



**Solidaridad**

# OUR JOURNEY

## HOW IT STARTED

We were born in 1969 to provide development aid and social justice to the poor and oppressed in Latin America.



# 50 YEARS OF MAKING SUPPLY CHAINS MORE SUSTAINABLE

- In the 1980s, transitioned into an entity that promotes fair trade and economic development
- Sparked the global fair trade movement by launching the first fair trade label for sustainable coffee in the Netherlands
- Evolved into a solution-oriented civil society organisation accelerating global sustainable and inclusive development



# SOLIDARIDAD ASIA: BRINGING CHANGE THAT MATTERS

## SCALE

Innovative and sustainable solutions provider, working in India, China, Indonesia, Malaysia, Bangladesh, Sri Lanka, Myanmar, Hong Kong and Israel

## TEAM

More than 400 experts are working to stimulate sustainable production in the region

## EXPERTISE

Providing scalable solutions in agriculture and mining sectors in collaboration with governments, businesses and community

## MISSION

Driving sustainability from niche to norm in Asian markets and among Asian producers in a way that supports people, planet and profits

## IMPACT

Directly supported more than a million producers and workers by continuously developing programmes in the last decade

# IMPACT ON THE GROUND



Pioneered development and implementation of national sustainability standards in the region

Together with partners, founded the Teh-Lestari standard for tea in Indonesia in 2011 and the Trustea standard for the Indian tea industry in 2013

Many businesses from across Asia are joining hands with us to make their supply chains more sustainable and implement their CSR programmes

Provided training on climate-smart sustainable agriculture and decent work to more than 500,000 farmers and 200,000 workers

**SOLIDARIDAD  
JAPAN: LATEST  
ENTRANT IN  
THE GLOBAL  
NETWORK**



Credit: <https://fujiyoshida.net/>

# MISSION



## MAKING JAPAN A MORE INCLUSIVE & SUSTAINABLE ECONOMY

- Advise businesses on traceability of their sourcing activities and supply chain risks
- Support businesses in making procurement policy
- Identify gaps between local activities and international standard and help businesses fill them with knowledge and expertise
- Support businesses in environmental, social and governance (ESG) information disclosure
- Help corporations design their sustainability and CSR strategies

# FURTHERING SDG & AGRICULTURAL COMPETITIVENESS ENHANCEMENT GOALS

## SDG GOALS

Work with the Japanese government to drive Sustainable Development Goals with a focus on:

- Revitalisation of rural areas
- Sustainable and resilient land use
- Promotion of quality infrastructure

## AGRICULTURAL ENHANCEMENT

Work with the Japanese government on 'Agricultural competitiveness enhancement programme' to:

- Solve structural problems for farmers and improve their income
- Play a key role in coordinating with different stakeholders (wholesalers and mass retailers) to enable them to work together effectively within the programme



# REACH OUT



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# **CHANGE** **THAT MATTERS**

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