

THE FAIR FARM DATA INITIATIVE

PATHWAY TO INCLUSIVE FARMER ECOSYSTEMS

8 December 2021
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Our strategy 2021-2025

1969-1988 : social innovation

1989-2019 : Fairtrade

2020 onwards : democratic economy

Solidaridad



Sign of the times

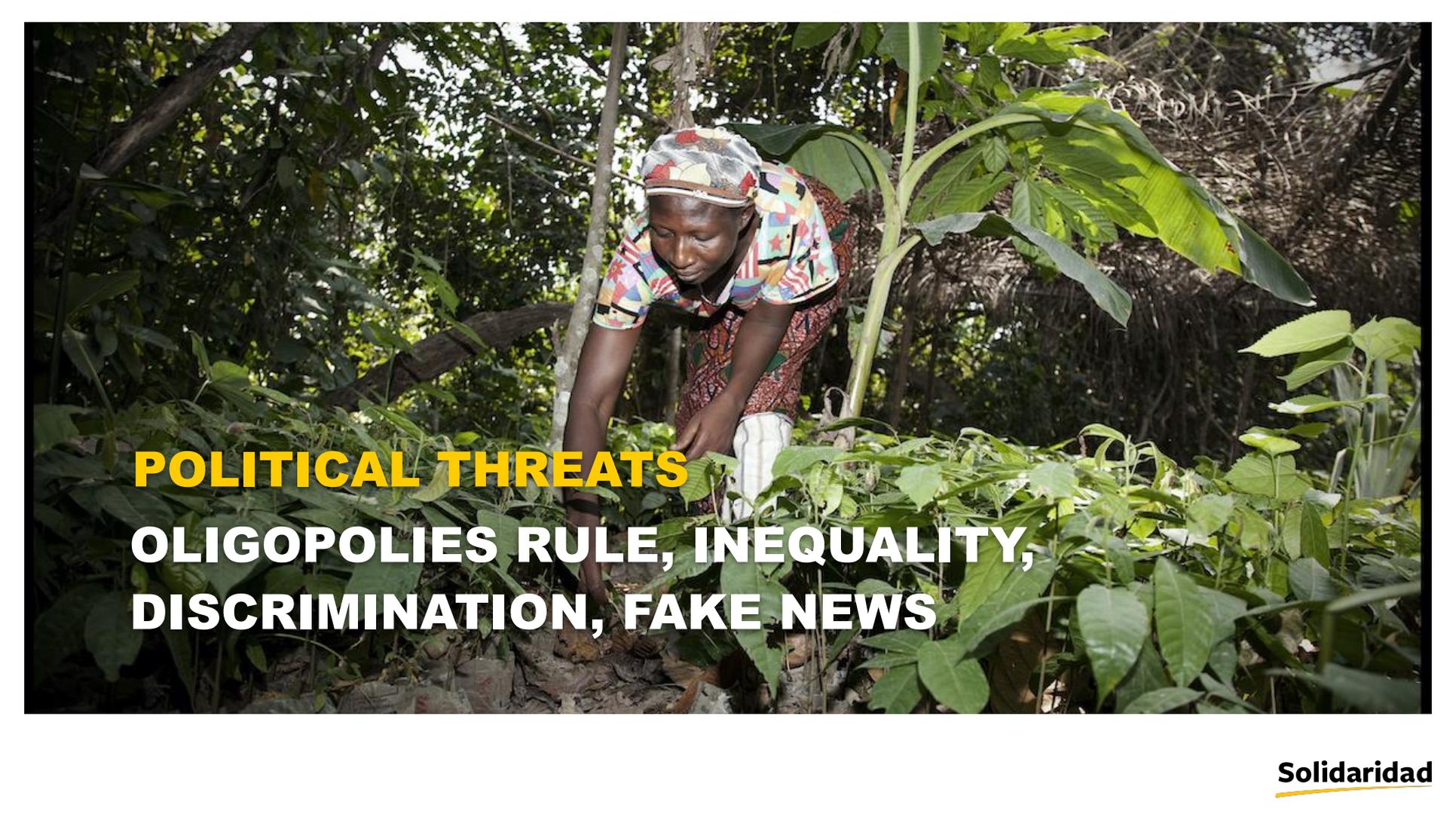
ECOLOGICAL THREATS

**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 short-sleeved shirt is bent over, working in a lush green field. She is surrounded by dense vegetation, including large green leaves and a tall plant with a thick stem. The background is filled with more greenery and trees, suggesting a rural or agricultural setting.

POLITICAL THREATS

**OLIGOPOLIES RULE, INEQUALITY,
DISCRIMINATION, FAKE NEWS**

WE NEED SUSTAINABLE SUPPLY CHAINS ON THREE LEVELS



PROSPERITY

Socio-economic progress: income, decent work, fair pay, inclusive business ownership models



BALANCE WITH NATURE

Healthy ecosystems: resilient against climate change, healthy, regenerative, circular, pollution- and waste free.



INCLUSIVITY

Social-political influence: civic space, voices from the south, gender equity, youth, indigenous minorities



OUR DIGITAL IMPACT PATHWAY: FAIR DATA

WHY?

KEY CHALLENGES TO TACKLE



FARMER

- Unrestricted digital inclusivity
- Fragmentation & fatigueness
- The thread of lock-in
- Value creation not captured
- Onboarding in digital ecosystems

SUPPLY CHAINS

- ESG & Due Diligence
- Digital Assurance & Certification
- Climate & Bio Diversity investment
- Digital Trade
- Cost of data collection

WHAT?

A FAIR FARM DATA SHARING FRAMEWORK

- A sector committed set of principles for fairness in the generation and trade of smallholder farmer data. Based on the principles of **Fair Participation, Fair Ownership, Fair Value and Fair Voice** in the entire value chain. Fair Data is founded on two key principles:
 - Farmers remain in control of their own data
 - The value of the data returns to the farmer on three levels:
 - Digital Inclusion
 - Value Services
 - Rewards and incentives
- Fair Farm Data directs the pathway for a data economy that works for smallholder farmers

WHAT?

VALUE PROPOSITION, AUDIENCE AND PRINCIPLES

A minimum of 350 million smallholder farmers are at the beginning of their journey through the data economy. Let's give them a fair chance to become equal and active participants.

- Beneficiaries: smallholder farmers from the global south
- Fair Space = Fair Access (be connected and included), Fair Say (in control of your own data), Fair Value (receive added value services and economic rewards through data)
- Global, and pre-competitive multi-stakeholder alliance (Roundtable), connected through a shared code of conduct
- Enabled through a dedicated inclusive farm data ecosystem

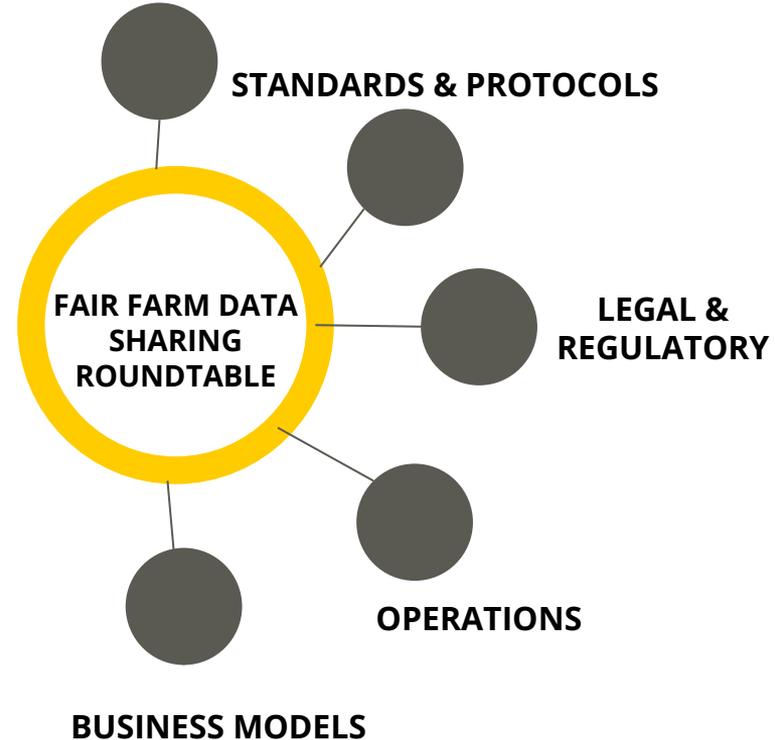


FAIR DATA STANDARD ROUNDTABLE ROADMAP

Consulting	Multi stakeholder engagement group: farmer, farmer organization, global supply chain actors, bank, standards body, science, tech, media.
Guidance	Fair Farmer Data Manifesto as guiding principles for stakeholder engagement.
Co-creation	Kickoff workshop with expanded group of stakeholders. Planning: February 2022
Roundtable	Co-creation will provide the basis for the Fair Farmer Data Roundtable Planning: March 2022
Standard	Co-creation will provide the basis for the Fair Farmer Data Standard and a Code of Conduct as a first deliverable of the Roundtable Planning: 2H of 2022



FAIR DATA STANDARD





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CHANGE
THAT MATTERS