



**MM** FLOWERS

# BUILDING RESILIENCE IN FLOWER SUPPLY CHAINS

BP4GG VSCF DFID/FCDO FUNDED PROJECT

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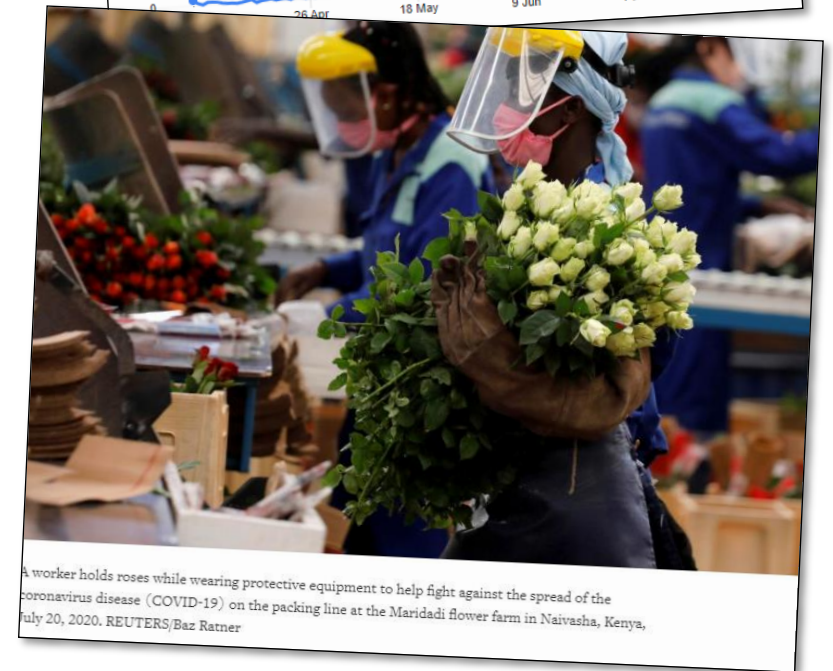
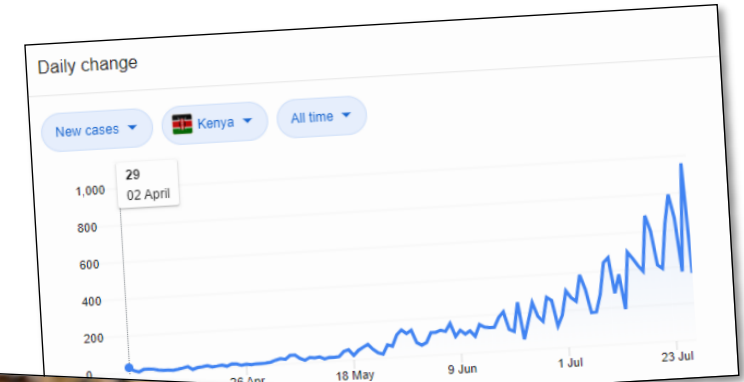
CO-OP ETHICAL TRADE FORUM

12 NOVEMBER 2020

# Background

- **Retailers in the UK and Europe reduced their flower orders** to prioritise essential goods. **Flights were grounded.** Flowers destroyed, freight expensive and flower workers laid off. Kenya Flower Council estimates that it will take at **least a year for the sector to fully recover.**
- **90% of all flower workers across East Africa have somehow been affected** through reduced pay, unpaid leave or loss of jobs. **Women are bearing the brunt of the crisis.** Schools and childcare facilities are still closed, forcing many women to take unpaid leave to look after children.
- Although workers are now being called back to the farms as demand lifts, **new health & safety measures prevent many farms from operating at pre-COVID production levels.** Cases are continuing to increase in Kenya.

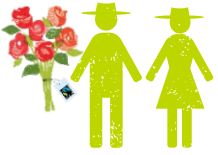
For this project, a partnership came together to build on existing work and relationships. This consortium represents the entire supply chain, from commercial partner, to NGOs and certification bodies, as well as education and industry forums.



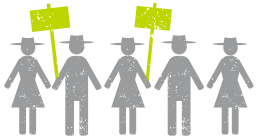
A worker holds roses while wearing protective equipment to help fight against the spread of the coronavirus disease (COVID-19) on the packing line at the Maridadi flower farm in Naivasha, Kenya, July 20, 2020. REUTERS/Baz Ratner



# Project Aims



**Long-term outcome: Flower farm workers are protected and the flower industry is fairer and more resilient**



*Total beneficiaries: over 6,000 direct beneficiaries of goods, and over 150,000 indirect beneficiaries of communication campaign, on-farm activities and trainings*



- **Objective 1. To address the immediate impacts of the COVID-19 crisis social needs**



- **Objective 2. To address the sustainability of the system through long-term resilience**



- **Objective 3. To improve purchasing practices and increase consumer awareness**

# Work Package 1 – Immediate Response

## Health situation

- Medical care and supplies scarce or not of a high standard.
- Obligatory to wear a mask in public in Kenya.
- Many flower farm workers cannot afford to buy more than a single mask. Repeated reuse increases their risks.

### Health intervention:



**Distribution of health packages for workers and their families (including vulnerable groups), including masks, soap, hand sanitiser and paracetamol.**

*Target beneficiaries: 6,000 identified by need*

## Food situation

- Food security a challenge
- Establishing gardens to serve the nutritional needs at a very low cost desired.
- This ensures access to fresh produce during times of crisis, without having to buy from an inflated local market when earning little to no wages.



### Food intervention:

**Set up kitchen gardens at workers homes to support themselves and their families (including vulnerable groups).**

*Target beneficiaries: 3,000 identified by need*

## Communication situation

- Identified need to communicate through bulk SMS, WhatsApp, Facebook updates, and flyers, to reinforce key health messages from the national ministries.
- This would include symptom recognition, hygiene, isolation, and reporting.
- Due to high illiteracy rates and lack of internet in rural communities, multiple channels required.

### Communication:



**Raise awareness and spread key messaging through radios, SMS and posters.**

*Target beneficiaries: 150,000 (Kenyan flower sector)*

## Actions

**Health:** Provide adequate PPE and washing facilities for staff. Set up champions within work force to help others to keep safe.

**Food security:** Check out if there are kitchen garden initiatives in country and ensure your workers are informed.

**Communications:** Ensure COVID-19 health messages are clear, repeated and address stigma.

# Work Package 2 – Longer term

## Income generation situation

- Most flower farm workers earn below a living wage and need for additional income now more apparent than ever.
- Research needed to ascertain the best income generating/farm diversification activities.
- Technical support on diversification and seed funding for income generation.
- Reducing over reliance on flowers during future crashes.

### Income intervention:



**Alternative income generating activities (market scoping analysis), trainings and seed funding for individual workers. Support (technical and financial) for farm diversification**

*Target beneficiaries: 150 individuals and up to 4 farms*

## Food situation 2

- Food security a challenge
- Establishing gardens to serve the nutritional needs of workers at the farm level.
- Share good agricultural practices with workers through on-farm training.
- Trail new climate robust crops and donate/sell to local communities.

### Food intervention:



**Set up nutritional gardens on the farms.**

*Target beneficiaries: 2 farms (one FT one non-Fairtrade) Increased to 12 through funding.*

## Gender situation

- Women are disproportionately affected as the majority of flower workers.
- Many have caring duties, have low valued and low paid jobs, lack access to financial support, lack worker voice and there has been an increase in gender-based discrimination and violence.
- ToT through possible online resource with physical copies.

### Gender intervention:



**Build an online training tool to support gender equality.**

*Target beneficiaries: Aim to roll out to up to 40 farms (Fairtrade and non-Fairtrade)*

## Actions

**Income:** Support income generation programmes: mask making Oserian

**Food 2:** Share good practice with your suppliers through networks

**Gender:** Ensure you look at all policies and procedures with a 'gender lens' – and if unsure seek support.

# Work Package 3 – Resilience

## Trade model situation

- An analysis of the role of Corporate Social Responsibility at the farm level has played during this time, including a comparison with the sector more broadly, is desired.
- It is also critical to understand how workers have been engaged during the crisis, and where communication has been effective or lacking. This would also consider the role of living wages.

### Trade intervention:



### Understanding trade models and worker voice in Kenya:

- (1) Review trade and Fairtrade models. What can be applied across the sector.
- (2) Identify what workers feel has/hasn't worked during COVID-19 outbreak.

*Interview 2,000 workers.*

## Purchasing practices situation

- An analysis of buying behaviour during the crisis, particularly in relation to ethical sourcing. Important to understand how the purchasing practices of both consumers and retailers shift during a pandemic to both the support and abandonment of flower producers in Kenya.
- The findings will be key to ensuring in another situation the appropriate preparations can be made by supply chain actors and also governments.

### Fair purchasing practices intervention:



### Research into market behaviours in the UK during coronavirus.

### Roundtables with retailers and suppliers to discuss trade models, terms of trade, and purchasing practices.

### Dissemination of best practices and learnings through FNET.

### Government intervention:

**Partners to produce report and joint statement from industries in Kenya and UK and take to the government in each country to feed learnings into policy.**



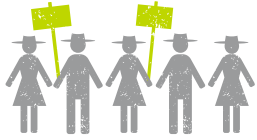
## Actions

**Trade model:** Ensure your CSR policies and practices are up to date and implemented.

**Purchasing:** Ensure good communication between your ethical/sustainability teams and your commercial/purchasing teams.

# Key Learnings (so far)

## Challenges:



- Short time frame – 1 year (delayed)
- Partnership working – over 20 different entities
- Rapidly changing landscape – Kenya and UK
- Stigma of COVID-19



## Opportunities:



- Build on existing partnerships
- Roundtables key learnings supplier/retailer/consumer
- Trade research – CSR
- Re-emphasise the key role that gender plays

