

## Ladies and Gentlemen,

There have been some very exciting changes in the world of Fair for Life in the last months. Join us in this issue of the Fair for Life news to explore the new Fair for Life Certification Programme, the new logos and the new composition rules for cosmetics. The high quality certification is further guaranteed by a new policy on the subject of fair-washing. You can also read all about the events at which Fair for Life was present and its endorsement by Fair Trade Vancouver. Regards, Your Fair for Life Team at IMO

## Table of content

Revision of the Fair for Life Programme – New version 2011 .....	1
Certification of cosmetics - Composition Rules .....	3
New Policy against Fair-Washing .....	3
Natural Products Expo West, Anaheim CA, USA .....	4
IMO Invited to Speak at the USFT Convergence.....	5
Fair for Life Fair Trade Certification Endorsed by Fair Trade Vancouver.....	5
Fair for Life at Biofach 2011 .....	5

## Revision of the Fair for Life Programme – New version 2011

### Revision Process

In 2010, the Swiss Bio-Foundation as owner of the Fair for Life Programme carried out a complete revision of the programme. The revision process was designed in respect of the principles of the ISEAL Code of Good Practice and Guidance for Setting Social and Environmental Standards; P005, Version 5.01, April 2010. For this purpose, two public consultations of 60 and 30 days were held. Stakeholders having sent in comments include national and international companies, producers and producer groups, NGOs, government and research institutes and certification agencies. A list of comments made and information on how these were considered during the revision process is available on the Fair for Life website.

## Main Changes

The most obvious change is the general structure of the programme. Accounting for the interest in and development of more and more fair trade concepts beyond traditional fair trade applicability in the food, cosmetics and textile sectors, new modules were developed that detail principles, criteria and performance indicators for social responsibility and fair trade also for wild collection, tourism, handicraft production / artisan groups, and mining. Hence, the 2011 Fair for Life Programme consists of the following sections:

- Fair for Life Programme: Objectives, scope; principles and criteria
- Control Module 1: Labelling and Control Criteria
- Control Module 2: Hired Labour Operations
- Control Module 3: Producer Groups
- Control Module 4: Handling Operations
- Control Module 5: Processing Groups and Artisan Operations
- Control Module 6: Wild Collection Operations
- Control Module 7: Mining Operations
- Control Module 8: Touristic Services
- Control Module 9: Integrated Production Criteria (Agriculture)

The following major changes have been made to the content of the Fair for Life Programme:

1. Labelling and Control Requirements (Module 1): New composition rules have been defined for food, cosmetic and beauty products as well as for textiles and other industrial or artisanal products. In the lat-

ter, Fair for Life certification of the main ingredient or principal constituent at the level of production of this ingredient / starting material is compulsory (e.g. wool in textiles; wood or leather in handicrafts in which these are the main constituent of the final product).

2. **Hired Labour (Module 2):** New, stricter provisions with regard to freedom of association, health and safety, responsible community relations, environmental criteria, FairTrade pricing requirements.
3. **Producer Groups (Module 3):** More detailed provisions with regard to child labour, community relations, and environmental criteria. Introduction of Fair for Life FairTrade floor and sales price concept.
4. **Handling Operations (Module 4):** Requirement of proof of decent working conditions along the chain of custody. This applies to all Fair for Life buyers, intermediate handlers and as owners of Fair for Life labelled brands (brand holders). This module has been designed specifically for listing all requirements for handlers. All importers and first buyers as well as brand holders must be audited and certified; intermediate handlers and subcontracted processors must be registered. Several exemptions apply to small handlers or small volume trade.
5. **Integrated Production Criteria (Module 9):** For agricultural Fair for Life operations without organic or similar certification (e.g. GlobalG.A.P.) through which good production practice can be confirmed, the Fair for Life Integrated Production Criteria must be adhered to, in order to ensure responsible handling of agrochemicals and adequate soil management.

## Applicability

The Fair for Life Programme has no applicability restrictions with regard to countries of

production, production systems or type of product, as long as the production and the chain of custody follow the defined fair trade principles. However, before acceptance of a production chain into the Fair for Life system, an eligibility check must be carried out for the following operations:

1. All hired labour producer operations in high-income production situations (including domestic fair trade)
2. All producer groups or contract production in high and upper middle income countries as defined by the World Bank country rating (Module 1; Annex 1)

In these cases, operators must demonstrate their fair trade focus and show how marginalised groups in the local context benefit from the fair trade system.

## Launch and Publication

The revised Fair for Life Programme was launched at the 2011 Biofach trade fair in Nuremberg, Germany, in February 2011. At the same time, the programme was published on the Fair for Life website from where it can be freely downloaded. Spanish and Portuguese translations are being prepared and will be published online as soon as they become available. Other translations will be done upon demand and if funding is made available.

All audits and certifications from the 1<sup>st</sup> March 2011 were carried out according to the revised programme. Operators that are already certified Fair for Life have a transition period of 12 months to comply with the new provisions of the revised programme.

## The new Fair for Life and for Life logos





## Certification of cosmetics - Composition Rules

From its beginning, the Fair for Life Programme has been open to all kinds of products, in the food and also the non-food sector. Over the years, with the programme evolving, we have realised a constantly growing interest in Fair for Life certified raw materials for the cosmetics industry, as well as Fair for Life certified cosmetic products. Cosmetics and beauty products in Fair for Life quality do not only contribute to better conditions for small-holder farmers producing raw materials like palm oil, shea butter or essential oils, but can also satisfy the consumers' growing demand for ethically produced goods.

New composition and labelling rules for cosmetic and beauty products have been introduced in the new Fair for Life Programme version 2011. **There are two options to qualify for a Fair for Life cosmetic product: the product must either have at least 50% of all ingredients (per weight, excluding water) non-aqueous non-juice fair trade certified ingredients or 90% of all ingredients (per weight, excluding added water) must be fair trade certified. In either case the FairTrade certified content shall always be higher than 10% of the entire formulation including water. Products with at least 15% of all ingredients (in weight excluding water) being fair trade certified and with at least 5%**

total fair trade content including water may be labelled as "Made with Fair for Life FairTrade ingredients". However, in order to be as transparent as possible, the total fair trade certified percentage must be indicated on the label of "Made with" products.

For questions regarding Fair for Life cosmetics certification or composition rules, please contact Julia Edmaier at [jue@imo.ch](mailto:jue@imo.ch).

## New Policy against Fair-Washing

### Background

Together with the challenge to implement the revised Fair for Life Programme, IMO has increasingly become confronted with applications for Fair for Life certification of companies with doubtful attitudes towards social responsibility and fair trading. While IMO wants to keep its general policy of openness towards any client applying for a certification system, auditing and potentially certifying operators under Fair for Life, who are the subsidiary, branch or other part of a larger company that does not adhere to basic social responsibility and fair trade practices, may discredit the Fair for Life Programme and the value of the respective certification. For this reason, a number of control elements have been included in the Fair for Life certification process that help avoiding fair-washing practices and the potential abuse of Fair for Life certification. These control elements include:

- a) Eligibility check of applications of producers in high and upper middle income countries or production situations (see article of Fair for Life revision in this edition of the FFL Newsletter).
- b) Widening the scope of audit, certification and registration requirements along the chain of custody (for details see Module 4 (Handling Operations) of the Fair for Life Programme).
- c) Development of a Policy against Fair-Washing.

## Policy

IMO's policy on the avoidance of fair-washing defines the procedure with regard to applicants or clients of IMO applying for certification or already being certified according to 'for Life', 'Fair for Life', 'Ethical Value' or individual Corporate Social Responsibility certification. The aim of the policy is to ensure that no company is certified by IMO according to above mentioned standards if there is proof or strong evidence of serious violations of human rights, fundamental worker rights or other social responsibility obligations by the company or by any other national or international branches, subsidiaries or other dependent units, as well as mother companies or other units of the same trust or corporation. The policy is based on Control Module 1, Section 1.3.1.2 of the Fair for Life Programme, according to which IMO reserves the right to refuse applicants or certification when there is reasonable suspicion that it may be misused to cover up unfair and/or unsocial practices of the mother company, trust or corporation. This policy is also applied to social or fair trade certification or verification activities of IMO that are outside the scope of the Fair for Life Programme (e.g. Ethical Value Certification; verification according to ETI base code). In case of suspicion or doubt, the respective IMO office will contact and inform the IMO Group Office immediately. If there is suspicion of fair-washing or of violation of the social and fair trade provisions of the Fair for Life Programme of an operator that has already been certified Fair for Life, for Life or according to other private social and/or fair trade standards, the certification can be suspended or – in very serious cases – the de-certification process can be initiated. Information of suspension or de-certification of an operator is published on the Fair for Life website.

## Natural Products Expo West, Anaheim CA, USA

March was an exciting month for the IMO-US office and the Fair for Life programme in North

America, starting with the Natural Products Expo West Trade Show in Anaheim, California, 11<sup>th</sup> -13<sup>th</sup> March. Expo West ([www.expowest.com](http://www.expowest.com)) is the largest natural products conference in North America. Wolfgang Kathe, managing director of North America for the Fair for Life programme at the IMO head office, joined Kerry Hughes, IMO-US Director, Laura Johnson, IMO-US Programme Manager and Nisha Bhatt, an IMO-US intern for a successful show. Although 2011 is only the second year IMO-US exhibited at Expo West, interest in the Fair for Life Programme has increased among companies in the US including larger brands. Increasing awareness of the Fair for Life Programme and IMO as a fair trade certifier in the US was evident with the number of visitors at the exhibiting table, the number of meetings prearranged before the show and recognition of brands that have become Fair for Life certified.

IMO was also invited to give a talk at a seminar entitled "Changing the way we do business: Fair Trade Certification and Sourcing" hosted by the Fair World Project and the Fair Trade Resource Network. The event was a panel discussion regarding fair trade certification of products and companies internationally and domestically. Fair trade certifiers were to discuss how to certify companies and products and source fair trade ingredients; whereas, Fair trade membership organisations were to talk about raising awareness and participation in stores. Other panelists included: Fair Trade USA, Agricultural Justice Project (AJP), Domestic Fair Trade Association (DFTA) Fair, Fair Trade Federation (FTF), Fair Trade Resource Network (FTRN) and Fair World Project (FWP).



## IMO Invited to Speak at the USFT Convergence

The United Students for Fair Trade (USFT) [www.usft.org](http://www.usft.org), a national network of student organisations advocating Fair Trade principles, products and policies, held their annual convergence at Western Kentucky University on 18<sup>th</sup> - 20<sup>th</sup> March. WKU earned Fair Trade University status and is the 5<sup>th</sup> fair trade university in America. As an impartial organisation, the USFT committee invited IMO-US to speak at the convergence and join the newly formed Advisory Committee. Laura Johnson, IMO-US Programme Manager, attended the convergence and delivered a presentation on IMO and the Fair for Life - Social Responsibility & FairTrade Programme to more than 50 convergence participants. The newly formed Advisory Committee for the USFT organisation was kicked-off with a dinner for all Advisory Committee members and USFT committee members. IMO-US holds a position on the Advisory Committee along with other experts in the Fair Trade movement.

## Fair for Life Fair Trade Certification Endorsed by Fair Trade Vancouver

In late March the Fair for Life certification programme was endorsed by Fair Trade Vancouver, a volunteer based non-profit society promoting fair trade awareness and education in the metro area of Vancouver, Canada. Fair Trade Vancouver ([www.fairtradevancouver.ca](http://www.fairtradevancouver.ca)) is the first fair trade town organisation in North America to endorse the Fair for Life programme. This is exciting news in that it

shows an increased awareness and recognition of Fair for Life as a sound programme and IMO as a reputable certifying body.

## Fair for Life at Biofach 2011

As in 2010 „Organic and Fair“ was one of the core topics of this year’s Biofach in Nuremberg, Germany. On this perfect platform, IMO in cooperation with the Bio Foundation presented the revised version of the Fair for Life Programme to the public. A lot of clients and interested visitors used this opportunity to learn more about the new programme’s structure and the content adaptations. Besides the new version of the Fair for Life Social & FairTrade Certification Programme also the new Fair for Life and for Life labels were presented and widely appreciated.

Representatives of IMO participated in presentations and discussions in the Fair & Ethical Trade Forum at side events, like „Various fair trade approaches and labelling schemes: Details and Differences“ and „Regulation of fair trade – private initiative or state control“. Feedback on the side events was positive and encouraging.

The manifold interest of producers, processors and handlers in the Fair for Life Social & FairTrade programme and the detailed conversations with potential clients at this year’s Biofach have shown that the market for ethical and fair traded products is further growing and social values are gaining more and more importance in trading decisions.