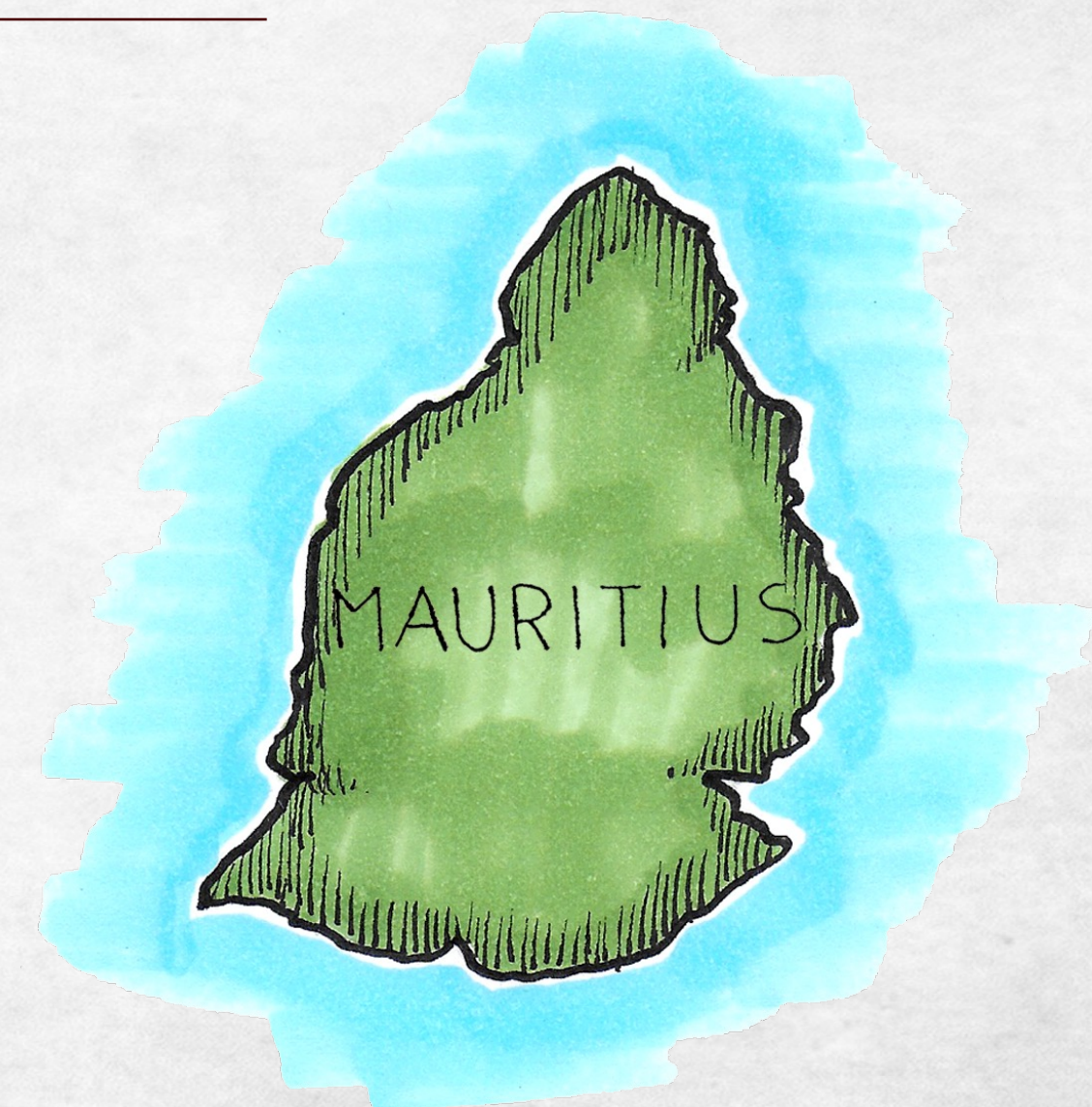




MAURITIUS PROJECT



FORGING SUSTAINABLE PARTNERSHIP





In the commercial relation that Altromercato builds with its producer and commercial partners, each person is a “unique” identity and his/her value is not related to the object that is being produced, but to the way it is produced, to the work and the social and economical context in which the product is build.

**THE PROTOCOL FOR INTEGRATED COOPERATION “MADE IN DIGNITY”
SIGNIFICANTLY CONTRIBUTES TO:**

- ✓ Strengthening the small producers organizations in their countries of origin;
- ✓ Assuring to small producers organizations a long-term relationship, a sustainable access to the market, to loan and information, considered fundamental elements for cooperation to development and sustainable commerce;
- ✓ Increasing people’s awareness about the significant change that a responsible buying behaviour can bring about for the world’s sustainability
- ✓ Promoting in a coordinate way a cultural growth and a growth of a responsible economy, through specific research actions, communication, sensitization and involvement of specific categories and social-economical players.
- ✓ Increasing the size and quality of the sustainable economy network.
- ✓ Providing the economic operators with an integrated and efficient supply chain, monitored and guaranteed by Altromercato.
- ✓ Maintain a stable and trustworthy relationship with the final customers.

OUR METHOD

- Constitution of a partnership among all the players involved in the supply chain
- Plan for a socio-economical cooperation
- Partnership assessment
- Communication and spread of the protocol “Made in Dignity”



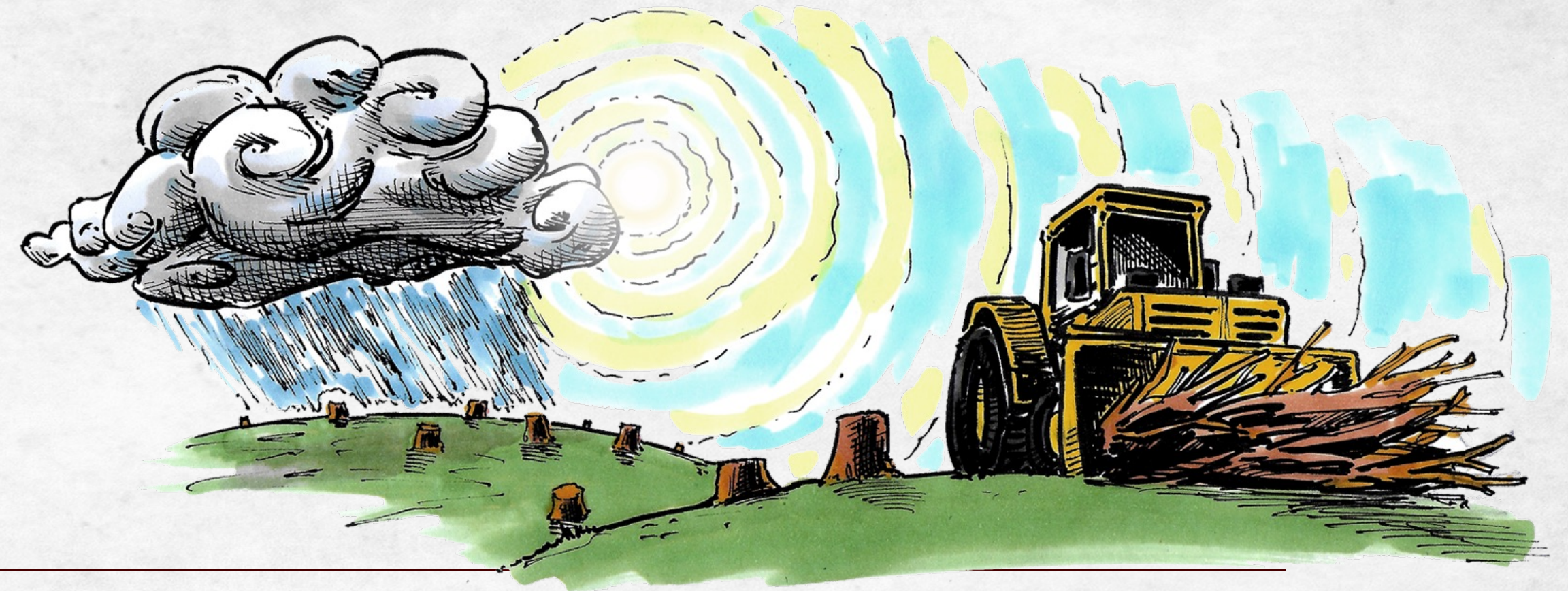
WHY AND HOW MAURITIUS AS BEST SUSTAINABLE PARTNER





Since the introduction of sugar cane cultivation in Mauritius, the sugar industry has become the country's first source of income for many centuries, also acquiring a crucial socio-cultural role both nationally and in local communities.

Despite its decrease over time, the contribution of agriculture to the GDP of Mauritius remains important: sugar cane accounted for 1.3% of the GDP of Mauritius in 2018. Furthermore, thanks to the sale of sugar abroad, there is an additional source of income due to the foreign currency entering the Country.



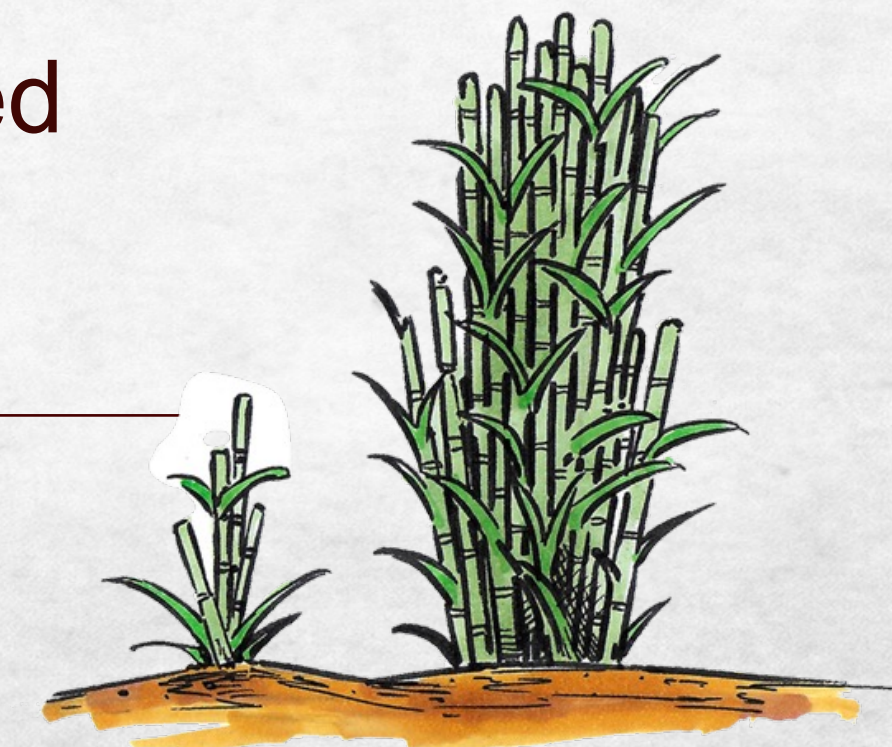
Today the overall sustainability of small-scale cane production is seriously at risk due to several factors: rising production costs, low profitability due to falling sugar prices on international markets and scares involvement of young people in the sector.

This situation, further aggravated by climate change, is progressively worsening, with a consequent increase in the abandonment of lands (4,726 hectares of abandoned land 2018) or their conversion to other agricultural or non-agricultural uses, with economic, environmental and social effects on local communities.

In this context, Altromercato has decided to enter in order to support the cooperatives of small farmers to obtain an improvement in cultivation practices, to improve productivity and consequently the economic sustainability of individual farmers.

The characteristics that have conditioned the entry of Altromercato in Mauritius, in addition to the presence of cooperatives of small farmers with which Altromercato usually works also in other realities in the world for other product chains, are:

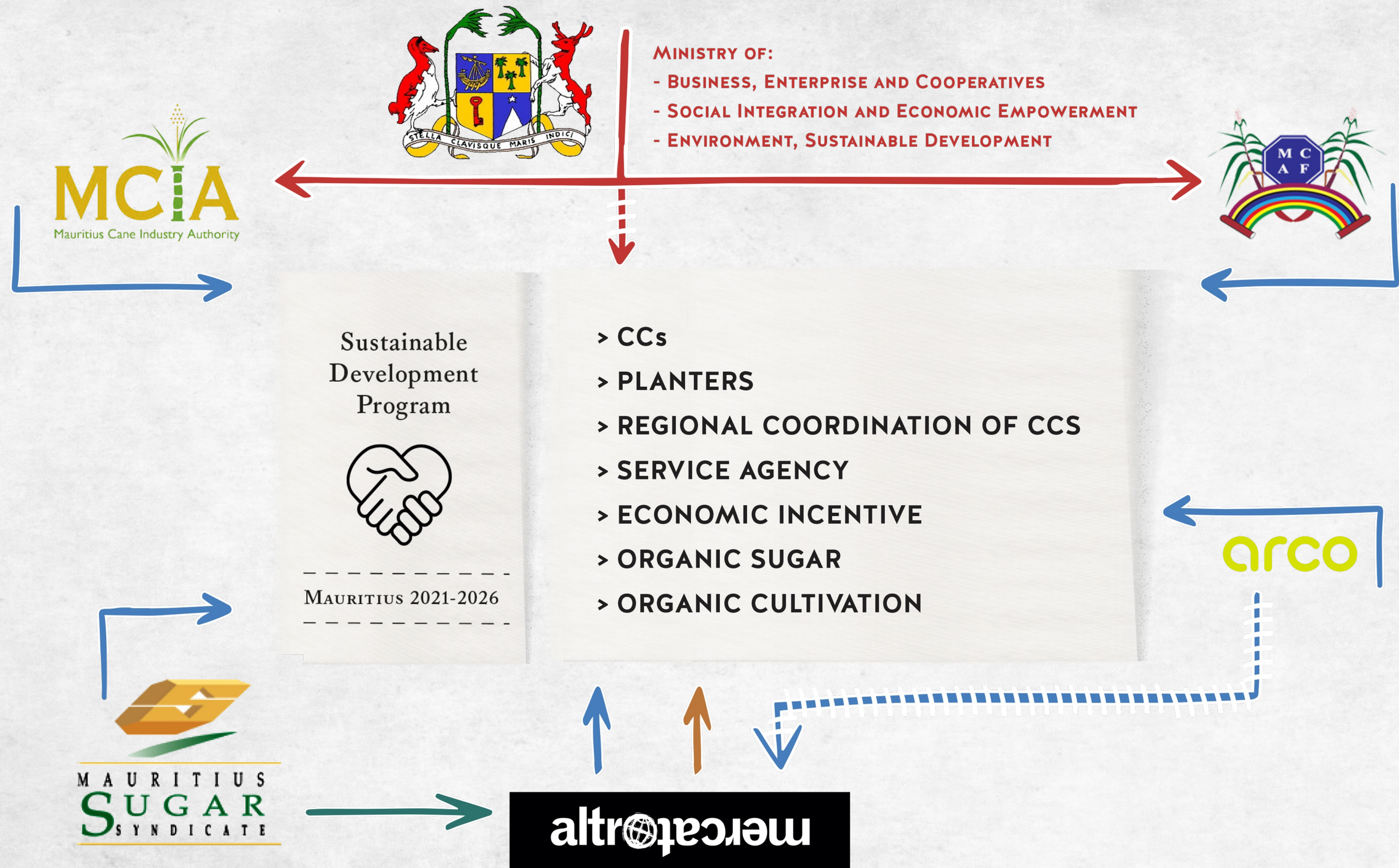
- the quality of the sugar produced, considered an excellent sugar of cane
- the whole organization behind the sugar production which can be considered as a country system being the most important agricultural production in Mauritius.

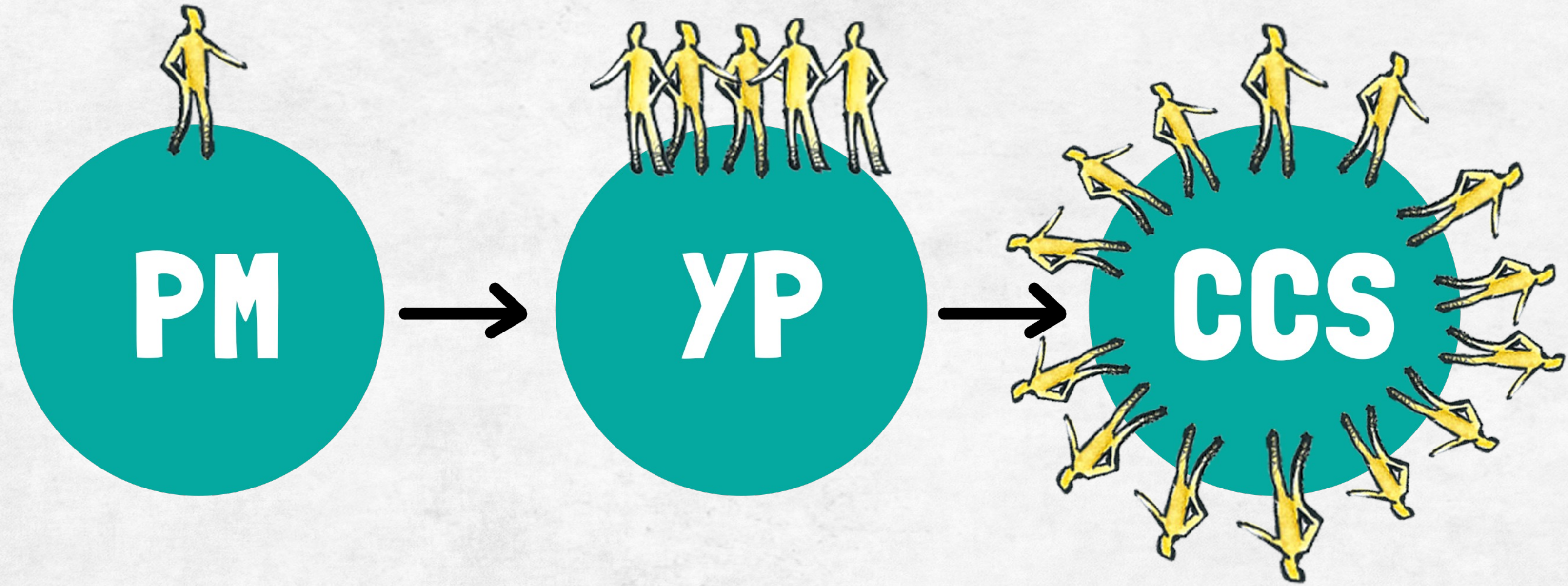


THE PATH WE WALKED FOR THE SUSTAINABLE DEVELOPMENT PROGRAM “MADE IN DIGNITY”











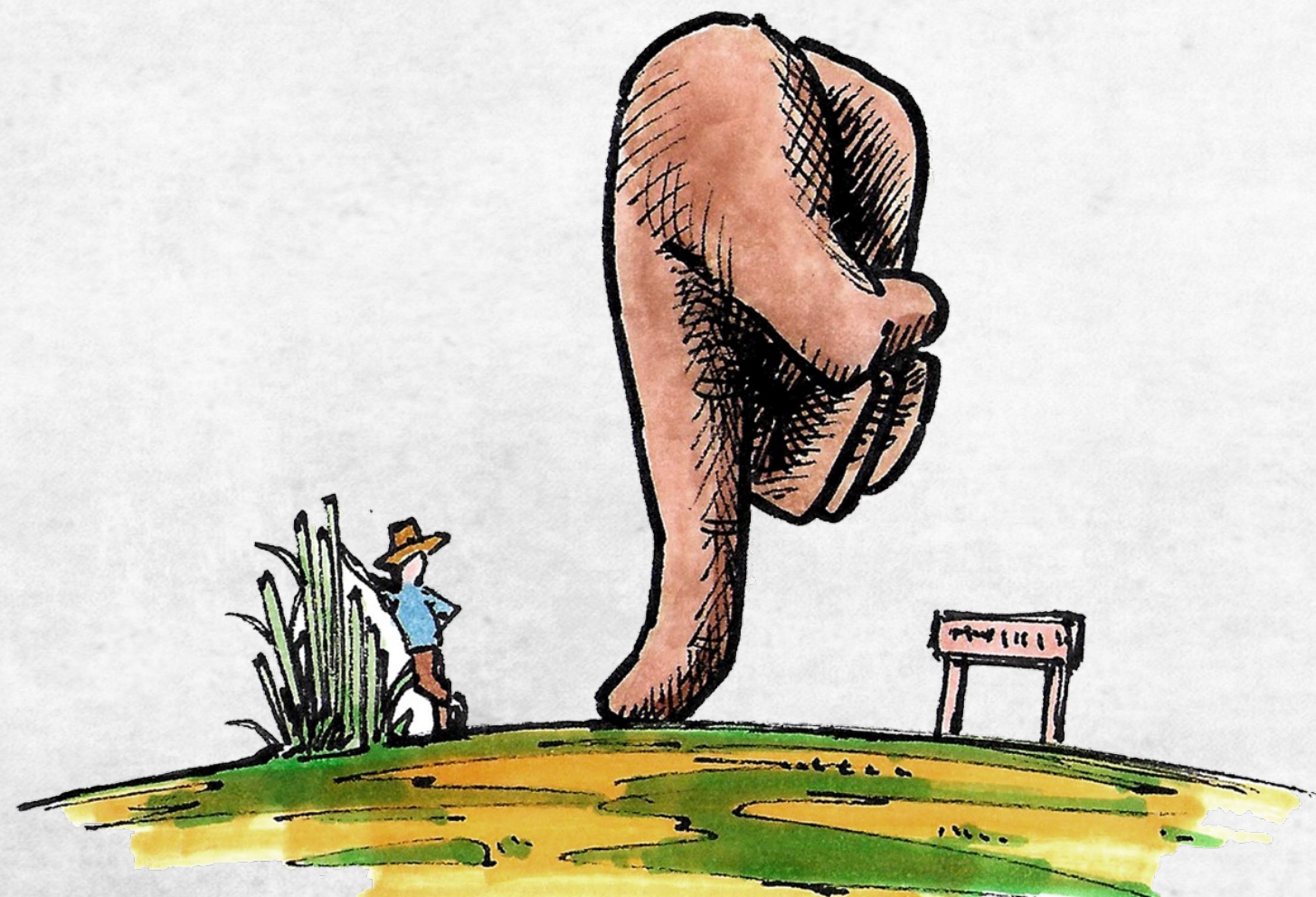


MSS represents for Altromercato the only institutional and commercial reference in Mauritius.

Over the years, the collaboration has evolved not only from a commercial point of view, but also towards support from a social point of view for cooperatives.

The comparison with MSS has always led to the best solutions to proceed in recent years with the management and development of the activities related to the project.

WHAT WE HAVE ACHIEVED



The **activities** carried out from October 2015 to September 2020 directly involved cooperatives and small farmers bringing decisive **improvements** in three main areas strongly connected to each other in a project that aims to increase the economic, environmental and social sustainability of a supply chain:

- **MANAGEMENT AREA**

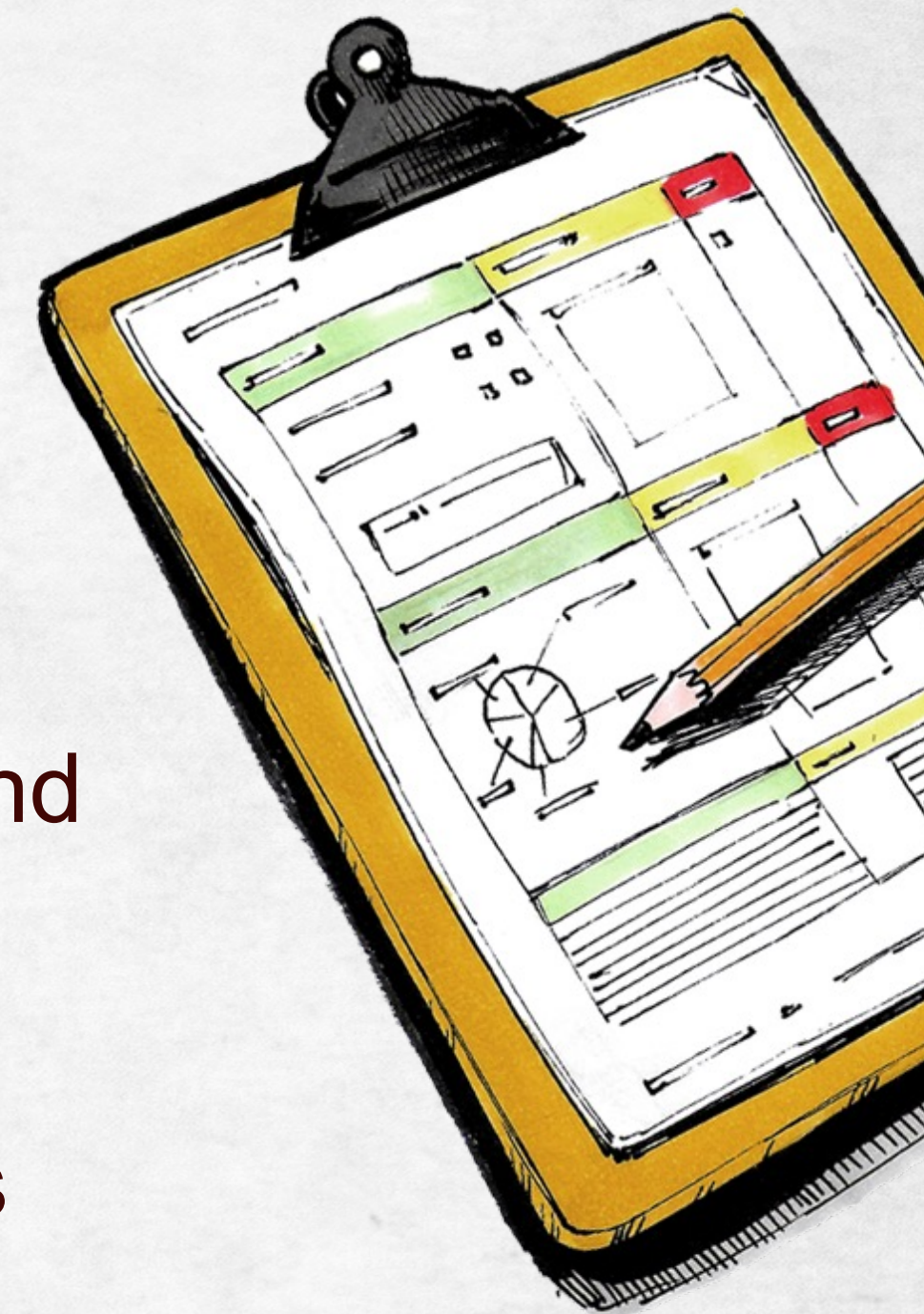
- the selection and training of young professionals
- the organization of logistics and the coordination of transport

- **PRODUCTION AREA**

- soil analysis, field training and visits
- economical incentive for the purchase and distribution of chemical and organic fertilizers

- **RELATIONAL SPHERE**

- periodic meetings with CCs, Project managers and young professionals
- collective comparison between the beneficiaries of the project
- social events between cooperatives, partners and external stakeholders





- **MANAGEMENT AREA**

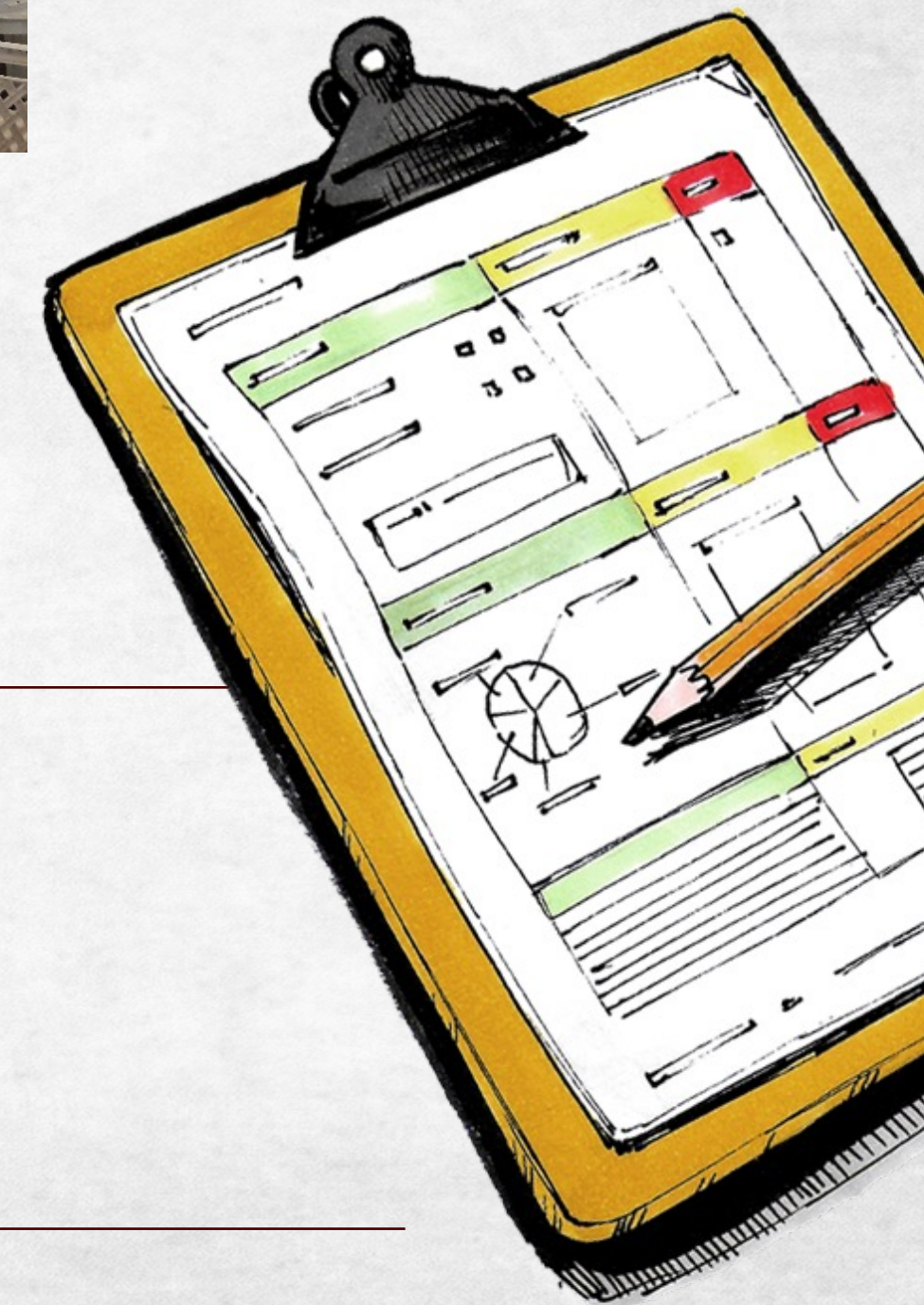
- the selection and training of young professionals
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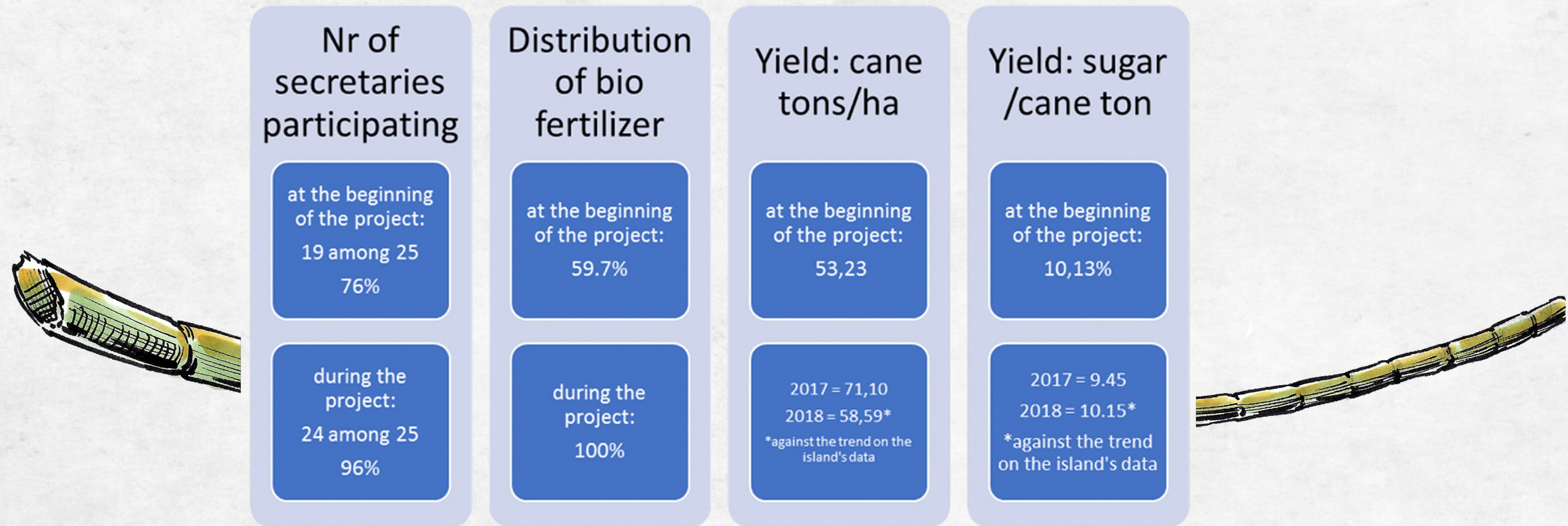
- **PRODUCTION AREA**

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- **RELATIONAL SPHERE**

- periodic meetings with CCs, Project managers and young professionals
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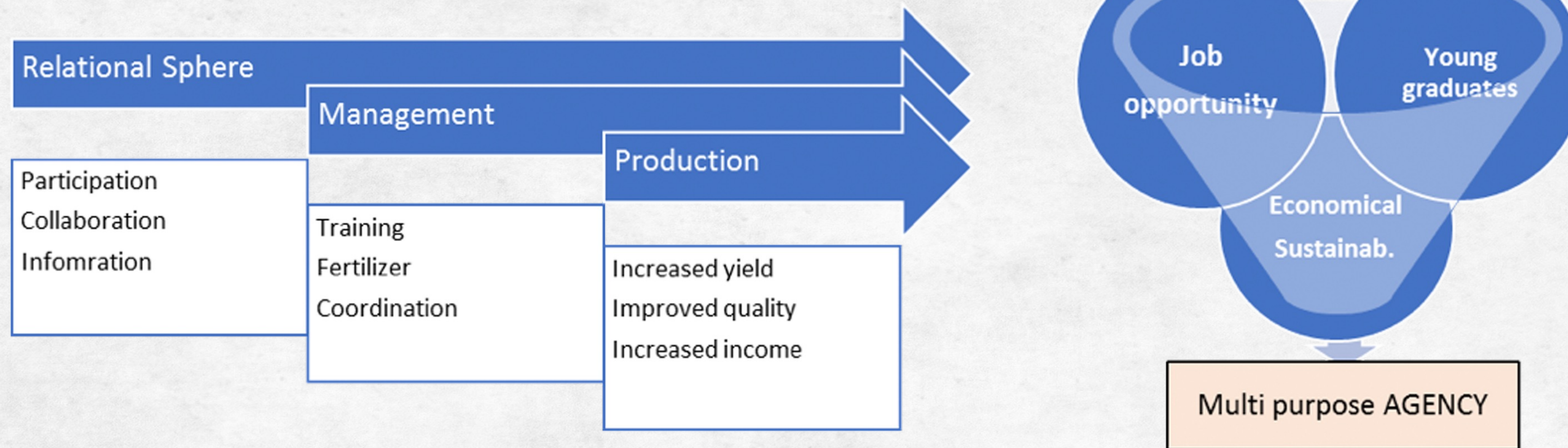


The main KPIs monitored from 2016 to 2018 show: greater participation of the beneficiaries' representatives; distribution of bio fertilizer to 100% of the beneficiaries; the increase in the yield of the cane / ha; the increase in the yield of sugar / ton of cane.

ACTIVITY	Total 5 years €
On-site staff management and administration costs	471.900
General project management	165.000
Task 1. To establish a multi purpose agency made up of a group of young professionals and coordinated by the project manager	164.500
Task 2. To implement and increase the economic, environmental and social impact of the project	205.000
Task 3. To establish and implement a collaborative relationship with all project stakeholders	185.500
Monitoring and evaluation of the project	57.500
TOTAL ACTIVITY COSTS	1.249.400
Incentive €/TON	50
Sugar Qty (TON)	25.000
TOTAL INCENTIVE	1.250.000

FUTURE AND EVOLUTION





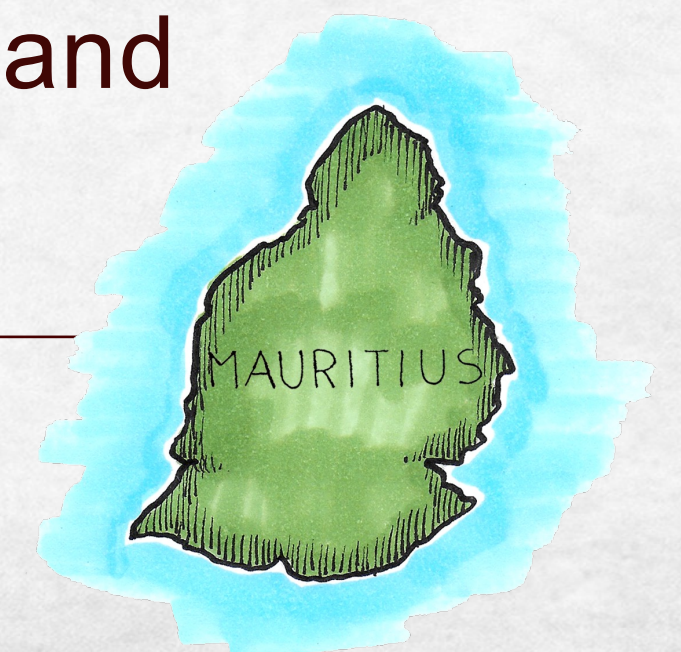
The attention shown for the project by the beneficiaries - but more generally by the actors of the chain involved - calls for the definition of a new integrated strategy that capitalizes what has been done so far, in particular at human capital level, and implements it through specific dedicated actions.

Starting from the areas of intervention of phase 1, we would like to extend and strengthen what has been achieved so far, in a new five-year perspective of actions and objectives to be pursued.

In this historical moment, Mauritius is also suffering serious damage from the covid19 pandemic, not so much for the health situation (332 infections and 10 deaths on the entire island) but for the economic impact that has affected the tourism sector, one of the main sources of income and employment in the Country.

Today, it is even more important to support the communities of small sugar cane farmers, to ensure a minimum income and the possibility of employment.

With this in mind, the proposal designed by Altromercato and Ferrero aims not only to consolidate the results achieved so far, but to broaden its horizon towards an organic culture and thus open up new market and employment possibilities.





To implement and increase the economic, environmental and social impact of the program

- To adopt an aggregation/selection policy to increase the quantity and quality of the CCS involved in the project
- To maintain a collaborative relationship with the CCs that do not wish to or cannot join the evolution of the program
- To open to independent growers to join the new program

B

To create the conditions for a pilot project in the organic cultivation of sugar cane

- To set up a round table with local partners and the participation of a government delegate
- To define a feasibility plan related to an income statement for the first 3 years with all the elements necessary for starting the project
- To create the conditions for the Government to actively take part in carrying out the project



purpose agency made up of a group of young professionals and coordinated by

- To increase the technical and managerial skills of the staff employed
- To form an organization that is collaborative and non-competitive, towards all the CCS, planters, government entities and various partners involved
- To set a gradual growth path to achieve self sufficient after 4/5 years



To establish and implement a collaborative relationship with all stakeholders and in particular with the Mauritian Government

- To promote organic culture in public and training meetings
- Technical and training support for individual farmers who voluntarily decide to switch to organic cultivation on their land
- To organize periodically meetings both public and with the local media to communicate, involve, inform and disseminate the activities that will take place

MADE IN
DIGNITY

altromercato

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