



The future is fair

Genera Campos García, coffee
farmer at CENTROCAFE in Peru

INTRODUCTION TO THE FAIRTRADE
GLOBAL STRATEGY 2021-2025



Roberto Gallo, member of the APBOSMAM Cooperative in Peru, surveys his banana farm



Igniting a global appetite for justice

Everyone understands what's fair. From an early age, we teach fair, we play fair, we strive for fairness with friends and neighbours.

It is an innate trait among human beings. Our ability to cooperate and think outside our own limited self interest has shaped the planet in good ways and bad.

As we struggle with the spectre of enduring inequality, the challenges of a changing climate and the fall-out from a global pandemic, it is necessary to acknowledge our interdependence. We look to our shared sense of fairness to find solutions.

A just wage, living incomes, climate action, and respect for human rights – these are the hallmarks of a fair trade.

Fairtrade is a groundbreaking approach to trade justice

From the start, we've envisioned a more just world, rooted in transparency: a world where producers and businesses engage in mutually-beneficial relationships. Where shoppers and civil society can stand together with farmers and workers.

Fairtrade has been engineered for fair: directly addressing power imbalances, and acknowledging the external costs of business and its impact on people and the environment.

As global challenges become more urgent, Fairtrade must adapt

Achieving decent and sustainable livelihoods for farmers and workers

requires a step change. Social and environmental justice are integral to the survival of our planet.

The problems are too large, the issues too urgent to tackle as individuals. We are expanding our model and engaging people and organizations to power our impact. This is Fairtrade's most ambitious strategy to date and it reflects the gravity of the challenges we face.

The desire for fairness is in everyone

We are all neighbours on this planet.
We planted our roots as a social justice movement, and we invite you to join our community as we push for social and environmental change on a global scale.

Sincerely,
Dr. Nyagoy Nyong'o
Fairtrade Global CEO

The World Today

Fairtrade's strategy has been shaped by global forces for change. Political upheaval, climate change, an unfair trading system and consolidation of market actors that perpetuates power imbalances, growing demands for social justice, the lasting effects of a devastating global pandemic – all have contributed to the call for change.

Over the past 30 years, the issues that Fairtrade has championed – responsible business practices, fairer prices for farmers, better treatment for workers – have taken centre stage. Numerous alternative approaches and certifications have flourished, building on the groundwork laid by Fairtrade. To maximize Fairtrade's impact for family farmers and workers, we will build quickly on our efforts to effect social and environmental justice.

**3 WARMEST
YEARS**

on record have all occurred
in the past 5 years

There are more than

**40
MILLION
VICTIMS**

of modern slavery
around the world

There are currently over

**400
SUSTAINABILITY
CERTIFICATIONS**

around the world

BY 2050,
the land area suitable
for coffee could

**DECREASE BY
50%**

**DUE TO
CLIMATE
CHANGE**

In 2018, there
were more than

**820
MILLION
UNDERNOURISHED
PEOPLE**

around the globe

70%

**OF EU
BUSINESSES
SUPPORT**

EU-wide rules on

**HUMAN RIGHTS
DUE DILIGENCE**

to clean up
supply chains

In Africa,

**THE
AVERAGE
COFFEE
FARMER IS**

**60
YEARS OLD**

The World We Envision

What does a world look like where justice is the norm? With our 2021–2025 strategy, our vision of sustainable livelihoods for all remains the same, but how we get there will change. Fairtrade is more than a label; it is a beacon for social and environmental justice.

Our work is rooted in social justice, where people's rights and the environment are respected.

United for justice

Sustainable development is impossible without social and environmental justice. Across the Fairtrade system, we are working for justice from the beginning to the end of the supply chain.

Farmers and workers are front and centre

Our work is centred in the interests of the people we serve. Farmers and workers are embedded in all levels of our governance and decision-making.

Sustainable solutions

Certification is integral to our approach, but can only go so far. True change requires us to develop specific and appropriate solutions that add value for businesses, producers and our partners.

Led by impact

Understanding the impact of our work requires transparency and traceability, with the data to back it up. We will unlock the power of Fairtrade supply chains with data-led insights that provide producers and companies with the tools to demonstrate Fairtrade's impact and support learning.



Yury Sanchez and family, members of CADIBRINE coffee cooperative in El Nazareno, Colombia



Raihan Fitriana holds a seedling from the coffee nursery programme at Koptan Gayo Megah Berseri in Indonesia

FAIRTRADE'S VISION

Fairtrade's Vision

A world in which all producers enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future.

Fairtrade works alongside farmers and workers to strengthen their businesses, take greater control over their lives, and generate solutions that alleviate poverty, assure human rights, and build climate resilience.

Fairtrade connects businesses and shoppers with a better way to do business by consistently increasing sales on Fairtrade terms for farmers and workers.

We offer a globally-recognized and trusted product certification, and supply chain services to businesses. The global Fairtrade system also provides direct support to producers, and advocates for change on a local, regional and national level to address human rights and environmental due diligence.

Our Global Strategy 2021–2025 is based on three key tenets:

- ✦ **Decent livelihoods are a human right**
- ✦ **Social justice drives sustainability**
- ✦ **Radical collaboration powers deep impact**

The future is fair



Launchpad for the Future

Fairtrade fully embraces innovation, digitalization and partnerships.

Our Global Strategy 2021–2025

Fairtrade farmers and workers are the heart of our global strategy. Our primary focus remains on achieving decent and sustainable livelihoods. To do this, we will be at the vanguard of living incomes and wages, focusing on growing volumes of products sold on Fairtrade terms and delivering ambitious and innovative impact with our partners to build producer resilience in our fast-changing world.

This strategy is the incarnation of the nearly 2 million farmers and workers, Fairtrade staff members, hundreds of traders, brands and retailers, civil society actors, supporters and countless shoppers around the globe: we are all the future of Fairtrade.



Empowered Farmers and Workers

Secure decent and sustainable livelihoods, build resilience to climate change, and support women and youth as leaders of the future.



Growth and Innovation

Strengthen existing relationships, develop new sources of growth and continue the evolution of Fairtrade's unique business solutions.



Advocacy and Citizen Engagement

Champion change that addresses power imbalances in supply chains, human rights risks, climate change, and inequality.



Digitalization for Fairer Supply Chains

Unlock the power of fair supply chains through data, transparency and traceability.



Shifting the Balance of Power to Farmers and Workers

Farmers and workers are best positioned to address climate change, expand opportunity to all, and make agriculture an attractive option for the next generation.

By shifting the balance of power closer to farmers and workers, we strengthen the ability of producer organizations to effect change in their communities.

Taking Action

Our focus on decent livelihoods means working together to build resilient communities that can navigate volatile markets, adapt to climate change, and advocate for women's rights, workers' rights and youth inclusion.

To achieve this we will:

- ✦ **Implement our groundbreaking living incomes and living wage strategies**
- ✦ **Scale up our Women's School of Leadership program and introduce youth leadership and entrepreneurship initiatives.**
- ✦ **Work in tandem with producer organizations to develop and implement programs for sustainable farming, biodiversity, and climate resilience, adaptation and mitigation.**
- ✦ **Promote gender equality, workers' rights and youth inclusion in cooperation with producer organizations and partners.**



Agnes Chebii, flower producer and Chairperson of Gender Committee at Karen Roses in Kenya

More than Minimum: Moving Towards Living Wage in Bananas

The Fairtrade Minimum Price has been a standard Fairtrade feature since the beginning: a tool to protect farmers in volatile markets. Now we are adapting our approach by making the business case for better wages for workers.

In December 2020, the new Fairtrade Base Wage for workers on banana plantations was introduced. This required wage is set at 70 per cent of the take-home pay needed for a living wage. The Base Wage is unique among certifications and will bolster security and stability for many workers on banana plantations.

This important step is the result of our work as a founding member of the Global Living Wage Coalition, an international consortium.

Learn more: fairtr.de/FairWages



Snaider Seachoque Oullos, banana worker with EMPREBANCOOP in Colombia



More Fairtrade, Greater Value, New Services

We will increase sales of goods on Fairtrade terms by broadening our offer to new and existing customers. Labelled products will remain a critical component of our work; we will also develop bespoke solutions for commercial partners and producers. We will enter new markets and explore opportunities in local markets.

Taking Action

Growth of sales on Fairtrade terms requires bold action and innovation that is adapted to the specific needs of commercial partners and producers.

We will build on the success the Fairtrade system by:

- ✦ **Introducing a reinvigorated offer to business making Fairtrade the partner of choice for sustainability,**

certification and human rights compliance needs.

- ✦ **Offering bespoke solutions to commercial partners and producers as well as new opportunities for partnership.**
- ✦ **Developing markets for Fairtrade goods in both consumer and producer countries, expanding sales opportunities for producers and reducing emissions.**
- ✦ **Exploring an outcomes-based certification approach that reduces the burden of certification for small volume producers.**
- ✦ **Creating new approaches to human rights due diligence and environmental issues in high-risk sourcing areas.**



Collaborating Beyond Certification

Fairtrade's ultimate goal is mutually beneficial trade where risks and rewards are shared across the supply chain. We collaborate with our partners to develop solutions that extend their impact.

Ben & Jerry's is committed to going beyond certification to help cocoa farmers in their supply chain achieve a living income in their approach to 'Linked Prosperity'. Fairtrade has partnered with the globally respected ice cream brand to lay out a tangible roadmap towards supporting farmers to earn a living income. In 2020, Ben & Jerry's committed to pay an additional \$600,000 over the following year to the more than 5,000 farmers they work with.

This amount is over and above the Fairtrade Premium and minimum cocoa prices, and a sign of their belief that social justice depends on sharing the rewards of business done right.

Learn more: fairtr.de/CocoaIncome





A Powerful Voice for Social and Environmental Justice

Fairtrade is a first step toward true change, but ultimately fairness must be embedded in trade policy. We will leverage the power of our global brand to make social and environmental justice the norm and push for change at all levels. By uniting our voice with civil society and other organizations, we will push human rights and decent livelihoods higher up the political and economic agenda.

Taking Action

With nearly 2 million organized farmers and workers, thousands of companies and brands, and countless shoppers and activists, Fairtrade will leverage our collective voice to advance action on climate change, human rights, and the UN's Global Goals.

We will continue our work to make social justice the norm by:

- ✦ **Developing shared advocacy priorities that can be advanced on a regional and national level through our member organizations.**
- ✦ **Deepening partnerships with civil society organizations in consumer and producer countries.**
- ✦ **Establishing thought leadership on what a fair post-COVID economy should look like.**
- ✦ **Creating policy proposals that incentivize fair business practices and producer representation.**
- ✦ **Mobilising and expanding our network of Fairtrade Schools, Universities and Towns to build our grassroots movement.**



Trade Justice Beyond the Grocery Store Aisle

Public procurement represents a vast opportunity for countries around the world to contribute to achieving the United Nations Global Goals, and ensure fair treatment for farmers and workers. Global Goal 12, Responsible Consumption and Production, aligns directly with fair trade principles.

Fairtrade Italy and partners achieved progress by advocating for fair trade to be included as mandatory criteria in public procurement contracts. This means that all coffee, cocoa, tea, bananas and sugar sourced through public contracts must meet Fairtrade or World Fair Trade Organization standards at minimum.

The focus on public procurement also allows local governments to lead by example, demonstrating the impact of socially and environmentally just trade, and encouraging others in the private sector to do the same.

Learn more: fairtr.de/Procurement





Information for All

Mutually beneficial relationships are built on equal access to knowledge and information. When all actors in the supply chain are invested in transparency and traceability, the result is accountable supply chains where value and risk are shared by all.

Taking Action

Transparency and physical traceability of the highest level represent the biggest opportunities to connect producers, businesses and shoppers.

To achieve our commitment toward data and knowledge sharing, we will:

- ◆ **Implement a comprehensive traceability strategy that assures privacy and provides access to actionable information to strengthen supply chains.**

- ◆ **Ensure equal and fair access to information across all supply chain actors, especially farmers and workers.**
- ◆ **Support producer organizations to effectively utilize, own and leverage their data to improve their position in trade negotiations.**
- ◆ **Further develop our FairLens product as an accessible clearinghouse for data, verification and user incentives.**
- ◆ **Build the capacity of producer organizations to respond to requirements around human rights due diligence and environmental protection.**



Jesus María Vargas, sugar producer and president of the Administrative Council of the San Ramon Cooperative in Costa Rica


The Power in Data

Ownership of data represents a new opportunity for farmers to have more say in the supply chain. Information is power, and though farmers' organizations have access to an incredible amount of data, they often lack the means to adequately analyse and utilize the information.

A new partnership between cocoa cooperatives in the Côte d'Ivoire, technology partners, and funders is helping farmers implement internal management systems to track the first mile of production.

Once the systems are implemented, cooperatives will be able to map their members' farms, track sales, ensure product quality, and manage risks, such as deforestation. As owners of their own data, each cooperative can use their own system with multiple commercial partners rather than having to use each partner's system, or be tied to one specific commercial partner.

Learn more: fairtr.de/PowerInData



Gnankou Ferdine, cocoa farmer
at ECAKOOG in Côte d'Ivoire

Our Commitment to the Global Goals

The United Nations Global Goals (SDGs) provide a framework that allows us to measure our contributions to achieving a sustainable and just world. By aligning our indicators with the SDGs, we unite our actions to a global movement that directly addresses inequality, and social and environmental justice.

Read more at fairtr.de/SDGgoals



THE GLOBAL GOALS



GLOBAL GOAL 1

No Poverty

Farmers and workers will make strong progress towards a living income and living wages.



GLOBAL GOAL 5

Gender Equality

A push for equity will result in increased opportunities and representation for women and young people.



GLOBAL GOAL 2

Zero Hunger

Farmers and workers earning a dignified income or wage will be able to better provide for their families.



GLOBAL GOAL 8

Decent Work and Economic Growth

All workers will enjoy decent working conditions and exercise their rights freely.



GLOBAL GOAL 4

Quality Education

Equitable access to training and informal education for adults and youth will increase future opportunities available to all.



GLOBAL GOAL 9

Industry, Innovation and Infrastructure

Supply chains will be fully traceable and transparent.



GLOBAL GOAL 10

Reduced Inequalities

Inclusion efforts and economic interventions will lead to greater gender equality, increased opportunities for young people, and reductions in discrimination.



GLOBAL GOAL 13

Climate Action

Farmers and workers will apply environmentally sustainable practices as they adapt to a changing climate.



GLOBAL GOAL 11

Sustainable Cities & Communities

Producer organizations are pillars in their communities and will invest Fairtrade Premium to improve infrastructure and services and build resilience in the face of climate change.



GLOBAL GOAL 15

Life on Land

Standard requirements and climate resilient practices will reduce pressure on protected areas and forests, and reduce loss of biodiversity.



GLOBAL GOAL 12

Responsible Consumption and Production

Consumers, producers and advocates will push for social and climate justice.



GLOBAL GOAL 17

Partnerships

Fairtrade will leverage commercial and civil society relationships to co-create new pathways toward impact.



Residents in this small village near Lanjigarh of Bhawanipatna, Orissa, India, are involved in cotton production for the COAPCL cooperative







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is fair**

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