

# Fair Trade

ADVOCACY OFFICE



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# What is Fair Trade?

## DEFINITION OF FAIR TRADE

The main global networks of the Fair Trade movement agreed the following definition of Fair Trade in 2001(i):

**Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South.**

**Fair Trade Organizations, backed by consumers, are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade.**



## FAIR TRADE'S VISION

The Fair Trade movement shares a vision of a world in which justice, equity and sustainable development are at the heart of trade structures and practices so that everyone, through their work, can maintain a decent and dignified livelihood and develop their full human potential.

# Key principles

**CREATING THE CONDITIONS  
FOR FAIR TRADE**

**ACHIEVING INCLUSIVE ECONOMIC  
GROWTH**

**PROVIDING DECENT WORK AND HELPING  
TO IMPROVE WAGES AND INCOMES**

**EMPOWERING WOMEN**

**PROTECTING THE RIGHTS OF CHILDREN  
AND INVESTING IN THE NEXT  
GENERATION**

**NURTURING BIODIVERSITY AND THE  
ENVIRONMENT**

**INFLUENCING PUBLIC POLICIES**

**INVOLVING CITIZENS IN BUILDING  
A FAIR WORLD**

# The Fair Trade Movement



© Make Fruit Fair

# Fairtrade & Fair Trade



®

Fairtrade  
system



World Fair Trade  
Organization

# THE FAIRTRADE SYSTEM

**Fairtrade International** is a non-profit, multi-stakeholder association which brings together all actors in the Fairtrade system to coordinate Fairtrade global strategy. Fairtrade International is responsible for setting the Fairtrade Standards and owns the FAIRTRADE Mark.



FAIRTRADE INTERNATIONAL

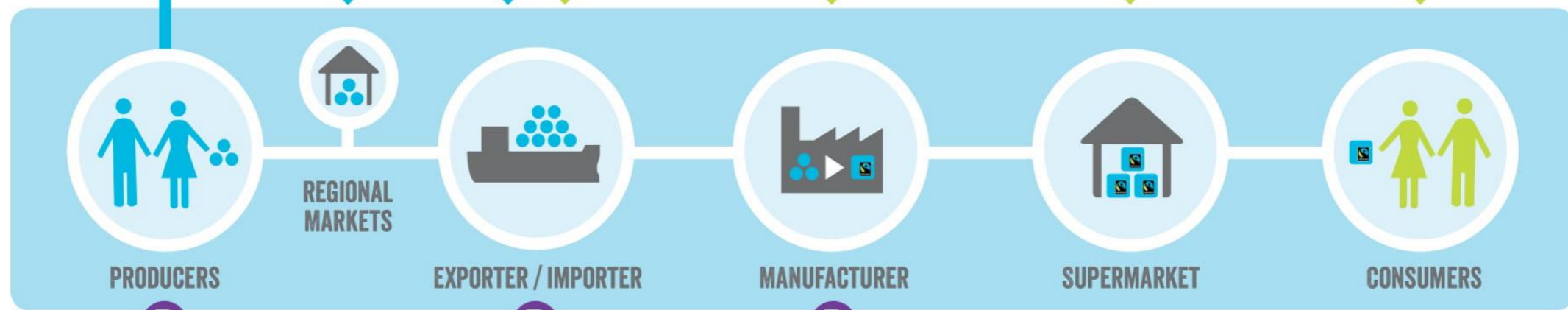


ORGANIZATION

SUPPORTING AND REPRESENTING PRODUCERS, BUILDING MARKETS, IMPLEMENTING PROJECTS

ADVISING BUSINESSES AND LICENSING USE OF THE FAIRTRADE MARKS

ADVOCACY AND DIALOGUE WITH CIVIL SOCIETY

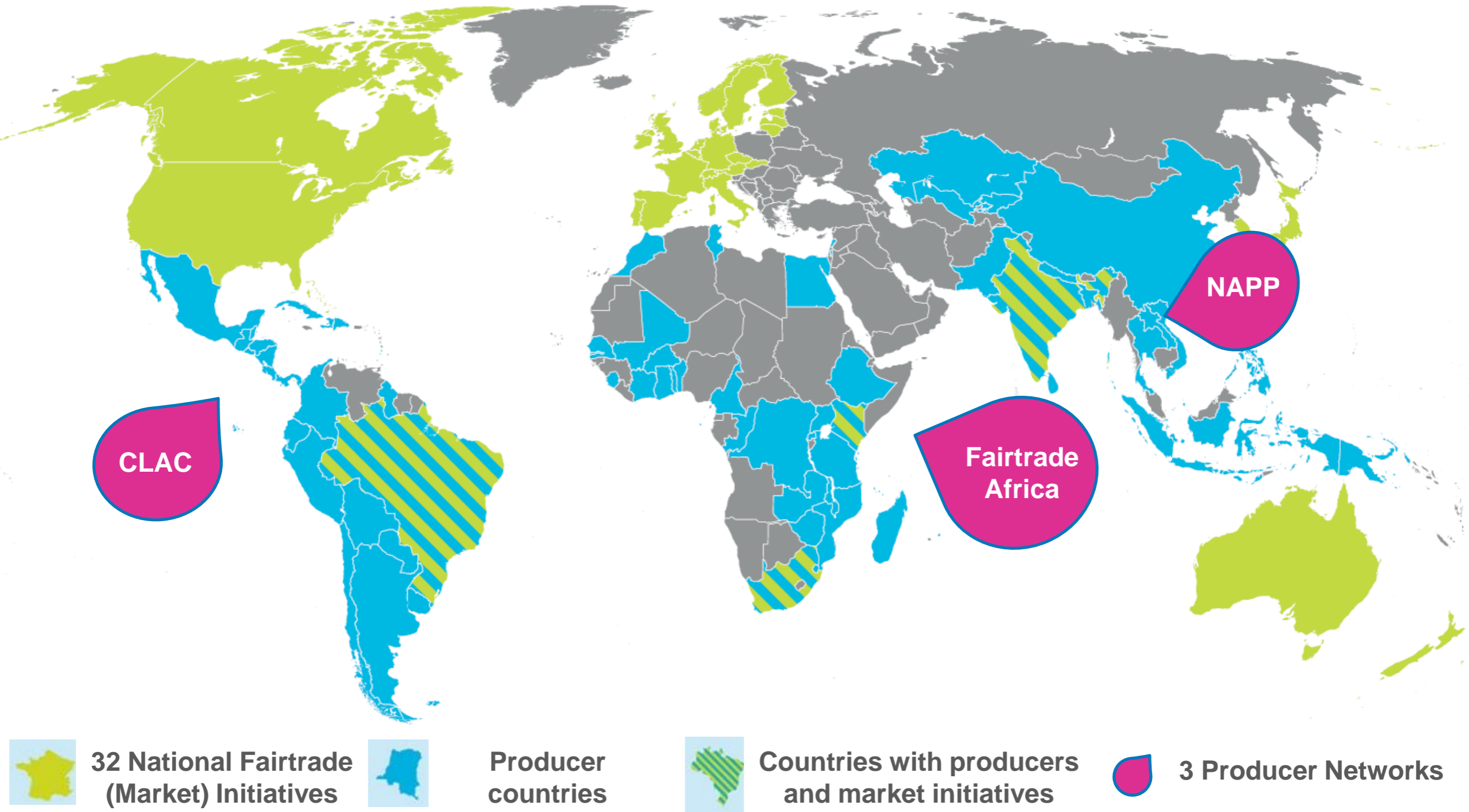


SUPPLY CHAIN



AUDITS AND CERTIFICATION BY FLOCERT

# The Fairtrade System





# Fairtrade facts and figures

There were more than **1.66 million** Fairtrade farmers and workers in 2016.

There were **1,411** Fairtrade certified producer organisations in **73 countries** in 2016.

In 2016; **€150,600,00** in Fairtrade premiums in the seven major products.

Sales of Fairtrade cocoa grew **34%** in 2016.

Coffee farmer organisations received **€74,000,000** in Fairtrade premiums in 2016.



Fortin Bley, Coopérative Agricole N'Zrama de N'Douci (CANN) in N'Douci, Côte d'Ivoire •

- A ‘membership association’, established in 1989
- owner of a credible, sustainable and affordable FT Guarantee System
- Almost 500 organizations 100% committed to Fair Trade across 70 countries (trading org., nat. networks and support org.), representing the entire supply-chain
- Only global network which represents the entire supply chain from the production to sales.
- network that advocates for more equity in trade and supports FT market development – not just a label, but a political movement
- AGM, Board of Directors, Global Office/Secretariat, Working Groups, Committees and Task Forces
- 5 regional branches (Europe, Africa, Asia, Latin America and Pacific Rim)
  - Headquarters/main office: Culemborg, the Netherlands



# Fairtrade Certified Products



Copyright Sean Hawkey



# Fair Trade Products



Copyright Fair Do's, Cardiff

# WHAT MAKES Fairtrade UNIQUE?



- **Fairtrade Minimum Price:** a price floor to protect producers if market prices fall
- **Fairtrade Premium:** additional funds above the purchase price to invest in community needs or organisations' priorities.
- **Producer organisations** at the driving seat of the organisation's highest decision-making body (the Fairtrade General Assembly)
- An independent **certification & assurance** body FLOCERT
- **Most recognised & trusted** certification label in the world (source: Globescan)
- **Fairtrade Standards** for +300 raw products
- +35,000 Fairtrade labelled **products on sale worldwide**
- **Fairtrade Trader Standard** – promotes trading with integrity, pre-financing, legal compliance etc

# Fairtrade's Theory of change

**GOAL 1  
MAKE TRADE FAIR**

**GOAL 2  
EMPOWER SMALL  
PRODUCERS AND  
WORKERS**

**GOAL 3  
FOSTER SUSTAINABLE  
LIVELIHOODS**



Improved income, wellbeing & resilience among small producer & worker households



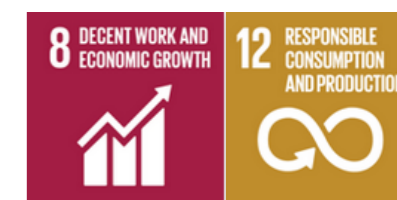
Enhanced gender equality & intergenerational sustainability in rural communities



Increased environmental sustainability & resilience to climate change



Fairness & sustainability embedded in business practices, policy & societal norms for production & consumption



**1** NO  
POVERTY



**2** ZERO  
HUNGER



**3** GOOD HEALTH  
AND WELL-BEING



**4** QUALITY  
EDUCATION



**5** GENDER  
EQUALITY



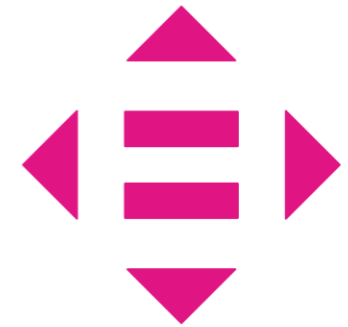
**6** CLEAN WATER  
AND SANITATION



**8** DECENT WORK AND  
ECONOMIC GROWTH



**10** REDUCED  
INEQUALITIES



**11** SUSTAINABLE CITIES  
AND COMMUNITIES



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**13** CLIMATE  
ACTION



**17** PARTNERSHIPS  
FOR THE GOALS



# Fair Trade and Human Rights



Village of Woroyiri, cocoa producers from the regional cooperative ECOJAD, Member of Ecookim in Côte d'Ivoire. Copyright: Éric St-Pierre



## Recommended Reading

[Localising the Sustainable Development Goals \(SDGs\) through Fair Trade - Toolkit](#)

[Sustainable Development Goals and Fairtrade: The Case for Partnership](#)