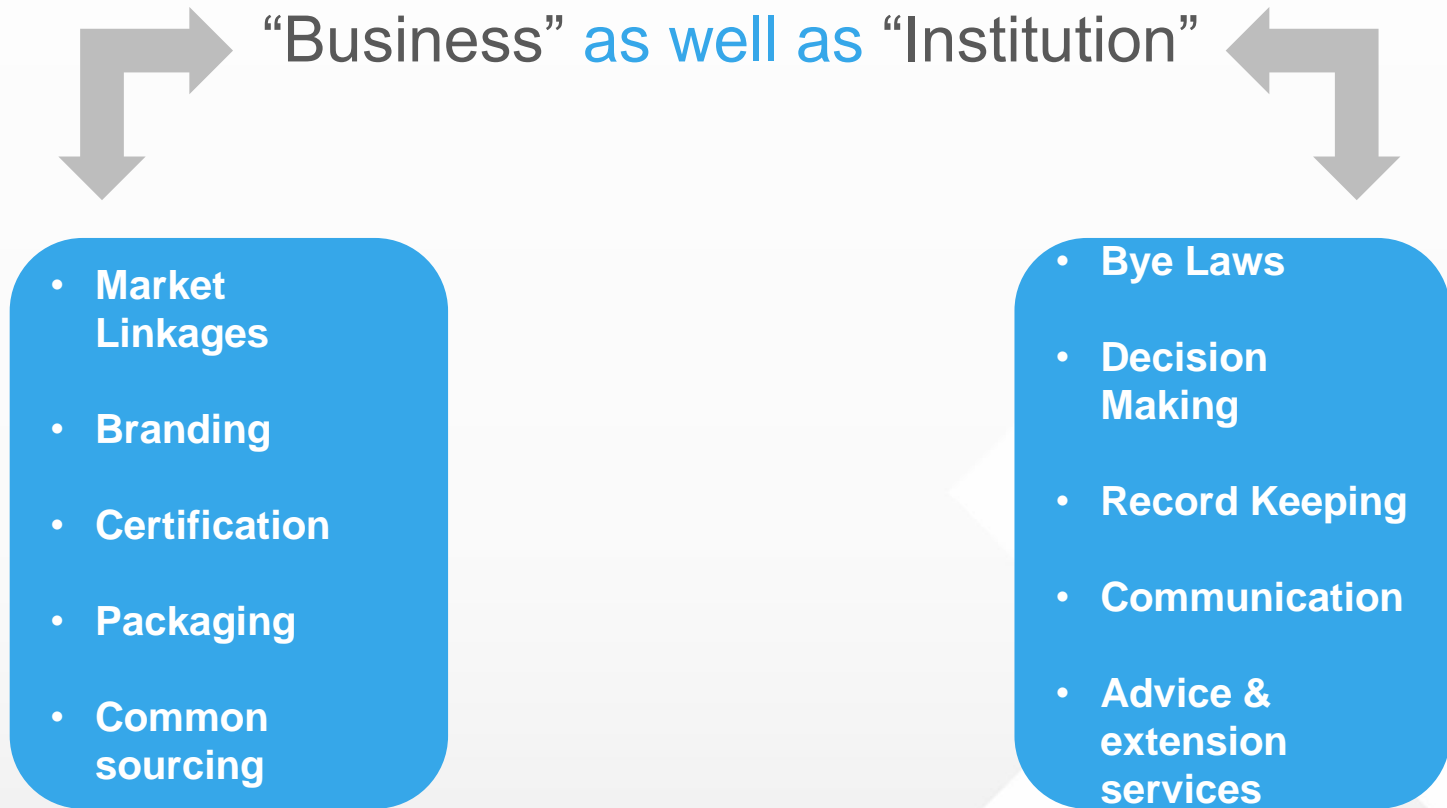
ITC is dedicated to **support the competitiveness and internationalization of micro, small and medium-sized enterprises (MSMEs)** in developing countries.

## ITC works at different levels:

- MSMEs (incl. coops)
- Trade and Investment Support Institutions (TISIs)
- Policy makers
- Market partners (e.g., financiers, buyers, aggregators, technology providers, etc.)



# Hybrid Model of Co-ops



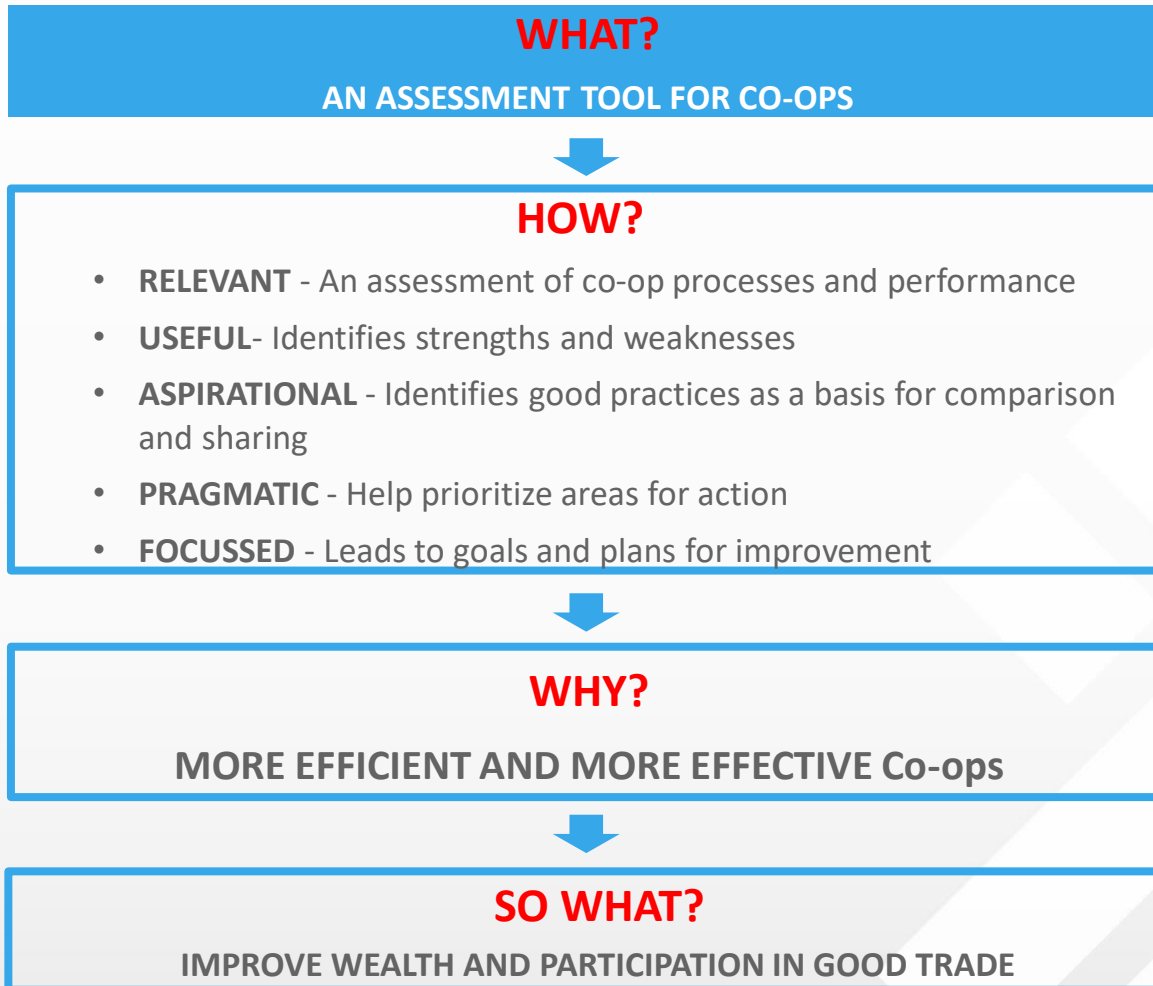
# ITC's offering for coops

- **Ecosystem mapping:** Identify cooperative unions and relevant stakeholders
- **Strategy Development & implementation:** Provide technical assistance to cooperatives in designing & implementing their work-plan
- **Governance structure, leadership and management**
- **Member management:** Focus on establishing effective communication, information sharing, trust building, record keeping, addressing grievances, and service offering
- **Peer to peer learning:** Key focus is to learn and share best governance and management practices



# ITC's assessment tool for Coops

## Basic Principles and Intended Impact of Assessment



# In relation to human rights, ITC puts special emphasis on:

## Social responsibility



- Monitor the effects of projects' activities on society, incl. working conditions, human rights, anti-corruption, transparency etc.
- Respect and promote the principles of ILO Declaration on Fundamental Principles and Rights at Work

## Gender



- Address inequalities
- Increase economic opportunities

## Youth



- Address inequalities for youth
- Support the creation of decent jobs for youth through MSME growth

## Green growth



- Create mutually supportive relationships between enterprises and the natural environment
- Realize green economic opportunities



# MSMEs and social responsibility

- ITC's work is based on a close collaboration with SMEs and with the private sector ecosystem, which comprises all stakeholders that create and offer employment.
- In this context, social responsibility as an ethical framework to act for the society at large, as the recognition of a balance between economic development and the welfare of society.
- The principles in the ILO conventions are an expression of commitment by governments, employers' and workers' organizations to uphold basic human values - i.e. values that are vital to social and economic lives.
- ITC's projects should promote and not interfere with any of the principles of the **“ILO Declaration on Fundamental Principles and Rights at Work”**:
  - **Freedom of association and the effective recognition of the right to collective bargaining;**
  - **The elimination of all forms of forced and compulsory labour;**
  - **The effective abolition of child labour; and**
  - **The elimination of discrimination in respect of employment and occupation.**

# Perspectives on social responsibility in agricultural value chains

- Employment conditions of workers without long-term contracts
  - Example: seasonal workers during harvesting season
  - High vulnerability and at risk for abuse due to low job security, migrating between jobs
  - Covid-19 highlighted their special vulnerability: sanitation, living conditions to stop the spread of virus
- Salary package and benefits of workers
  - Deduction of fees from the salary (e.g. for housing, meals)
  - Housing and sanitary units: separation of men and women
- Livelihoods
  - Distribution of revenues along VC is unbalanced, production level typically the lowest - But: without farming there would be no product
  - Trend for the younger generation to leave agriculture due to low revenues combined with strenuous work
  - Potential of social repercussions



# Benefits of greater inclusivity & sustainability for coops

## 1. Increased volumes and improved quality

- Improved productivity through more efficient investment in technical training and greater household cooperation
- Increased supplier base by including **women farmers**

## 2. Long term sustainability of supply

- Adoption of sustainable practices, including **Climate Smart Agriculture**, due to greater household cooperation
- Improved financial situation in farming HH attracts **youth**

## 3. Improved worker retention and productivity

- Widen the **talent pool** (e.g. youth)
- Loyal and more productive workers through **family-friendly policies** and action on sexual harassment

## 4. Strengthened governance through diverse leadership

- More **diverse leadership** strengthens governance
- More **female leaders** attracts greater participation of women as members and employees

## 5. Reputation and market opportunities

- New **market opportunities** for inputs and products (e.g. through certification)
- Market **reputation** strengthened

# What is being done by copos and companies to address , social responsibility, inclusivity & sustainability constraints?

Transparency

Collection of data, analysis & research, development and implementation of policies and workplans

Relationship member & coop

Coop membership/ farmer registration and governance

Employment practices

Offering for members

Household approaches to promote cooperation and joint planning

Inclusive technical training and service provision, including finance

Training and sensitisation on human rights

# Transparency: collecting data, research and assessment

## Best practices:

- **Self-audit or external audit:** for example of pay, employment, leadership, procurement, corporate social responsibility and suppliers from a inclusivity perspective.
- **Understanding supply chain through gathering data:** # and % of women and men members/registered suppliers, leaders, lead farmers, managers and employees at different levels. Women's participation in meetings and trainings
- **Assessments for specific target groups:**
  - Consultation with male, female and Young members, suppliers and staff
  - Understand their strategic and practical needs and dynamics at a household level (in relation to distribution of work, property, decision making, control over income)
  - Understand and women's, men's and young people's aspirations
- **Training needs assessment:** understand capacity gaps of staff and management in understanding of inclusivity and sustainability
- **Document existing successful approaches** or pilots and consider how to scale up

# Case study: Nespresso's gender equality strategy



In order to support the achievement of the objectives laid out in the Nespresso AAA gender equality strategy, TechnoServe and Nespresso AAA worked together to design a tailored gender analysis tool and then extensively field-tested this tool in selected AAA Clusters in Indonesia, Guatemala, and Ethiopia.

The survey delved into who makes the decisions in the home and the business, and who controls the coffee production, marketing, income, assets, and labour.

It also looked at women's interest to become more involved in coffee farming and attend trainings and men's attitudes towards this

In 2018, Nespresso published a report detailing the process and sharing the analysis tool and a summary of results. This is to support other organisations wishing to conduct similar analysis in their supply chains

**The survey provided contextual quantitative and qualitative data which has informed changes to service delivery and other initiatives to promote gender inclusivity in Nespresso clusters globally**

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# How we can work together

- Conduct cooperative assessments to guide their performance improvement, from both economic and human rights perspective
- Increase transparency on voluntary standards in relation to human rights by providing trainings on ITC's [www.StandardsMap.org](http://www.StandardsMap.org) (free database providing insights into >250 standards)
- Facilitate mutually beneficial market linkages (e.g. between international ag coops and ICETT members)
- Identify best practices and facilitate peer-to-peer learning (e.g. visits of international coops by ICETT members)

Thank you!