

## Why do you want to become an SDG Ambassador?

The responsibility you bear as an entrepreneur/company is overwhelming when it comes to sustainable entrepreneurship. You are the one who determines whether the customer is offered a fair product or service.

Fruit At Work refuses to squeeze people like lemons. Fruit At Work prioritises sustainability maximisation over profit maximisation!

Ever since 2014, Fruit At Work has voluntarily been paying the Belgian farmers a price that is many times higher than the market price. Not only the Belgian farmers deserve a fair price; the farmers in the South do as well. In 2018, as SME we introduced – together with Agro Fair –non-organic Fairtrade bananas into the Belgian market.

In 2019, Fruit At Work was solely responsible for about 20% of the non-organic Fairtrade bananas sold in Belgium. It wasn't our customers or the market that requested Fairtrade; it was us who imposed it on our customers. Our customers can't choose between Fairtrade or non-Fairtrade. It's Fairtrade or nothing ...

We want to start communicating our approach to the wider audience. We want to show the world that your company can be successful when you're trading with respect for people and society. We want to show that as an SME, you can set a lot in motion and make change happen. We like to show other entrepreneurs – and children as well – the road to sustainable entrepreneurship. We want to convince them that sustainability maximisation should be prioritised over profit maximisation.

## How did you experience this journey?

The trajectory to becoming an SDG Ambassador was and still is fierce. The support we get from the Chamber of Commerce (VOKA) has been a true added value. VOKA has complied with our request to perform a monthly follow-up. This has helped to retain focus and we succeeded in achieving our two-year objectives in only one year's time.

We learned a lot as a company. Not in the least in the field of reporting. The Fruit At Work Management Team committed themselves to report in compliance with the CSRD directive.

This choice to report in accordance with the CSRD entailed additional pressure and an extended workload. The detailed framework also brought structure. This laid the foundation to prepare an annual report that is better and more complete. Our goal is to be able to report correctly about the entire supply chain by 2030.