

**FAIRTRADE INTERNATIONAL**

**INDEPENDENT MEMBER OF THE FAIRTRADE INTERNATIONAL BOARD**

**TO BE ELECTED AT THE 2021 GENERAL ASSEMBLY**

**RECRUITMENT PACK**



## CONTENTS

Introduction from the Chair of Fairtrade.....	2
Fairtrade in Numbers.....	3
The Role of Board Member.....	3
Fairtrade's Governance.....	4
Person Specification.....	4
How to Apply .....	5
Appendix: Background information on Fairtrade .....	7

## INTRODUCTION FROM THE CHAIR OF FAIRTRADE

Thank you for your interest in joining the Fairtrade International Board. It is my privilege to have been recently elected board member and chair. I am discovering the vital movement that is Fairtrade International during this challenging time of global pandemic, increasing climate change impacts and economic instability.

Like everyone who works with Fairtrade, I joined the system for a very simple reason: to make a difference to the lives of farmers and workers in poorer parts of the world. Sadly, although small farmers and farm labourers provide the ingredients for products worth billions of dollars in consumer markets, they rarely keep a fair share of the value they have helped create. Fairtrade provides a simple way for consumers and retailers and the businesses in their supply chain to change this situation. A product carrying the Fairtrade label means that producers receive a fair price and an additional premium for investment, that farming is efficient and sustainable, and that there are safe and decent conditions for those working the land. The more sales that are made under Fairtrade terms, the bigger the difference for farmers and workers.

This simple offer has been successful, but success has made our work more complex as it has extended to thousands of products in dozens of categories, millions of farmers and workers across Africa, Asia and Latin America and partnerships with some of the world's leading brands and retailers. As well as setting standards through an inclusive process with our stakeholders, we have developed trusted independent certification processes, enabled our Producer Networks to provide programmes and services for producers, created world-class impact measurement tools, and established a respected voice in policy forums on sustainable development and climate change.

I believe the central challenge for our board is to cut through the complexity and maintain a relentless focus on adding value for farmers and workers and achieving and demonstrating impact in producing communities. Impact is what drives our success - it's a virtuous circle in which consumers can see the difference their purchases make and demand more Fairtrade products; this enables our existing partners to sell more and encourages more producers and businesses to become certified against our standards.

Like any board, our job is to set the right goals, performance indicators and targets and to hold our chief executives and senior team to account for delivery, while providing advice and guidance to support them. We also have to ensure that we work effectively with and through our members. In a democratic and federated system, we can't just assume that our members will take instruction from the centre and we have to engage with them and show that we are listening to their views. Above all, we are guardians of one of the most trusted ethical assurance schemes in the world. Our stakeholders expect a lot from us and we must keep a close eye on financial and reputational risks to ensure we pass on a system in as good, if not better, shape than we inherited it.

We are making progress on all these fronts - but we want to do more, and to move more quickly. Our new board members will join us at an exciting time as our most recent General Assembly approved a global strategy for the next five years. Our chief executives, Dr Nyagoy Nyong'o and Melissa Duncan are driving the Year One priorities of the strategy. These include completely modernising digital supply chain systems, working urgently on the impacts of climate change, updating our brand positioning and strengthening our advocacy and communications. Governments of all persuasions are recognising the need for fairer and more sustainable trade in order to better manage the climate crisis, migration and international relations, and the private sector is keen to play its part. If you can help us realise these opportunities and help us weather the challenges, then please do consider joining our board.

*Lynette Thorstensen, Board Chair.*

## FAIRTRADE IN NUMBERS



## THE ROLE OF BOARD MEMBER

The Board of Fairtrade International (“The Board”) is the governing body of the Association (Fairtrade Labelling Organizations International eV) and as such is responsible for the management of the Central Office, strategic guidance of the Association and shareholder oversight of FLOCERT.

Board Members are collectively responsible for the overall governance of Fairtrade International within the Constitution and each Board Member has an individual responsibility to the Board to ensure that the Board is fulfilling its responsibilities. This responsibility includes:

- Attending Board meetings or providing good reasons for absence and being prepared to contribute to discussions by having read Board papers and background materials provided.
- Participating in the working of standing committees and ad-hoc groups as required and appropriate to the Board Member's expertise;
- Informing themselves of the work of the system and the legal implications of board membership, particularly in regard to the organisation's solvency and ensuring it operates as a going concern.
- Contributing his/her expertise by way of advice, guidance and mentoring to other Board Members and the staff of Fairtrade International;
- Recognise the fiduciary duty owed to Fairtrade International and, where possible, avoid conflicts of interest or loyalty with personal matters or other positions held, while disclosing fully and promptly such conflicts as may arise and abide by the decision of the board as to their management.

- Maintain strict confidentiality in relation to information provided to her/him in relation to Fairtrade International's business. This applies not only during the course of membership to the Board but also after termination of such term. This confidentiality clause covers such matters as knowledge of farmer groups, traders and licensees businesses, business contacts and policies and procedures. Board Members may not disclose or use for another organisation or individual benefit any confidential information that s/he has access to in his/her role as Board Member. All papers and records are the property of Fairtrade International and shall not be distributed to other people.
- Promotion of Fairtrade through the board member's contacts and networks and supporting by attending (where convenient) and/or inviting others to events aimed at raising awareness and/or securing stakeholder support.

## FAIRTRADE'S GOVERNANCE

The Board comprises 11 members who are all elected by the General Assembly. The term of office is three years and the Constitution sets a maximum consecutive period of office of six years (thus one re-election is possible). The members make their own nominations for eight of the board places (four each from Producer Networks and National Fairtrade Organizations) and there are three places for independent members.

The Board's primary role is to propose the strategic direction of Fairtrade to the members and, once this is agreed by the General Assembly, to monitor delivery and performance, with particular responsibility for the Central Office and the global functions it performs on behalf of the members. The Board also has an important role in encouraging and enabling strategic alignment across the federated system. This is mostly done informally but the system has recently agreed an Organizational Code and the Board is responsible for overseeing the implementing of this.

The Board has been meeting virtually during the Covid-19 pandemic but a schedule of 2-3 physical meetings a year will resume when possible. The Board also works through committees for Finance & Audit, Governance and Nominations and all board members are encouraged to join one of these. Committee meetings are mostly via teleconference. An executive group of the board also holds a brief monthly conference call with the CEO and the Global Leadership Team.

The Board elects a Chair, one or more Vice-Chairs and Treasurer from among its members. It also appoints board members to committees and to the Supervisory Board of FLOCERT. Candidates for the board are asked to note that there is a preference for one of the Independent Members to serve as Chair and indicate their willingness to serve in this capacity if required.

## PERSON SPECIFICATION

**For the current vacancy, we are keen to hear from candidates who can offer one or more of the following:**

1. Senior sales and marketing experience in business sectors relevant to Fairtrade's work (e.g. FMCG, food & drink and clothing sectors)
2. Public affairs and communications expertise gained in supporting a brand of similar stature to Fairtrade, with knowledge of applying this to consumer marketing or civil society campaigning.
3. Supply chain experience in global commodities, especially those of strategic importance to the Fairtrade system, e.g. coffee, cocoa, bananas, cotton. This should

include a good understanding of sustainability issues and the role that voluntary standards systems can play in achieving them.

4. The use of digital tools and data management by businesses and the opportunities for applying these in furtherance of Fairtrade's objectives.

**In addition, all Board Members are expected to demonstrate the following attributes:**

1. A commitment to Fairtrade's mission to improve the lives of farmers and workers in Africa, Asia and Latin America/Caribbean by helping them secure better access to markets and improved terms of trade that provide a living income/wage, and an understanding of how Fairtrade works to achieve these goals.
2. Significant board-level experience in a complex, diverse and change-oriented organisation with high public visibility and accountability to multiple stakeholders.
3. A record of success in their professional field that demonstrates leadership, strategic direction and driving achievement of multi-disciplinary teams and including functions outside their own specialist expertise.
4. A track record of achieving impact, driving change and overseeing large-scale projects or high-level partnerships.
5. Excellent analytical abilities and independent judgement.
6. Modelling and exemplifying a "can do" culture by inspiring, motivating and commanding respect and demonstrating a high level of integrity and dependability.
7. Strong communication and interpersonal skills with the willingness to engage in open debate while working to build consensus and contribute to the development of the Board as a team
8. The financial literacy to understand the organisation's budgets and accounts and to interrogate management reports effectively.
9. Fluency in English which is the working language of the Board. A second language used by significant numbers of producers such as Spanish or French would be an advantage.

## HOW TO APPLY

The recruitment process for these roles is managed by the Board's Nominations Committee who are responsible for assessing applications and interviewing shortlisted candidates. The Nominations Committee will make recommendations to the Board as to which candidates should be proposed for election by the members of Fairtrade International at its next General Assembly to be held in Nairobi, Kenya on 23<sup>rd</sup> & 24<sup>th</sup> June 2021.

Applications for the role of Independent Board Member should be made via email to [nominations@fairtrade.net](mailto:nominations@fairtrade.net) with the following attachments:

1. A cv of maximum three pages highlighting your relevant experience, achievements and qualifications
2. An application letter of maximum two pages explaining your interest in the role and how you think you could help our board improve its performance and impact for farmers and workers. Please use the person specification for the role as a reference for this letter. Please also state your position on standing for election as Chair of the Board and, if this is of interest, indicate what experience you bring of chairing a board like that of Fairtrade.

Your cv or letter should include the names and contact details of two referees, one of whom should be your current or most recent employer. Referees will only be contacted if you are

being proposed for election at the 2021 General Assembly and only after you have given permission.

The deadline for applications is **17:00 Central European Time on Monday 17<sup>th</sup> May 2021**. We reserve the right not to consider applications received after this date, or that have not provided the documents detailed above.

If you would like an informal discussion about the role, please e-mail [nominations@fairtrade.net](mailto:nominations@fairtrade.net) and we will try to arrange a conversation with a member of the Nominations Committee.

Interviews will be held virtually, and are currently scheduled for the period 26<sup>th</sup> May to 4<sup>th</sup> June, 2021



## APPENDIX: BACKGROUND INFORMATION ON FAIRTRADE

Fairtrade is a simple way to make a difference to the lives of the people who grow and create much of the food and drink, clothing and textiles and other products we consume every day. Despite the enormous value of these products in consumer markets, life for the small-scale farmers and workers at the start of the supply chains is a constant struggle to support themselves and their families. Unfair trade rules, volatile commodity prices, climate change and other shocks can easily undo years of hard work and drive them back into poverty.

For over 30 years, Fairtrade has demonstrated an alternative. By enabling consumers to choose products that offer a fairer deal for farmers and workers, by collaborating with businesses who want to respond to that demand and – most importantly – by partnering with co-operatives, worker organisations and other kinds of producer groups, Fairtrade has become the world's best known and most trusted ethical assurance scheme.

We provide an essential safety net for producers by setting minimum prices for all major commodities. Fairtrade believes the best way to eliminate poverty is to pay farmers a fair price for their produce and workers a fair wage for their labour. Uniquely among sustainability standards we include minimum prices in our standards as a critical pathway to better incomes and sustainable livelihoods, and we are working to achieve progress towards genuine living wages and incomes.

We are the only global sustainability standard which is equally owned and managed by producers, for producers. Our three Producer Networks account for 50% of the votes at our General Assembly and we aim for balanced representation of the Networks and the National Fairtrade Organizations in committees and working groups.

But Fairtrade is far more than a certification scheme. Behind the famous Fairtrade Mark is one of the largest and most diverse global movements for change, working with 1.7 million farmers and workers, as well as a global grassroots supporter base of more than 2000 Fair Trade Towns in 30 countries, and countless schools, universities and faith groups. Our advocacy work helps the people who are on the front line in the fight for fair and sustainable trade to have a voice in international forums on trade and climate change.

We also help generate additional funds for farmers and workers to invest as they see fit. Since 2014, Fairtrade producers and farmers have received well over €500 million in Fairtrade Premium money. We support women to set up their own businesses and we train them to become entrepreneurs and community leaders, and we are helping through work with producers and through advocacy work to deliver the Sustainable Development Goals.

Our system comprises:

- Three [Regional Producer Networks](#) that represent farmers and workers in Africa and the Middle East, Asia and the Pacific, and Latin America and the Caribbean
- Over [25 National Fairtrade Organizations and marketing organizations](#) that market and promote Fairtrade products in consumer countries
- [Fairtrade International](#), the umbrella non-profit organization that creates the internationally agreed Fairtrade Standards and coordinates Fairtrade worldwide
- [FLOCERT GmbH](#), a wholly-owned commercial subsidiary that provides independent certification for producers and traders, ensuring compliance with Fairtrade Standards

Follow this link to access our latest [annual report](#)