

# WFTO-Europe REVIEW 2019

HOW FAIR TRADE IS A STEP  
TOWARDS THE UNITED NATIONS'  
SUSTAINABLE DEVELOPMENT GOALS



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**EUROPE**

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# Introduction

WFTO-Europe is participant to the EC-funded "Trade Fair Live Fair" project, with the aim of raising awareness on Fair Trade and its contribution to the United Nations' Sustainable Development Goals (SDG's) for 2030. In this spirit, this publication will lay out some practices and ways of doing business from among our members throughout Europe. These Fair Trade practices all illustrate how Fair Trade in general and our members in particular are contributing to achieving the SDG's in the very way they do business. In showcasing these practices and demonstrating how Fair Trade directly addresses the SDG's, it is our hope that this will entice more companies – conventional and Fair Trade businesses alike – will join our members.

As part of the global network of 400 enterprises across 70 countries, which make up the World Fair Trade Organization, the 104

members of WFTO-Europe across 16 European countries are all mission-led businesses and organisations. The fact that they are driven by a mission, and not by the "traditional" goal of profit maximisation, means that putting people and planet first is for them "business as usual." As the examples from our members will show in the following pages, this governance structure is, in our experience, highly enabling for contributing to the SDG's. While there are many ways to contribute, and no one way can stand alone if the goals are to be achieved by 2030, we argue that the WFTO mission-led business model is a way to ensure that businesses are contributing not with secondary activities, but through their core work and business conduct. The members presented here tell you, what that could look like in practice.

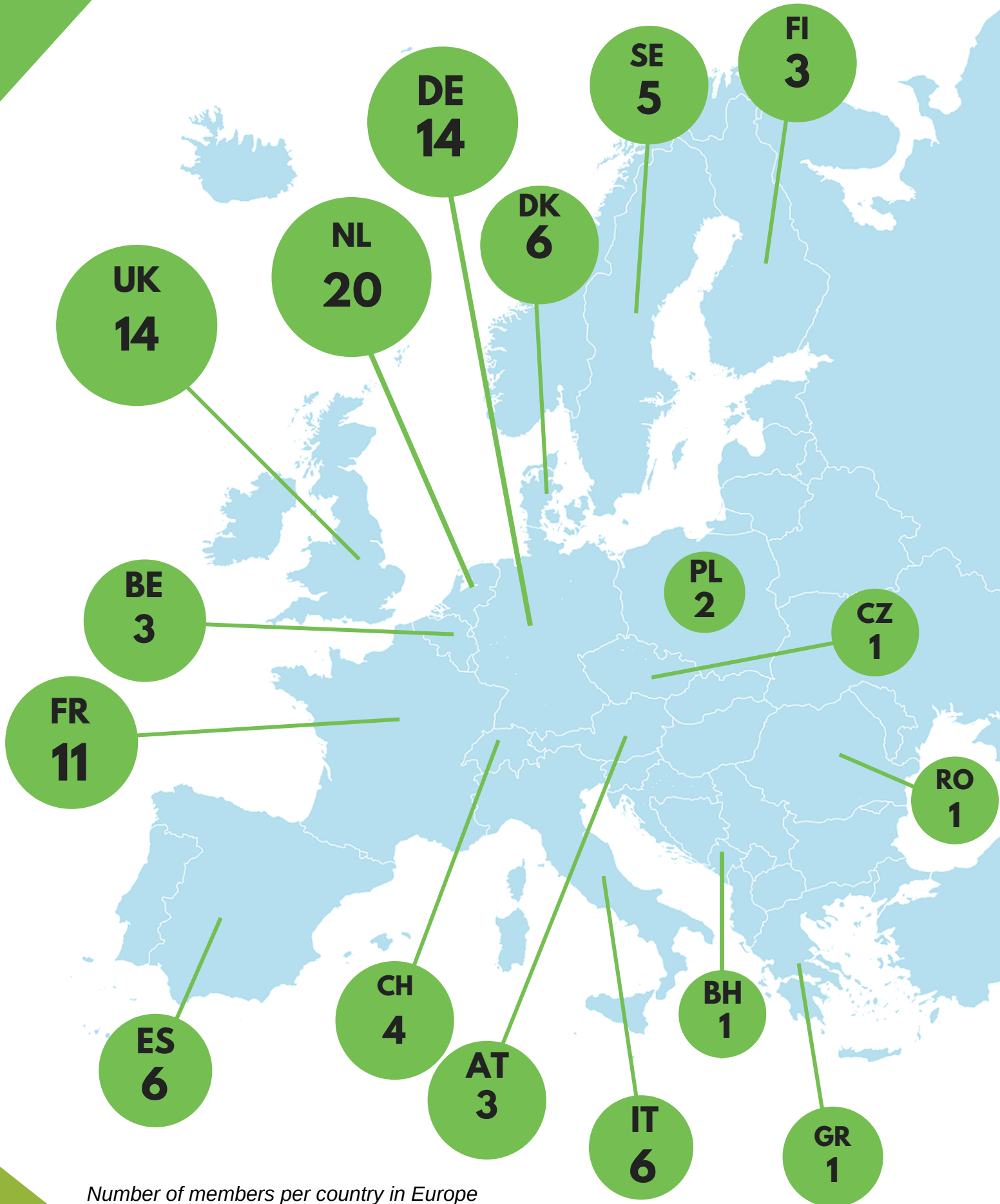
## Purpose



The concept of Fair Trade originated with the intention to aid the sustainable development of poor and marginalised communities across the world, most prevalent, of course, in the so-called Global South. Up till today, however, Fair Trade has itself developed into a universal vision for how world trade ought to function and how business should be conducted in order to avoid many of the "externalities" so well-known today: Rising inequality; poor and unpredictable working conditions and terms of trading; as well as environmental degradation. These issues are increasingly felt in the Global North, as well as in the Global South, and seem to speak to inherent flaws in the entire economic model. Fair Trade is devised to be an alternative to the "conventional" economic

model, exactly by giving weight to factors like working conditions within the supply chain, environmental concerns, and ensuring that the weakest link in the chain also makes a decent and sustainable living from their participation in the making of products, which companies profit from selling in distant markets. In this sense, social sustainability is often overlooked but equally crucial to ensure sustainable production and consumption patterns. All these aspects together lead to the SDG 12, concerned with ensuring sustainable production and consumption patterns. In the following pages we wish to show you, how Fair Trade is part of the solution to achieving this goal through contributions also to SDG's 1, 5, 8, and 13.

# WFTO-EUROPE



*Number of members per country in Europe*

# MEMBERSHIP

## AUSTRIA

- ARGE Weltläden
- EZA Fairer Handel GmbH
- Zotter Schokoladen Manufaktur GmbH

## BELGIUM

- Belgian Fair Trade Federation
- Elecosy bvba
- Oxfam-Magasins du monde
- Oxfam Wereldwinkels \*

## BOSNIA AND HERZEGOVINA

- BHcrafts doo

## CZECH REPUBLIC

- Fairtrade Czech Republic and Slovakia

## DENMARK

- Egos ApS
- Elvang Denmark A/S
- En Gry og Sif
- Fair Trade Denmark
- U-landsforeningen Svalerne \*

## FINLAND

- Mifuko
- Tampereen Kehityskauppa
- The Finnish Association of Worldshops

## FRANCE

- Au-delà des Frontières
- Bouga CacaO
- Dardenne
- Fédération Artisans du Monde
- Les Jardins de Gaia
- CMC Malongo
- Les Mouettes Vertes
- Commerce Equitable France
- RDV Productions \*
- Solidar'Monde
- Karethic (Terrethic)

## GREECE

- Syn Allois \*

## ITALY

- Associazione botteghe del mondo
- CTM Altromercato Soc. Coop.
- CTM Agrofair Italy
- Equo Garantito
- Libero Mondo scs \*

## GERMANY

- Cha Dô Teehandels GmbH \*
- Chotanagpurgruppe – Faire Handelsgesellschaft mbh
- DWP eG Fairhandelsgenossenschaft
- El Puente
- Fair-Band – Bundesverband für fairen Import und Vertrieb e.V.
- FairMail Cards
- Fair-NETZ (Netzwerk regionaler Fair-Handelszentren e.V) \*
- Forum Fairer Handel e.V.
- GEPA Fair Trade Company
- GLOBO Fair Trade Partner GmbH
- Mekhada \*
- Mitka \*
- Nepalaya \*
- Ökotopia Handels- und Verlagsgesellschaft \*
- Tatico \*
- Weltladen-Dachverband e.V.

## NETHERLANDS

- AlchemiA
- Amandla
- Barbosa Fair Trade
- Eco Collection
- EFTA (European Fair Trade Association)
- Esgii \*
- Esperanza \*
- Kanika \*
- Kinta CV
- Landelijke Vereniging van Wereldwinkels (DAWS) \*
- MYOMY do goods
- Ojoba Collective \*
- Only Natural \*
- Sarana
- See Me
- Siddharth Imports
- Simbólica Fair Trade
- Siyabonga \*
- Tahoua Import
- Teranga \*
- Textielwerkplaats Sari V.O.F.
- Tilingo-Neptra
- Tuyu BV
- Zimba-Arts \*

## POLAND

- The Polish Fair Trade Association
- Szczypta Świata \*

## ROMANIA

- S.C Networks Trading Srl \*

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MEMBERS

# ACROSS 17

## EUROPEAN COUNTRIES

## SPAIN

- Coordinadora Estatal de Comercio Justo (CECJ)
- EquiMercado \*
- Fundacion COPADE España
- Fundación Isabel Martín \*
- Iniciativas de Economía Alternativa y Solidaria (IDEAS)
- Oxfam Intermón

## SWEDEN

- Fair Monkey ekonomisk förening
- Sackeus AB
- IM Swedish Development Partner
- The House of Fair Trade
- The Swedish Organisation of Fair Trade Retailers

## SWITZERLAND

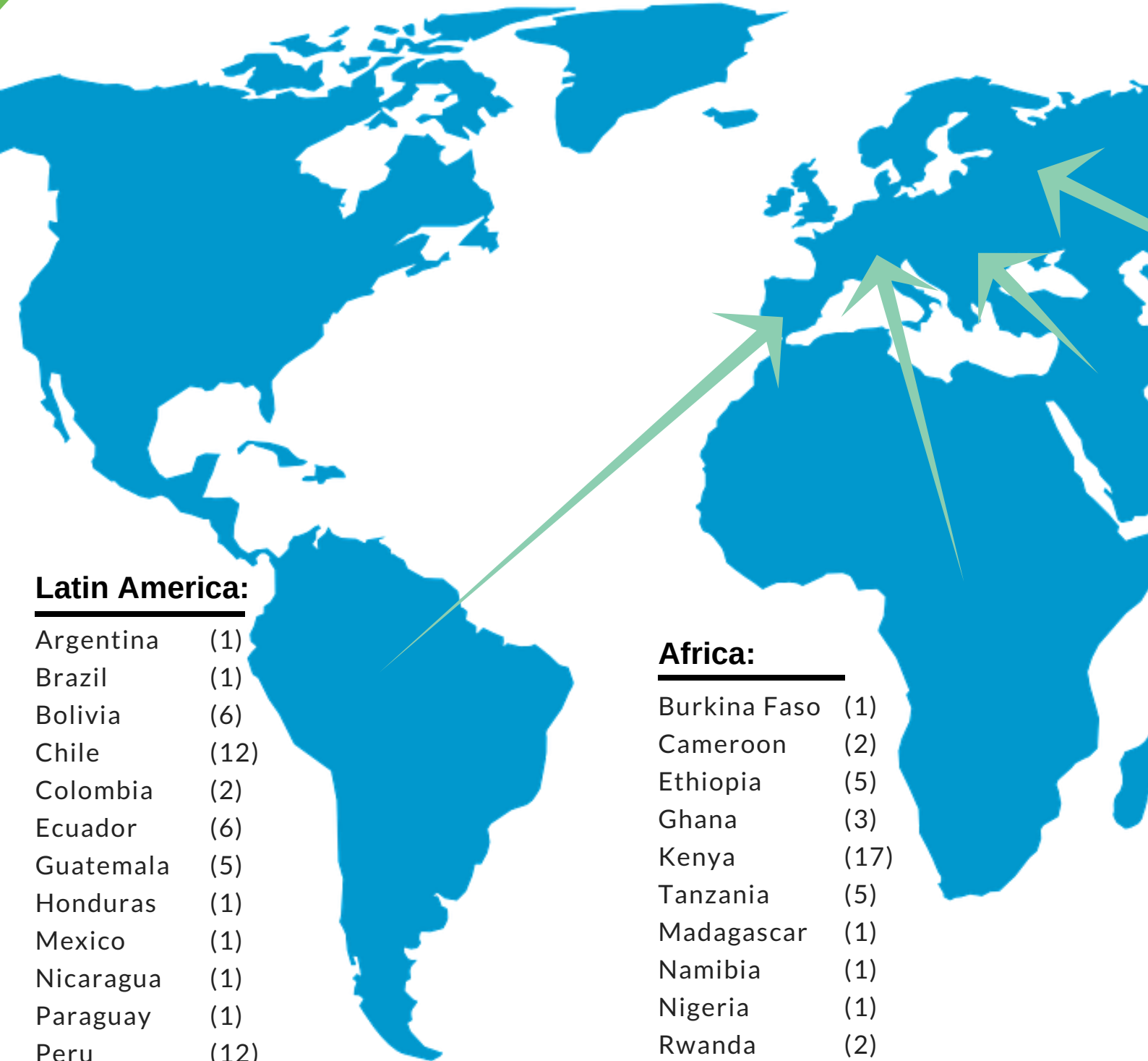
- Association Romande de Magasins du Monde
- El Tucan
- Gebana
- Tropical Mountains

## UNITED KINGDOM

- BAFTS
- Dassie Dècor \*
- Ecoffins
- Fair Trade Scotland Limited
- Greater Goods \*
- Island Spirit
- Just trading Scotland \*
- Mayamiko Trading & Consulting Ltd. \*
- People Tree
- Re-wrap Association
- Scottish Fair Trade Forum \*
- Shared Earth
- Shared Interest Society Limited
- The Fair Trade Furniture
- Traidcraft Exchange

# GLOBAL

No. of WTO-Europe members (in brackets) trading with communities countries across Latin America, Africa and Asia.



## **Latin America:**

Argentina	(1)
Brazil	(1)
Bolivia	(6)
Chile	(12)
Colombia	(2)
Ecuador	(6)
Guatemala	(5)
Honduras	(1)
Mexico	(1)
Nicaragua	(1)
Paraguay	(1)
Peru	(12)
Uruguay	(1)

## **Africa:**

Burkina Faso	(1)
Cameroon	(2)
Ethiopia	(5)
Ghana	(3)
Kenya	(17)
Tanzania	(5)
Madagascar	(1)
Namibia	(1)
Nigeria	(1)
Rwanda	(2)
Senegal	(1)
South Africa	(8)
Swaziland	(2)
Uganda	(2)

# REVIEW



## **Middle East:**

Egypt	(1)
Israel	(1)
Lebanon	(1)
Palestine	(4)

## **Asia:**

Armenia	(1)
Bangladesh	(16)
Cambodia	(3)
China (PRC)	(2)
Georgia	(1)
India	(44)
Indonesia	(11)
Korea	(4)
Laos	(4)
Malaysia	(1)
Mongolia	(1)
Nepal	(14)
Sri Lanka	(9)
Pakistan	(1)
Vietnam	(8)
Thailand	(7)
The Philippines	(6)

*Data as of August 2018*

# The Fair Trade Link

Fair Trade contributes significantly to achieve the Sustainable Development Goals (SDG's). Both initiatives share common objectives, integral perspectives and partnership promotion.

WFTO prescribes 10 Principles that Fair Trade Organisations must follow in their day-to-day work and carries out monitoring to ensure these principles are upheld. They address social, economic and environmental factors to achieve the dual objective of contributing to the development of vulnerable producers and their communities, but also global citizenship committed to planetary challenges. These principles were approved by more than 400 WFTO members.

On the other hand, the aim of the Sustainable Development Goals is to wipe out the phenomenon of poverty, achieve peace and

ensure environmental protection by accomplishing 17 concrete actions. The SDGs were signed by 193 global leaders.

One of the key features of Fair Trade is the integral approach derived from the understanding that poverty and inequality have complex and global causes but also multidimensional consequences. Accordingly, not merely economic growth, but also guaranteeing human development and environmental protection are the essential goals. The network strategy to forge global alliances for combating poverty and inequality is also a common concern to underscore.

With the awareness of this holistic focus connecting the two initiatives, below is a summary of the most significant links, which illustrate some practical patterns:



## ***SDG 1: No Poverty***

### **Principle One: Creating Opportunities for Economically Disadvantaged Producers**

The vision of Fair Trade is the reduction of poverty through fair trading, along with the achievement of an International Fair Market as the key facilitator of development and poverty reduction. In line with this vision Fair Trade will provide income security, market opportunities for small producers and farmers and sustainable agriculture.

## ***SDG 5: Gender Equality***

### **Principle Six: Commitment to Non Discrimination, Gender Equity and Women's Economic Empowerment and Freedom of Association**

Organisations must not discriminate for any reason and will protect labour rights and promote safe and secure working environments for all workers. In addition, when rights are restricted by national law, organisations would assure means for independent and free association. Also, guaranteeing women's empowerment by active involvement is a key feature to help improve social transformation and gender roles. Equal pay and opportunities are ensured and women are encouraged to seek management and board positions.

## ***SDG 8: Decent Working Conditions and Economic Growth***

### **Principle Four: Payment of a Fair Price**

A fair price must be decided by mutual agreement to provide a socially acceptable remuneration for producers. This must also be stable to enable long-term planning and must continuously improve their trading conditions.

## ***SDG 12: Sustainable Production and Consumption***

### **Principle Two: Transparency and Accountability**

Transparency is essential to avoid discrimination and abusive practices, such unquestioned barriers to achieve equitable development inside organizations. WFTO has developed a Guarantee System encouraging the participation and policy-making of their members in each step of the supply chain (from producers to consumers).

## ***SDG 13: Climate Action***

### **Principle Ten: Respect for the Environment**

Climate change mitigation needs a global effort including small agricultural organisations. Reducing the emission of greenhouse gases is a key purpose for our farmers and producers, as well as ensuring sustainable agriculture and production systems.





# The Fair Trade Contribution

## Featured WFTO-Europe members and the SDG's

### BH Crafts

(page 10)

- SDG 1 – Creating economic opportunity for the marginalised and hard-to-employ.
- SDG 5 – Equal pay for equal work and absolute non-discrimination.
- SDG 8 – Free training for artisans and sourcing locally.
- SDG 12 – Biodegradable packaging, chemical-free raw materials.

### Coordinadora Estatal de Comercio Justo (page 11)

- SDG 1, 8, & 12 – Research, case-studies and reports improving both general and practical knowledge of Fair Trade; evidence to inform policy-makers to support sustainable and Fair Trade practices.

### Fair Trade Scotland – "Trade, not aid" (page 12)

- SDG 1 – Fair payment, integrated production process giving producers bigger share of final sale price.
- SDG 8 – Support for local industry for producer groups to capture more added-value.
- SDG 12 – Ensuring sustainable, entrepreneurial communities for producer groups: upcycling of tartan material.

### SeeMe – "Work not charity" (page 13)

- SDG 1 – Employment opportunities for hard-to-employ, Fair Payment.
- SDG 5 – Supporting and empowering marginalised women.
- SDG 8 – Capacity building aimed at making the artisans independent.
- SDG 12 – Transparent, predictable trading terms, regular orders with one month's notice keeping artisans employed with regular salary.

### Mifuko (page 14)

- SDG 1 & 8 – Fair Prices, immediate payment, long-term trading relationships and predictable terms.
- SDG 12 – Supports long-term investment by artisan self-help groups; capacity building.

### Zotter Schokoladen Manufaktur (page 15)

- SDG 1 & 8 – Long-term trading relationships and Fair Payment.
- SDG 12 & 13 – 100% organic sourcing, constant capacity building; fully transparent sourcing.

### El Puente (page 16)

- SDG 1 & 8 – Transparent and fair pricing; long-term, sustainable trading relationships; capacity building.
- SDG 5 – Gender policy, and stressing the issues of gender in dealings with trading partners across the world.
- SDG 12 – Supporting trading partners with design, etc. to keep products relevant.

### Traidcraft Exchange (page 17)

- SDG 1 & 8 – Technical support for farmers and producers.
- SDG 5 – Mobilisation, empowerment of vulnerable women workers.
- SDG 12 – Campaigning for trade policy reform in UK; training on sustainable farming in drought-afflicted areas.

### Oxfam Intermon (page 18)

- SDG 1 & 8 – Market access for marginalised producers through 34 shops and over 3000 points of sale across Spain; long-term trading relationships and predictable terms; capacity building.
- SDG 12 – Support for small-scale sustainable farming (munifundio) among producer coops; educative dialogue with consumers.

### Les Jardins de Gaïa (page 19)

- SDG 1 – Long-term trading relations, Fair Payment, high pre-financing of crops.
- SDG 5 – Support women leadership, e.g. in Africa - the Wupperthal Coop and the Hieveld Coop
- SDG 8 – Packaging, etc. done by employing disabled people locally (Alsace).
- SDG 12 – Packaging fully biodegradable, printing in only aqueous inks.
- SDG 13 – 99% organic (ECO-Cert), 10% biodynamic (Demeter), up-cycling, etc.



## SDG 1 - No Poverty

**Definition:** *End poverty in all its forms everywhere. Economic growth must be inclusive to provide sustainable jobs and promote equality.*

### BH Crafts

### Bosnia & Herzegovina

#### **A brief history**

As guaranteed Fair Trade producer and recognised social enterprise, BHcrafts sells traditionally made crafts of Bosnia & Herzegovina (BH), like clothing, toys, fashion accessories, home decor items and souvenirs, produced by marginalised groups of women from both BH entities and all three ethnic groups. This way they have been helping marginalised women across Bosnia & Herzegovina with stable economic opportunities for more than two decades. They started as a psychotherapeutic and socialising effort for victims of the Bosnian war, while at the same time providing them with much needed income.



#### **Keeping tradition, creating employment**

BHcrafts has grown significantly since it was set up in 1995, and today is exporting to several countries across the world. They employ a base of 180 women artisans, whom are making products with traditional handicraft skills of Bosnia and Herzegovina, tailored to the modern, international market. Their success in fusing these two aspects is recognised by the many years they have been collaborating with Agnes B in France, as well as with Sundance catalogue in USA. The key mission remains to empower marginalised women by engaging them in work, so they can satisfy their basic economic needs and have a feeling

of purpose. For this, they also offer free training for their artisans to further develop their handicraft skills and technique, and by work engagement ensure a regular monthly income for them. Each item comes with a small card with the name of the woman who made it. They further contribute to fostering the local economy by sourcing materials locally as much as possible, for example buying raw wool for felting. For limiting the impact on the environment, they use recycled or biodegradable paper bags, burlap, and paper for packaging, and the cards with names of the women who made the items are printed on eco-paper. All BHcrafts' toys are produced from natural fibers (either wool, or cotton) dyed with AZO free and skin-friendly dyes, simultaneously protecting children playing with them, as well as the women making them.



BHcrafts is working with women from entire Bosnia & Herzegovina, regardless of ethnicity, religion, political affiliation, etc. All are equally remunerated across the country (though context varies) with equal pay for equal work. Further, workers enjoy full employment rights and benefits (vacation days, working environment, etc.). BHcrafts is a guaranteed Fair Trade producer, who is renowned, both in Bosnia & Herzegovina and internationally, for their traditional yet modern products with a social and ethical purpose.

**A brief history**

Coordinadora Estatal de Comercio Justo (CECJ) was set up in 1996. A group of entities that were already working on Fair Trade decided to establish this network in order to speak with a common voice to represent the Fair Trade principles, but also to get closer to the public administration and citizens.

**Fair Trade and strategies to reinforce the movement**

Fair Trade is not just about commercialisation, it's much more. CECJ's work lines, such as awareness, social mobilisation and advocacy are even more important for them than product commercialisation. These three lines guide their work, making them a movement to coordinate and reinforce Fair Trade.

As a network, they also promote channels for participation through transparent mechanisms, horizontality and agreement reached by consensus between others. All their members are involved and represented – they are the ones implementing proposals within their home territory. This hard work to maintain proactive participation means CECJ supports

**Added value for Fair Trade organisations in the network**

Maintaining and reinforcing this common path together is key for CECJ. Far off intermittent success, they are making up a strategy based on consensus, debates, democracy and adaptability to each context. As a result, they contribute to a change of mind of citizens, corporations and politicians.

This way, they are able to achieve a holistic position, a step forward for the understanding and recognition of Fair Trade, but also to achieve a joint alternative.

**Advocacy Strategy**

Fair Trade represents just 0,1% of trade in the world, which means that 99% is inequitable trade. Even being a small movement within the trade system, Fair Trade has much information to report about a structure that perpetuates poverty. More than 600 reports, in-depth interviews and awareness-raising campaigns are the results of CECJ's advocacy struggle. SDG's, poverty reduction, along with sustainable production and consumption are some of the mainstream fields.



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the movement at every level, from local to international. As a result, even while being autonomous they have a common voice. They have two pronged strategy: Between members, but also supporting the challenge of members to achieve a public involvement within their own contexts (local organisations, education centres, or small business are some of the target stakeholders for members). On the other hand, CECJ works for a national impact within external movements and shareholders.

**Making a difference**

Striving to become a transformative movement to change the rules and being called upon by multinational corporations but also political support from the local authorities to the European Parliament. Working together in a coordinated manner is key to achieve this transition to a sustainable development that would respect Human Rights and environmental protection.

### **A brief history**

As a social business committed to sustainable economic development, Fair Trade Scotland is working with Villageworks in Cambodia, with which they are developing a range of Fair Trade tartan products. In March 2018 they also announced a collaboration with Malawi Coffee Planters Cooperative Union, through which they will import coffee that is grown, roasted and packaged locally, to ensure more of the added value is captured locally, to benefit livelihoods of the Mzuzu communities and the Malawi economy overall.



### **Trade, not aid**

Fair Trade Scotland works with Villageworks in Cambodia on their Fair Trade Tartan line. Villageworks are not just weaving the fabric, but making the entire finished product. This allows the Cambodian weavers to retain more of the final selling price, by giving them a Unique Selling Point (USP).

The off cuts from the Scottish Kilts – which are machine woven in Scotland by Hand Up Events to promote Scotland's Fair Trade Nation status – will be gifted directly to WFTO producers around the world. Villageworks is the first member to benefit from this wonderful tartan relationship, allowing the artisans to craft them into smaller items, like purses or business card holders. This serves the dual purpose of giving the Cambodian artisans another line of Fair Trade products made with up-cycled material, and of ensuring that no manufactured material is wasted during production.

Fair Trade Scotland is currently the only WFTO Guaranteed importer member in Scotland with two product lines that promotes Fair Trade and they are simultaneously encouraging and supporting Scotland in retaining its position as a Fair Trade nation. The WFTO Fair Trade Tartan was officially launched, by Hand Up Events Fair Trade Fiesta – in Edinburgh, Scotland – on World Fair Trade Day, 13th May 2017, to celebrate Scotland's Fair Trade nation status.

### **Local added-value industry**

With the Mzuzu Golden Coffee from the Malawi Coffee Planters Cooperative Union, which is soon to be launched, Fair Trade Scotland is striking at the very core of Fair Trade: Contributing to sustainable economic development of marginalised communities by supporting them with market access, as well as helping them retain a greater share of the added value from production and processing. The principle is the same with Villageworks, where the weavers both weave the fabric and fully craft the finished product, while working as highly skilled labour – weaving by hand. All this allows them to retain a larger margin since they take care of more of the added-value work. However, the Mzuzu Golden Coffee goes a step further, since both roasting and packaging of the high-quality coffee is done locally. These are highly skill-demanding, high added-value industries, and especially in the coffee industry roasters and retailers have long been capturing most of the added-value by far, while coffee farmers have struggled to make a living wage.

In this fashion, Fair Trade Scotland are an example to follow in their support for marginalised communities, not just by trading with them on fair and predictable terms - but especially by supporting them in building local industry allowing them to capture a larger share of the final selling price. This is truly promoting sustainable development through trade, not aid.





## SDG 5 - Gender Equality

**Definition:** *Achieve gender equality and empower all women and girls. Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.*

### SeeMe

### The Netherlands

#### **Briefly about SeeMe**

SeeMe started five years ago when the founder, Caterina Occhio, got in touch with a goldsmith in Tunis, which was working with women who had escaped violence at home and were ostracised from their communities as a result. Since then, the goldsmith has been SeeMe's supplier under the conditions that it employs only women from the nearby Amal Association for female survivors of violence. Since they have fled their social obligations as a wife from domestic violence, or from the social stigma faced by women which have been raped, they are no longer welcome in their communities. However, these camps do not have room for all the women with a need for a place there for protection. The goldsmith in Tunis provides work for some of these women and trains them in jewellery-making techniques.



#### **Fair Trade practices**

SeeMe has since had a trading relationship with this goldsmith, but has set down the condition that it must employ women from the camp. SeeMe make regular orders to ensure regular employment for these women, and ensures they get training and capacity building for strengthening their independence by building their skills. This means the women can provide for themselves and any children they might have in their care. The ultimate goal is that they become fully independent, so more women from the Amal Association have the opportunity to build their skills and empower

themselves through fulfilling work.

SeeMe sends sketches of jewellery designs and receive samples in return for judging, whether the design fits their brand. They also encourage the women to send their own ideas and these sometimes become new jewellery lines at SeeMe. They see a clear development in the skills of the women and how they get a better and better feeling of what kind of jewellery design sells in Europe as well as of the style of Caterina Occhio and SeeMe.

#### **Promoting Fair Trade**

SeeMe not only provides a safe resort and source of income for female survivors of violence in Tunisia - they are also striving to influence established fashion brands, advocating ethical sourcing. Their iconic SeeMe hearts have been featured in Marie Claire Italia, L'Officiel, Glamour Italia and Vogue Germany, among others, and they have collaborated with brands such as Karl Lagerfeld, Missoni and Tommy Hilfiger. Their Orange Heart was selected as a signatory piece for the 20th anniversary of the UN Trust Fund to End Violence against Women, and Nicole Kidman has worn it in support of this.

#### **Local Engagement**

SeeMe further engages in the Dutch community of Social Enterprises, both to share their message, spread their profile, and to support similar social start-ups with mentoring and advice from their own experience. As they explain, there is always something to learn by engaging with other businesses. Their business model has proven quite successful, but they are keen on growing further and on starting more workshops like the one in Tunisia, to benefit more women in similar situations.



## SDG 8 - Decent Working Conditions and Economic Growth

**Definition:** Promote inclusive and sustainable economic growth, employment and decent work for all.

### Mifuko

#### **A brief history**

Mifuko combines contemporary Finnish design with traditional Kenyan artisan techniques into unique baskets handwoven by women artisans in Kenya. The artisans are organised into self-help groups and Mifuko works with more than 20 such groups amounting to approximately 600 artisans.



#### **The road to independence and equal rights**

The self-help groups of artisans and Mifuko's collaboration with them strictly follow the 10 Fair Trade Principles, and Mifuko goes to great lengths to support the artisans in their professional, as well as personal needs. In particular, they are supporting the groups with capacity-building to build the artisans' skills in making the baskets in the Mifuko designs, as well as to ensure a high standard of quality. Most importantly, Mifuko ensures fair prices for the artisans and makes regular orders to provide income stability for them. From the onset, Mifuko meets with self-help groups and ensures that they understand the artisans' context and background, and that the artisans understand Mifuko. They keep visiting and meeting with their artisans regularly to maintain this mutual understanding and relationship. They help the self-help groups with their organisation and governance, but otherwise, the groups are independent. Paying for baskets upon completion and without delay, along with making regular orders are absolute keys for the business of the self-help groups to thrive. This way, the artisans can plan ahead, make long-term investments, and build a sustainable business. Mifuko further

### Finland

supports and encourages personal and professional development among the artisans, as well as continuous improvement in environmental practices.

It is the experience of Mifuko that progress within the self-help groups enables and empowers the women artisans to an independent livelihood with equal rights.

#### **New groups in new places**

Mifuko has recently started working with self-help groups in the county Northern Turkana, where the climate is very dry and harsh. Northern Turkana has its own tradition for basketry made from palm leaves. Mifuko is now collaborating with groups there to develop Mifuko designs matching this particular basketry tradition. Climate change has impacted Kenya significantly, especially Turkana, where serious droughts have led to crop failures and threatened livestock farming.



Outside of subsistence agriculture and livestock there are hardly any income opportunities for people of Turkana, except basketry. The fair prices, paid without delay, and especially the regular orders ensured by Mifuko, provides a much needed stable foundation for the livelihoods of these communities.

When an artisan wishes to start their own, new self-help group, Mifuko supports them and even finances the registration fees in Kenya.

**Zotter in brief**

For 30 years, Zotter has been combining a unique aptitude for high quality chocolate with a keen sense of social justice towards their cocoa suppliers. Their business outlook is all about exploring different flavours of chocolate – but in a way that allows them to be a social enterprise at the same time. They want to show the versatility of chocolate and at the same time show that it is possible to be viable business that ensures a fair payment for the producers and workers supplying their key ingredient: Cocoa.

**Fair Trade initiatives contributing to SDG's**

Of Zotter's many initiatives that represent exemplary practices in accordance with the 10 Fair Trade Principles, two stand out in particular: The long-term and very close trading relationships with suppliers; and their completely transparent traceability system for their cocoa.

**Quality, price and long-term relationships**

Key to Zotter's passion for chocolate is pure varieties of top quality cocoa beans. And key to ensuring a stable supply of exactly the quality they want is long-term, highly engaged trading relationships with their producers and workers. To foster such, they visit the cooperatives from which they buy in Peru, Nicaragua, Brazil, Madagascar, among other places. Apart from visiting the facilities and having a look at operations, they also bring chocolate and do tastings with the farmers to give them a feeling of the end product. This is a knowledge exchange, intended to build farmers' capacity for producing premium quality cocoa beans, and for Zotter to discover new types of cocoa and new flavours to develop in the finished chocolates. In addition, their suppliers always have a standing invitation to visit Zotter at their

facilities in Austria, to see the chocolate-making facilities and, to the extent possible, try to make chocolate with their own beans. This way, Zotter engages in strong, long-term trading relationships, in which they support their suppliers in various ways to ensure that trade between them is mutually beneficial. They explain that they pay up to USD 12 per kg for cocoa beans, and USD 5 or 6 on average – which stands in sharp contrast to the current world market price of approximately USD 2.3. While this includes both a Fair Trade premium and an organic premium – since they source exclusively organic – the lion's share of the price remains the quality premium.

As such, Zotter exhibits a prime example of the Fair Trade spirit of continuous improvement: In addressing principle 4 of Fair Payment they are constantly collaborating with farmers and workers to improve their earnings by improving the quality of their crop. There is, of course, also another added value to this approach: Quality control and supply reliability improves significantly as they build personal relationships with the producer coops.

**Guaranteed and traceable**

Zotter takes the Principle of Transparency and Accountability a step further in their commitment to Fair Trade: They apply 100 per cent physical traceability to their cocoa. This is indicated with their own Fair Hand emblem. As they explain, this is not an attempt at creating their own Fair Trade label, since they still comply with and are audited to WFTO standards. This is rather a way to highlight those of their own initiatives that goes beyond the minimum standards set in the 10 Fair Trade Principles.

**A brief history**

In the end of the 1960's a small group of people wanted to create an alternative to the current trading system, which they saw as flawed with unbalanced power relations, perpetuating abject poverty in certain countries. For this purpose, they set up an enterprise that could foster such an alternative and started selling products from Latin America in an attempt to bridge the Global North and South - since then, their project became known as El Puente ("the bridge").

**An enabling governance structure**

One of El Puente's special features as a mission-led enterprise, is the way they have designed their governance to make all stakeholders into shareholders - and thus giving all that are impacted by El Puente's work a chance to influence business decisions.

Another special practice by El Puente is their disclosure of their price calculations for the products for sale on request. This is a way for them to prove their commitment to Fair Payment and to demonstrate an alternative to opaque supply chains where profit maximisation is the key purpose. In order to ensure that the primary producer receives a Fair Price, the price for the product is based on the calculation of the trading partner.



**Fair Trade is so much more**

However, in the vision of El Puente, Fair Trade encompasses much more than Fair Payment and Pricing – surrounding conditions, and in particular gender equity and environmentally friendly business practices are key aspects as well. For this purpose, they have published a

gender policy and support a campaign on the topic in September 2019. Here they invite a guest from Kopakama - a coffee cooperative in Rwanda - to speak on the topic.

Education is also a key aspect of Fair Trade, according to El Puente, both concerning education and awareness-raising about Fair Trade in Europe, as well as capacity-building and training for their trading partners and producers. Indeed, they provide funds for such purposes to trading partners via their development fund.



**Sticking with partners through thick & thin**

El Puente works with 140 trading partners in approximately 40 different countries in Africa, Asia, and Latin America. In their work they stress long-term trading relationships on fair and predictable terms. They are keen to maintain their long-term relationships, so much so that they generally only take up new trading partners if they open up a new range of products, or they have the impression it can be sustained for the long term. To ensure such sustainable trading relations they engage actively in mutual exchanges with the partners and make sure to provide training and capacity building – especially in handicrafts, where it is vital to pick up new trends to stay competitive. As a key instrument for that, El Puente organizes design workshops to train trading partners in the current European trends. These are just some of the ways in which El Puente shoulder their responsibility as a reliable enterprise, working actively towards sustainable development for their trading partners, producers, and artisans.



## SDG 12 - Responsible Production and Consumption

**Definition:** Ensure sustainable consumption and production patterns

### Traidcraft Exchange

United Kingdom

#### **A brief history**

Traidcraft Exchange is the partner charity of Fair Trade company Traidcraft plc. In the climate of protest movements of the 1970s, Traidcraft plc was set up as a standalone business with the aim of supporting poor and marginalised communities through trade, not aid. In 1986 Traidcraft Exchange was founded with two main aims: firstly, to increase British consumers' awareness of trade issues (to increase sales of Fair Trade products), and secondly, to provide technical support and training to the producer organisations supplying Traidcraft plc's products.



#### **Trade that benefits all**

Traidcraft Exchange's mission is to transform the way global trade works to create lasting solutions to poverty. They campaign for trade policy reform and greater corporate responsibility, and run development projects across Africa and South Asia. One example is their project in Casamance, Senegal, where they have supported farmers and fruit collectors to form into groups and connected them with local business partners in order to circumvent exploitative middlemen. As a result of the project, fruit farmers and collectors' income has increased by more than 30% and they now have greater agency in their trading relationships. Their local business partners report that the initiative led to improved efficiency and assured supply.

#### **Strategy for the next five years**

Traidcraft Exchange's five-year strategy focuses on two key themes: 'Championing women in trade' and 'Trade that doesn't cost the earth.' Their work with women includes a project in Meru county, Kenya, where they have worked with smallholder farming households to increase the visibility and agency of women in the vegetable value chain. Another example is the successful mobilisation of vulnerable women workers in Bangladesh in the jute supply chain into associations, which has given them a recognised identity, greater bargaining power, and a stronger voice to shape policy-making. The second part of Traidcraft Exchange's strategy focuses on environmental sustainability. Another project, based in a drought-afflicted region of Eastern Kenya, trained farmers to produce climate-



-resilient crops using sustainable agricultural techniques. As a result, just under half of participating farmers report a 50% increase in their household incomes. In India, cotton farming families have also been trained in crop diversification, with women's self-help groups receiving support to produce bio-inputs for sustainable fertiliser and bio-pesticides.

Traidcraft Exchange are now seeking to share their expertise more widely by establishing a 'Supply Chain Services' function. This service will be available to businesses and other organisations who are seeking to develop fair, equitable and sustainable supply chains.

**A brief history**

Originally, Oxfam Intermón was an organisation working on cooperation for development that started to work in Bolivia and Chile 63 years ago. From then on, the organization has adjusted well to the current context. Originally, the Oxfam International confederation was shaped in 1947. Nowadays, the organization exists in 90 countries, and in the desirable future, all these will become a member of this confederation.

All members have the same sovereignty. This means to leave out the South-North power relations or the difference between donor and receiver countries. In line with this, the head office was relocated from Oxford (UK) to Nairobi (Kenya).

**Their Fair Trade strategy**

Oxfam Intermón's work on Fair Trade started 25 years ago. Being one of the most important thrust, they innovate by improving the processing, increasing the range of products and opening new shops around the country. Their corporate policy provides that at least 65% of the purchasing are conducted through direct contact with producers.

Three components to highlight are the following, which Oxfam Intermón considers in addition to the 10 Fair Trade Principles of WFTO:

- Small-scale production orientation: Munifundio is the most sustainable and socially responsible agrarian model. For this reason, Oxfam Intermón works with cooperatives with less than one hectare.
- Long term trade relationships: Labour and economic stability and return on investment are the most convenient requirements for producers to achieve development conditions.
- Capacity building for cooperatives: Every year they assign an adequate budget to capacity building projects on strategic fields such as design, certification, Fair Trade standards, and many others.

**About Fair Trade consumption**

The first action they implemented to promote Fair Trade was creating their own shops. The shops are an advantage per se, becoming an open door for citizens. It is also an opportunity for Oxfam Intermón to familiarise themselves with the consumption conditions and improve their marketing strategies. Further, it is the space for their volunteers, whose dedication is a commitment without precedent.

On the other hand, consumers are a target group for Oxfam Intermón. As buyers, they have a high capacity to transform the international trends of the global market. Oxfam Intermón promotes a change within consumption demand through Fair Trade policies. Making palpable the inequalities caused by the mainstream market, they are providing an alternative to guarantee the rights of workers and environmental practices – in essence, promoting sustainable development. They work hard to combine advocacy work with real alternatives to breed changes. It is about conciliating market orientation with root causes.



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**Making a difference**

Oxfam Intermón are a committed team and they do take risks in sustaining 34 shops around Spain. Their products are sold at over 3000 points of sale across the country. This includes 8 of the 10 biggest distribution chains, making Oxfam Intermón the Fair Trade brand leader in Spain. They work with the strong belief that through their commitment they will be able to effect change in trade and consumption patterns that will benefit producers and consumers alike.



## SDG 13 - Climate Action

**Definition:** *Take urgent action to combat climate change and its impacts. Climate change is a global challenge that affects everyone, everywhere.*

### Les Jardins de Gaïa

France

#### **A brief history**

Set up by Arlette Rohmer in 1994, Les Jardins de Gaïa is celebrating its 25th anniversary this year. With a mission of supplying organic Fair Trade tea of good quality, they started working with small producers in Darjeeling, India, and later went on to include small farmers from China, and Vietnam. Today they source from over 30 different countries, with the aim to "demonstrate that it is possible to be an ambassador in the world of tea, offering high-quality organic, biodynamic, and fair trade teas from small producers."

#### **A systematic approach to sustainability**

Les Jardins de Gaïa are part of the association Synabio, a professional association of the organic food processing companies, which has developed a CSR certification for companies like Les Jardins de Gaïa. In the beginning, they explain, they lacked a systematic approach. WFTO membership and Fair Trade certification has helped structure their Fair Trade practices, as Synabio membership has helped structure their environmental practices. They always view the audits as tools for improvement, and constantly strive to find new ways to more sustainable and limit their environmental impact. Here, they are keenly aware that sustainability is not only about green measures: Sustainability is societal, economic, as well as environmental. Thus, in striving to become truly sustainable, Les Jardins de Gaïa set out to map and consult all their stakeholders - both locally, in Alsace and France, and globally, in the communities of their trading partners. Naturally the list was quite extensive, but they made a point to consult all with a questionnaire to give them a say in how Les Jardins de Gaïa should operate. As a result, they are keenly considering externalities like social and environmental impact in their business

activities, to make sure they impact communities positively and share value created with them.



#### **Organic and biodynamic**

In their recent CSR publication, Les Jardins de Gaïa could report that 99% of their teas are certified organic - the last one per cent is also farmed organically, but not certified due to disproportionate costs. On top, they are increasingly supporting small producers to push further and farm biodynamically. As a result 10% of their teas are now certified biodynamic by Demeter. But their environmental resolve goes much further. The head office now run exclusively on renewable energy through Enercoop; they constantly think about and develop new ways of up-cycling and doing waste reduction; they use sea transport, even relying on river prams on the Rhine, rather than trucks on the road; contribute to forest replanting initiatives, and even have a bird refuge in their headquarters. All this has been acknowledged by Synabio with their BioED (Bioentreprise durable) certification - achieved in 2018 - which assesses sustainable development and CSR practices of their members, however, considering also governance, Human Rights relations, adherence to Fair Trade practices, etc. rather than just simple compliance. In the BioED audit, they scored 72% (60% being the bar).

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**EUROPE**