

City Bruges	
Country	Belgium
Population	118,136
Title of policy or practice	SJOKLA
Subtitle (optional)	How Bruges enables a more sustainable chocolate chain (1,2)
URL video	www.brugge.be/sjokla (scroll down for the English version)
Category	Governance
SDGs	<p>SDGs: 1,2,5,8,10,11,12,13,16,17.</p> <p>In 2017, Bruges signed the Charter 'Global Goals, Local Focus'(4). The Sustainable Development Goals are the international guiding principles for our local policy. The new city council, established in January 2019, further strengthened the link between the SDGs and its strategic multi-annual plan (3). That means all our measures and actions (need to) contribute to the 17 SDGs. With the adaptation of the Milan Urban Food Policy Pact and participation in Food Smart Cities for Development (2015-2016), Bruges developed a bottom-up facilitated sustainable food strategy. This resulted in the establishment of The Food Lab Bruges (5), a platform where local 'food' stakeholders drew up the food guidelines. These are built around: urban agriculture, short food supply chain, food loss, education and fair trade. Sjokla, the fair trade project we present here, is one of the actions of our food policy that contributes to at least 10 SDGs: 1, 2, 5, 8, 10, 11, 12, 13, 16, 17.</p>
Brief description	<p>Context: Bruges has been a Fair Trade Town (FTT) since 2008, encouraging fair trade in schools, businesses, shops & restaurants (3). Over the last 10 years, our partners are convinced of their positive impact on producers in the South. However, we've noticed a black spot on the Fairtrade City map: the chocolatiers, who we didn't reach so far. They are a major stakeholder to contribute to our food policy. With more than 60 chocolatiers & chocolate shops, Bruges can be called Europe's 'Chocolate Capital'. In view of the importance of chocolate in the Belgian economy, the precarious situation of the cocoa producers and the problem of deforestation, the Federal Government launched the 'Beyond Chocolate' - Charter to make the chocolate chain more sustainable by 2025 (3). As Bruges is a FTT & a Chocolate Town, it's an evidence (& moral duty) we support, translate and implement this charter into a local context.</p> <p>Our main goal is to set up a framework for sustainable cocoa & chocolate production & consumption in cooperation with local stakeholders. We act as a facilitator though:</p> <ol style="list-style-type: none"> 1. An interactive multi-stakeholder Chocolate Board (see D) 2. Awareness campaigns (see F. + (6) 3. Production & sales of a Fairtrade city chocolate – Sjokla – in cooperation with the Bruges Chocolatiers' Guild (7) 4. An innovative multi-stakeholder international partnership with a focus on FTcocoa (see D). <p>As a result, we can say that Sjokla is more than a tasteful chocolate bar, it's our tool to communicate with different target groups about the need to move towards a more sustainable chocolate chain. Through this project, we've created a growing support among chocolatiers & consumers.</p> <p>Our role as a local government is to:</p> <ul style="list-style-type: none"> • provide correct information; • create a learning network; • act as a matchmaker between the production & consumption side through our international partnership.

	The city council wants to play a pioneering role in this & share expertise.
Date of start and state (ongoing/completed)	05/2018 Ongoing
Actors and stakeholders involvement	<p>The North-South Department of the city of Bruges promotes and coordinates this project together with:</p> <ul style="list-style-type: none"> • Other departments of Bruges to promote Sjokla as a city marketing product; • <i>Belcolade</i>; • Chocolatiers, hotels and local shops for sales of Sjokla; • Food Lab Bruges, NGO's Fair Trade Belgium & Oxfam Worldshop for campaigning, promo & education; • Guiding Union; • Fair Trade Africa, VVSG, Enabel for partner search support • Regional government West-Flanders for financial support of the partnership.
Approach	<ul style="list-style-type: none"> • Launch interactive chocolate board (NGO's, chocolatiers, suppliers): analyse and discuss obstacles, good practices and actions for a more sustainable chocolate chain; • Awareness campaigns aimed at both production and consumption through information, demonstrations, workshops, chocolate walking tours... • Cooperation agreement; • Create & sale of Sjokla, a FT city-chocolate; • Develop a sustainable chocolate-based global partnership in the South; • Sharing of the lessons learned & evaluation.
Innovation	<p>Our practice provides an innovative approach in different ways:</p> <ul style="list-style-type: none"> • Bruges is the first city (in Europe) that has its own Fair Trade Certified chocolate bar, created in cooperation with local chocolatiers. • Our chocolate bar is not only tasteful, it's the catalyst for change in the Bruges chocolate production and sale: it raises awareness among chocolatiers and consumers. • Sjokla is a positive instrument to promote fair and ethical trade in our city. Putting the local and authentic craftsmanship of our artisanal chocolatiers in the picture, it should curb the rise of 'fake chocolate' in Bruges. • Sjokla means enabling an innovative fair trade production. • This practice embraces a multi-stakeholder cooperation (chocolatiers, suppliers, local entrepreneurs, Ngo's & CVO's, knowledge institutions) in the way we produce, sell and promote Sjokla & how we are building this global partnership with a tangible, hands-on approach. • We use fair trade as a lever to reinforce governance, for example: setting up of a network to exchange knowledge, specific initiatives to enable scaling up, webinars, etc. • We set up a framework for Fairtrade cooperation involving various stakeholders (cocoa farmers, producers, chocolate suppliers, chocolatiers & consumers).
Impact	<p>Since Bruges is a Fair Trade Town, it's obvious we choose Fairtrade Certified Chocolate. We can't measure the direct impact of our Fairtrade (FT) Sjokla on the cocoa cooperation, but we do know what's behind the label and which impact it has on vulnerable populations like cocoa producers. Knowing that a cocoa farmer only earns 0,67 cents a day, we need to do more to ensure him a living income. FT International charted this precarious situation: the chocolate industry need to invest in & produce more sustainable chocolate. FT cocoa producers not only get a guaranteed minimum price, they also get a premium pay: an additional amount that they invest in their production and community. FT premium:</p> <ul style="list-style-type: none"> - 45% investments in producer organizations; - 12% services for the communities;

- 43% services for the producers.

Feedback shows that citizens and participating chocolatiers are positive about the FT chocolate (good quality and nice packaging, that refers to the city of Bruges and the story of both cocoa farmer and chocolatier). The Bruges Chocolatiers' Guild wants to donate a part of the proceeds from the sale to the cocoa producers with whom they will collaborate in the global partnership. In the future, we will examine if this project (launch of Sjokla & development of a global partnership) has made the Bruges citizens more aware about the fair trade opportunities.

Inclusion

Thematic inclusion: As Fairtrade is one of the spearheads of our local food strategy, the Dept. of Environment and the Bruges Food Lab support this project. Depts. of Local economy (Chocolatiers & local shops), city marketing (product & city placement), Tourism (guided tours, hotels, conference meetings) are partners.

Territorial inclusion:

All the facets of this project - awareness raising & communication, cooperation methods, the design, production, certification & sales of Sjokla - can be carried out to similar cities who:

- implement a Fairtrade/sustainable (food)policy;
- develop a city marketing product;
- are dealing with a negative impact of tourism on their local economy;
- search a direct link with private sector & NGO's &/or a local government in the south.

It's possible to share & adapt Bruges approach for:

- translating global policy (SDGs) into local actions;
- making the side effects of chocolate more visual and tangible;
- finding alternatives to both chocolatiers and consumers;
- broaden up the support for sustainable goods among different target groups;
- multi-stakeholder cooperation with private partners, knowledge institutions, civil organizations and other governments.

This project was/is inspiring for Enabel (Belgian policy for international development), VVSG (association of Flemish cities and municipalities), the French speaking regional government of Luxembourg & the International Fair Trade Towns Movement.

Social inclusion: see E.

Adversity coefficient

In the Chocolate Board we faced 3 main obstacles:

1. Authenticity: Bruges has more than 60 chocolate shops and chocolatiers. Not all of them sell good quality chocolates (imported chocolates are sold at very high or very low prices). The artisanal chocolatiers are concerned about this evolution. They want to preserve the quality of the 'Belgian chocolate' & the craftsmanship of the chocolatiers.
2. Transparency: The chocolatiers had a lot of questions about the traceability, quality and labeling of sustainable chocolate. Representatives of NGO's like Fair Trade Belgium & Oxfam Worldshop gave them a first insight into this matter. Chocolate companies Belcolade - Puratos (an (inter)national chocolate company) and Cocoa Lab (knowledge institution specialized in quality research of cocoa), countered their prejudices about the inferior quality of sustainable chocolates.
3. Price and varieties: The chocolatiers want to use sustainable chocolate, but the impact on price is a stumbling stone. The chocolatiers depend on the (sustainable) product range of their suppliers (Belcolade, Barry Callebout...), which is rather limited.

Joining the Sjokla-project was a first step to take away some of their prejudices & barriers. The quality of chocolate is fine, there is transparency about the FT label, price/premium. The city of Bruges puts the local craftsmanship of chocolatiers back in the spotlights through Sjokla, walking tours, FTcity map (3). In 1 year, 11.000 Sjokla-bars are sold.

To raise awareness about sustainable chocolate among both chocolatiers and citizens/tourists, the city of Bruges will establish 2 kinds of exchange (6):

- a product exchange with a cocoa cooperative (chocolatiers, farmers, labelorg & students).
- administrative exchange with a local gov. in the South (for example FTT twinning, local economy, sustainable tourism with focus on cocoa & chocolate).

The partnership must be a 'learning cooperation' in which reciprocity, partnership, capacity building, strengthening of governance, innovation, sustainable investment and solidarity are key words.

Luckily, the 4 candidates in Ivory Coast, Ghana & Cameroon have the same vision and mission. The next few months will be crucial to choose & meet our twinning town.

Obviously, the city of Bruges can't change the entire chocolate chain on its own. But on a small scale, we can influence the demand for more sustainable chocolate together (cocoa cooperatives, chocolatiers, consumers). We are proud to enable this process.