



AFRICAN CUISINE ACCORDS

Vision Statement:

Afro Flavour envisions a world where African cuisine is celebrated, enjoyed, and integral to the global culinary landscape. We aim to promote African cuisine worldwide, fostering cultural exchange, economic empowerment, and sustainable food systems. This mission aligns with multiple Sustainable Development Goals (SDGs), helping create a more sustainable, equitable, and culturally diverse world.

Mission Statement:

The African Cuisine Accords seek partnerships with multinationals operating in Africa to commit to serving at least 10% African cuisine, sourced from African vendors, in their catering services globally, thus supporting SDG 17: Partnerships for the Goals. Through these partnerships, we enhance African culinary visibility and empower local economies.

Objectives Aligned with SDGs:

1. Promote African cuisine globally (SDGs 1, 8, 9): Increasing visibility of African cuisine worldwide, creating economic opportunities and stimulating entrepreneurship.
2. Support local African economies (SDGs 1, 2, 8, 10): Partnering with vendors to enhance economic stability, reduce inequalities, and increase food security.
3. Foster cultural exchange and understanding (SDGs 4, 10): Sharing African culture promotes diversity and builds global understanding, enhancing self-identity and cross-cultural respect.
4. Ensure sustainable food systems (SDGs 2, 3, 12): Supporting environmentally sustainable food production and distribution systems, essential for food security and well-being.

Key Principles:

1. Cultural Exchange (SDGs 4, 10): Celebrate African cuisine as a symbol of diversity, fostering understanding and inclusion.
2. Economic Empowerment (SDGs 1, 8): Support African vendors and local economies to stimulate job creation and entrepreneurship.
3. Quality and Authenticity: Ensure African cuisine is prepared and presented with quality and authenticity, promoting a true representation of the culture.
4. Sustainability (SDGs 2, 12): Commit to environmentally sustainable food systems, promoting responsible consumption and production.

Commitments:

Multinationals signing the Accords agree to:

1. Dedicate at least 10% of their global catering services to African cuisine, aligning with SDG 12: Responsible Consumption and Production.
2. Source African food from verified African vendors, supporting SDG 1: No Poverty and SDG 8: Decent Work and Economic Growth.
3. Provide training and support for staff on African cuisine and cultural sensitivity, fostering inclusivity (SDG 10).
4. Monitor and report progress on Accords implementation, ensuring accountability in sustainability (SDG 17).

Benefits:

1. Cultural diversity and exchange (SDG 10): Create inclusive culinary spaces, enhancing appreciation for African culture.
2. Support for local African economies (SDGs 1, 8): Economic benefits for African vendors and reduced economic inequalities.
3. Increased customer satisfaction: Diverse culinary offerings appeal to global consumers.
4. Contribution to sustainable food systems (SDGs 2, 12): Strengthened sustainable practices in the food industry.

Implementation:

1. Signatory companies receive guidance and support from Afro Flavour to meet Accords standards.
2. Regular progress reports and impact assessments ensure goals are met.
3. Afro Flavour provides networking opportunities with African vendors and culinary experts, supporting SDG 17's emphasis on partnerships.

Partnership Levels:

1. Bronze: 10% African cuisine commitment
2. Silver: 15% African cuisine commitment, plus staff training programs
3. Gold: 20% African cuisine commitment, staff training, and vendor development programs.