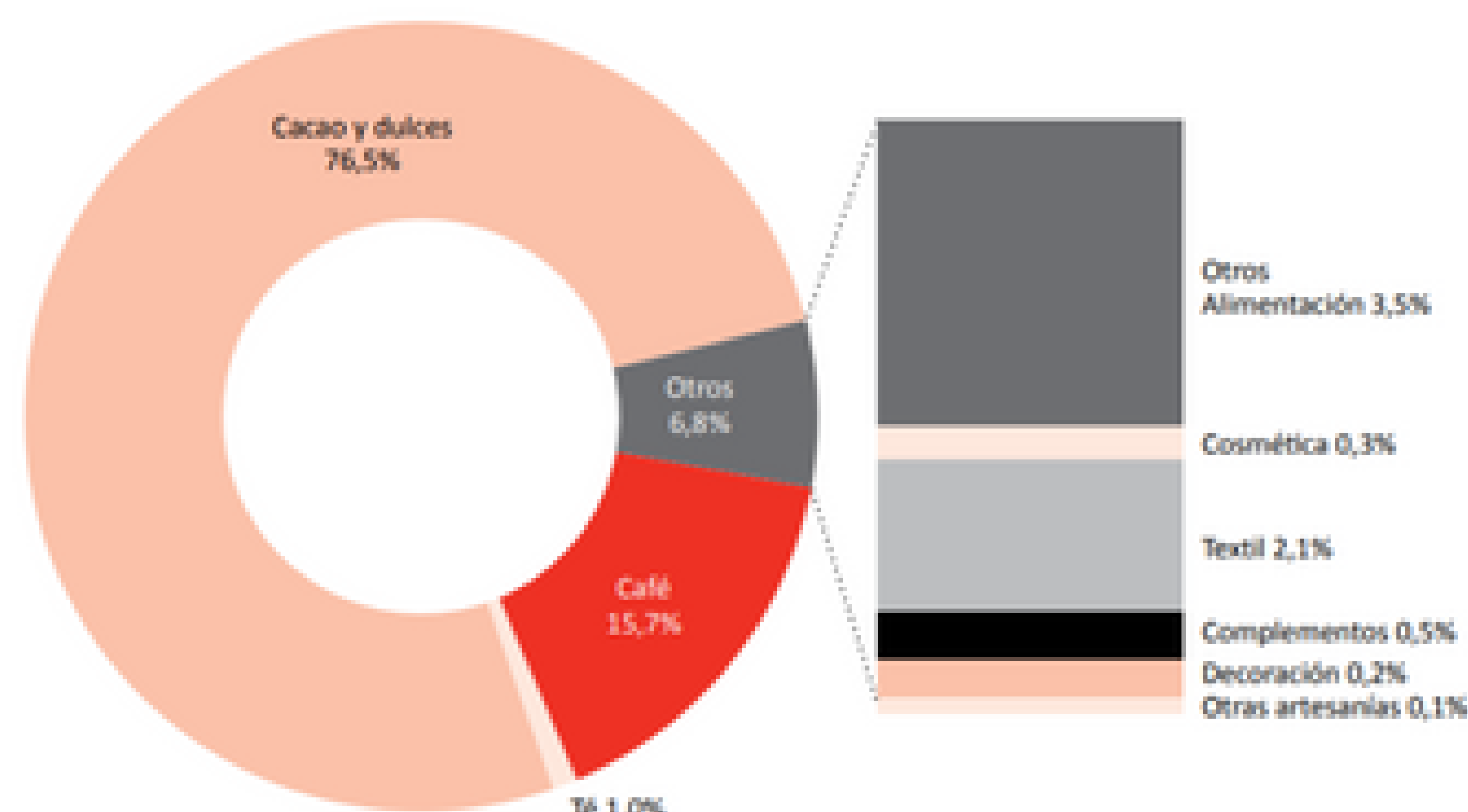


## Aim

To increase the use of fair trade cocoa in small Catalan chocolate factories. This action will improve the quality of life of southern producers.

## Background

Fair trade emerged as an alternative to conventional trade. It is based on 10 principles which can be summarized in three blocks: labour, social and other human rights, as well as fair practices and protection of the environment. [1]



When it comes to fair trade, the 76,5% of the certified products sold are cocoa and sweets.

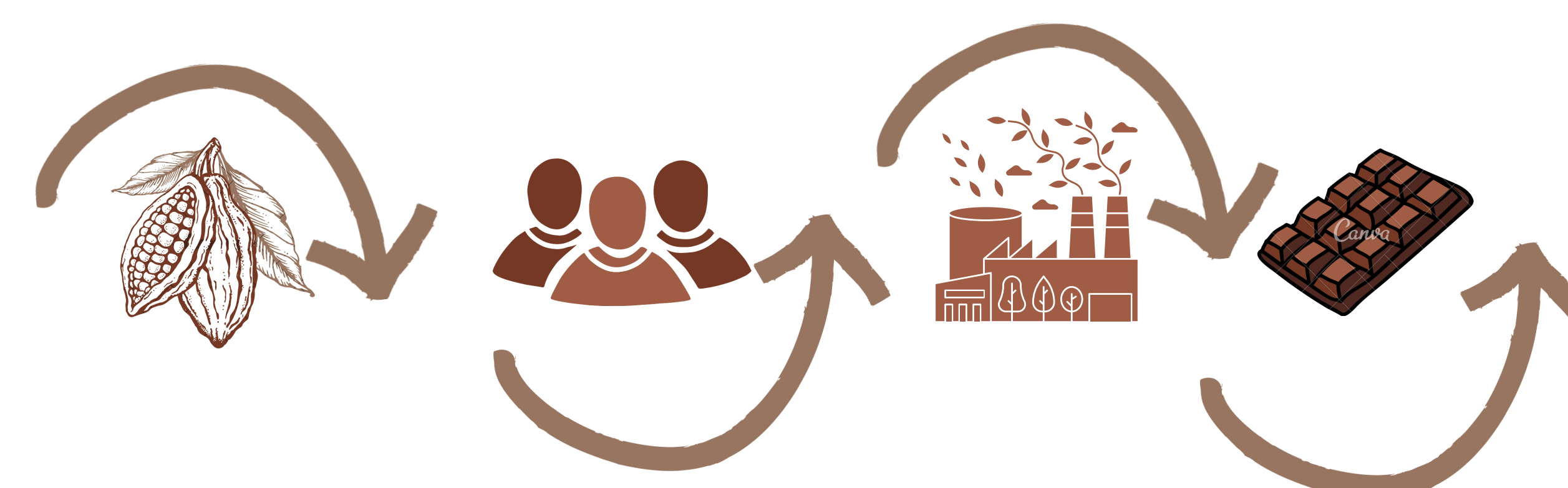
Figure 2. Fair trade sales in Spain according to the main products sold, 2021.

Source: *Coordinadora estatal de comerç just.* [2]

In Spain, less than the 25% of the cocoa consumed in 2021 (167,9 milion kg) was fair trade certified. [3,4]

## About the service

In order to achieve the goal of this project, people from almost the entire cocoa supply chain have been interviewed.



Thanks to the interviews carried out, I have learnt about the difficulties small artisans face. In addition, it has also allowed me to find possible solutions which could work with this type of product.

The conclusion of this research project is that it is necessary to create a network of small Catalan chocolate makers who are supported by some public entity in order to make joint purchases. Once the certified cocoa has been imported to Catalonia, it will also be necessary to process it so that it can be sold in small quantities.

## Personal reflection

I value positively the learning and service methodology and I reckon that the effort and work put into this project is going to cover one of the needs of the entity. Moreover, this dissertation has made me grow academically, professionally and personally.

## References

- [1] Coordinadora Estatal del Comercio Justo. Qué es el comercio justo. Los 10 principios del comercio justo [internet]. Available at: <https://comerciojusto.org/que-es-el-comercio-justo-2/> [2]Coordinadora Estatal del comerç just (2022, Setembre). El comercio justo en España en 2021. Available at: <https://comerciojusto.org/wp-content/uploads/2022/10/INFORME-COMERCIO-JUSTO-2021.pdf> [3] Statista (2023). Volumen de chocolates y derivados del cacao consumido por los hogares españoles entre 2008 y 2021 [internet]. Available at: <https://es.statista.com/estadisticas/1227469/consumo-anual-de-chocolates-y-cacao-en-los-hogares-espanoles/> [4]Fairtrade Ibérica (2022, Juliol). El cacao se consolida como el producto de Comercio Justo Fairtrade preferido por los españoles. Available at: <https://www.fairtrade.es/el-cacao-se-consolida-como-el-producto-de-comercio-justo-fairtrade-preferido-por-los-espanoles/>

The institutional icons have been obtained from the Autonomous University of Barcelona, and the rest of the images and icons have been obtained from Canva.