



FAIRTRADE

**FAIRTRADE:  
SUSTAINABLE TRADE  
FOR SUSTAINABLE  
DEVELOPMENT**







## FAIRTRADE CHANGES LIVES BY CHANGING TRADE

For three decades we have helped get fairer deals for farmers and workers in developing countries, and now we are a significant driver of the **Sustainable Development Goals** (SDGs).

The SDGs – adopted by the UN in 2015 – are an ambitious set of 17 global goals to achieve sustainable development by 2030. If reached, they have the potential to improve the lives of the 1.3 billion small-scale farmers and agricultural workers who produce the food and goods we all rely on.

However, there is still a long way to go.

Despite progress, more than 780 million people still live below the international poverty line. 152 million children are still involved in child labour. Climate change threatens to reverse progress on all levels.

Fairtrade has a crucial role in sustainable development. Nearly all the 169 targets which underpin the global goals are somehow related to food and farming. Fairtrade focuses on eight SDGs where we can really make a difference.

**SUSTAINABLE DEVELOPMENT GOALS**

## DECENT INCOMES FOR FARMERS AND WORKERS

Eliminating poverty is at the heart of Fairtrade's mission. **Around 80 percent of the world's poor live in rural areas**, and many of these farmers and workers live below or close to the poverty line. We aim to achieve decent incomes – for example by setting living income and living wage benchmarks promoting collective bargaining agreements, and protecting farmers from market fluctuations via the **Fairtrade Minimum Price**.

Since 2015, Fairtrade has worked with companies to secure decent incomes in the banana, flowers, textile and cocoa sectors. Fairtrade also works with multinational businesses to address human rights due diligence and to tackle extreme poverty in global supply chains.



**Now our members have access to financial services on their doorstep. They can open accounts, get credit facilities. They can save money with us and get a loan – for personal or business use.”**

**David Lukwata**

General Manager of the Fairtrade certified Kibinge Coffee Cooperative, Uganda

**€680 MILLION**

The amount Fairtrade farmers and workers have received in **Fairtrade Premium** from 2015 to 2018

## COMBATTING HUNGER WITH SUSTAINABLE AGRICULTURE

Zero hunger starts with paying farmers a fair price. **Small-scale farmers provide 70 percent of the world's population with food** and have a big role to play in ending world hunger – but only when they can get fair prices for their crops and the right support for their farms. Producers need financial stability to invest in their businesses, to ensure long-term food security for their families and communities and to pay their farm labourers a decent wage.

Fairtrade also supports farmers to diversify their income sources. **In Kenya, women coffee growers** have launched their own high-end Zawadi coffee brand – meaning ‘gift’ in Swahili. **From Ghanaian cocoa farmers** diversifying their income through drought-resistant yam varieties, to ecotourism in India and **Colombia**, Fairtrade empowers producers to add value to their business.



**When we began growing bananas, it was tough. There were some days when we only had one meal. Since we joined Fairtrade, everything has changed. We now have all of our daily meals.”**

**Julio Mercado Cantillo**

Banana grower, Colombia

**2.3 MILLION**

**hectares of land** under production growing Fairtrade crops



## CLOSING THE FARMING GENDER GAP

The **UN estimates** that closing the gender gap in agriculture could cut the number of hungry people by up to 150 million. Fairtrade supports women to participate equally in their organisation's decision-making, earn better wages and diversify their income, and tackles stereotypes of 'women's work'.

Our standards prohibit gender discrimination, sexual harassment and gender based violence, set rules for parental leave, and rights for pregnant and breastfeeding women. We run **gender leadership schools** and facilitate seed funding for women's initiatives.



**It's not been easy to make my way in a culture dominated by men. But it's been worth the struggle, because standing behind me are many rural women who not only need to be represented, but also to know their rights and reach a deeper understanding of their importance."**

**María Edy Rivera**  
Fairtrade coffee farmer,  
El Salvador

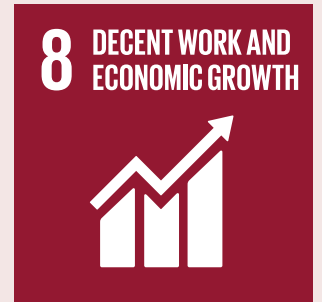
# 26%

increase in household revenue for women Fairtrade cocoa producers in Ghana after diversifying into yam production

## DECENT WORK AND DECENT INCOMES

Millions of farmers and workers don't earn enough to pay for their basic household needs, let alone save for retirement or a failed harvest. Supply chains suffer from human rights violations including child and forced labour, trafficking, sexual harassment and abuse, and discrimination in hiring, training and promotion. Many young people no longer see farming as an attractive career.

**Fairtrade Standards** prohibit child and forced labour and promote better working conditions such as use of protective clothing, safe handling of hazardous materials, building safety, grievance procedures and child care. Our standards also support better terms of employment covering working hours and overtime, contracts and temporary work, as well as workers' rights such as collective bargaining and freedom of association.



**We are not cheap labour, we are skilled human resources. We deserve respect and dignity. The Fairtrade Textile Standard empowers factory workers and enables them to improve their working conditions collectively."**

**Nazma Akter**  
Textile worker and  
activist, Bangladesh

# 30%

**wage rise enjoyed by Fairtrade workers** – most of them women – at Mount Meru flower farm in Tanzania

## RETHINKING PRODUCTION AND CONSUMPTION

Fairtrade producers and businesses meet stringent social, economic and environmental standards. But Fairtrade is far more than a label, we're a game-changer for companies and consumers who are serious about sustainability.

Our global campaign for trade justice is supported by thousands of towns, schools, universities, local governments and faith-based organizations and backed by millions of consumers. More than 30,000 Fairtrade products – verified by independent third party auditor FLOCERT – are available in over 150 countries.

Fairtrade is the only ethical label with a **Trader Standard** promoting fairer behaviour by traders and buyers. This includes transparent contracts, fair prices, openness about sourcing and market prospects, pre-financing for producers and compliance with labour and environmental law.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



**“We have become professionals. The cooperative taught us how to do organic farming based on knowledge and skills. This knowledge helps us increase our productivity and quality.”**

**Sobur**

Fairtrade coffee farmer,  
Sumatra, Indonesia

**75%**

of **consumers in Europe** want to know where and how their products were made

## CHANGING TRADE IN A CHANGING CLIMATE

Farmers are on the frontline of climate change. They face growing risks to harvests from droughts, higher temperatures, changing rainfall patterns, floods, soil degradation and desertification, depleted water sources and the spread of climate induced pests and diseases. Fairtrade farmers use the Fairtrade Premium to become more resilient to extreme weather and crop disease.

Fairtrade enables farmers to better withstand these climate shocks and stresses. Fairtrade Standards cover climate resilient agriculture such as rainwater harvesting, planting shade trees, biogas and renewable energy sources, integrated pest management, organic fertilisers and dynamic agroforestry. The **Fairtrade Climate Standard** is the first of its kind to address imbalances in the carbon market and ensure a fair financial return for producers.

**Fairtrade Climate Academies in Asia and Africa** help farmers adapt, diversify and find new sources of income.

**33%**

of greenhouse gasses come from agriculture

13 CLIMATE ACTION



**“Fairtrade farmers are better placed to adapt and mitigate the effects of climate change. But we can't do it by ourselves. It's up to everyone in the supply chain to reduce their carbon footprint and play their part.”**

**Parbindra Singh**

Fairtrade sugar producer, Fiji

## DEMOCRACY IN ACTION

Fairtrade builds democracy from the ground up. We are the only global ethical label 50 percent **owned and run by farmers and workers themselves**.

Fairtrade cooperatives, which must abide by the Fairtrade Standard requirements of being democratic, transparent and inclusive, can negotiate better deals with traders and access credit, insurance and other financial services. They decide for themselves how to spend the Fairtrade Premium, whether improving productivity or addressing their community's sustainable development priorities.

Fairtrade empowers farmers and workers to speak out against injustice and inequality. We provide training and support to local, national and regional small producer networks, and to local trade unions to improve their capacity to negotiate and bargain. Fairtrade raises the voices of small-scale farmers and workers at the global level – for example influencing the UN Economic and Social Council to ensure farmers' needs were included in the SDGs.

**16** PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS



**If we want to build a well, a medical centre or a school using the Fairtrade Premium, we discuss it first and reach an agreement by voting at the village general assembly.”**

**Titambé Diallo**

Fairtrade cotton farmer,  
Senegal

**50%**

Fairtrade is 50% owned and run by farmers and workers themselves

## WORKING TOGETHER FOR TRADE JUSTICE

Global supply chains favour big business over small-scale farmers. Fairtrade brings together more than 1.7 million farmers and workers, 1600 producer organizations, and countless trade unions, consumers and campaigners.

Fairtrade partners with more than 4000 businesses to deliver real impact for farmers and workers. We work with governments to bring about fairer trading practices – essential for sustainable economic growth. The **Fairtrade Access Fund**, a partnership between Fairtrade, Incofin Fund Management and Grameen Foundation, has disbursed more than US\$128 million to date to smallholder cooperatives.

The **European Union selected Fairtrade as a strategic partner** to advance the SDGs, and together with the Fair Trade Advocacy Office and other organisations, we advocate for policies such as the **2019 EU Directive on Unfair Trading Practices**.

**2000+**

Fair Trade Towns  
in over 30 countries

**17** PARTNERSHIPS  
FOR THE GOALS



**Fairtrade shows that it is possible to rebalance trade, to tackle poverty, inequality and exploitation while at the same time delivering successful, sustainable, large scale trading within commercial markets.”**

**Marike de Peña**

Fairtrade banana producer, Dominican Republic





## SUSTAINABLE DEVELOPMENT GOALS

In addition to these eight key SDGs, Fairtrade also contributes to achieving other goals. For example, the Fairtrade Premium has been used to fund access to schools, healthcare and clean drinking water (Goals 3, 4 and 6). The Fairtrade Standards prohibit discrimination and promote equality (Goal 10). And the more than 2000 Fair Trade Towns worldwide contribute to more sustainable cities and communities (Goal 11). The key Fairtrade organising principles which link all of our contributions to the SDGs include:

- ▶ **multistakeholder perspective**
- ▶ **rights-based approach**
- ▶ **capacity building and organisational development**
- ▶ **inclusive bottom-up ownership**
- ▶ **equitable participation**
- ▶ **global presence in more than 100 countries**

Fairtrade is driving positive change for more than 1.7 million farmers and workers worldwide, but we do not pretend we can end poverty, eliminate hunger or achieve gender equality by ourselves.

Fairtrade aims to leave no one behind, empower people and protect the planet – and so build a better, more sustainable future for all. Let's work together to ensure the SDGs will enable inclusive development through trade that benefits farmers and workers, consumers, businesses and societies.





FAIRTRADE

[WWW.FAIRTRADE.NET/ISSUES/SDGS](http://WWW.FAIRTRADE.NET/ISSUES/SDGS)

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