

FROM THE GROUND UP

IMPACT HUB BERKELEY CHANGE ACCELERATOR

Collaborative Trade: Innovation Salon, Education & Public Programs

THE CHANGE ACCELERATOR

Impact Hub Berkeley's "From the Ground Up" is a four part, year-long program that brings together multi-stakeholder organizations working in sustainable food and agriculture to collaborate on joint initiatives. The change accelerator combines dynamic working groups, public-facing education programs, and community building events to drive systemic change in the following areas:

- Collaborative Trade
- Living Oceans
- Local Food Systems
- Health Soil/Carbon Farming

Each focus area working group will feature a different topic and participants will share their experiences, discuss current challenges, and collectively develop solutions. Together the group will generate outcomes and co-design next action steps for change.

Public programs will feature inspiring film, lecture, salons and networking events to amplify the work of innovators and changemakers in the food and agriculture space, and provide the public with opportunities to learn, act and engage.



DEFINING PRINCIPLES:

*Creative Collaboration *Sharing Stories *Listening *Emerging Solutions *Face-to-Face
*Diverse Stakeholders *Dynamic Participation *Building on the Fly
*Making Change

FTGU SERIES 1: COLLABORATIVE TRADE

Collaborative Trade is an evolution of fair and direct trade where all parties impacted by a system can work together for the common good. It aspires to create whole and equitable trade systems by addressing market gaps and challenges, while creating alignment around a shared vision that goes beyond the view of any particular stakeholder.

The Innovation Challenge: To design healthy, global food supply chains where farmers are treated as equal partners and like-minded organizations work together to accelerate the shift towards sustainability.

Worldwide there are more than 450 million small-scale farmers, representing 70% of the world's poor. Many of these farmers produce specialty foods like cacao, coffee, tea, dried fruit and spices for international markets using traditional farming methods that respect the environment. Linking these small-scale farmers to fair markets plays a critical role in the health of our global communities, including reducing rural poverty and environmental degradation.

Together, this working group will co-design clear next steps to improve supply chain trust and transparency, remove logistical barriers to market access, and find ways to share resources and tools that support Collaborative Trade.

What if food were traded in a way that is **RESPECTFUL** of **ALL FARMERS, THEIR PRODUCTS AND THE LAND** where the food is grown? What if global food supply chains treated **FARMERS AND BUYERS** as **EQUAL PARTNERS**, with a **SHARED VISION** of success? And what if all of the organizations, companies and individuals who believe in this vision **WORKED TOGETHER** to make this happen?

PROGRAM HOSTS

Yellow Seed

Yellow Seed is a nonprofit, impact driven enterprise that connects small-scale farmers to new trade opportunities. We make people, products and resources visible online so that trade can happen with greater transparency and ease. Farmers can share their stories and products, access new markets and build consistent trading relationships, while buyers can find new farms, read product reviews and connect with service providers to facilitate trade.

Yellow Seed's pilot is focused on the cacao market, where there are challenges in sourcing fair-priced, sustainably grown beans. Currently the majority of cacao farmers are invisible to market databases and subsequently sell their goods for far less than fair value.

Yellow Seed believes that small-scale farmers should be meaningfully engaged as partners in the management of our food supply systems and the environmental services that underpin them. Our collaborative trade model unites people to share resources and work together so we can multiply the positive effects of all of those committed to doing better.

Impact Hub Berkeley

Impact Hub Berkeley is a coworking & events space for a membership community of entrepreneurs, activists, creatives, and professionals taking action to drive positive social and environmental change.

Each HUB location around the world is deeply rooted in the local community and offers innovative programs, events and tools for connecting. Through our global association and the shared principles of collaboration, respect, and participation we are building a movement. We believe that a better world can be created through the combined accomplishments of compassionate, creative and committed individuals focused on a common purpose.



Berkeley

INNOVATION SALONS

Between January and March 2016 there will be a total of 6 convenings, with an optional social hour after each meeting and a final celebration event. Each month will feature a challenge and topic area, targeted towards a particular stakeholder group.

Time: Salons will take place from 3:30pm - 7:00pm with Optional Social Hour following

Who: Each Salon will include 8-12 seats for attendees and special guests.

Participants include parties directly involved in a trade system or those working in support of trade initiatives including: Chocolate Makers, Chocolate Buyers, Chocolate Innovators, Wholesalers, Farmer Groups, Supply Chain Intermediaries such as Logistics, Supporting Intermediaries and NGOs, Tech Non-Profits (linking farmers to markets and information), Ag-Focused Social Investment Funders, Institutional Finance or Funds, Collaborative Technology, Tracking Software.

Special guests: Topical experts to share experience, perspective and innovative ideas on specific areas to challenge conventional thinking and catalyze discussion around next actions.

Collaborative Trade Fellows: Attend all sessions, facilitate knowledge sharing, providing consistency across sessions and a multi-disciplinary perspective. Invites additional supporting stakeholders to the discussion as questions and solutions emerge.

PROPOSED SCHEDULE

Topic 1: The Farmer, Buyer and Intermediary Relationship

Proposed Dates: January 26 and February 8

What builds and breaks supply chain relationships? Presenters share stories from the field and from sourcing and buying experiences. In sourcing circles, the words trust and transparency continue to come up but what do these words really mean and how can we create a sustainable food supply chain that has enough of both? What do buyers need to know from origin and intermediaries in order to trust in the system enough to create a purchasing relationships? What information is valuable and needed by other stakeholders, such as customers or funders to have confidence that the information provided is accurate and reliable?

Part 1: Building Trust

January 26

- How does trust affect farmer/buyer relationships? And how can trust be built?
- Who decides what 'quality' means and how?
- How can verification be supportive? How we can harness the power of the crowd to create technology and tools that could assist with verification?
- How can different stakeholders work together in order to source the variety, size and form that each needs?

Part 2: Story and Transparency

February 8

- What level of transparency is critical for sustainable supply chains to function effectively?
 - What is important for you to know when purchasing a product?
 - What is important for you to share when selling product?
 - How might we build safe and effective feedback loops between buyers and sellers? Without damaging reputation publically?
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Topic 2: The Risky of Business of Logistics and Supporting Finance

Proposed Dates: February 23 and March 1st

As demand climbs for quality products from traditional farmers who care about the environment and pay their employees fairly, the logistics around trade transactions with small-scale farmers continue to be a major barrier. First, the lead time between when an order is placed and when the product arrives can be very long (up to a year or more) and second, the process can feel very risky for buyers, not knowing if the product may be spoilt due to unforeseen climatic changes, crop failures or during transport and shipping. While buyers would prefer to pay for product after receiving it and verifying its quality, farmers usually need pre-payment so that they have enough cash on hand to harvest and process the product. As awareness of this gap grows, so does the understanding that finding a bridge between the two would enable sustainable trade to truly scale.

Part 1: Bridging the Gap

February 23

- What are challenges to capital flow for buyers, intermediaries and farmers?
- How can risks and rewards be distributed more evenly across the supply chain?
- How can access to credit and/or funding assist both farmers and buyers?
- What are ways parties can work together to more equitably exchange what they need?
- Are there loan or insurance programs that share a common vision and could support one another?

Part 2: Criteria for relationship

March 1

- What is important to measuring impact?
 - How can verification be supportive?
 - What criteria is essential to developing better trade relationships?
 - How do we create a culture to make it easier for farmers to report challenges or ask for support?
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Topic 3: The role of technology, tools and strategic partnerships.*

Proposed Dates: March 15, March 31

While there are quite a few individual donor, NGO and governmental projects dedicated to funding small-scale farmers, there are fewer collaborative projects where organizations share information, resources and technology. This working group will tackle the question of how organiza-

tions working with small-scale farmers can work together to support each other's progress? What tools and technology can we share? What information is useful across the board and should not end up on dusty bookshelves? Where can we store these 'commons' so that everyone has access to important data that will support their programs? And finally, is there any technology that we can create collectively?

Part 1: Strengthening Market Connections

March 15

- What information is important to measure for buyers, farmers, intermediaries and customers?
- What are the tools to support the tracking of these social impact metrics?
- What are ways to improve traceability and reporting by farm workers themselves?

Part 2: Tools for Transparency and Choice

March 31

- Mobile payments and wage verification
- Farmer weather and market information via sms
- Farmer training programs (incl. business administration, product quality and environmental awareness)
- Farmer equipment, resource and community funds
- Dashboards

*Alt Topic 3: Regenerative Supply Chains. (Depending on interest)

COMMUNITY RESOURCE LIST

Hylo: Internal collaboration tool to continue the conversation, create projects, share offers and intentions.

Loomio: Crowd-sourced decision making tool

Lexicon of Sustainability: Learn more about food related topics, join the community by creating a profile, share the salon experience via the newsfeed and create a public-facing challenge.

PUBLIC PROGRAMS

Public programs for the series will feature inspiring film, lecture, panels and networking events to amplify the work of innovators and changemakers in the food and agriculture space, and provide the public with opportunities to learn, act and engage. Events under development include:

- Collaborative Trade Launch Party (Jan 25)
- Real Food, Real Stories: The Chocolate Diaries (Feb)
- Make Chocolate Not War: Celebrating the Art of Chocolate (Feb)
- Craftmaker Expo (Mar)
- Collaborative Trade Closing Celebration (April 5)

CONTACT

For more info visit: <http://berkeley.impacthub.net/sustainable-food-ag/>

Promotional, programming and sponsorship opportunities are available for mission aligned partners.

Contact:

Michael Anzalone

Managing Director, Impact Hub Berkeley

michael@impacthubberkeley.com

Nancy Zamierowski

Collaboration Architect, Yellow Seed

nancy@yellow-seed.org