

Agency for Inclusive and Sustainable Development

COMPLIANCE WITH EUROPEAN REGULATIONS

**DISCOVER THE SPG -
FIHAVANANA 4.0**

How to meet European requirements and standards in fruit and vegetable value chains through a participatory guaranteed system (PGS) based on the Fihavanana culture and its principles, coupled with the frugal digitalisation of the process of verification, evaluation and traceability of product quality



SPG-Fihavanana 4.0

Participatory Guarantee System based on the cultivation and traceability of organic standards



A social innovation merging cultural tradition, digital technology and international standards

The dual divide: why the current model is failing

The economic divide



95% of producers excluded

Third-party certification (TPC) imposes prohibitive international audit costs, often exceeding the annual income of a farming household.

Paradox: Organic by default, but unsellable at a fair price.

Cognitive divide



Cultural mismatch

Written specifications running to hundreds of pages are inaccessible to those who are functionally illiterate. The "Vazaha" are perceived as police.

Consequence: A 'Lemons Market' where true quality cannot be identified.

01



System Cultivation

Roots in Malagasy tradition to create an authentic participatory guarantee

Le Vondrona: Local Governance Unit



Council of Elders

Ray aman-dreny

 Moral legitimacy

They manage conflicts and ensure social cohesion.



Committee of the Eye

Control

 Technical expertise

Planning and supervision of inspection visits.



Market Committee

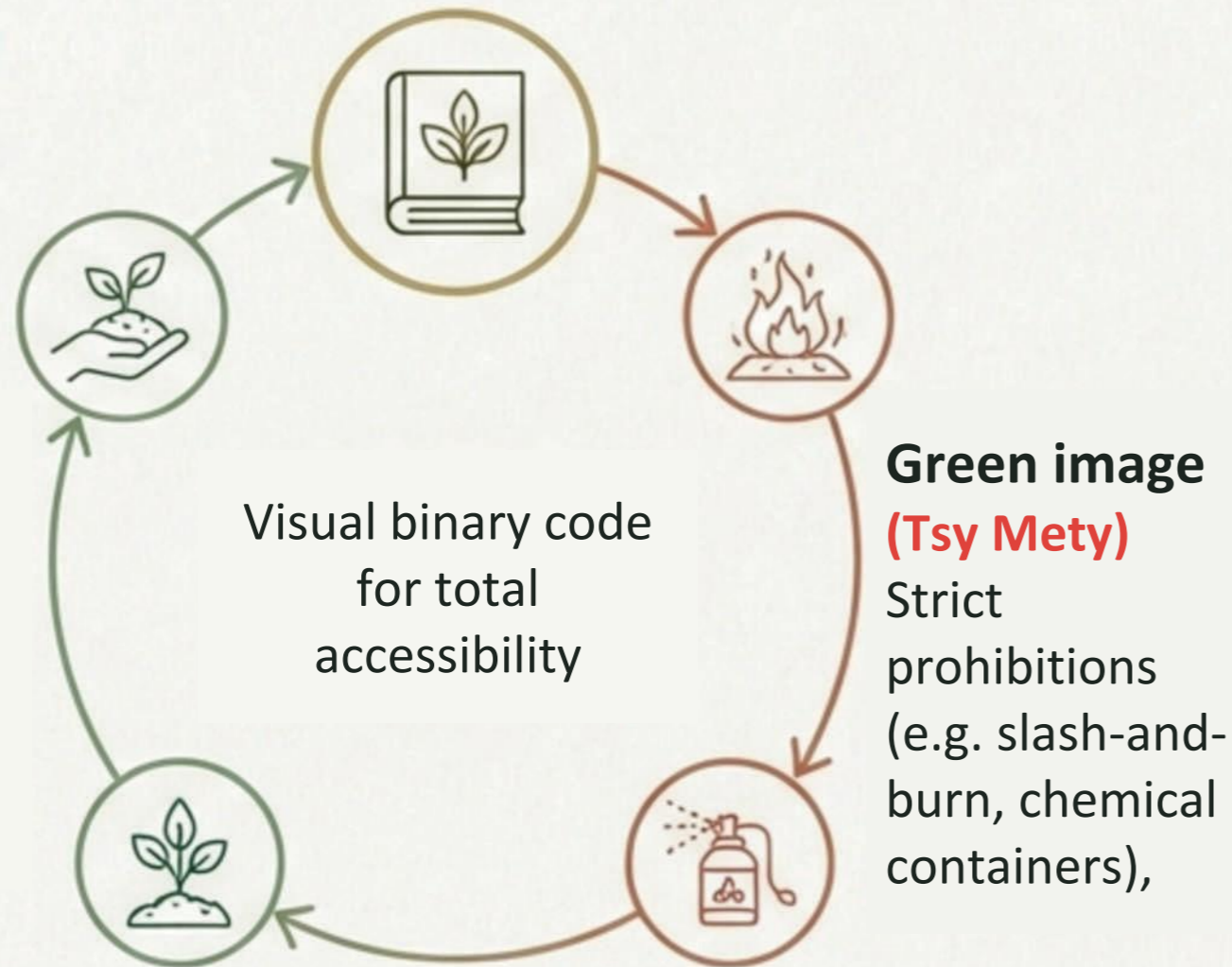
Logistics

 Aggregation & trade

Logistics and interface with the 'Sustainable Community' platform.

Cognitive innovation: encoding the standard without text

Le Boky sary (pictures book)



The oath (Dina)



The Dina: a sacred oral commitment

- Replacing the misunderstood paper contract with a commitment validated by the community.
- Moral value superior to a signature

02



Process Digitalisation

Technology serving trust and real-time traceability

The digital lever: transforming declarations into provable evidence

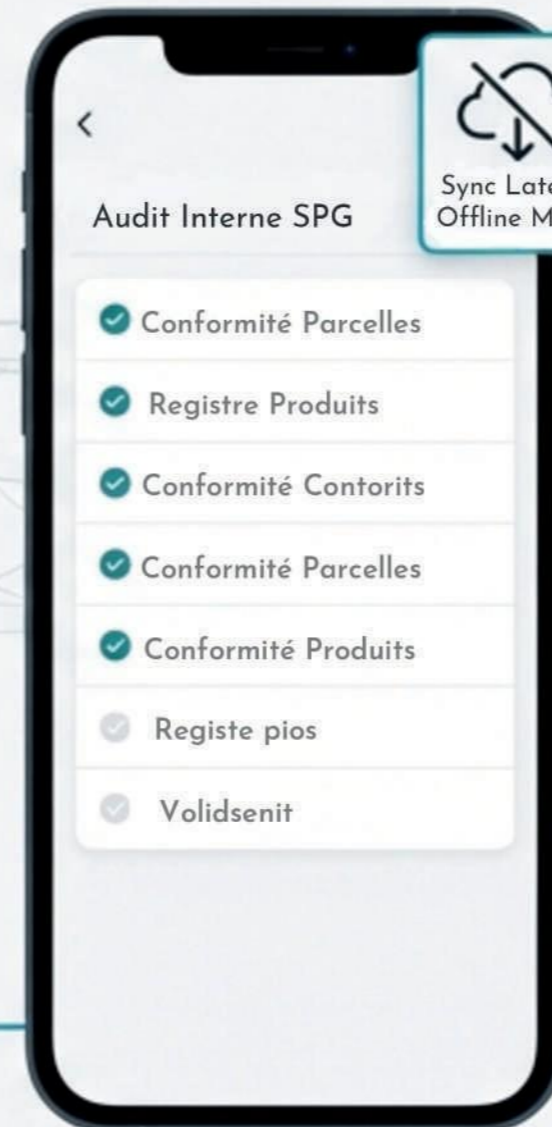
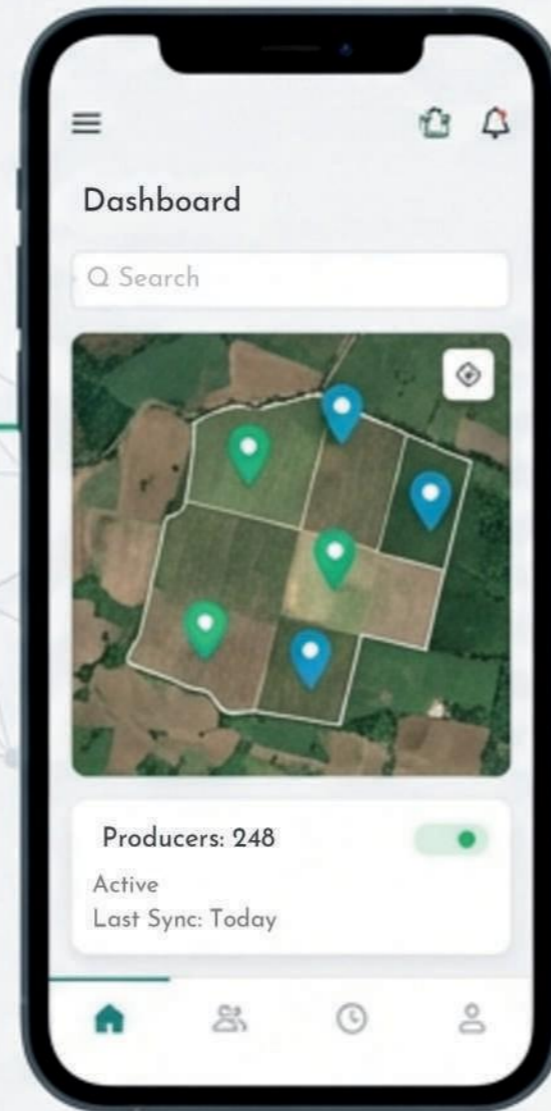
Offline mode

Works without a network
in remote areas



SPG module

Digitised internal controls,
geolocated photos



Traceability module


Tracking of batches from
the plot to export

Training module

Educational videos and
quizzes for producers

The app reduces supervision costs and guarantees data credibility for international buyers

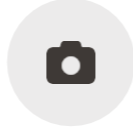
Holy Appli: Technology for Trust



Mandatory Workflow

It is not possible to skip a step. Mandatory sequential validation ensures the integrity of the process.


Locked Process



Irrefutable Evidence

Time-stamped and geolocated photos of critical points (storage, compost) ensuring full traceability.

GPS+Timestamp



Full Accessibility

Voice guidance in local dialects and an offline mode for areas with no mobile network coverage.

Offline mode included



TM

Application propriétaire du SPG-Fihavanana 4.0

100%

Visual

100%

Voice

0%

Required text

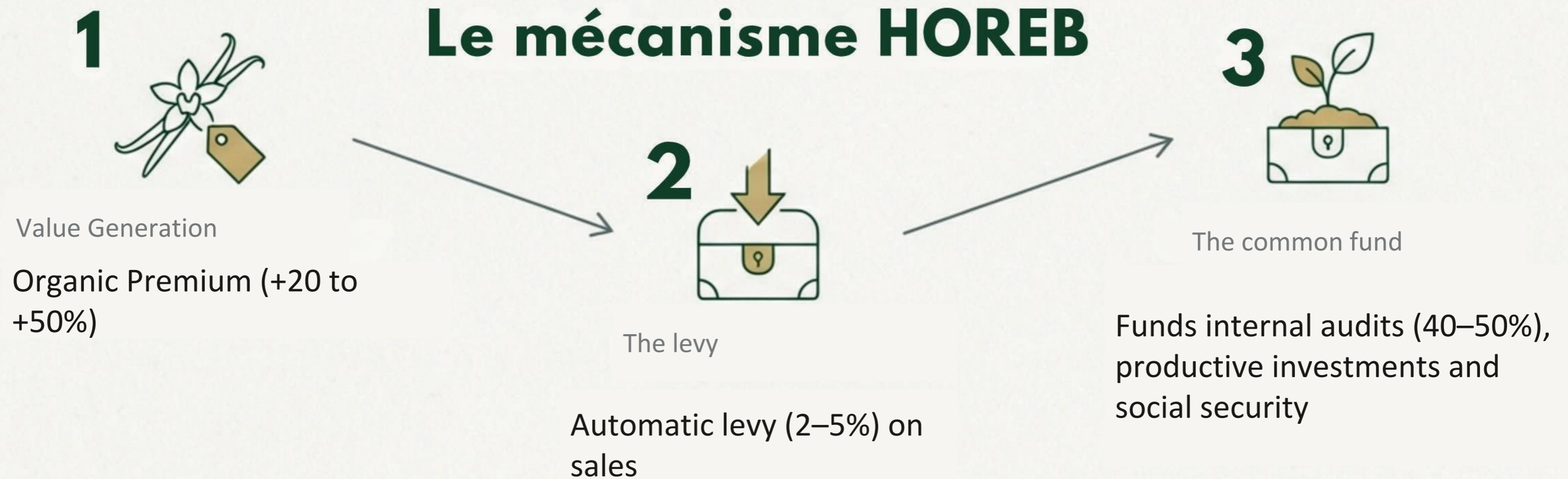
03



Competitiveness through Trust

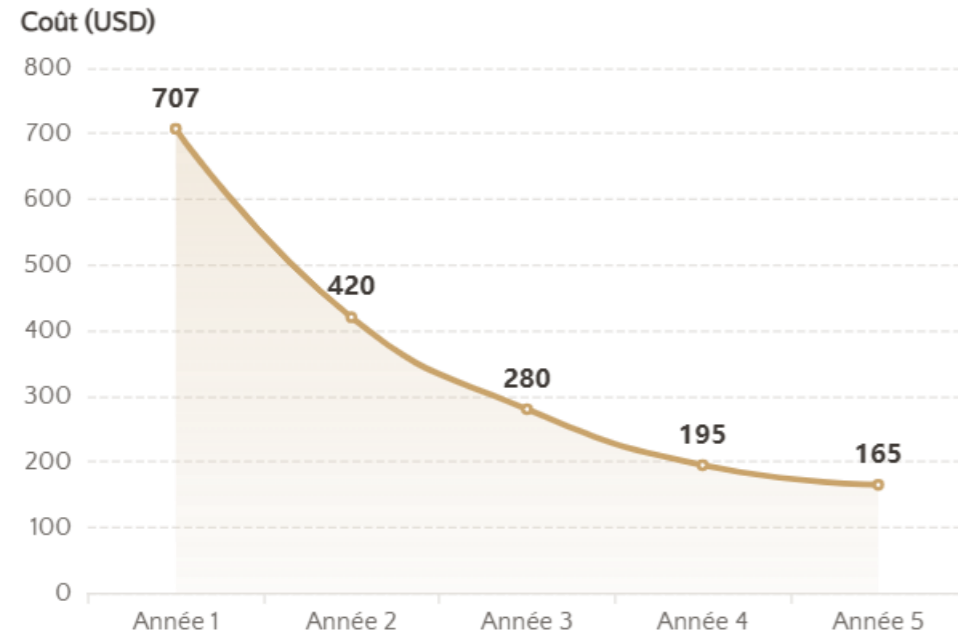
A viable business model and measurable impact for producers

The sustainability model: trade not aid



Producer ROI: Why Farmers Join

Cost Trends per Producer



📈 Economies of scale: 57–74% savings compared to CTP over 5 years

Clove Producer



📊 Annual net gain
+2.7 million Ar
per household

🕒 Making the Most of Time
18x
minimum agricultural wage

Systemic impact 'Whole Life & ODD

Social Sector



Education :
+1 080 Children in school



Health
90% reduction in
pesticide poisoning

Economic Sector



Local wealth
5.8 billion AR injected
into the economy

Environmental Sector

Climat: 8 400 tCO₂
sequestered/year
(Agroforestry)



Risk management & mitigation

Social compliance Fear of penalising the neighbour.	Rotation of pairs, cross-checking COMAL*.
Digital divide Rejection of technology.	100°-in-oneinterface /visual/voice, rewarding role for the young 'Scribe'.
Misappropriation of funds Lack of transparency in management.	Dual bank signature, mobile banking transparency.

*COMAL: Local Approval
Committee

Investing in Food Sovereignty

SPG-Fihavanana 4.0 is not a cost;
it is a transformative investment

Funding Required

765,000 USD

sur 5 ans pour transformer une région entière

"Ny tany tsy mba very, fa ny olona no very"
(La terre ne se perd pas, ce sont les hommes qui se perdent)

Join the movement.