

## 1. EDITORIAL : “ THRIVING BY SHARING ”

The concept of Equal Profit emerged in 2018 and results from the PhD thesis of Inès Burrus, the founder of the company. Her research project focused on the reasons why young people are moving out of farming and are leaving rural areas. Results show that ensuring farmers' financial well-being is key to make farming an attractive life-choice profession to youth. This implies that power dynamics among supply chain actors should be addressed, and value needs to be shared more equitably among them.



Equal Profit is a concrete solution to these challenges. Indeed, Equal Profit allows farmers to thrive. By sharing profit equitably among global supply chain actors, Equal Profit ensures economic equity and fosters solidarity among them.

The purpose of this certification : to go beyond the subjective debate of what is considered fair by distributing value equitably from farm to cart, in an objective manner.

Inès believes that there is no environmental justice without social and economic justice. That is why she aims to disrupt how profit is made. The Equal Profit movement is a path to more equity, and less poverty.

## 2. WHAT WE DO : “ BREAKING THE RULES FOR MORE EQUITY ”



**EQUAL PROFIT**  
Beyond Fair. Equal.

Equal Profit answers one fundamental question raised by consumers : what exactly are we paying for ?  
Who receives how much money of the price that we pay, from farmers to retailers ?

By disclosing the value distribution of Equal Profit-certified products, consumers are informed of the breakdown of the price that they pay.

With Equal Profit, it's about moving from subjective fair trade schemes to equitable profit-sharing. Equal Profit goes beyond minimum prices or premiums for farmers by engaging with the whole supply chain from a cost perspective.

The Equal Profit model not only ensures products' traceability and transparency, it also determines which actor receives what compensation along the value chain, and most of all, why. The Equal Profit certification implies that profit is distributed in a way that is proportional to the effort that each actor puts into the global supply chain. This effort is measured as a function of costs / risks borne by each actor. To sum up : the more you contribute, the more you earn.



## 3. WHO WE ARE : “ BEYOND TRACEABILITY AND TRANSPARENCY, WE ARE ALL ABOUT EQUITABLE PROFIT-SHARING ”

A team of five dedicated professionals who are passionate about agriculture and innovation.



#### **DR INÈS BURRUS – FOUNDER AND CEO**

Inès started her career in the Sustainable Agriculture department of Nestlé. She rolled out rural development projects in coffee and cocoa origins such as Côte d'Ivoire and Vietnam. This was followed by an experience in Public Affairs. Sponsored by Nestlé, Nespresso and ECOM Agroindustrial, she then completed a PhD programme in Economics with a specialization in Management at HEC Lausanne, Switzerland. Inès holds a Bachelor's degree in Biology and two Master's degrees, in Sustainable Resource Management and in Real Estate and International Asset Engineering. She is also the founder of Burrus Development and Terrakodo, two social enterprises.



#### **ABDERRAHMEN MEDIOUNI – CHIEF TECHNOLOGY OFFICER**

Abderrahmen is finalizing his PhD at the University of Geneva in Switzerland. His research activity focuses on humanitarian and emergency logistics aiming to designing solution methods for difficult and large optimization problems, with applications mainly in warehouse management, production, transportation, scheduling, network design, and supply chain management. He contributed to several innovating projects and published scientific articles within prestigious journals such as ANOR and conferences papers. Equal Profit is at the heart of his values.



#### **RAHEL WYSS – PROJECT MANAGER**

Rahel holds a Master's degree in Applied Agricultural Sciences, with specialisation in Sustainable Production Systems. She has work experience in international cooperation and rural development. Since 2018, she is committed to Equal Profit: "I am convinced that innovative projects in the field of equitable economic models contribute to more sustainable agriculture and food systems".



#### **ROMAIN PAWLAK – PROJECT MANAGER**

Romain holds degrees in International Relations and Asian Studies. He has extensive experience in the international cooperation arena, especially concerning migration. He is committed to Equal Profit, notably in seeking the acknowledgement of the crucial role and work of smallholder farmers and their fair income. He works as a project manager with a focus on data analysis.



#### LÆTITIA ABDOOLRAMAN - COMMUNICATIONS MANAGER

Laetitia holds a Bachelor of Arts from the University of Geneva and a Master's degree in Communication, Publishing and Audiovisual from the University of La Sorbonne Paris IV. She has worked in Nestlé's corporate media relations department and as a project manager of cultural events at Palexpo. She is now a teacher of French and English. She brings her expertise in corporate communications and events management to Equal Profit.

#### 4. OUR COMMUNITY : " SHARING VALUES "

Since its creation in 2018, Equal Profit has built partnerships around the world to guarantee each actor of the supply chain equitable profit sharing. The Equal Profit model goes beyond products' traceability and transparency. With this label, profit is distributed in a way that is proportional to the costs of each supply chain actor. In other words, value chains are rebalanced by objectively weighing the efforts of each player. This disruptive vision of business is convincing an increasing number of like-minded actors.

#### IXPALUCA - The 1<sup>st</sup> Equal Profit certified specialty coffee

In complete alignment with the Equal Profit values, [Xalala Sàrl](#), a Swiss specialty coffee roasting company founded by Michaël Würzner, was the first partner to produce an Equal Profit-certified coffee named Ixpaluca.

With a roasting lab located in Saint-Pierre-de-Clages, in the Canton du Valais, Xalala roasts its coffee in the middle of the Swiss Alps, surrounded by vineyards. Michael's purpose is to offer the best coffees and share unique moments with his customers. The specialty coffee beans are carefully selected and freshly roasted for optimal taste. Xalala guarantees social and environmental sustainability, while seeking close contact with coffee growers, offering total transparency on conditions in which the coffee is produced.



Since 2013, Michaël has been working with coffee growers in Mexico. With common values such as quality, sustainability and equity, in 2019, Ixpaluca became the first Equal Profit-certified coffee. Aiming at generating positive impact on people, as well as on the environment, Xalala has been working together with several actors of the state of Veracruz, including a cooperative of indigenous smallholder coffee farmers named Citlatl Cafen and [Ensembles Cafés Mexicanos](#), a company that works directly with farmers to move towards regenerative agriculture that protects the environment and respects people. Ensembles serves the Equal Profit model as coffee sourcing, producer relations, quality control, beans processing and sorting, logistics and exporting.

## Banyan Alliance - the 1<sup>st</sup> Equal Profit certified chocolate

In the same spirit, Banyan Alliance was created to address the many challenges and imbalances in the cocoa supply chain, including the lack of transparency and traceability, child labor, farmers' poverty, and deforestation. Banyan Alliance finds its roots in Ecuador, where chocolate was first tasted more than 5,000 years ago. It is much more than just a grand cru chocolate : it is a redefinition of ethical chocolate.



From setting the right price to offsetting CO<sub>2</sub> emissions, Banyan Alliance proposes a holistic, inclusive, environmentally-friendly, and circular business model aimed at rebalancing the value chain by objectively weighing the efforts of each player, thus contributing to making agriculture more attractive and sustainable.



In 2020, Banyan Alliance became the first chocolate brand to be Equal Profit-certified. Taking into consideration the entire supply chain instead of just farmers, the Equal Profit model perfectly fits with Banyan Alliance's core values : moving from intent to action, to create positive impact, while challenging the status quo with a disruptive and equitable business model.

Each actor of the Equal Profit community aims at transforming the paradigm of the value chain, by leading the way towards a just economy, with a label that goes beyond existing fair trade schemes. And this is just the beginning, as Equal Profit will soon be certifying new products.

"We are always open to new partnerships" says Inès Burrus, founder of Equal Profit, "and we can't wait to present you with the latest one in the works".



XALALA



BANYAN ALLIANCE  
BEYOND FAIR TRADE



.....2019.....2020.....2021.....

### 5. ADVISORY BOARD

Equal Profit is supported by a high-level Advisory Board of experts from the public and private sector. Benefitting from insightful guidance and strategic advice, Equal Profit is enabled to scale up its services by generating constant impact on a global level.

## 6. WHERE TO FIND US



Contact : [contact@equalprofit.org](mailto:contact@equalprofit.org)

Investor relations : Dr. Inès Burrus

Press relations : Mrs. Nour Karam

“ Beyond Fair. Equal. ”