

PRE-RELEASE

These guidelines are a pre-release to coincide with the launch of the Fairtrade Textile Standard

FAIRTRADE TEXTILE PRODUCTION MARK

**QUICK GUIDE
SPRING 2016**



FAIRTRADE

SCOPE OF THE FAIRTRADE TEXTILE STANDARD

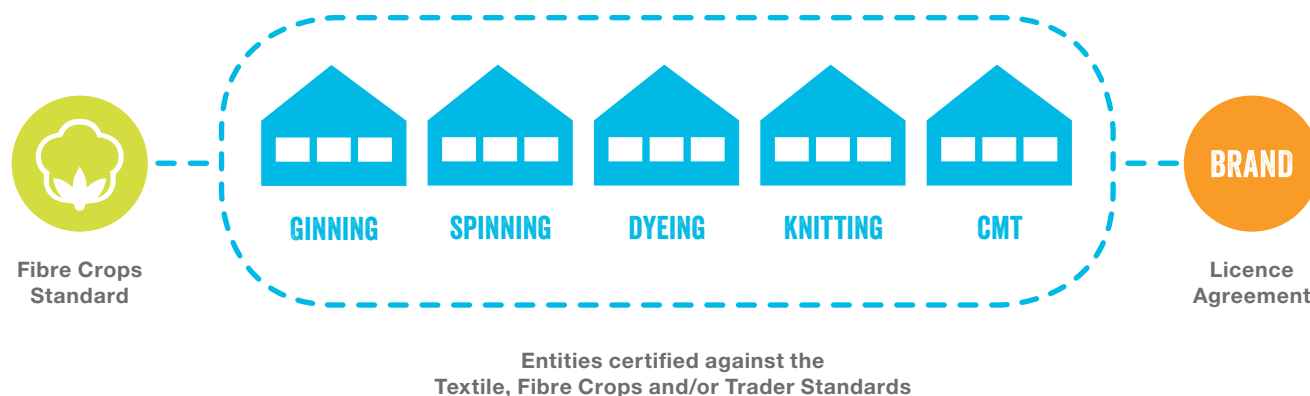
THE FAIRTRADE TEXTILE STANDARD

Fairtrade has always been about so much more than only the certifying of products. Fairtrade is about the people who grow our crops and about those who work hard at picking and processing them. Fairtrade already covers cotton growers, ensuring they get a fair price for their crops under two models, the Fairtrade cotton classic scheme and the Fairtrade Cotton Program.

With the ground-breaking Fairtrade Textile Standard, Fairtrade aims at making its impact more widespread to include the workers who manufacture textiles by facilitating best practices in the textile supply chains.

Fairtrade's vision for textiles is a world in which workers can enjoy secure and sustainable livelihoods, fulfil their potential & decide on their future. In order to achieve this, the Fairtrade Textile Standard sets the requirements that apply to workers along the entire textile supply chain which determine processor, trader and brand participation in the Fairtrade system under the principle of shared responsibility. Fairtrade's approach includes mobilising the actors in the textile supply chains to partner towards sustainable and fair industry practices for the ultimate benefit of the workers that make it all possible.

SCOPE OF THE FAIRTRADE TEXTILE STANDARD AND THE MARK GUIDELINES



Examples are not exhaustive and supply chains can be much more complex.

FAIRTRADE COTTON PRODUCERS

The Fairtrade cotton producers are not directly in the scope of the Textile Standard although they are included as part of supply chains that use Fairtrade cotton through the **Fairtrade Standard for Fibre Crops**.

FAIRTRADE TEXTILE STANDARD

The **Fairtrade Textile Standard** applies to countries and regions where freedom of association is possible. It applies to all operators employing hired workers in the textile supply chain processing Fairtrade certified cotton and/or other responsible fibres. This includes, but is not restricted to ginning, spinning, weaving, knitting, cut, make and trim stages. Operators using Fairtrade cotton must also be certified against the **Fibre Crops Standard**. Operators under the **Fairtrade Cotton Program** have volume tracking in place.

BRANDS AND COMPANIES

These guidelines apply to all certified operators in the textile supply chain, regardless of the product a company wants to certify. They also apply to the companies or brands that manufacture the products using certified supply chains. **Licence Agreements** engage brands and companies selling the final products to pay a fair price and agree to fair terms.

THE FAIRTRADE TEXTILE PRODUCTION MARK

THE MARK AND ASSOCIATED STATEMENTS

The Fairtrade Textile Production Mark is always accompanied by a Statement that, when put together, emphasizes the ground-breaking and inspiring nature of the model.

The Fairtrade Textile Standard is innovative but has many layers of compliance that need to be met in order to use a certain type of lock-up and communication.

The Statements that are combined with the FAIRTRADE Textile Production Mark are dependent on the compliance level that the company or brand has achieved for its supply chain or chains. One Statement is always compulsory. The Mark is never used without one.

Placement of the Mark and Statement



The Statement is left aligned with the roundel.
The width and font of the Statement are not restricted.
The clear space around the Mark must be observed.

Horizontal placement



The Statement may be placed right of the Mark.
It may be set in one or more columns.

Placement of other marks



The clear space between the Statement and other marks is the same as the distance between the Mark and the Statement (x).

OVERVIEW OF SUPPLY CHAIN SCENARIOS

COMPLIANCE WITH THE FAIRTRADE TEXTILE STANDARD

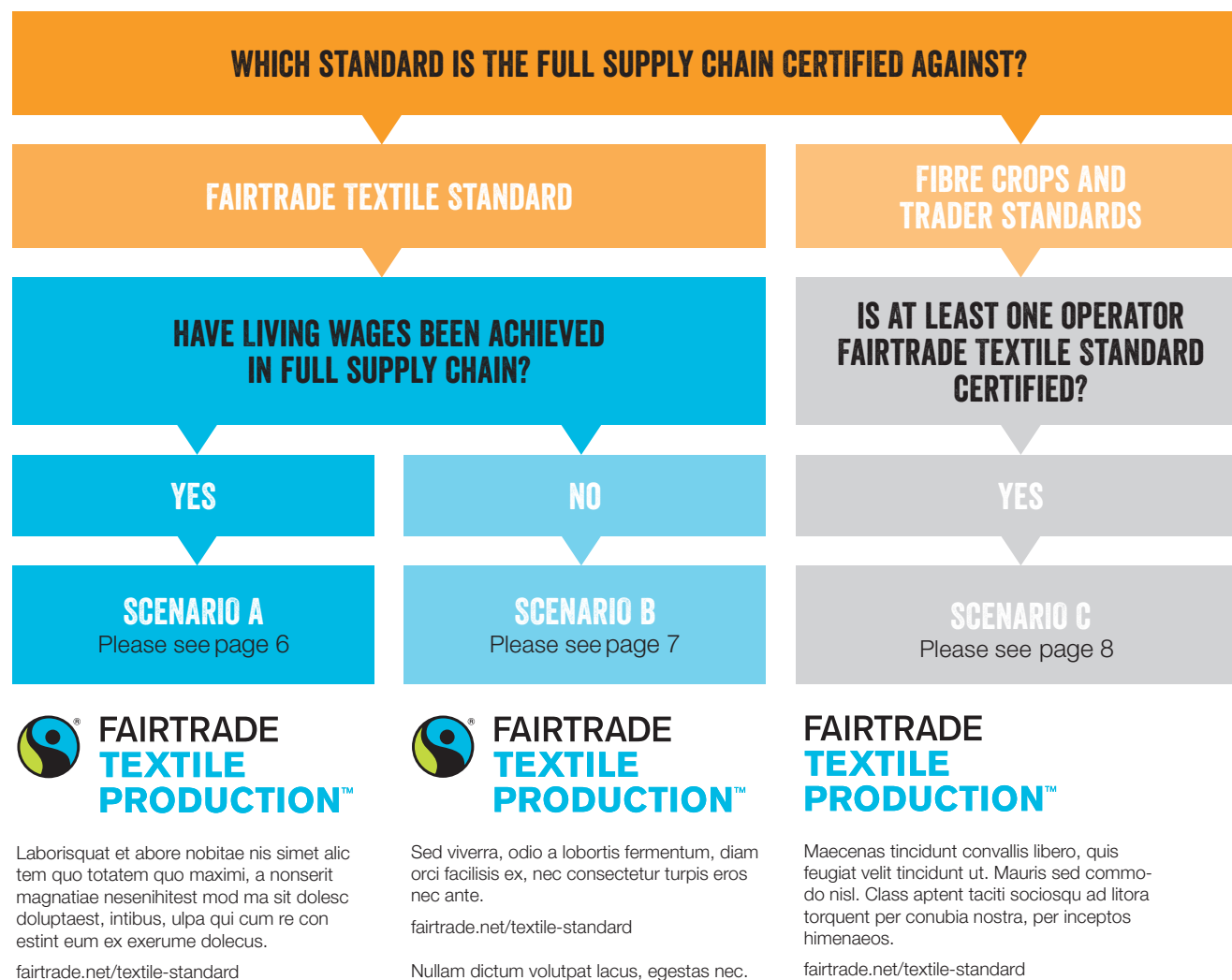
The Fairtrade Textile Standard is about people, it's a processing standard for Fairtrade cotton and other responsible fibres.

Responsible fibres other than Fairtrade cotton can be used and the guidelines for determining these fibres are found in the Textile Standard.

There are three scenarios reflecting the different requirements regarding supply chain certification. Scenarios A and B, both signifying that whole supply chains have been certified against the Fairtrade Textile Standard, use the Fairtrade Textile Production Mark with corresponding compulsory statements.

Statement A refers to the achievement of living wages in the whole supply chain. Statement B declares that the achievement of living wages in the supply chain is a work in progress.

In Scenario C, a different version of the Mark is used with its own statement.



OVERVIEW OF SUPPLY CHAIN SCENARIOS

PRODUCT COMPOSITION

Fairtrade cotton can be used in two forms: As fully physically traceable cotton from farm to final product or as part of the Fairtrade Cotton Program, through which Fairtrade cotton is sourced at volume from Fairtrade farmers and then mixed with other responsible fibres. Respectively, the guidelines for the use of the FAIRTRADE Cotton Mark and the FAIRTRADE Cotton Program Mark apply.

When other responsible fibres are used, the relevant guidelines for the respective mark apply when labelling items and for off-pack use.

The Fairtrade Marks can be used together on the same packaging material as the Fairtrade Textile Production Mark and associated statement.

Marks for other responsible fibres must be separate on-pack.

WHAT FIBRES ARE USED IN THE PRODUCTS?

FAIRTRADE COTTON

The Fairtrade Cotton Mark may be used

[In addition,] all of the cotton in this [insert name of item] is Fairtrade certified and sourced from Fairtrade farmers. Visit info.fairtrade.net



FAIRTRADE COTTON PROGRAM

The Fairtrade Cotton Program Mark may be used

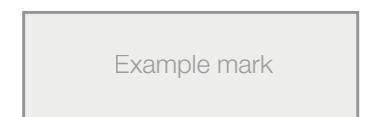
The Fairtrade Cotton Program enables small-scale farmers to benefit by selling more of their cotton as Fairtrade. Visit info.fairtrade.net/program



OTHER RESPONSIBLE FIBRES

Other sustainable fibre marks may be used

Statements about relevant marks for other responsible fibres.



THE FAIRTRADE TEXTILE PRODUCTION MARK

LIVING WAGES HAVE BEEN ACHIEVED IN WHOLE SUPPLY CHAIN

COMPULSORY



The Fairtrade Textile Standard aims to make manufacturing socially responsible and sustainable, putting workers' rights, freedoms and safety at the heart of production. [insert brand name] has achieved payment of living wages to textile workers manufacturing this [insert name of item]. [Optional:] This means empowering them to work towards a more secure livelihood and future.

Visit fairtrade.net/textile-standard

OPTIONAL

At [insert brand name] we care about the development and well-being of the workers manufacturing this [insert name of item] and are proud to have reached / surpassed living wages. That's not all: Salary increases and inflation adjustments will continue to be made because our goal is to continually maintain living wage levels for the textile workers.

Find out more about our commitment, visit [www.\[insert URL\]](http://www.[insert URL])

RECOMMENDED



In addition, all of the cotton in this [insert name of item] is Fairtrade certified and sourced from Fairtrade farmers.

Note: Other marks can be used, depending on product composition



- 1 Compulsory: Brand or company name
- 2 Compulsory: Product title
- 3 Compulsory: Fairtrade Textile Production Mark and Statement
- 4 Optional: Living wages achievement statement
- 5 Recommended: Fairtrade Cotton Mark and Statement

THE FAIRTRADE TEXTILE PRODUCTION MARK

LIVING WAGES IN SUPPLY CHAIN ARE WORK IN PROGRESS

Some supply chains may be fully certified against the Textile Standard, but the living wages achievement is in progress, with a time-bound plan set in the Standard of a maximum of six years to achieve living wages when these are below the benchmarks approved by Fairtrade. Companies are required to be transparent about this progress. The progress statement is optional on-pack, but compulsory for all off-pack uses.

COMPULSORY



The Fairtrade Textile Standard aims to make textiles manufacturing socially responsible and sustainable, putting workers' rights, freedoms and safety at the heart of the production of [insert item name].

Living wages are in progress in this certified supply chain. Find out more about [insert brand name] commitment and progress in achieving living wages, visit [www.\[insert URL\]](#)

For more about the Fairtrade Textile Standard, visit [fairtrade.net/textile-standard](#)

[Insert brand name] has so far achieved living wages in [insert number] operators in certified supply chain in [insert number] years, representing [X]% of the certified supply chain.

In addition, all of the cotton in this [insert name of item] is Fairtrade certified and sourced from Fairtrade farmers.



Note: Living wage progress can be expressed in different terms or measures, but text must be approved by the Licensing Body, and all claims must be verifiable. Other marks may be used, depending on product composition

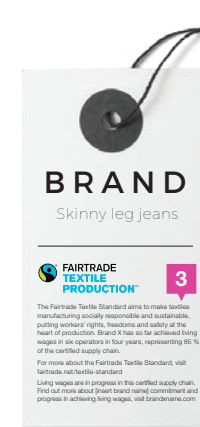
Example: two-sided



Brand name and product title on front of swing-tag

FAIRTRADE Textile Production Mark and Statement on back of swing-tag

Example: one-sided



Brand name, product title and FAIRTRADE Textile Production Mark and Statement on front of swing-tag

Example: Fairtrade cotton



The Fairtrade Cotton Mark should be placed on back of swing-tag or on a separate swing-tag

THE FAIRTRADE TEXTILE PRODUCTION MARK

INITIAL COMMUNICATIONS - WORDMARK AND CSR STATEMENT

COMPULSORY

FAIRTRADE TEXTILE PRODUCTION™

[Insert company name] supports the Fairtrade Textile Standard which aims to maintain safe working environments and protect the rights and freedoms of the people in manufacturing. We are working with Fairtrade since [insert year] to achieve a fully certified textile supply chain, with [insert number] operators in the supply chain so far.

Find out more about the Fairtrade Textile Standard, visit fairtrade.net/textile-standard

More about our commitment, [www.\[insert company URL\]](http://www.[insert company URL])

OPTIONAL

In addition, all of the cotton in this [insert name of item] is Fairtrade certified and sourced from Fairtrade farmers.

RECOMMENDED



Note: Other marks can be used, depending on product composition

CONTACT DETAILS

QUICK GUIDE

Fairtrade International licenses the use of the Fairtrade Textile Production Mark to companies that build fully certified supply chains in accordance with the Fairtrade Textile Standard, the Fairtrade Fibre Crops Standard and/or the Trade Standard.

The right to apply the Fairtrade Textile Production Mark is subject to the company or brand complying with the requirements of the Fairtrade Textile Standard and signing the relevant Licence Agreement.

This is a quick guide, based on the full Fairtrade Textile Production Mark guidelines which are part of the Licence Agreement with a Fairtrade organization. Once a Licence Agreement is signed, companies or Brands will have access to the document.

TRADEMARK

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CREDITS

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ARTWORK APPROVAL

For countries with a National Fairtrade Organization (NFO):
find the NFO's contact details at info.fairtrade.net

For countries without a National Fairtrade Organization (NFO):
contact Fairtrade International by email
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