



Does certification drive impact?

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**Certifications can
give a false sense of
security**

**...and certifications
can be misleading**



Certification of Kolo Nafaso

Driving impact beyond
the headlines



AAK

273,000 women

Kolo Nafaso is the largest
direct sourcing program
of its kind





Landscape crop



Driving Impact

Prototype testing ongoing

- Dual purpose business case, shea & groundnuts
- Potential for income generation, enabling financing & maintenance



Beyond the headlines

~20,000 trips to the bank



Beyond the headlines

~780,000 individual transactions



Beyond the headlines

~780,000 individual transactions (with receipts!)



Beyond the headlines

110 Extension officers, Program Coordinators, Project Officers, and Internal FairWild Auditors



Beyond the headlines

60 trucks, 70+ drivers,
collecting volumes in more
than 2600 communities,
supported by our 15
mechanics in our own
workshop



Does certification drive Impact?

The answer is YES!

If you know and understand the complexities in your supply chain, incl. all the peculiarities, that often are what guide you towards real impact

If you can partner with a standard that is willing to put in the time and effort to reach the same level of understanding and are willing to design an audit system to match



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We found our partner in FairWild



AAK





Everything we do is about
Making Better Happen™

