



Retailers and Living Income: ***From Transaction to Transformation***

The Living Income
Community of Practice

LICOP Facilitators



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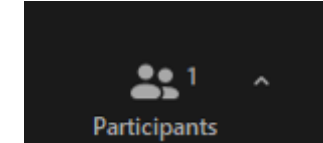


Tech Support
Natalia Dabrowska
Project Coordinator,
Events
ISEAL

Session Guidelines

RECORDING

- This session is being recorded and this will be shared with all participants on the Living Income webpage in the upcoming days .

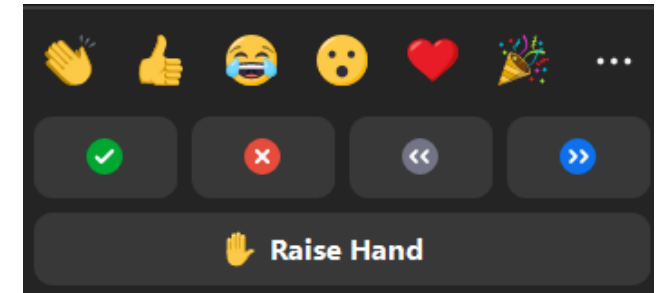


INTRODUCE YOURSELF

- Introduce yourself in the chat

HOW CAN I ASK A QUESTION/COMMENT?

- Attendees will remain muted during this session
- Please use the Q&A box to ask your questions, and upvote any questions you would like answered.
- Please use the chat box to share any ideas or reflections.
- There is a dedicated Q&As slot after the panel discussion



TECHNICAL DIFFICULTIES?

Reach out to **Natalia (ISEAL)** in the chat box or to livingincome@isealalliance.org

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Agenda

1. Welcome and Introduction
2. Setting the Scene: Unpacking the Role of Retailers
3. Engaging Retailers: Why, How, and Where?
4. Panel Discussion



Renske Aarnoudse
*Cocoa Program
Director*
IDH



Louise Chegwidde
*Senior Partnership
Manager*
Fairtrade Foundation



Nina Kuppetz
Advisor
GIZ



Leonie Kuderer
*Corporate Social
Responsibility
Manager*
Dm-drogerie markt



Rebecca Webb
*Human Rights
Manager*
Marks and Spencer

5. Q&A
6. Wrap up

The Living Income Community of Practice

Living Income Community of Practice is open to any entity committed to learning on the topic of Living Income and improving livelihoods of smallholder farmers

www.living-income.com

The Living Income Community of Practice Objectives



Increase understanding
of living income
measurement and the
income gap



Identify and discuss
strategies for closing
the income gap



Share learning and
facilitate collaboration
between actors

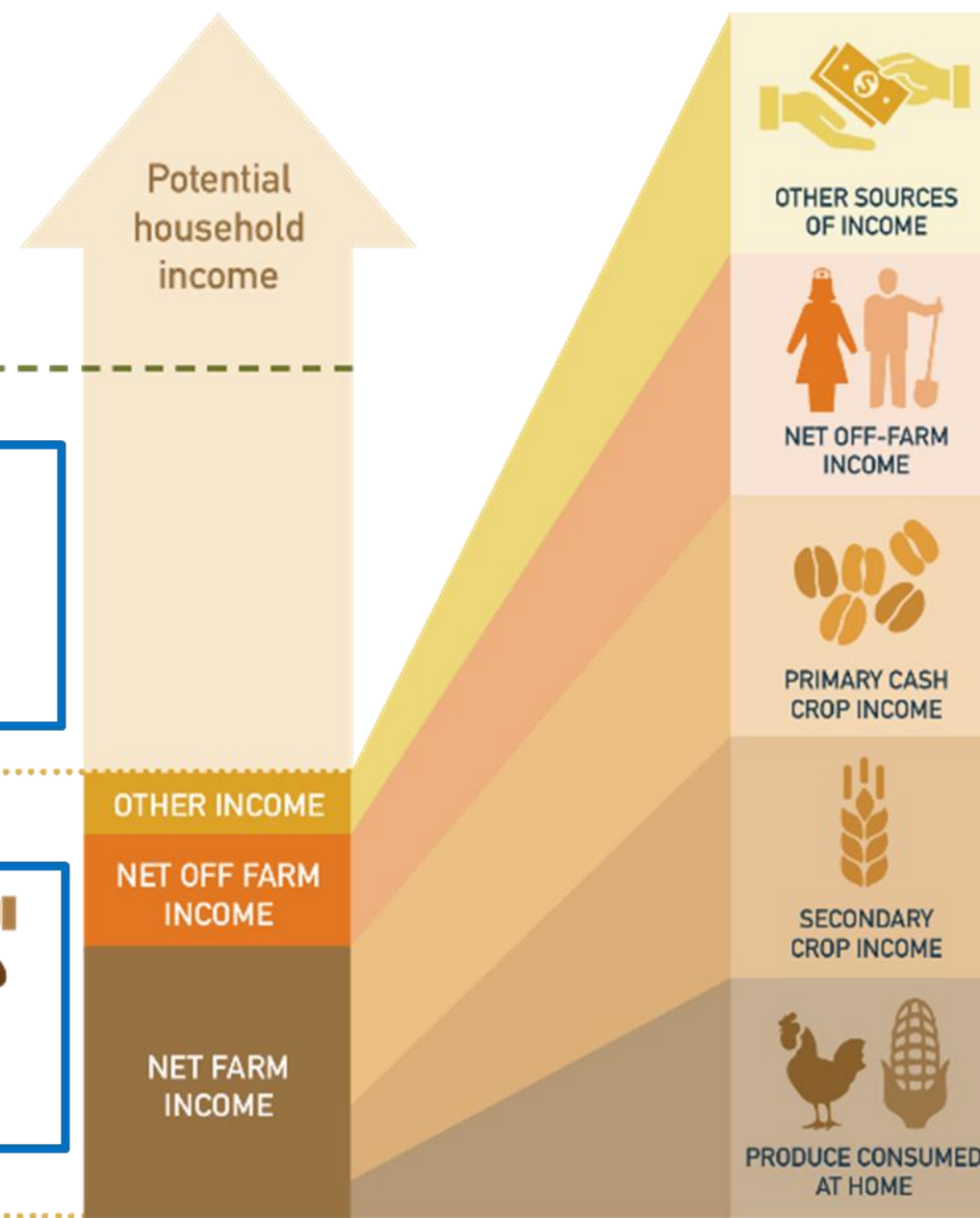
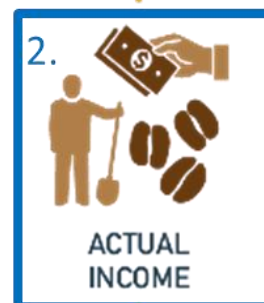
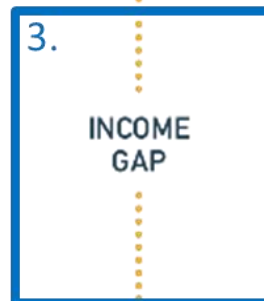
Living Income Story



Living income is the income level that would enable a family to afford a **decent standard of living**.

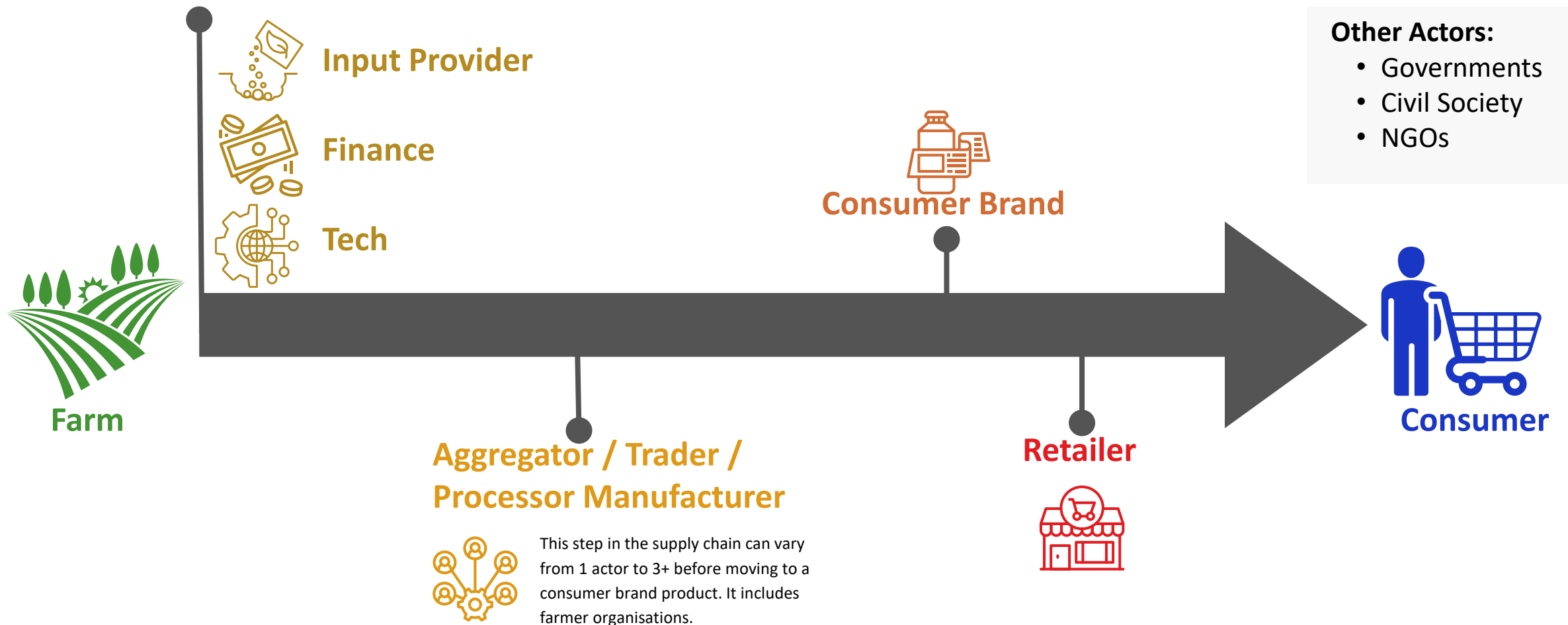
It answers the question: 'how much does a typical household in a particular place need to earn, from all income sources, in order to live a decent standard of living?

Source: The Living Income Community of Practice



Whose responsibility is living income?

Agricultural supply chains can be complex with many actors involved from farm to consumer, but each actor plays a role.



Evolving Roles: From Transactional to Transformational



Multistakeholder Organisations

e.g., WBCSD, UNDP, FAO, ILO, OECD, IFC, World Benchmark Alliance



NGOs

e.g., Fairtrade, Rikolto, IDH, TechnoServe, Heifer International, Rainforest Alliance, Solidaridad, Conservation International



Sector Groups

e.g., Sustainable Coffee Challenge, ICO living income workstream, Alliance for Living Income in Cocoa



Governments

e.g., UN Decent Work Coalition, Cote d'Ivoire Ghana Cocoa Initiative, Mexico Private Public Task Force



Companies

e.g., Sustainable Vanilla Initiative, IDH Living Income Roadmap, World Cocoa Foundation

STEPS COMPANIES CAN TAKE



Retailers and Living Income: *From Transaction to Transformation*

Tuesday 20 January, 14:00-15:00 UTC



Renske Aarnoudse
*Cocoa Program
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Fairtrade Foundation



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M&S' approach to cocoa living incomes

Fairtrade Living Income Programme

Shared ImPact and Mass Balance +

Fairtrade Sourcing



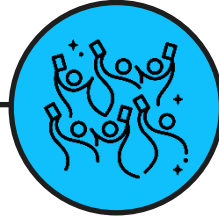
Koné Mawa, Bamba Madoussou, Dosso Fatoumata, Dosso Lédé, Diomandé Massangué, five farmers being supported by Yeyasso on their journey to begin cocoa farming.

Fairtrade Living Income Programme



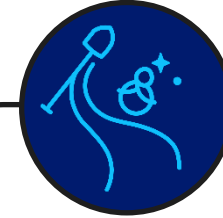
Improved financial resilience

- LIRP differentials received by farmers for their cocoa sales
- Fairtrade Premium invested in productivity and organisational strengthening



Increased productivity, profitability & resilience

- Farm record implementation
- Cocoa and shade tree nursery set up for shade management
- Labour Service Centre established for pruning and spraying services



Increased income from diversified sources

- Agroforestry nursery set up to provide seedlings alongside training
- Village Savings Loan Association set up to provide finance for income diversification

Why M&S chose this approach

Adaptable programme funding meaning funds are invested where most needed and can be reallocated to paying a LIRP if the cocoa price drops.

Pooled funding with other organisations to allow for increased impact across multiple communities.

Joint approach alongside sourcing through Shared ImPact meaning the cooperative also benefits from guaranteed income through a 3 year sourcing commitment.



Diomandé Léontine, cocoa farmer
at Yeyasso, Côte d'Ivoire

Topka Alexis, Tree Nursery Manager at Yeyasso, watering seedlings at the cooperative's nursery.



“

‘Another major challenge is climate change. The cooperative has set up two nurseries and, thanks to the Shared Impact program, we want to plant more trees and encourage agroforestry.’

Kenaté Awa, Sustainability Manager at Yeyasso

What can you expect from LICOP in 2026?



Webinars



In-person
workshop





Virtual
workshop



Publications:
Including Due
Diligence Guidance in
February

To join this community, we invite you to follow us on our social media and sign up to our newsletter by clicking on the form.






The Living Income
Community of Practice

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The Living Income Community of Practice


Collectively building pathways to living income through common tools and global exchange

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☐ Coffee

☐ —



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