

How to Create a **RELATIONAL AGREEMENT** Between: Supplier and Buyer

Good working relationships take care—especially when people are forming new partnerships or working together over time. In the Honeybush sector, much of the work happens through trust and informal agreements. This agreement is a practical tool to support those relationships—to make expectations visible, clarify roles, and create space for open conversation. It was developed through the Wild Harvester Collaboration to help harvesters, buyers, landowners and others talk through what matters, what each person will do, and how to handle changes or challenges in a fair way.



What is a relational agreement?

A **transactional agreement** is for one specific exchange. For example, when you buy a car or sell a property.

A **relational agreement** is for an agreement that goes over a longer period of time. It is written knowing that time will have an impact on some of the promises made and some of the conditions might need to be changed later on.



Why is a relational agreement valuable?

It works because you can manage the expectations of both parties in the relationship at the beginning. You admit that to have a successful long-term relationship, you need to write down ways to keep the relationship on track. So you define together:

- What is the purpose?
- What is success?
- What worries us about this relationship?
- What can we do so that we don't disappoint each other?
- If problems do come up (and they will), how can we solve them in a realistic way?



Based on: *The Book of Agreement: 10 Essential Elements for Getting the Results You Want* by Stewart Levine

1. Parties

- 1.1 Write who the people making this agreement are. The agreement could be between two people or two companies or between a person and an organisation.



2. Purpose of the agreement

- 2.1 Write down the big picture of what you intend to accomplish together.

The big picture is about why you are entering into this agreement.

If we know the big picture, it can help guide our actions and plan for changes or problems.



Try to be clear and specific as this improves the chances that the big picture will be jointly achieved.

3. Roles

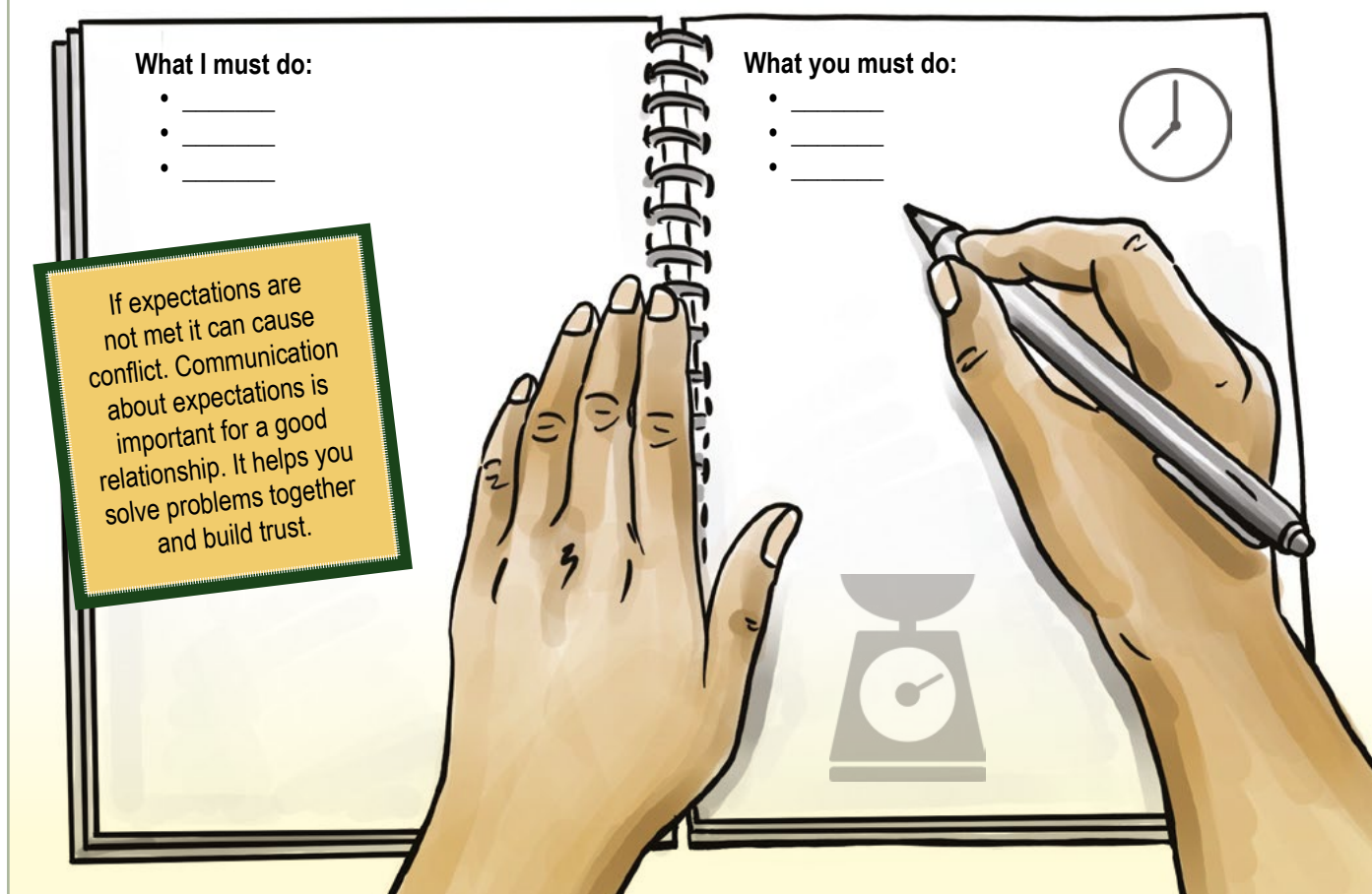
- 3.1 This is where we define the duties, responsibilities, and commitment of everyone.



4. Deliverables

- 4.1 Write down what you promise to do, such as doing something on time, delivering the right quantities, paying invoices on time, etc.

This helps both parties to understand what they need to do as part of their role and what the other party expects from them.



- 4.2 Write down by when the promises have to be put into action and completed.

1						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

- 4.3 Details can be listed in the Annexure. For example, a delivery schedule or a payment schedule.

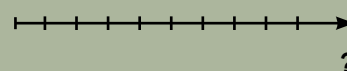
Annexure 1:

- _____
- _____
- _____

Check if both parties are happy with what they are getting from the agreement, otherwise the big picture will not be achieved.

- 4.4 Also say how long this whole agreement will last:

- For a specific time?
- Until we reach an agreed result? What is this result?
- Without a specific end time, so until one party give the other party notice that they want to end it? What will the notice period be?



5. Measures of success

5.1 Here we must try to record what a happy relationship for each of us will look like.

What do we hope to achieve, by what time, to say that we are meeting our promises?

What will make us look at this agreement again and make some changes?



6. Concerns, risks and fears

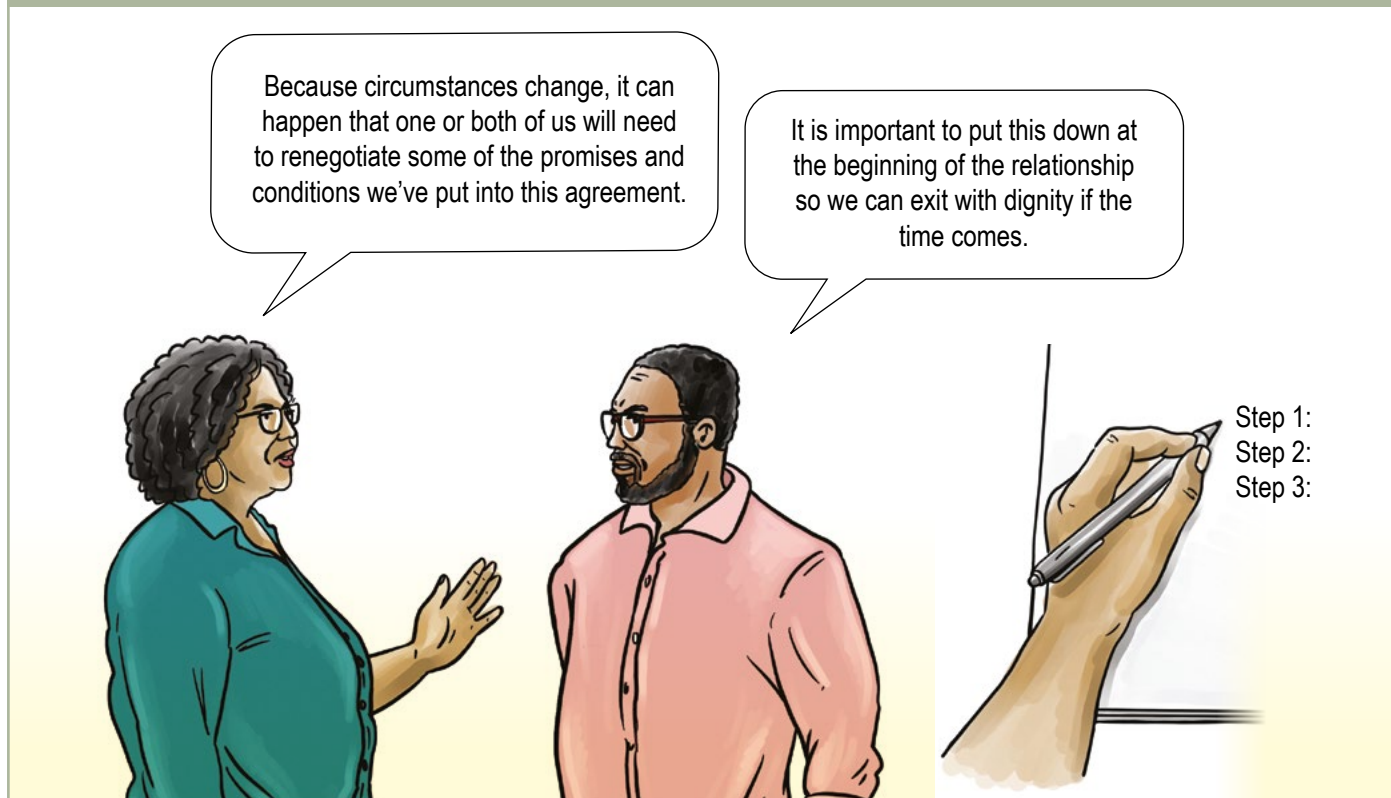
6.1 Here we say what our concerns, risks and fears are.

We make this clear to help the other party understand what could cause a challenge or conflict in our collaboration so we can avoid them.



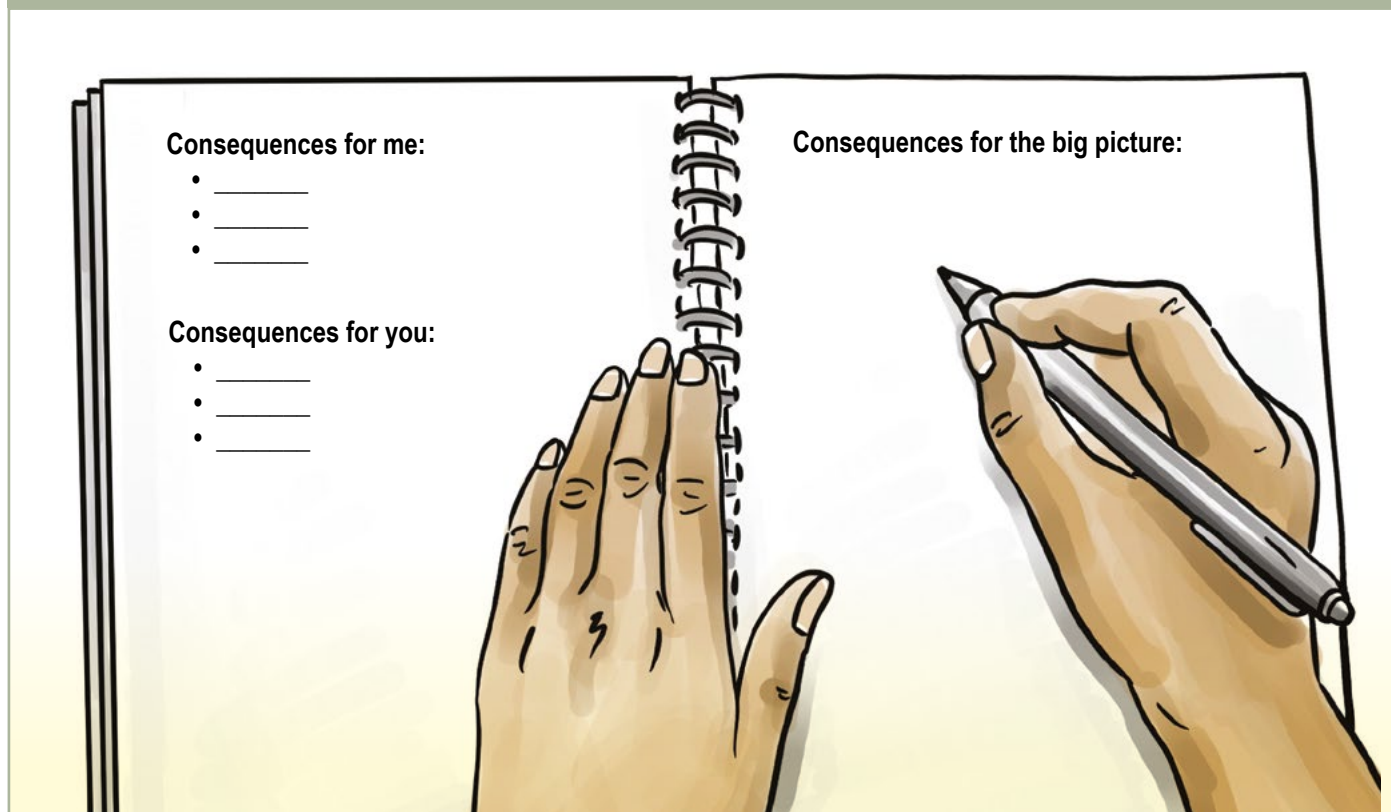
7. Renegotiation or ending the agreement

7.1 Here we write the process for how we can make changes to this agreement or end it.



8. Consequences

8.1 Here we need to write what the consequences will be if a party does not keep to their promises.



9. Conflict resolution

- 9.1 Here we will write what will happen if there is something we do not agree on.
- 9.2 First we should commit to continue to talk to each other if there is a dispute.
- 9.3 Second, if we cannot resolve it between ourselves, we will ask _____ to mediate our dispute.
- 9.4 We promise now that we will participate in the mediation in good faith.



10. Are we ready to agree?

- 10.1 Have we asked all the questions? Has anything been left unsaid? Are we avoiding something?



11. Any other clauses

11.1 Are there any other legal clauses that we need to include for administration reasons?

For example:

- Any change to this agreement or extension of time of this agreement will not be binding unless it is in writing and signed by both parties.
- This agreement is governed, interpreted and enforced according to the laws of South Africa.
- If one part of this agreement is found to be invalid by a court, the other parts of the agreement is still valid.

Sign and date



Annexures

Examples of annexures:

- Payment schedule with dates
- Delivery schedule with dates
- Quality specifications for delivery



HONEYBUSH RELATIONAL AGREEMENT

Between:

Supplier: _____

and

Buyer: _____



- ☐ 1. Parties
- ☐ 2. Purpose of the agreement
- ☐ 3. Roles
- ☐ 4. Deliverables
- ☐ 5. Measures of success
- ☐ 6. Concerns, risks and fears
- ☐ 7. Renegotiation or ending the agreement
- ☐ 8. Consequences
- ☐ 9. Conflict resolution
- ☐ 10. Are we ready to agree?
- ☐ 11. Any other clauses
- ☐ Sign and date
- ☐ Annexure A
- ☐ Annexure B

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