



ProFound: 20-year Anniversary

Suddenly, as usual with milestones of this kind, you look behind and realise there is no way back. Time has shaped your path, and, after examining 20 years of collected luggage, you have two options: leaving the path or continuing on the right track.

I am fortunate to look into a big bag of mainly good memories. I can also say that we made good choices along the way, leaving us with a strong foundation to keep working on what we value most: creating sustainable livelihoods for people in developing countries, based on solid economic grounds - or sustainable trade development.

What started on April Fools' Day in 1990 by four young idealists has developed into a professional ProFound team of 10 consultants and a regular pool of associates and interns.

In these 20 years, development work has changed considerably, and I believe we have always been at the forefront of new developments. Staying at the forefront means working with young people and incorporating new ideas and developments, thus forming a new generation of professionals.

ProFound is also marked by continuity. Many of our current clients have been there since our beginning, notably CBI and NOVIB, while many more were added along the way, also internationally (e.g. UNCTAD, SIPPO, CATIE).

2010 marks the Year of Biodiversity, a crucial area of work in which ProFound has been active throughout its existence. We have been instrumental in the development of some international networks (UNCTAD Biotrade, NTFP Exchange Programme, Phytotrade Africa), and contributed to a few more, like FairWild Foundation and Apitrade Africa.

With all this said, I would like to profoundly thank my hard-working team and all good friends and partners who we have met and worked with over the years, and look forward to a sustainable future for and with you!

-- Bert-Jan Ottens



ProFound team 2009

Analysing Markets

The year 2010 started off with novelties for ProFound's market research unit. Following a tendering process, ProFound was selected by the Centre for the Promotion of Imports from Developing Countries (CBI) to conduct studies on sectors ranging from natural ingredients and cut flowers to household & furnishing textiles.



Natural ingredients: a core sector for ProFound

These studies will be produced according to CBI's innovative modular approach, addressing the EU market at sector, sub-sector and product levels. Not only will this approach provide more insight into a specific market, but it will also give the reader the possibility to select sections which are relevant to them. The format will also allow for the making of *ad hoc* tailored market studies catering for the needs of specific exporters and/or BSOs, and for further cooperation with organisations such as SIPPO, in Switzerland.

-- Sharifa Zaidi and Gustavo Ferro

Our CSR way

CO₂ compensation, staff trainings and ISO 9001: at ProFound, we aim at operating in a professional and socially responsible manner in everything we do. Our Corporate Social Responsibility (CSR) strategy is continuously developed and fine-tuned in order to reach this objective. Since 2009, we have been working on our CSR definition and goals, also achieving much around our four pillars: *office, environment, community and market.*

In the beginning of this year, we invited two guests to our office to keep the discussion on CSR ongoing. With Mirjam Moine of Osec (Switzerland), we exchanged experiences on implementing a CSR policy within different organisational contexts, whereas Jaap Voeten of Tilburg University helped us look at CSR from an economic perspective.

To find out more about our CSR pillars, goals and achievements check our website!

-- Michelle Arts and Jesse Bloemendaal

Sri Lanka is our cup of tea

ProFound is partner in a Public Private Partnership in Sri Lanka, working on sustainable tea ecosystems. For this, we aim at working with Forest Garden Products (FGP) certification, the only certification system originating in the South. The FGP system protects and rewards producers and consumers with socially just, and environmentally responsible, safe and carbon neutral products.

FGP tea revives the great taste and aroma of Ceylon teas, guaranteeing sustainable farming practises (incl. organic production), protection



FGP tea in Sri Lanka

and conservation of biodiversity through 'Total Ecosystem Management' and fair trade principles.

These concepts are especially important for the tea-producing

regions in Sri Lanka which are facing a decline in their agro-system quality. This affects the livelihoods of thousands of workers and small-holders dependent on tea production.

In the beginning of June, ProFound attended the COTECA trade fair to promote the FGP concept and tea. Together with IMO and the other partners, we will continue working on the development of FGP. The end-result will be not only tea, but a whole range of Forest Garden Products - from coffee and spices to environmental services.

By the end of this year, the first FGP-certified teas will be available on the market!

-- Jan-Willem Knippels

In dear memory of Dr. Rainer Bächli

Founder & Director of IMO
Working Partner of ProFound



Read more on our website.