

# Gaming towards the future of sustainability standards

**Practitioner  
Workshop**  
January 22,  
2019,  
10am to 5pm,  
Berlin



**Sustainability standards** have improved transparency and good practices in supply chain over the past 40 years. Yet, they have arguably done little to improve the lot of poor people within these supply chains. For example, while 22% of cocoa is certified as sustainable today, cocoa farmers still remain in poverty In Cote d'Ivoire, 78% of fairtrade certified cocoa farmers earn less than a living income. The same pattern can be observed across countries and value chains.

*“Playing the palm oil game was a real eye-opener for me. It became clear that it is so easy to get the perspective of a smallholder very fast, like it would for every role one plays. Playing such a game can achieve a lot of understanding of different perspectives in a short time.”*

Marten de Groot  
The Programme for the  
Endorsement of Forest  
Certification (PEFC)

- Why are increased prices of certified products not translating into higher farmer incomes?
- What are the incentives farmers face, and what traps them in poverty?
- How can we redesign incentives for all players to achieve the desired outcomes?
- Who can do what to implement the future of sustainability standards?

**Join us at our table for a board game to explore these questions collectively! Get ready to explore assumptions about business models and systems whilst having fun!**

## WHO SHOULD JOIN?

The workshop is for practitioners in agriculture, agribusiness and trade from companies as well as NGOs and donor organizations.

## AGENDA

- 10:00 – 12:30 ..... Playing the game and personal explorations
- 13:30 – 16:00 ..... Debriefing about the lessons learnt from the game and prototyping collectively actions for change
- 16:00 ..... Tasting Angelique's coffee, grown and roasted by a woman cooperative in Rwanda, a new model of social contracting. Talk by Xaver Kitzinger, Founder of the social contracting.
- 17:00 ..... End

## PRICE

300€ + VAT, including all drinks, lunch and snacks



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## About the organizers



### **INSPIRE STRATEGY AND DECISION**

Gamification, the introduction of elements of play in everyday life, has gained traction in management sciences – as a way to lure participants to achieve pre-defined objectives. What we do with InSpire Strategy and Decision is radically different. We bring real life issues to the universe of gaming, as a way to better address these realities. The games we design have no pre-defined victory conditions. We give freedom to our clients to explore new strategies, break and create new rules, in their quest for innovative solutions.

### **ENDEVA**



Endeva is a company of experts whose mission is to inspire and enable business solutions for development challenges. The institute was founded in 2007. Our goal is to further inclusive businesses and their ecosystems through research, knowledge exchange, collaboration facilitation and advisory. To achieve our mission, we collaborate with a broad range of partners from all sectors, including companies, development agencies, NGOs, foundations and academia.

## About the facilitators



### **DR CHRISTINA TEWES-GRADL**

I am a founder and managing director of Endeva and an expert in inclusive business. Over the past 16 years, I have advised organizations from social enterprises to large corporates and UN on issues of sustainability and inclusion. Agriculture is one of my focus sectors. I regularly facilitate workshops with the objective of generating cross-sector collaboration. I am an economist by training and have a background in systemic organizational development.



### **DR MALIKA VIRAH-SAWMY**

I am one of the Founders of InSpire and also an Associate with Endeva. I have been working for 15 years in sustainable production and consumption, as a sustainability practitioner, scientist and strategy adviser for companies. My work has involved working with multi-stakeholder platforms to improve sustainability standards, establishing deforestation-free supply chains, defining low-carbon pathways for urban development, enabling equitable green growth in agriculture and achieving responsible mining. I am a certified facilitator with the Generative Facilitation Institute.



### **DR CLAUDE GARCIA**

I created InSpire Strategy and Decision to help people deal with complexity and develop strategies in situations of high uncertainty. To do so, I associate facilitation and negotiation techniques with the development and use of games designed to represent the problems to address. This stems out of my research at ETH Zurich and CIRAD, the French International Centre of Research and Agronomy for Development.

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