

Ladies and Gentlemen,

we are happy to introduce to you the newly developed Fair for Life newsletter. Our aim is to keep you informed on the current developments regarding the Fair for Life – Social & FairTrade Certification Programme. The newsletter will be published twice a year. For further information on Fair for Life please visit the website www.fairforlife.net or contact us directly. We would be happy to assist you.

Regards, Your Fair for Life Team at IMO

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1% For the Planet

In late 2009, IMO has been accepted as a non-profit partner to '1% For the Planet'. This US-initiative is an alliance of private sector companies that donate a minimum of 1% of their annual revenues to non-profit environmental organisations. Since its inception in 2002, it has become one of the largest funders of environmental work around the world. The current annual donation sum is about 12 Million USD channelled to almost 2000 recipient groups, organisations and initiatives. Non-profit partners receive the donations directly from 1% for the Planet members. The organisation's mission is to build and support an alliance of businesses that are financially committed to creating a healthy planet. This includes contribution to ecologically and socially sustainable production and sourcing practices.



Currently IMO is almost entirely funded through certification fees and development projects worldwide, but it wants to be able to support some of its projects through non-profit donations, such as farmer-outreach, development of eco-friendly production and ethical standards, agricultural development activities, and fair trade education. We are excited to now be a non-profit partner with 1% For the Planet, as IMO has long been involved in

the pursuit of sustainability and social responsibility, and we hope to be able to increase our activities worldwide through the support of corporate philanthropy.

You find further information on 1% For the Planet at www.OnePercentforThePlanet.org.

The Fair for Life Programme: Where do we stand now?

More than 3 ½ years ago, in September 2006, Fair for Life was launched as a new Social and Fair Trade Programme, developed by the Swiss Bio-Foundation, in cooperation with the Institute for Marketecology (IMO). It all started with a handful of relatively small but dedicated companies and their supply chains setting off to establish a fair trade certification that would work independent of the traditional FLO / Transfair Fairtrade system. This new certification programme created an opportunity for all true fair trade producers and products that had not previously been eligible for fair trade certification.

The Bio-Foundation and IMO are convinced that FairTrade certification should work for all types of production systems, products and regions world-wide. From the very beginning, 'Life' was in the centre of the new programme: improving the lives and livelihoods of marginalised producers on all continents, in all societies and in all industries where such marginalisation occurs. Hence, the name: Fair for Life. But 'Life' is no privilege of humans; meaningful consideration of the lives of animals and plants as well as their habitats is part of the environmental criteria of Fair for Life, as symbolised by the label's twin leaf.

Looking back on the last years of programme implementation, Fair for Life has contributed to improved income and livelihoods of many thousands of workers, smallholder and plantation farmers and employees in Africa, Asia, Europe and the Americas.

About 60 operations have been certified so far, while another 40 are in various stages of the certification process. While many operators are producers in the food sector, Fair for Life certification today also includes cosmetic products, beverages and textiles.

The www.fairforlife.net website illustrates the programme's transparency approach: on this website all relevant information on certified companies (including performance at the latest audit) and products is published. The Fair for Life label has meanwhile become well known on fair trade markets, especially in North America. Creating a high quality Social and FairTrade Programme and label with only little marketing and PR funds relying on client networks and information systems has been a challenging but successful enterprise.

Fair for Life, however, does not only work within the more or less rigid scope of a certification programme. It is also being used to verify the performance of larger companies with regard to their own ethical, social or fair trade standards or policies and related compliance claims. An example for this application is the Community Trade Programme of The Body Shop International.

Fair for Life's impact on the ground is not limited to a certification framework but it can also be used as a tool and guidance manual for companies or organisations.

Revision of the Fair for Life Programme

During the past years, it has been encouraging to see how many different parties, from producers to processors, traders, NGOs, the media and many IMO clients, have been engaging in the continuous development of the Fair for Life Programme. It is their feedback and discussion triggered by the everyday exchange that make the programme a living (and lively) organism. However, just like any other organism, Fair for Life needs regular structural and technical review to remain an up-to-date Programme. Hence, in early 2010, a new revision process of the Fair for Life Certification Programme has started, which will take about one year.

On the technical level, the main aims of this revision are:

- Streamlining the programme so that it strengthens its market profile
- Closing gaps that have been discussed during the past three years of implementation (e.g. absence of criteria and control points that cover

animal testing, animal breeding and herding etc.)

- Reviewing and updating both structure and contents of control points to account for all important new developments in Ethical Sourcing, Social Responsibility and Fair Trade certification during the past three years
- Integrating all additional aspects and checklists into one programme (e.g. requirements along the trade chain; control points for tourism and other services)

The revision is carried out in conformity with ISEAL standards, which is a big challenge and one reason why it will take an entire year. While this increases the costs of and time required for the revision process, it has huge benefits, ranging from increased industry and consumer acceptance (ISEAL provisions have meanwhile become basic international standard setting and revision practice) to valuable technical input by many different stakeholders through the public consultation processes.

The first step of the revision process was a compilation of suggestions for revision from Fair for Life experts, which was discussed at an expert workshop in late February 2010 in Constance, Germany, and formulated as recommendations for consideration during the revision process. Together with the IMO Social and FairTrade department, the Bio-Foundation developed a first draft of the revised Fair for Life Programme, circulated for public consultation in May 2010. Consultation reaches out to the general public through publication of the draft on the Fair for Life Website (www.fairforlife.net) and to 150 selected experts from the private sector, state and non-governmental bodies and institutions, universities and other groups. Further steps and timelines need to be fixed once we have an overview of the result of the first public consultation. All recipients of this newsletter are encouraged to participate in the consultation process.

The Birth of a Movement – Fair for Life Extends to Domestic Production

The Domestic Fair Trade Association (DFTA) of North America announced the acceptance of The Institute for Marketecology (IMO) — certifier of Fair for Life Fair Trade Certification — as an active member to the association. The DFTA is an association of organizations who are committed to promoting and protecting the integrity of Domestic Fair Trade Principles through education, marketing, advocacy and endorsements.

Many people today are familiar with international fair trade as a movement to ensure fair prices and premiums paid to farmers, as well as a system that

promotes fair and transparent relationships between farmers and buyers, and to protect principals of environmental and social responsibility. However, as the movement has grown it has become apparent that many of the challenges producers are facing in developing countries are comparable to what family farmers and farmer groups often have to deal with in North America.

DFTA members have come together to contribute to a movement for fairness, equity and sustainability that supports family-scale farming, farmer-led initiatives such as farmer co-operatives, just conditions for farm workers, and the strengthening of the organic agriculture movement. The DFTA members seek to bring these efforts together with mission-based traders, retailers and consumers to contribute to the movement for a more equitable, diverse and sustainable agriculture in North America and around the world. By creating businesses committed to principles of fairness and equity and leading by example, we hope to create positive change in the mainstream marketplace by influencing the conduct of conventional corporations.

With its acceptance into the DFTA, IMO now formally announces its call for applications for North American operations that would like to become pilot certification projects of Fair for Life Fair Trade standards in a Domestic Fair Trade context. To receive an application form, operators should email kerry@imo-control.org.

Spreading the word

Thanks to the efforts of many people the Fair for Life Programme, its logo, its achievements and the accomplishments of all the certified operations have become widely known. We would like to ask everybody to send us articles or links to articles mentioning Fair for Life. Furthermore we would kindly ask you to send us any press releases regarding Fair for Life. We are planning to put up a

section for press releases on the Fair for Life website and would like to include your press releases. Please email us your input to info@fairforlife.net.

Review Biofach 2010: Social and FairTrade Department

Fair Trade in Organic Agriculture was the core topic of this year's Biofach in Nürnberg, Germany, between 17 and 20 February 2010. Numerous side events were organized around this topic and there was special fair trade show in hall 5, which drew a lot of attention, interest and received wide press coverage.

IMO organized one of the fair trade related side events (From Fair Trade to Ethical Cooperation) and participated in two other ones (One Fair Idea – Competing Standards, organized by Biofach / Organic Services and Social Fairness in Organic Trade, organized by IFOAM). Feedback on the presentations and discussions at the side events was mostly positive and encouraging.

Interest of potential clients in Fair for Life was quite high, especially from clients in Europe, North America and Africa. This is certainly a reaction to the fact that many companies see a potential new market in the fair trade sector. While the organic sales have stopped their increase on many markets, the market for fair trade products is still on the rise.

Feedback with regard to the FFL Programme was generally good. The programme's flexibility was mostly appreciated by clients.

There is a continuous trend that companies with strong brands are interested in working with IMO as an external verifier of their own programmes and activities.

Domestic Fair Trade (DFT) was one of the two core topics in the social and FT sector at this year's Biofach. The second FT topic that was much debated was supply chain certification.

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