



FAIRTRADE

FAIRTRADE

PROGRAMMES:

PARTNERING

FOR IMPACT

**FAIRTRADE STANDS FOR A WORLD
IN WHICH ALL PRODUCERS CAN ENJOY
SECURE, SUSTAINABLE LIVELIHOODS,
FULFIL THEIR POTENTIAL, AND DECIDE
ON THEIR FUTURE**

FAIRTRADE'S VISION AND APPROACH

Farmers and workers in global supply chains are facing an increasing plethora of shocks and stresses: disease and crop failure, the climate crisis, market price crashes, and now on top of all this, the economic crisis caused by the global COVID-19 pandemic.

These enormous challenges hinder producers' efforts to farm sustainably and meet the environmental, social and economic standards which consumers and buyers demand and expect. Unsustainable markets prices and terms of trade stacked against developing countries prevent farmers and workers from making their own way out of poverty.

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 across the world. For three decades we have driven fairer deals for farmers and workers in developing countries, and through our grassroots, human-rights based system we are a significant enabler of the Sustainable Development Goals (SDGs).



FAIRTRADE PROGRAMMES: MEETING BUYER AND PRODUCER NEEDS

We acknowledge that we cannot achieve our vision through certification alone. For this reason, Fairtrade complements its certification services with a range of tailored programmes, empowering farmers and workers to tackle their organizational and development challenges. Through strategic partnerships with private companies, governments, research institutions and civil society organizations, we develop innovative programmes seeking to deliver maximum impact for farmers and workers across the world. To date, we have implemented more than 150 programmes.

Our programmes are strategic in working with and for producers and their wider communities. They deepen Fairtrade's impact and enable measurable social, economic and environmental outcomes. They enable businesses to do more for farmers and workers in their supply chains and to comply with the growing number of legislative requirements for Human Rights Due Diligence.

This publication gives an overview of the different programmes we are implementing to give farmers and workers the support and technical assistance they need, across a variety of thematic areas:

Gender Equality (SDG5), **Child Labour** (SDG8), **Workers' Rights** (SDG8), and **Environment & Climate Change** (SDG13).

There is so much to be done to tackle poverty and redress exploitation in trade and Fairtrade is more needed than ever. We welcome all organizations wishing to partner with Fairtrade to achieve our vision.

Join us in implementing programmes that enable producers to achieve the aims of the United Nations Sustainable Development Goals.



CORE PROGRAMME ACTIVITIES

- Skills development, technology transfer, capacity-building
- Awareness raising
- Lobby, advocacy work to influence sectoral changes for a level playing field
- Research and monitoring, evaluation and learning
- Piloting and scaling up best practices

GENDER EQUALITY



Women used to be buried in the past, we didn't know we had potential, we didn't know we had value. The improvement we've seen in our income was from nothing, to a little bit extra. Now we are saving money."

Diakite Salimata

Graduate of Fairtrade's Women School of Leadership and member of SCAANIAS cocoa cooperative in Cote d'Ivoire

THE CHALLENGE

Women make up around 43% of the agricultural labour force in developing countries. Their role in agriculture is being increasingly recognised. However, women remain disadvantaged with less access to resources such as land, inputs, information, credit and technical assistance – resulting in the 'gender gap' in agriculture.

The United Nations' Food and Agriculture Organization estimates that closing the gender gap in agricultural yields would reduce the number of undernourished people by up to 150 million, and could increase agricultural output in developing countries by up to 4 percent.

SUSTAINABLE
DEVELOPMENT
GOALS

5 GENDER
EQUALITY



FAIRTRADE STANDARDS

Fairtrade Standards are designed to promote inclusion, protect against gender-based violence, increase female participation and empower more women and girls to access the benefits of Fairtrade. They also address challenging gender-based issues such as the burden of care and equal pay.

Requirements for producer organizations

No discrimination based on gender or marital status; zero tolerance of behaviour that is sexually intimidating, abusive or exploitative; no testing for pregnancy when recruiting workers; programmes to support disadvantaged and minority groups, such as women; developing a gender policy.

Recommended interventions in the Hired Labour Standard

Provisions for breastfeeding breaks; child care facilities; maternity leave; sex-disaggregated toilets; transport to work. In certain product standards where women are a large percentage workforce, requirements are even more specific. In the Flower Standard for example, companies are required to establish and implement a policy that prohibits sexual harassment and to train their workforce on the policy.

BEYOND FAIRTRADE STANDARDS

Fairtrade is also working beyond its Standards to increase women's role in Fairtrade producer organizations and to ensure they receive equal benefits.

Producer networks are rolling out programmes, enabling women to learn business, negotiation and finance skills, and challenging men to tackle social norms regarding the definition of masculinity.

Many Fairtrade Premium projects directly benefit women, easing the burden of care through improving child care, healthcare, water, education and safer transport to work services. They are also giving women a greater say in decision-making and governance structures in certified producer organizations, and improving economic opportunities for women through livelihood diversification support.

Advocacy work and collaboration with trade unions and civil society organizations (CSOs) enable us to push for gender equality and interventions to enhance women's empowerment. Many producer organizations are undertaking gender analyses of their organizations and piloting new gender equality programmes, gender committees and policies.

PROGRAMME EXAMPLES

Growing Women in Coffee

Kipkelion union brings together 20,000 coffee farmers with 11% female members. Women farmers were unable to sell because they did not own land and thus could not join co-ops.

By enabling coffee asset transfer (transfer of coffee bushes), 300 women farmers got to register as full cooperative members, giving them access to income and training.

For the first time in the history of the Nairobi Coffee Exchange, women sold branded coffee in the 2016/2017 season.

Funded by the UK's Big Lottery Fund, the Dutch Post Code Lottery, Jersey Overseas Aid Commission and Guernsey Overseas Aid Commission.

Women's School of Leadership

Fairtrade's Women's School of Leadership is an innovative programme empowering women producers.

71 producer organizations in 14 countries in Latin America, Africa and Asia (covering coffee, cocoa, nuts and cotton value chains) benefitted from learning new skills and tools to advance their economic empowerment.

It enables women to take the role of promoters, sharing what they learnt with other women in their coop. Modules range from entrepreneurship to masculinity and gender equality.

Funders of the programme include among others: Compass, COOP UK, the Finnish Ministry of Foreign Affairs, the French Development Agency, Tchibo, TRIAS and Fairtrade Germany.

CHILD LABOUR



We are pleased that despite the suspension for non-compliances on child labour in 2014, and the difficult process of addressing our challenges, we are now a key driver confronting this issue in the sugar industry.”

Adalid Wicab

Chairman Committee of Management,
Belize Sugar Cane Farmers Association

THE CHALLENGE

Child labour refers to work that is harmful to a child’s health and wellbeing, and interferes with their education, leisure and development. It is a complex issue, affecting boys and girls in most countries of the world.

Causes of child labour are multi-faceted. A lack of access to quality education, conflict, discrimination, and natural disasters, are just some of the underlying causes. Household poverty however, remains the key driver. When families are not able to earn a decent living from their crops, and youth lack decent employment opportunities, ending child labour remains very difficult.



SUSTAINABLE
DEVELOPMENT
GOALS

8 DECENT WORK AND
ECONOMIC GROWTH



OUR OBJECTIVES

Fairtrade aims to enable farmers and workers to earn a decent living income, sets strong standards and provides an auditing system that prohibits and checks on the presence of child labour.

Fairtrade also delivers support on awareness raising, embedding organizational policies and establishing rights based monitoring and response systems so producer groups can detect, correct and prevent child labour on a continuous basis.

Fairtrade seeks to address the underlying socio-economic factors that perpetuate child labour through fair pricing, organizational and community development, local partnerships, targeted advocacy with governments and companies and joint programme work or engagement.

KEY ACTIVITIES

- ▶ Capacity building for producer organizations on regulations set under the UN's International Labour Organization, national policies and Fairtrade Standards. This includes workshops, training and technical assistance to develop internal policies and mechanisms to detect, correct and prevent child labour.
- ▶ Support for prevention & remediation projects such as access to education, awareness raising, living income and alternative livelihoods for the next generation of farmers.
- ▶ Engagement, partnerships & advocacy work with governments (USA, Ghana, Côte d'Ivoire, Belize, Colombia, India), companies, civil society (Save the Children, Child Development Foundation) and market stakeholders (e.g. International Cocoa Initiative, Alliance 8.7).

PROGRAMME EXAMPLES

Youth-inclusive community-based monitoring and remediation system on child labour

Fairtrade supports young people and their communities to work together with producers for the well-being of children and youth in and around Fairtrade production. Fairtrade's Youth Inclusive Community Based Monitoring and Remediation approach enables them to:

- Identify risks to their well-being
- Map where they feel safe and unsafe
- Design and implement child labour prevention and remediation projects
- Identify where child labour exists and remediate

To date, 18 Fairtrade producer organizations in 13 countries have piloted this approach in their communities.

Producing cocoa with a rights perspective

Creating child rights due diligence mechanisms in one Dominican Republic producer organization with 350 members (35% women) reaching 4625 children. Funded by the EU in partnership with Save the Children (2016-2020).

Promoting child protection in cocoa communities

2076 members (40% women) of two producer organizations in Ghana gained expertise and understanding on child protection measures. Funded by the Finnish Ministry of Foreign Affairs (2017-2020).

It takes a village to protect a child

Nine producer organizations, with 13,335 members (10% women), increased the well-being of children and young people in Côte d'Ivoire. Funded by the Dutch Post Lottery (2015-2019).

152
MILLION

children affected
by child labour

70%
work in
agriculture

a rooted development
challenge requiring a
**HOLISTIC
APPROACH**

WORKERS' RIGHTS

“

I remember from my own experience that there were many problems in the past. Now I can see that the worker-producer and worker-manager relationship has greatly improved in the last four years, and this has contributed to improving production.”

Milton Gonzaga

President of the Association of United Organic Banana Producers of Salitral, Peru

THE CHALLENGE

Workers on farms and in factories at the far end of the supply chain are among the most vulnerable people in global trade. They often lack formal contracts, freedom of association, basic health and safety assurances, and adequate wages, among other challenges. Lack of representation combined with scarcity of alternative livelihood options leave workers vulnerable to exploitation and abuse.

When workers are paid and treated fairly, they are more productive, stay on the job and help build their organization. They have the chance to develop personally, and become managers and leaders in their organizations. They can better support their families and invest in their communities.



SUSTAINABLE
DEVELOPMENT
GOALS

8 DECENT WORK AND
ECONOMIC GROWTH



FAIRTRADE STANDARDS

Workers' rights are central to Fairtrade. The Standards are based on the conventions and recommendations of the UN's International Labour Organization (ILO).

The Fairtrade Standard for Hired Labour sets out the requirements for plantations and any large farms that regularly employ workers. The requirements relate to fundamental rights and principles of work, such as the freedom for workers to organize and bargain, elimination of discrimination, child and forced labour.

They also include rules on health and safety and terms of employment such as wages, leave time, social security, and employment contracts.

Key achievements

Women workers benefit from better protection against gender-based violence and sexual harassment through gender committees and grievance procedures, and entitlements when pregnant and breast-feeding.

Textile workers benefit from greater workplace safety, including the mandatory use of protective clothing, proper handling of hazardous materials and improved building safety.

Wages at Fairtrade certified farms for flowers and young plants in East Africa have risen between 30% and 120% as a result of the introduction of a floor wage requirement.

BEYOND FAIRTRADE STANDARDS

- ▶ Fairtrade works in partnership with trade unions and labour rights organizations. We encourage workers to organise themselves and to engage in collective bargaining and other forms of social dialogue. In collaboration with trade unions, we offer training to build workers' skills in entering dialogue with management and advocating for themselves.
- ▶ We work on setting living wage benchmarks in all countries where we have certified large farms and plantations. We also have strategic partnerships with the Global Deal, the Global Living Wage Coalition and are leading participants in the World Banana Forum.

Success stories

Fairtrade's work with the Plantation and Agricultural Workers Union of Malawi helped the union become formally recognized and conclude a first ever Malawi Tea Collective Bargaining Agreement with the Tea Association of Malawi. The bargaining process led to a significant reduction of the gap with the local Living Wage, despite years of high inflation.

In Peru, labour relations between Fairtrade certified banana producer organizations and trade unions have drastically improved, due to the creation of a local dialogue and dispute resolution mechanism, reaching 726 workers (15% women).

PROGRAMME EXAMPLES

Building strong, resilient and secure tea planting communities

The programme ambition is to improve working conditions of 9,209 tea workers (63% women) in six Darjeeling and Assam Fairtrade certified tea estates. It is supported by ALDI Nord Group of companies (2017-2021) and aims to:

- Improve livelihoods by promoting income savings
- Improve workers' health and nutrition
- Strengthen community development through strategic use of the Fairtrade Premium
- Empower women workers to understand their rights and benefit from greater gender equality

Dignity for all

This programme aims to secure the right to a sustainable livelihood for plantation workers in Ghana (bananas), Malawi (tea), South Africa (grapes) and Ethiopia (flowers).

Workers and plantation management are gaining skills to strengthen social dialogue and remediation of human rights violations. Workers and their unions are being empowered to negotiate living wages and improved conditions, and partner unions are engaging in dialogue with supply chain actors. In 2019, the programme reached 42,300 workers (63% women) of 31 hired labour organizations.

The programme (2018-2021) is funded by the Finnish Ministry of Foreign Affairs and the Swedish Postcode Lottery.

Fairtrade Textile Programme

Launched in 2016 the programme supports textile supply chains companies (16 Indian companies) to assess compliance with the Fairtrade Textile Standard and support on the Human Rights Due Diligence requirements: pre-assessment; mitigation through trainings; evaluation; reporting. Funded by GIZ, German textile companies (e.g. Brands Fashion and Mela Wear), Fairtrade Germany and others.

ENVIRONMENT & CLIMATE CHANGE

“

There is a chain on earth that starts where the producers are. They are the ones who suffer the consequences of climate change, the ones who get the least help, and carry all of the burden. It's not fair.”

Bayardo Betanco

Prodecoop coffee co-operative, Nicaragua

THE CHALLENGE

Climate change consequences are being felt across the planet, especially in developing countries. The poorest communities which have the smallest carbon footprints and contribute the least to climate change, are usually hit the hardest. Smallholder farmers in developing countries belong to this group.

Hurricanes, cyclones, droughts, floods and other extreme weather events are affecting crop yields and, in some cases, wiping out producers' only source of income.

Fairtrade helps farmers adapt, mitigate, become more resilient to climate shocks and stresses, and implement environmentally sustainable agricultural practices that increase long term productivity.

SUSTAINABLE
DEVELOPMENT
GOALS

13 CLIMATE
ACTION



HOW FAIRTRADE ADDRESSES CLIMATE CHANGE AND PROTECTS THE ENVIRONMENT

At Fairtrade we understand that secure and sustainable livelihoods cannot be achieved without addressing climate change and promoting environmentally responsible food production. The Fairtrade Standards engage farmers to improve soil and water quality, manage pests, avoid using harmful chemicals, manage waste, reduce their greenhouse gas emissions and protect biodiversity. Fairtrade also supports producers to build resilience to climate and disaster risks through diversification, agroecology and other good agricultural practices, including organic farming. Strategic partnerships are key to enhance the impact of this work.

THE FAIRTRADE PREMIUM

Farmers can choose to spend the Fairtrade Premium on projects such as tree planting, crop diversification, improved water management and clean energy, which help build environmental sustainability at a local level while also contributing to the global fight against climate change. Fairtrade farmers and workers decide for themselves how the Premium money is spent, because they know best their local priorities for resilience building.

FAIRTRADE CARBON CREDITS

Through projects such as reforestation or energy-efficient cookstoves, farming communities can become eligible for carbon credits while also tackling the effects of climate change. Developed in partnership with the Gold Standard, Fairtrade Carbon Credits mean a double benefit for farmers: a minimum price for every carbon credit sold, plus the Fairtrade Premium to invest in adaptation and mitigation priorities.

FAIRTRADE PROGRAMMES

Skills and expertise are transferred to farmers at the frontline of climate change through awareness raising, risk and opportunity assessment, adaptation and mitigation planning implementation, monitoring and evaluation, and cross-learning and advocacy work. We partner with expert organizations such as ClimateEdge (who build portable weather stations) and target vulnerable groups.

PROGRAMME EXAMPLES

Sankofa

2,900 cocoa producers (17% women) in Ghana are diversifying their income sources through drought resilient yam cultivation and protecting their cocoa trees from climate extremes with dynamic agroforestry. Implemented in partnership with Kuapa Kokoo, Chocolats Halba, WWF and International Trade Centre. Funded by SECO, DANIDA and Coop Switzerland (2019-2023).

Sustainable coffee in Honduras

4656 coffee farmers (23% women) were supported to recover from the devastating coffee rust epidemic in 2014. The farmers introduced more resistant coffee varieties, while fruit trees offer shade for coffee bushes and provide families with additional income. 93% increased the number of their coffee plants in 2018 and improved profitability. Phase 2 being implemented 2020-2022. Funded by the Finnish Ministry of Foreign Affairs and ALDI SOUTH Group.

Climate Academy

The Fairtrade Climate Academy trains 16,250 farmers (22% women) in Kenya and Ethiopia to become more climate resilient business. Trainings include soil, water and waste management, agroforestry and farm diversification. Funded by the Dutch Postcode Lottery (2017-2020).

Banana productivity improvement

This self-funded programme started in Latin America and the Caribbean in 2015 and reached 740 members (19% women) of 42 producer organizations in seven countries. Activities to recover soil health and fertility with different methods contributed to a 36% increase in productivity of banana farms from 2017 to 2019. It also reduced production costs and environmental externalities such as water use and carbon footprint.



This publication illustrates a selection of programmes being implemented with support from our partners. We express our gratitude to all partners to date. To see the full list, please visit: www.fairtrade.net/about/our-partners

For more information on how Fairtrade programmes contribute to the SDGs visit: www.fairtrade.net/issue/sdgs

To partner with us or find out more, contact: partnerships@fairtrade.net

Photo credits:

Cover: © Max Havelaar Netherlands / Roger van Zaal;
page 2: © Nathalie Bertrams; page 3: © Éric St-Pierre;
page 4: © Sean Hawkey; page 6: © Max Havelaar Switzerland / Suzanne Lee;
page 8: © Transfair e.V. / Anand Parmar;
page 10: © Transfair e.V. / Santiago Engelhardt
Back cover: © Fairtrade Foundation / Eduardo Martino

Produced by Fairtrade International, 2020

