



## Introductions

### **BIRD FRIENDLY CERTIFICATION INITIATIVE – EAST AFRICA**

International Discussion Forum  
25<sup>th</sup> February 2021



Credit: KRC Fort Portal: Buluambayo Community

# The Rwenzori Sustainable Trade Centre

- A non-partisan and non-sectarian Ugandan social enterprise
- Helps >7,000 families in Rwenzori communities to earn more money and to lead more secure and healthier lives, with better prospects for themselves and their children
- Supports production and export of products of exemplary quality, with demonstrable social and environmental credentials
- Accesses markets that value a more informed relationship and the social benefits and carbon reducing impact that RSTC trade delivers
- Builds sustainability: Our definition of this is a focus on the specific conditions where people live, the way raw materials are produced and used, and for systematic investment in health, well being and education
- Builds mutuality and fairness: Here we mean the conscious inclusion of women and girls, caring practices, and ways of working that are transparent, accountable, cooperative and generous.



# RSTC: Building Sustainability

## Target 1. Carbon Neutral Operations.

The Carbon Neutral Certification achieved in 2020 – the first in Uganda - will be sustained, with attention to carbon footprint and emissions management in the design and construction of the new RSTC premises, and the expansion and monitoring of carbon emissions in all operations, production and shipping practices. RSTC will seek opportunities and new investment in formal offset partnerships as part of Tier 2 and 3 supply chain monitoring of major customers. Grant funding and collaboration with government and others will be sought for training, capacity development.

## Target 2. Good Agricultural and Raw Materials Practices.

The RSTC will continue its emphasis in its work with all commodity co-operatives and the sustainability of the vital inputs sourced for hand-made craft production.

## Target 3. Bird Friendly Cocoa and Coffee.

The RSTC will build a coalition which supports the definition and application of bird friendly production standards in the activities of all of the co-operatives it represents through to certification of coffee and cocoa offered as bird friendly. The expediting of organic certification by all cooperatives will be pursued.

Source: RSTC Strategy Statement 2020

**The Bird Friendly Certification Initiative is part of a wider strategy for which the RSTC has the following targets 2020-2025**



# RSTC: Why Bird Friendly?

- Uganda, known as the 'Pearl of Africa' is one of the world's richest countries in terms of biodiversity with over 5,000 plant species, 1,000 bird species, 350 mammal species and countless insect and reptile species.
- These are threatened by: overexploitation of resources, abandonment of traditional knowledge and know-how, and pressures on natural habitat for agro-systems
- The Rwenzori region is a place of outstanding natural beauty and natural resources and sustainable production needs to become the focus of all policy and business interventions.
- 3/4 of coffee in the world is not Bird friendly and there is as yet no fully adopted standard for cocoa, despite the pressing need for this.

**Bird friendly coffee and cocoa may link us to better practices affirmed by new types of committed, caring customers and be part of addressing the biggest issues around global warming and carbon offsets.**

