



**Scottish
Fair Trade
Forum**



International Fair Trade Charter



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The International Fair Trade Charter has been agreed by the two largest global Fair Trade organisations - Fairtrade International and the World Fair Trade Organization (WFTO). The new Charter refreshes the vision of Fair Trade and seeks to highlight Fair Trade's longstanding role in addressing challenges such as inequality, gender rights, climate change and other topics of the UN Sustainable Development Goals.

“The Charter offers a concise explanation of the generic objectives and approaches that are common to most Fair Trade initiatives.”

The Charter of Fair Trade Principles was launched in 2009 to outline the Fair Trade principles and the two main routes by which these principles could be implemented. The new Charter was publicly launched on 25 September 2018, the third anniversary of the adoption of the UN Sustainable Development Goals and Agenda 2030.

The new Charter has three main aims:

- ▶ to raise awareness among consumers and citizens of the importance and impact of Fair Trade,
- ▶ to connect Fair Trade Organisations' specific missions and strategies with the common philosophy of the movement and
- ▶ to enable others who work with Fair Trade Organisations to recognise the values and approaches that unite the global movement.

The Fair Trade movement shares a vision of a world in which justice, equity and sustainable development are at the heart of trade structures and practices so that everyone can maintain a decent and dignified livelihood through their work.

The Charter sets out “the need for Fair Trade,” “Fair Trade’s unique approach” and “Fair Trade’s impact and achievements.” It explains that “Fair Trade is based on modes of production and trading that put people and planet before financial profit.” It gives a clear explanation of what Fair Trade does for producers, artisans and workers as well as giving a clear explanation of why it is so crucial in today’s economic position.

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The Charter covers:

- ▶ Creating the conditions for Fair Trade
- ▶ Achieving inclusive economic growth
- ▶ Providing decent work and helping to improve wages and incomes
- ▶ Empowering women
- ▶ Protecting the rights of children and investing in the next generation
- ▶ Nurturing biodiversity and the environment
- ▶ Influencing public policies
- ▶ Involving citizens in building a fair world

The new Charter gives the chance to restate the key values of Fair Trade that unite the variety of groups and networks that form the global Fair Trade movement. The Charter is important at a time when the success of Fair Trade is encouraging more widespread use of the term, increasing the need for a common reference point.

Support the Charter

There are many ways to support the Charter:

- ▶ Organisations can download a copy of the Charter here <https://goo.gl/v1jU8p> and recognise it here <https://goo.gl/U5KouH>
- ▶ Individuals can send a quote explaining “Why I support the new International Fair Trade Charter” with your full name (and title, if you wish to) to Ffion Storer Jones (info@fairtrade-advocacy.org) at the FTAO.
- ▶ Post to social media platforms using #FairTradeCharter to spread the word and promote the Charter online.
- ▶ Contact your local council and educational institutes to ask and urge them to recognise the Charter.

Scottish Fair Trade Forum

The Scottish Fair Trade Forum is the national membership network organisation promoting Fair Trade across Scotland.

Established in January 2007 by a group of Fair Trade campaigners, Scotland-based non-governmental organisations and supported by the Scottish Government, the Scottish Fair Trade Forum was tasked with leading the effort to become one of the world's first Fair Trade Nations. In 2013, Scotland fulfilled the criteria to become the world's second Fair Trade Nation and this status was renewed in 2017 which confirms the ongoing progress Scotland has made in its commitment to supporting Fair Trade.

Key aspects of our work include engaging with:

- ▶ Partners and stakeholders such as the Scottish Government and Parliament to ensure that policies are in place which assist Fair Trade producers;
- ▶ The business community to integrate Fair Trade principles and corporate accountability into all aspects of their business and to become partners in encouraging the growth of the Fair Trade sector in Scotland;
- ▶ The broader public in Scotland by raising awareness and encouraging understanding of the role of Fair Trade in creating a more sustainable world and promoting the purchase of Fair Trade products.

Contact Us

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