

Smallholder Farmers at the centre of Sustainable Development

Ron Cörvers
Maastricht University
The Netherlands

Brokerage event on calls for collaboration with African researchers under the Horizon Europe programme clusters 5 & 6

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Maastricht University (UM)

Fair & Smart Data spearhead



Maastricht University | School of Business and Economics | Maastricht Sustainability Institute

- ▶ the youngest and most international university in the Netherlands
- ▶ nearly 22,000 students, nearly 5,000 staff, 80,000 alumni
- ▶ one of the best young universities in the world
- ▶ Times Higher Education Young Universities Ranking: UM 6th worldwide



Fair & Smart Data (FSD) spearhead

- ▶ partnership of **Maastricht University, Rabobank, Solidaridad**
- ▶ inter- & transdisciplinary research programme 2021-2025
- ▶ **smallholder farmers** at the centre of sustainable development
- ▶ **research & implementation projects** in context of global agricultural supply chains



Expertise

We want to contribute to **innovations in global agricultural value networks** that **create fair value for smallholder farmers** in the Global South.

In our view, the path to an inclusive and sustainable supply of global agricultural commodities such as coffee, cocoa, rice, palm oil and soy, starts with improving the living conditions of these smallholders.

Therefore, our research focuses on:

- ▶ **New data technologies** to increase transparency and traceability in global value chains
- ▶ **Sustainable business models** to improve social and environmental sustainability, next to economic prosperity
- ▶ **Good governance of supply chains** to contribute to sustainable development, locally and globally



Profile you are seeking and why

Starting from the perspective **smallholder farmers at the centre of sustainable development**, we want to work with others on the following topics:

- ❑ **Methodology for an online platform** to inform consumers in the West about the living conditions of smallholder farmers and the ecological footprint of their farming activities. The platform aims to link farmers to supply chain actors and to consumers: “from farm to fork”. For example, we could start with coffee or cocoa in a particular region in Africa
- ❑ **Data-infrastructure and data-governance principles** for smallholder farmers (farmer identity, digital inclusion, access to services, incentives and rewards, data sharing, verification)
- ❑ **Climate resilient development** for smallholder farmers (adaptation, mitigation, agroforestry, carbon farming, regenerative agriculture, social inclusion and equity, community approach)

We are interested in **research & implementation projects** that embrace **action-research on real-world cases/challenges** in a **multi-actor context** and with a strong focus on **sustainability**



Contact



FSD
Fair & Smart Data

The screenshot shows the Maastricht University website. At the top left is the Maastricht University logo and name. To the right is a search bar with the text 'search' and a magnifying glass icon, and a language selector set to 'EN'. Below the header is a navigation menu with items: Education, Research (highlighted), UM in the world, Life@UM, News & events, About UM, Support, and My UM. Below the navigation menu is a breadcrumb trail: ... / Research / Research institutes and themes / Fair and Smart Data - the Currency for Global Sustainability. The main content area features a large image of a woman in a field. Below the image is a blue banner with the text 'Research institutes' and 'Fair and Smart Data - the Currency for Global Sustainability'. To the right of the banner is a 'Fast facts' section with two bullet points: 'Fair and Smart Data is one of SBE's three spearhead research projects' and 'The consortium opens up the research for others at SBE and...'. On the left side of the banner is a dark blue sidebar menu with items: Fair and Smart Data, News, Our Ambition, Our Activities, and Blog.



- ✓ www.maastrichtuniversity.nl/fsd
- ✓ r.corvers@maastrichtuniversity.nl



- Brightlands Institute for Supply Chain Innovation (BISCI) - SBE
- Data and Analytics Department (DAD) - SBE
- Maastricht Sustainability Institute (MSI) - SBE
- Marketing & Supply Chain Management (MSCM) - SBE

