



**FAIRTRADE**

**A SUSTAINABLE**

**CHOICE**

**SUSTAINABILITY MEANS WE CAN  
MEET PEOPLE'S NEEDS TODAY  
WITHOUT COMPROMISING THE  
NEEDS OF PEOPLE IN THE FUTURE.**

For Fairtrade, this means building strong economies, healthy and just societies and living within the limits of what our environment can sustain.

Whether it's taking action to improve incomes, training farmers to be more resilient to climate change or enabling communities to invest in education,

Fairtrade empowers farmers and workers to face a range of economic, environmental and social challenges.

Fairtrade is also about supporting and challenging businesses and governments to make trade fair and inspiring shoppers to think more about what they buy.

**LEARN HOW FAIRTRADE MAKES A DIFFERENCE...**



**FAIRTRADE**  
FOUNDATION

# FAIRTRADE AND THE SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDGs), also known as the Global Goals, are a new set of targets which aim to end poverty, fight inequality and injustice, protect the environment and tackle climate change. They follow on from the UN Millennium Development Goals, which expire at the end of 2015.

Fairtrade can play a part in achieving most of these goals,<sup>1</sup> as they are closely interlinked. Here are just some that are key for Fairtrade:



## GOAL 1

End poverty in all its forms everywhere



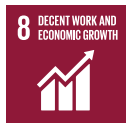
## GOAL 2

End hunger, achieve food security and improved nutrition and promote sustainable agriculture



## GOAL 5

Achieve gender equality and empower all women and girls



## GOAL 8

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all



## GOAL 12

Ensure sustainable consumption and production patterns



## GOAL 13

Take urgent action to combat climate change and its impacts



## GOAL 16

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels



## GOAL 17

Strengthen the means of implementation and revitalize the global partnership for sustainable development

**SUPPORT MAKING  
THE SDGs A REALITY  
BY CHOOSING  
FAIRTRADE**

# HOW FAIRTRADE

# MAKES A DIFFERENCE

## PROTECTING THE ENVIRONMENT

Fairtrade promotes environmentally friendly practices, such as improving soil and water quality, prohibiting harmful chemicals and encouraging biodiversity. Fairtrade co-operatives provide training to farmers, and can support them to adapt to climate change and convert to organic production. In fact, over 50 percent of all Fairtrade certified producers are also certified as organic.

Many co-operatives invest the Fairtrade Premium\* in environmental sustainability, such as providing more resilient crops to farmers struggling to cope with outbreaks of pests and diseases, or planting new trees to protect soils and indigenous wildlife.



## RAISING LIVING STANDARDS

Fairtrade can improve economic sustainability and increase living standards for farmers and workers. Research has shown that for some smallholder farmers Fairtrade has led to more stable and higher incomes<sup>2</sup> – one study found an average 34 percent rise.<sup>3</sup>

The Premium often goes towards living expenses that farmers and workers would otherwise have to pay themselves, such as school fees. That frees up money to use for other things, including food. Producers can also use the Premium for projects to generate other food sources. For workers in particular, subsidised food loans can offer a valuable lifeline during lean months.<sup>4</sup>



\*An extra sum of money that farmers and workers invest in business or community projects of their choice.

## IMPROVING PRODUCTIVITY AND QUALITY

Farmers can earn more and protect the environment by improving the amount and quality of their crops, through technical support and better farming practices.

Being part of Fairtrade means that co-operatives can learn more about their buyers and the importance of quality. They often use the Premium to supply farmers with tools and equipment or shared facilities to improve quality and reduce wastage, resources often out of reach for individual farmers.

Latest data shows small producer organisations spent 37 percent of their Premium on investments supporting productivity or quality.<sup>5</sup>



- 1 <https://sustainabledevelopment.un.org/topics>
- 2 CEVal (2012), *Assessing the Impact of Fairtrade on Poverty Reduction through Rural Development*
- 3 CODER (2014), *An Evaluation of Fairtrade Impact on Smallholders and Workers in the Banana Sector in northern Colombia*
- 4 NRI (2013), *Branching out: Fairtrade in Malawi*
- 5 Fairtrade International (2014), *Monitoring the Scope and Benefits of Fairtrade: Sixth Edition*

## STRONGER AND INCLUSIVE BUSINESSES

Fairtrade enables farming groups to become stronger businesses, with better leadership and governance. They can build strong relationships with different markets, reducing their dependency on just one buyer and boosting their confidence to negotiate. Making joint investments as a co-operative often improves their access to credit too.

Being part of the Fairtrade network also means producers are able to share their knowledge and learn from others. Fairtrade is 50 percent owned by the farmers and workers themselves, which means they are part of the most important decisions about what Fairtrade does. Fairtrade also works to strengthen the position of women in agriculture.



## MAKING LIFE BETTER FOR COMMUNITIES

The Premium means farmers and workers can invest in their communities – such as improving schools, paying teachers' salaries or providing bursaries for school fees. Research has shown that Fairtrade can make a considerable impact on education in rural regions when working with local institutions.<sup>6</sup>

Other Premium projects often include building roads and better healthcare, from new clinics and immunisation programmes to improving access to water.

Research in Colombia has shown that Premium investments can also boost the local and regional job market.<sup>7</sup>



VISIT [FAIRTRADE.ORG.UK/SUSTAINABILITY](https://www.fairtrade.org.uk/sustainability) FOR MORE INFORMATION, EXAMPLES AND FILMS

6 CEVal (2012), *Assessing the Impact of Fairtrade on Poverty Reduction through Rural Development*

7 CODER (2014), *An Evaluation of Fairtrade Impact on Smallholders and Workers in the Banana Sector in northern Colombia*



# WHAT YOU CAN DO

## BUY



Choose products that change lives – look for the FAIRTRADE Mark whether it's shopping for yourself or for an organisation's procurement.

Find out more at [fairtrade.org.uk](http://fairtrade.org.uk)

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## ACT



Support and share the Fairtrade Foundation's latest campaigns.

Get involved by joining a Fairtrade Group near you, attending an event or speaking at your local school or university.

Find out more and stay up to date at [fairtrade.org.uk/join](http://fairtrade.org.uk/join)

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## SHARE



Talk about Fairtrade in your workplace – become a Workplace of World Changers at [fairtrade.org.uk/work](http://fairtrade.org.uk/work)

Join the conversation online, at [facebook.com/fairtradefoundation](https://facebook.com/fairtradefoundation) and [twitter.com/fairtradeuk](https://twitter.com/fairtradeuk)

Help us grow the Fairtrade movement and talk about Fairtrade with friends, customers, colleagues and others.





Amos Chirchir, Sireet OEP tea co-operative, with tree seedlings planted as part of climate change adaptation projects, part-funded using Premium

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