



Trade Fair Live Fair State of Progress Report



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Cocoa farmers extracting cocoa beans from the pods

Executive summary

Trade Fair Live Fair (TFLF) is the ambitious project of the Fair Trade and Ethical Fashion movements across Europe to join forces to foster more resilient livelihoods for the producers and workers behind many of the products that European citizens consume. We have spent the last three years (2017-2020) researching, lobbying and campaigning on the continuing and endemic poverty many producers and workers in developing countries face, as the direct result of imbalances of power in supply chains.

The project has enabled us to do in-depth studies into the huge challenges that prevent workers and producers in developing countries from escaping

poverty. It suggests practical ways forward for policymakers in government and business. We will continue to use this research to raise awareness amongst European consumers, policymakers, civil society organisation (CSO) actors and private sector organisations and to mobilise them to take action.

This report will look at how the Fair Trade movement has played an important role in meeting the UN Sustainable Development Goals (SDGs) to tackle poverty, gender equality, decent work and sustainable consumption, and where the movement sees its key priorities lie in tackling the future crisis brought about by the Covid-19 pandemic and climate change.



A tea picker carrying freshly-picked tea at the United Nilgiri Tea Estates in Tamil Nadu, India

Our impact

In this section we discuss our main outputs in each of the project's pillars – advocacy, private sector campaigning, public mobilisation and research.

Advocacy

The consortium undertook a number of advocacy activities as part of the group co-ordinated by the Fair Trade Advocacy Office. This was an area where the consortium was able to work together and act as a movement. In total the project reached over 4,500 local, national and EU politicians. The annual Fair Trade Breakfast, held with members of the European Parliament, is a key platform for TFLF partners and other fair trade organisations to build strategic relations with policymakers at EU level. It acts as an opportunity for international actors to meet and discuss with their MEPs about unfair trade and routes to remedy it through European legislation. Around 100 participants attend these breakfasts each year.

The [Fair Times campaign](#) also allowed partners to engage MEP candidates in the European Parliament elections of May 2019. This allowed us to put across the movement's advocacy priorities for sustainable consumption, in coalition with wider civil society allies. It discussed imbalances of power in supply chains, promoting social solidarity enterprises and the need for urgent action against resource depletion, the decline in biodiversity and more.

Traidcraft Exchange, Fair Trade Advocacy Office and others across the EU have been working to advocate for EU legislation on Unfair Trading Practices. This included co-ordinating campaign meetings, briefing MEPs and intensive lobbying around specific aspects of the law. The major achievement was successfully pushing for the law to be extended to overseas suppliers, including those in the global south selling into the EU market. Since this legislation was passed, partners across Europe have been working to ensure that each nation transposes these rules accurately into national mechanisms and published a [guide](#) to maximise the impact of transposition across EU Member States.

After the advocacy efforts of the Fair Trade Advocacy Office, many TFLF partners, and wider civil society networks, the EU Justice Commissioner Didier Reynders announced in the summer of 2020 that a legislative proposal will be tabled in 2021 with mandatory rules for sustainable corporate governance. It will include a binding Human Rights and Environmental Due Diligence system.

In addition to this horizontal work, the project has also worked on supply chain-specific measures, namely cocoa and textiles.

The Fair Trade Advocacy Office, the Fairtrade Foundation and Fairtrade International have been advocating for the European chocolate industry and the European Union to enable cocoa farmers to earn a living income. Research has set out the case for why living incomes are so needed, and pathways for the industry and governments to make it happen, including options for Human Rights Due Diligence (HRDD) in cocoa. We have been pleased to contribute to the growing momentum for action. Together with a number of major chocolate companies and civil society organisations, we have engaged in constructive dialogue with the European Commission, and are pleased to see plans for the establishment of a Multi Stakeholder Dialogue on Sustainable Cocoa, and the EC's exploration of Voluntary Partnership Agreements with the governments of Ghana and Côte d'Ivoire to support them transition to sustainable cocoa.

On textiles, the Fair Trade Advocacy Office co-ordinated, on behalf of TFLF partners, a European civil society alliance with more than 60 organisations calling for an ambitious [EU sustainable and fair textiles chains strategy](#).

At national level, many consortium partners have been very active. For example: Fairtrade Italy has been working on public procurement for the past three years and in 2020 welcomed the [introduction of rules](#) by the national government stipulating that all public canteens in Italy (be it in schools, hospitals or other public facilities) prioritise the procurement of Fairtrade products from the global south (including bananas, coffee and chocolate).

Forum Fairer Handel in Germany have been lobbying their government to introduce HRDD legislation. Governmental commitments were [officially announced](#) in July 2020, and the 200,000-signature petition that Forum Fairer Handel and their partners collected was referenced as a reason for this legislation. This is likely to be a big priority for the EU thanks to the project.

Public mobilisation

Our consortium made great leaps in mobilising the public to support Fair Trade, and increase awareness around many trade justice issues. Some partners were acting in markets where fair trade is established, whereas others were starting from a low level of awareness.

In the immediate aftermath of the Covid-19 crisis, Traidcraft Exchange launched a campaign towards large clothing and shoe retailers to ask them to honour their contracts with producers following the economic downturn of the pandemic. Many garment retailers abruptly cancelled their contracts when the pandemic hit the UK, leaving hundreds of thousands of garment workers without pay in countries without social security. Over 14,000 people sent emails through [Traidcraft Exchange's](#) online campaign action to the garment retailers.

One benefit of the TFLF project was to allow farmers and producers to visit Europe. Fairtrade Czech Republic and Slovakia, says that the visit of Ousmane Traore (President of Ecakoog cocoa co-operative from Côte d'Ivoire) to the Czech Republic and Slovakia was a great opportunity for producers to tell their own story and explain the benefits of Fairtrade. They reached 2 million Czech citizens on the topic of decent working conditions for farmers and workers in the global south.

Many of our partners also undertook petitions, including Fairtrade Finland. Their #Knowyourproductionchain petition got close to 38,000 signatures and it was delivered to Finnish food and textile sector companies asking them to pay more attention to the responsibility in their production chains. The Fairtrade Foundation also collected over 50,000 petition signatures as part of their [Living Income campaign](#), which called on the British government to support cocoa farmers in West Africa.

Fairtrade Fortnight is an annual public mobilisation campaign run by the Fairtrade Foundation in the UK. Each year it sees the Fairtrade grassroots network run hundreds of events, commercial partners promote the FAIRTRADE Mark and politicians engaged at a Parliamentary reception. Fairtrade Fortnight helps maintain the British public's awareness of the FAIRTRADE Mark above 90 percent.

Each year WFTO and WFTO Europe run World Fair Trade Day in May as an annual day of public mobilisation. In 2020 the theme was #PlanetFairTrade and looked at how [Fair Trade contributes to climate action and protecting our planet](#). Another annual event celebrated

by the WFTO family and others is International Women's Day. In 2019, WFTO Europe released [a video promoting the findings of WFTO Global's reports on gender](#), with a focus on how to improve gender equality in companies.

Fashion Revolution Week, organised by Fashion Revolution each year, serves as an opportunity to highlight the need for systemic change in the fashion industry. It is held on the anniversary of the Rana Plaza factory collapse that killed more than 1,000 people in Bangladesh in 2013. The public are invited to contact their favourite fashion brands, to ask them to become more transparent and ethical.

Fashion Revolution also commissioned a [consumer survey](#) of 5,000 people aged 16-75 in the five largest European markets, including Germany, the United Kingdom, France, Italy and Spain, to find out how supply chain transparency and sustainability impacts consumers' purchasing decisions when shopping for clothing, accessories and shoes. They found that more than one in three people consider social and environmental impacts when buying clothes and that the majority of people think it is important for fashion brands to reduce their long-term impacts on the world by addressing global poverty (84 percent), climate change (85 percent), environmental protection (88 percent) and gender inequality (77 percent).

One of the biggest achievements of Oxfam-Magasins du Monde throughout the project was the successful organisation of two large awareness-raising events, so-called slow fashion days. The first edition ([Oxfam Day – Slow Fashion Fair](#)) was organised in 2018 in Belgium. It was attended by 2,000 people and seen by many more on social media. Slow fashion days included events such as DIY workshops and an artistic fashion show, combined with informative and mobilising activities, such as debates with textile stakeholders. This project popularised slow fashion in Belgium, a concept now becoming better known.

We have seen a positive trend in public awareness and understanding of these issues related to sustainable production and consumption (SDG 12). More people care and sales of fair trade and organic products are rising. Over 1.25 million people have taken action as a result of the consortium's public engagement work and tens of millions have been reached.

Private sector campaigning

Our work on private sector campaigning saw many successes and over 2,000 companies engaged. Notably, Traidcraft Exchange in the UK launched a [campaign](#) asking European tea brands sourcing from Assam, India, to be more transparent about their supply chains. This campaign was developed after considering the findings of the success of Fashion Revolution's work on transparency. The appalling conditions for workers on tea estates are well known, but because tea brands refused to share which estates they buy from, consumers or even workers cannot hold the brands to account. Consumers took action to ask the brands 'Who picked my tea?' online and offline. As a result of the campaign, eight of the biggest UK tea brands published their full supplier lists on their websites. Traidcraft managed this process carefully to ensure that tea companies were engaged in the process and did not feel alienated.

Another private sector campaign is Fashion Revolution's [Fashion Transparency Index](#). In 2020 they reviewed 250 of the world's largest fashion brands and retailers and ranked them according to how much they disclose about their social and environmental policies, practices and impacts. This ranking incentivises brands to be more transparent, and encourages them to disclose more information about their policies, practices and supply chain. As a result, the average ranking score of the fashion brands increased from 20 percent in 2017 to 32 percent in 2020. Transparency does not equal sustainability, but without transparency it is impossible to hold companies to account and protect vulnerable people and the living planet.

When coronavirus took hold, many fashion retailers in the global north – including in the UK – refused to pay their garment supplier factories in countries including Bangladesh, India and Cambodia for completed work and for materials already purchased for forthcoming orders. As well as endangering countless businesses, millions of people working in clothing and shoe factories were not paid as a result. Traidcraft Exchange launched the [Fast Fashion Crisis campaign](#) in early April 2020 to call on UK fashion retailers to honour their contracts with their suppliers and to commit to looking after workers in their supply chains through the crisis. 16,000 people supported the campaign. As a result, some big retailers have published statements detailing their response to some of the campaign asks. Some retailers have failed to respond to the campaign, but several committed to paying suppliers for finished products. It is highly unlikely that these brands would have increased what they paid suppliers without this campaign.

Research

Partners across the consortium used this project as an opportunity to gather new evidence to inform our advocacy and public mobilisation work. Our research is crucial to support our public mobilisation, campaigning and advocacy with insights and analysis.

WFTO and Traidcraft Exchange have researched the various [business models that exist within the WFTO system](#), and asked how conventional businesses should be structured to prioritise people and planet over profit. This report was launched in February 2020 and will be used to advocate for a post-Covid industrial strategy that prioritises social business.

Oxfam-Magasins du Monde, FTAO and WFTO-EU released a research report titled *Sewing the pieces together – Towards EU strategy for fair and sustainable textiles*, which looks at the EU's regulatory options for a strategy on fair and sustainable textile supply chains. It has informed the work of a coalition of NGOs that came up with a '[shadow strategy](#)' in response to the EU strategy with several recommendations/demands to the EU and backup evidence.

While there were many successes in this project, some of which are detailed above and in the below table, there are also several lessons for how we worked together that we will remember when continuing to work towards the joint aims of the Fair Trade and Ethical Fashion movement. With large numbers of partners now looking more at climate change, through the joint position papers for UNFCCC Conference of Parties ([COP24](#) and [COP25](#)) and the Fairtrade Foundation's upcoming campaigning on climate change, we could have been more involved in the excellent work Commerce Équitable France (CEF) did at the beginning of the project looking at coffee and climate change. So, while some follow-up was done around coffee, more could have been done positioning fair trade within the wider climate change debate, and making deeper links to the organic movement and wider climate change activists.

Policies for change

In this section we propose some of the key findings and policies arising from the wide variety of research projects undertaken by the consortium.

Key findings

The reports created by the consortium address a range of issues, which can be grouped into the following SDGs.

The **first SDG** and probably the best known is the commitment to ending poverty in all its forms globally. This is relevant to the TFLF consortium, as millions of the producers and workers producing commodities European consumers rely on, such as coffee, cocoa and cotton, live in extreme poverty. In *Craving a change in chocolate*, the Fairtrade Foundation explores how cocoa farmers receive low incomes because of low global prices for cocoa, which then creates a cycle of low investment, weak productivity and incomes. Poverty is not just a result of low prices for goods, with other measures needed to improve livelihoods such as improvements to productivity, but it is a crucial element.

GHANAIAN AND IVORIAN COCOA FARMERS



INCOMES DROPPED BY AROUND 30%

FROM 2016 TO 2017 DUE TO A GLOBAL PRICE CRASH

Fairtrade Foundation: *Craving a change in chocolate*

One can also look at coffee, where in 2017, Peruvian and Ethiopian farmers had an average income that was 20 percent lower than it was 12 years ago, keeping them below the poverty line.

IN 2017,

AVERAGE INCOME



FOR PERUVIAN AND ETHIOPIAN COFFEE FARMERS WAS

20% LOWER THAN IT WAS 12 YEARS BEFORE

Commerce Équitable France: *Coffee - The Success Story That Hides A Crisis*

Or tea, where in the tea-growing state of Assam in north-east India, one in three people live below the Indian poverty line – significantly worse than the Indian national average of one in five. Garment and textile workers in India fare little better, with most on the lowest legal minimum wage.

IN ASSAM,

1 IN 3

LIVE BELOW THE INDIAN POVERTY LINE. TEA WORKERS EARN

50% OF A LIVING WAGE



Traidcraft: *The Estate They're In*

A further common theme for the reports was **SDG 5**, which tackles gender equality. Many supply chains have endemic gender inequality. Women make up a large proportion of workers and producers in many of the supply chains we research and work on. In *Craving a Change in Chocolate*, the Fairtrade Foundation explains that women undertake 68 percent of the labour in cocoa production in West Africa, but earn only 21 percent of the income generated. This is due to issues such as lack of education and lack of land ownership. The WFTO notes that 75 percent of women around the world (outside agriculture) work invisibly, meaning that they lack social protection and voice to receive the working conditions and income that they deserve.

WOMEN FARMERS
LACK EQUAL RIGHTS TO OWN LAND IN MORE THAN 90 COUNTRIES



WFTO: *Gender Equity and Women's Rights in the work place*

AT THIS RATE, IT WILL TAKE 100 YEARS TO CLOSE THE GENDER GAP AND ANOTHER 217 YEARS BEFORE MEN AND WOMEN ARE PAID EQUALLY



WFTO: *Gender Equity and Women's Rights in the work place*

An estimated 60 percent of India's textile and clothing workers are women. They are excluded from positions of responsibility in these factories, or are even victims of dismissal in the event of pregnancy.

Many of the reports have relevance for **SDG 8**, on decent work, which commits to full and productive employment and decent work for all. This includes living incomes and wages, as well as good working conditions, such as a safe environment and collective bargaining agreements.

IN CÔTE D'IVOIRE, FARMERS NEED \$2.50 A DAY TO PROVIDE A LIVING INCOME. THEY TYPICALLY RECEIVE LESS THAN



Fairtrade Foundation: *Craving a change in chocolate*

4% TRADE UNION MEMBERS **96% NON-TRADE UNION MEMBERS**



Trade union membership is estimated to be as low as four percent among garment workers.

Oxfam-Magasins du Monde: *Fair Trade Textiles and Decent Work in India*

Many of the supply chains of goods that we consume have widespread child labour and use hazardous substances, such as pesticides. FTAO's report *Towards sustainable cocoa supply chains: Regulatory options for the EU* shows that child labour is widespread in cocoa farming, with 1.2 million children in Côte d'Ivoire and 0.9 million children in Ghana working in cocoa, and that 80-90 percent of children working on cocoa farms are engaged in hazardous work, including carrying heavy loads, using hazardous chemicals and working with dangerous implements such as machetes.

4.3 MILLION CHILDREN WORK

IN INDIA – MOSTLY IN AGRICULTURE



Oxfam-Magasins du Monde: *Fair Trade Textiles and Decent Work in India*

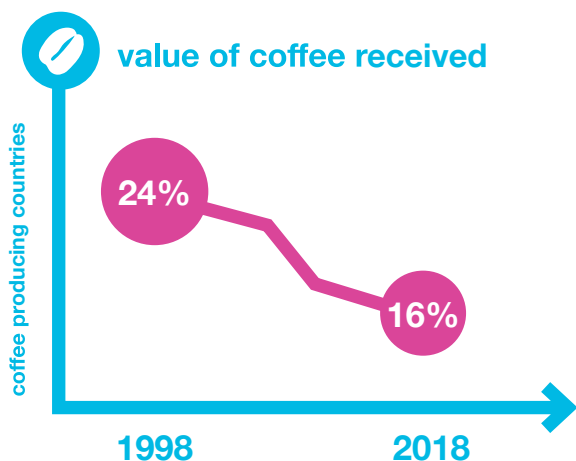
FTAO's report also states that at least 30-40 percent of cocoa produced in Côte d'Ivoire is technically illegal, as it is harvested inside the country's classified or protected areas, which makes working conditions harder to regulate.

ONLY 37% OF BRANDS PUBLISH MEASURABLE, LONG-TERM COMMITMENTS OR GOALS ON IMPROVING HUMAN RIGHTS



Fashion Revolution Transparency Index (of 150 brands reviewed)

SDG 10 commits to reducing inequality, which is endemic to many goods that we consume. Many supply chains see bargaining power concentrated at the top, meaning that producers and farmers have little power to redress the imbalance.



Over the last 20 years, coffee producing countries have gone from receiving 24 percent to 16 percent of the value of coffee (based on coffee sales in France).

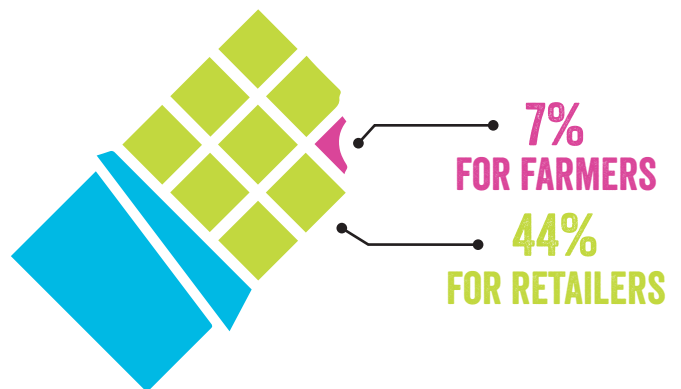
Commerce Équitable France: *Coffee - The Success Story That Hides A Crisis*

THE 'BIG 6' TEA BRANDS BRANDS COMPRISE 70% OF THE UK MARKET WITH SALES WORTH AROUND £500 MILLION PER YEAR AND ALL USE TEA FROM ASSAM



Traidcraft: *The Estate They're In*

FTAO show that farmers receive only between 3 and 7 percent of the retail price of a chocolate bar on average, compared to up to 50 percent in the 1970s and 16 percent in the 1980s, which shows that inequality is worsening.



Farmers are estimated to receive less than seven percent of the value of every tonne of cocoa sold. Retailers get 44 percent.

Fairtrade Foundation: *Craving a change in chocolate*

The Fairtrade Foundation has detailed how the cocoa supply chain is one such supply chain where power is concentrated at the top, with cocoa farmers having little influence in the price they are paid. The majority of the share of value in the average chocolate bar goes to others in the supply chain such as traders and brands.

Fair trade organisations put the sustainability of consumption and production at the heart of their work, which is represented by **SDG 12**. SDG 12 commits the world to sustainable production and consumption patterns to make sure that expanding global consumption does not lead to overextraction of resources, or environmental degradation. Low incomes and wages incentivise practices that increase short-term income at the expense of long-term sustainability, while environmental degradation will cause yields to decrease in the future as well.

77% OF CONSUMERS AGREE THAT FASHION BRANDS SHOULD BE LEGALLY OBLIGED TO RESPECT THE HUMAN RIGHTS OF EVERYONE INVOLVED IN MAKING THEIR PRODUCTS




Fashion Revolution Consumer Survey (of 5,000 surveyed)

For production to be truly sustainable there needs to be climate and local environmental protections, and reduced income inequality. The calculation of a Living Income Reference Price in *Craving a change in chocolate* attempts to take this issue into account, indicating the kind of pricing that is needed to support sustainable agricultural practices. Moreover, ahead of the European Parliament elections of 2019, the consortium launched a pan-European campaign, with a wider civil society network, to put sustainable consumption and production, on the agenda of future MEPs, through The Fair Times campaign.

Finally, many of the reports included have relevance for **SDG 13**, which commits to tackling climate change and its impacts. This goal is crucial for the livelihoods of farmers and producers, as many are already facing the impacts of climate breakdown, which is adversely affecting yields and incomes. The Fairtrade Foundation has shown the links between low incomes and low productivity, as farmers are unable to invest. This lack of investment can reduce the ability for farmers to improve depleted soil fertility or replace ageing trees. This means that low incomes can result in environmental degradation. In coffee, Commerce Équitable France's report *Coffee - The Success Story That Hides A Crisis* found there is an alarming increase in environmental pollution linked to the use of chemical inputs, and continuing deforestation associated with the expansion of the coffee industry and the modernisation of farming. These developments are taking place in the context of the growing impact of climate change on coffee production, especially Arabica: yields and crop quality are regularly affected, with a rise in production costs that can substantially lower producers' incomes.

GHANA LOST **10%** OF TREE COVER, BETWEEN 200 AND 2014. **25%** OF THIS IS CONNECTED TO COCOA FARMING




Fairtrade Foundation: *Craving a change in chocolate*

Policy recommendations

Human Rights Due Diligence is a route to ensure that companies take the human rights risks in their supply chains seriously. Companies need to investigate and analyse their practices and take action to remedy any violations.

Many Fair Trade actors have called on the EU to enact legislation that requires all companies implement mandatory due diligence on human rights, address child and forced labour and the negative effects of production on the environment and social rights. In the summer of 2020, the EU Justice Commissioner Didier Reynders announced that a legislative proposal will be tabled in 2021.

In the UK, we urge the government to bring forward HRDD regulations that align with these proposals, despite leaving the EU. We also would like to include similar bilateral arrangements in any new trade deals with cocoa origin governments.

Moreover, HRDD can help align the Fair Trade movement with environmental actors, as HRDD can include many environmental minimum standards, including protecting against deforestation and harmful pesticide use.

The commitment towards protection of human rights and environment through EU-wide and mandatory due diligence legislation is great news. However, it is crucial that the costs to businesses of conducting due diligence will not be passed down to the suppliers, particularly smallholder producers and workers in global supply chains.

Transparency is also important to bringing about better standards in international supply chains, as it enables the public, decision-makers and civil society organisations to understand the issues in supply chains and take the necessary steps to remedy them. We have seen the positive effects of transparency on the tea and garment sectors, so why not expand this campaign to other commodities, and across the board.

Public procurement is a powerful tool to drive better business practices, comprising 12 percent of GDP across OECD countries. An increasing number of public authorities are introducing Fair Trade and sustainability criteria in their calls for tenders. However, this is not enough. Government procurement legislation should explicitly ensure that calls for tenders are designed to advantage social enterprises, whether by requiring ethical certification, shaping weighting criteria for tender documents or by showing flexibility when it comes to quantities and lead times.

After the introduction of public procurement, the regulation of sales in the EU market could be required to meet minimum criteria for responsible sourcing. This is the extension of the approach discussed above for public purchasing to cover all sales in the EU market.

Access to finance is crucial to making fair trade practices viable. The investment needed by fair trade enterprises and co-operatives is often different to that on offer in mainstream financial markets. They need patient investors, seeking low returns who also prioritise social and environmental objectives. Policy-makers need to support social finance initiatives that exist explicitly to support enterprise business models that pursue social and environmental goals.

Finally, a number of our reports and campaigns focused on the lesser rights for women. It is important that gender disparities are tackled explicitly and purposefully. Interventions on the ground, including programmatic work funded by national governments, need to be gender sensitive and improve women's economic empowerment.

Going forward



Coffee producer Felicity Castilla working at her field in San Miguel del Faique, Piura, Peru

Build back fairer

While we have a strong agenda for action, it is important to consider the other critical issues facing the fair trade and ethical fashion movement. One of these is the **COVID-19 crisis**. In 2020 we have seen the huge impact of COVID-19 on food supplies, jobs and public health in Europe and beyond. Europe is currently experiencing a second wave, but the number of waves, and the full extent of the crisis is as yet unknown.

The coronavirus pandemic transformed our world in a matter of weeks. Many WFTO members and Fairtrade co-operatives had their supply chains disrupted, orders cancelled and their markets in lockdown. The movement was quick to respond to the crisis. One of the sectors hardest hit was the garment industry, Fashion Revolution launched an online action to allow consumers to email fashion brands about their concerns for workers in the industry. Fairtrade International responded with relief and economic recovery funds for Fairtrade producers.

One fund was for emergency measures focused on immediate needs, such as medical equipment and PPE. Another was a resilience fund for medium and long-term support to help small farmers and workers to recover from the economic impact of the crisis. WFTO ran a campaign titled, 'Stay home, live fair', to support fair trade enterprises in weathering the Covid-19 crisis by promoting online sales.

Since the start of the COVID-19 pandemic there have been calls to 'build back better', starting with civil society actors. This has now been used by prominent politicians. But there is a risk that actions taken to date may end up building back worse, as European governments look to protect their national companies and economic recovery, above all else. The economic consequences of COVID-19 could also mean fewer Fair Trade sales as consumers in general might face reduced disposable income. It could still take a long time before sales pick up again.

However, this crisis may shed light on the vulnerabilities of so many of our supply chains and the farmers and workers they rely on. We hope that this will convince consumers and politicians of the urgent need to make terms of trade fair.

In response to this crisis the Fair Trade movement, in co-operation with wider civil society networks, and in consultation with Fair Trade producer networks in the global south, published a statement to encourage governments to ensure that COVID-19 recovery focuses on building back fairer. The specific recommendations to governments are below and you can read the full [Build Back Fairer statement](#) for more information.

Protect

- Ensure personal protection equipment is available to workers and farmers.
- When not safe to work, ensure farmers' and workers' income retention schemes.
- As long as social distance and lockdown measures are in place, freeze tax raises on the enterprises that produce basic needs as well as guarantee affordable prices for basic needs and for necessary inputs for agricultural production.

Restart

- Make public stimulus packages available only to companies that comply with UN Guiding Principles on Business and Human Rights, OECD guidelines on responsible business conduct, responsible buying policies, gender equality, climate and responsible tax conduct commitments, with limits to shareholder dividends and directed by participatory decision-making and inclusive governance.
- Ensure Small and Medium Enterprises have access to affordable and patient finance, with preferential terms for Fair Trade and Social Enterprises, Co-operatives and other Social and Solidarity Economy actors.
- Put in place public policies in support of Fair Trade, Social Enterprises, Co-operatives and other Social and Solidarity Economy actors, Organic Agriculture and AgroEcological Practices, which will help these alternatives to gradually become the norm. These policies should include business support to producer organisations accessing new markets, preferential access to affordable and patient finance as well as raising awareness of citizens, in particular young people.

Redesign

- Adopt legislation to ensure all businesses and their suppliers respect human, labour and environmental rights, including through improved purchasing and trading practices.
- Promote gradual transformation of mainstream businesses from profit-primacy into mission-primacy business models that put people and planet before profit.
- Adopt ambitious national and, when relevant, regional targets to achieve the UN Sustainable Development Goals and rapidly reduce CO2 emissions and ensure the limit global temperature rise to 1.5C, as required by the Paris Agreement.

Fair share of resources

- Reform taxation systems to incentivise Fair Trade and Organic products, Fair Trade and Social Enterprises, Co-operatives and other Social and Solidarity Economy actors and disincentivise supply chains based on exploitation of people and planet.
- Make responsible public procurement the norm and prioritise Fair Trade, Organic and Social Enterprises, Co-operatives and other Social and Solidarity Economy actors in the granting of public contracts.

Climate crisis

Tackling the **climate crisis** is becoming more crucial in the fight for trade justice, as producers in many of the world's most vulnerable communities are on the frontline of climate breakdown. We are already seeing the effects of the climate crisis deepen inequalities and make growing conditions harder for those who already lack resilience.

2021 is a big opportunity for fair trade actors to influence climate policy. With the UNFCCC's COP26 being held in Glasgow, a number of the partners of this project are planning to be involved in lobbying the European Union, European governments, and the UK government (hosts of the COP) to ensure that they set out an ambitious agenda for action.

In 2021 we will publish our joint Fair Trade position paper for COP26, building on our policy demands for the [COP24](#) and [COP25](#). It will be crucial that governments address the issues of unfair trading practices, power imbalance in value chains and sustainable production and consumption in the coming climate negotiations. Inequality and climate change are intrinsically linked and so are their solutions. Fairer ways of sharing the value along supply chains makes it possible to achieve social and ecological objectives while more equally sharing the burden of changing our unsustainable production patterns.

Smallholder farmers are part of the solution to the climate crisis in the following ways:

- In the negotiations leading up to COP26, negotiators must ensure that smallholder farmers are included as stakeholders when drafting national climate action policies and in developing the Nationally Defined Contributions (NDCs). Smallholder farmers are not only the most affected and vulnerable to climate change but they also have traditional knowledge and experience in agriculture, which can be harnessed for solutions.
- Governments must develop national policies for allocating adequate and appropriate financial and technical support to smallholder farmers to enable them to implement and invest in interventions for adapting to the climate crisis to sustain their livelihoods.

Fairtrade is committed to evidence-based, low carbon production across the supply chains we work in, and [Fairtrade carbon credits](#) are already enabling farming communities in the global south to benefit from access to carbon finance to tackle the effects of climate change. But as a movement we need to research the links between international supply chains and carbon emissions. What carbon reduction measures need to be developed? What transportation needs to be promoted? What laws and regulations will stop pollution and deforestation? This is an area where further research is needed, and an area where the Fair Trade system in general is deficient.

Fairtrade Foundation in the UK have commissioned research on the carbon embedded in Fairtrade supply chains and the impact that has on the climate crisis. This will be the focus of 2021's Fairtrade Fortnight and will serve as the basis of our advocacy in the run up to COP26. We also hope to use this new expertise to help guide our partners' efforts to work towards their net zero targets.

Meanwhile, Oxfam-Magasins du Monde is working to link people and planet in their holistic [new campaign](#), using the [doughnut economics theory](#) by British economist Kate Raworth, that sets out a world view that aims to balance social and planetary boundaries.

There is also space and opportunity for the fair trade and ethical fashion movements to do more on zero-waste and organic products, so consumers do not have to decide between people or planet, but feel that they are supporting both.

We cannot return to 'business as usual' after the pandemic, particularly given the growing climate crisis – to do so would reinforce the inequalities and unsustainability of our current system. Now is the time for governments and businesses to build inclusive economies that prioritise human rights, while protecting the environment – that are not only in the interest of small producers, artisans and farmers, but also in the interest of present and future generations. The NextGenerationEU, the European Green Deal, the upcoming EU trade strategy, the 2021 G7 and G20, national governments' recovery policies, and the COP26 climate talks all present opportunities to achieve real change for some of the world's most disadvantaged people – and the Fair Trade movement stands ready to partner with governments, businesses and citizens alike to make that change happen.

Get involved

You can find out more and get involved with the work of Trade Fair, Live Fair members via their websites below:

- Commerce Équitable France
- Coordinadora Estatal de Comercio Justa
- Equo Garantito
- Fair Trade Advocacy Office
- Fairtrade Česko a Slovensko
- Fairtrade Denmark
- Fairtrade Finland
- Fairtrade Foundation UK
- Fairtrade Germany
- Fairtrade International
- Fairtrade Italy
- Fairtrade Polska
- Fashion Revolution
- Fédération Artisans du Monde
- Forum Fairer Handel
- Max Havelaar France
- Oxfam - Magasins du Monde
- Swedish Association of Fair Trade Retailers
- Traidcraft Exchange
- World Fair Trade Organization
- World Fair Trade Organisation Europe



Leo Kumburu leads a training session on a coffee plant disease and explains how to prevent it or fight it, Tanzania

Links to our reports

Published PDF of each of our reports

Year 1

[Coordinadora Estatal de Comercio Justo: Fair Trade and Sustainable Development Goals – Spanish and Catalan](#)

[Fashion Revolution: Transparency Index 2018](#)

[Fashion Revolution: Consumer Survey 2018](#)

[Commerce Équitable France: Coffee – The Success Story That Hides A Crisis – French and English](#)

[Oxfam-Magasins du Monde: Fair Trade Textiles and Decent Work – French](#)

[Traidcraft Exchange: The Estate They're In](#)

Year 2

[Fairtrade Foundation: Craving a change in chocolate](#)

[FTAO: Towards sustainable cocoa supply chains: regulatory options for the EU](#)

[WFTO: Business Models that Empower Women and Gender equity and Women's rights in the work place](#)

[Fashion Revolution: Fashion Transparency Index 2019](#)

[WFTO Europe: Implementing SDG8 through the WFTO Fair Payment Process – Good practice, challenges and learning](#)

[WFTO Europe: WFTO-Europe Review 2019 – How Fair Trade is a step towards the United Nations' Sustainable Development Goals](#)

Year 3

[Fairtrade Foundation: The Invisible Women Behind our Chocolate and Fairtrade Research Paper: Cocoa and the Invisible Women](#)

[WFTO: Creating the New Economy: Business Models that put People and Planet First – English, Spanish and Portuguese](#)

[Traidcraft Exchange: Our land. Our rights.](#)

[WFTO-Europe: Circular Economy Toolkit for Fair Trade organisations](#)

[WFTO-Europe: Public Procurement for Sustainable Enterprises](#)

The consortium will release more reports before the end of the project including Fairtrade's reports on living wages in the flowers sector.

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Live Fair consortium.**

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