

Van Nelle Fabriek

Ground floor



The Only Way is Up! Conference

Programme 6 November 2019



8:00 - 9:00	Registration
<i>Location: plenary room</i>	
9:00 - 10:00	Up Your Game: how the bar is raised for bananas
10:00 - 10:30	Coffee break
10:30 - 11:30	Up Your Game: designing the enabling environment where cocoa farmers can earn a living income
11.30 - 11.50	Keynote speech by Sigrid Kaag, Dutch Minister for Foreign Trade and Development Cooperation; and a video message from Gerd Müller, the German Federal Minister for Economic Cooperation and Development
11.50 - 12.30	Panel session: Birgitta Tazelaar (Deputy Director-General for International Cooperation, Dutch Ministry of Foreign Affairs), Stefan Schmitz (Deputy Director-General and Commissioner for the 'One World - No Hunger' Initiative at the German Federal Ministry for Economic Cooperation and Development), Martien van Nieuwkoop (Global Director for Agriculture and Food Global Practice at the World Bank) and Leonard Mizzi (Head of Unit, Directorate-General for International Cooperation and Development, European Commission)
12:30 - 13:30	Lunch break
<i>Workshops: see next page for an overview and the locations. For a full description, please have a look at www.theonlywayisupconference.org. Please register for workshops at the workshop desk near entrance 2.</i>	
13:30 - 15:00	Workshops round
15:00 - 15:30	Coffee break
<i>Location: plenary room</i>	
15.30 - 16.30	Up Our Talk: Celebrating commitments

13:30 – 15:00 Workshops

Up Your Game: from worker to consumer, a living wage case throughout the flower supply chain

Living wages in the floriculture sector, what is happening and what are the next steps? Work actively with the Ethiopian trade union, an Ethiopian-based producing company and a Dutch retailer on real time cases to learn more about the reality of living wages and contribute to a more fair supply chain in the future.

Location: Dome A

Host: Hivos **Moderator:** Henry Wera (Hivos East Africa) **Speakers:** Mastewal Habtamu Assefa (National Federation of Farm Plantation and Fisheries and Agro-Industries Trade Union), Michel van den Bogaard (Afriflora), Marloes Bruin (Albert Heijn) and Sonia Cordera (IDH, The Sustainable Trade Initiative)

Up Your Game: realising an environment that enables living incomes for cocoa farmers

From trading company and chocolate company to government, from civil society to retail, from producer to financial institution: you are all invited to actively join this interactive debate on the central question: 'How to create an effective enabling environment for living incomes?'

Location: Plenary room

Host: Fairtrade and the German Federal Ministry for Economic Cooperation and Development
Moderator: Nick Schoemaker (Netherlands Debate Institute)

Up Your Game: drivers and approaches to tackle the coffee price crisis

Leading sector organisations in the coffee industry discuss how they are addressing the serious price crisis through key drivers for living income and living wage for coffee farmers and farmworkers. Participants will then engage in practical exercises.

Location: Curtain room 1

Host: German Federal Ministry for Economic Cooperation and Development and the Living Income Community of Practice **Moderator:** Christina Archer (Sustainable Food Lab) **Speakers:** Vera Espindola Rafael (Specialty Coffee Association), Jenny Kwan (IDH, The Sustainable Trade Initiative), Gerardo Pataconi (International Coffee Organization) and Maïke Moellers (GIZ)

Up Your Game: adapting commercial practices & enhancing lives of smallholders and workers in green beans

Key learnings from a collaboration in the green beans supply chain, which has led to improved commercial benefits for all, including more secure supply of fine beans, and improved and stable incomes and livelihoods for 300 smallholders and 3,000 workers involved in the supply chain in Kenya.

Location: Dome C

Host: Hivos **Moderator:** Isabelle de Lijser (Hivos) **Speakers:** Hazel Culley (Marks & Spencer), Alistair Leadbetter (Traidcraft) and Mary Kambo (Kenya Human Rights Commission)

Up Your Game: tea

Learn how taking a supply chain approach can benefit tea workers and smallholder farmers. What are the lessons learnt from prior projects and how can we use these learnings to go forward?

Location: Dome B

Host: IDH, The Sustainable Trade Initiative
Speakers: Ian Brabbin (Taylors of Harrogate), Sarah Roberts (Ethical Tea Partnership) and Jordy Van Honk (IDH, The Sustainable Trade Initiative)

Up Your Game: promoting living income through a cross-commodity approach

How do viable farming systems need to be structured to enable higher and more resilient income for smallholder families? Which enabling conditions are necessary in order to turn diversification and professionalisation into powerful catalysers for improved livelihoods? Within the scope of these core questions, we aim to discuss and align on effective farm-based strategies that support living income from a landscape oriented and multi-stakeholder-based perspective, going beyond just the main crops.

Location: Curtain room 2

Host: German Federal Ministry for Economic Cooperation and Development and the Sustainable Agricultural Supply Chain Initiative (INA)
Moderator: Dr. Minu Hemmati **Speakers:** Ekundayo Mejabi (Agricultural Business Concepts Ltd) and Filipe Di Matteo (AMEA - The Agribusiness Market Ecosystem Alliance)