THEORY OF CHANGE

Universal & Inclusive Framework
Promote Fair Trade, social and environmental responsibility in supply chains across multiple sectors that is adaptable to local settings. Encourage a common understanding and recognition between other Fair Trade certifications. The FFL standard is submitted to a constant revision process involving stakeholders to guarantee its effective contribution.

Eligibility & Control
Define pre-requisites to ensure that organisations and companies maintain a genuine interest in Fair Trade and engage all involved parties through supervision systems.

Transparency
Provide truthful and accessible information to the market, the public sector and civil society.

Outputs
Organisations and companies from the North and South strengthen their commitment to transparent, fair business practices aimed at long-term partnerships.

Enhanced respect of human rights and working conditions of producers and workers with a focus on vulnerable groups.

Reinforce the democratic representation and empowerment of producers and workers through activities that encourage their organization and autonomy.

Improved environmental friendly practices, biodiversity protection and co-responsibility of mitigating climate change.

Stronger engagement of organisations and companies with the local community where they operate.

Truthful flow of information through supply chains and respect to consumers is assured with rigorous labeling, traceability and dissemination requirements.

Outcomes
Improved pricing terms that ensure business sustainability and the Fair Trade Fund agreement for the development of Producer Operations.

Enhanced competences to improve product quality, market access autonomy, diversification and overall productivity of operations with a collaborative approach to problem-solving.

On-site processing and short supply-chains are encouraged to enhance shared added-value within the supply chain.

Workers benefit from better wages and labour relationships based on respect and non-discrimination.

Organisations and companies benefit from workers loyalty, and improved human capital.

Improved equal influence of beneficiaries on decision-making processes in their business and local community.

Enhanced adaptive capacity of production systems and ecosystems protection.

Strengthened local economy and enhanced support of Fair Trade Fund for social, economic and environmental collective projects.

Enhanced consumer awareness and reward for ethical businesses by increasing demand of certified Fair Trade products.

Impacts
Producers, workers and their families live in dignity and have strengthened capacity for resilience and gender equality.

Balanced governance power in supply chains.

Improved local replication of environmentally sustainable practices.

Heightened communities capacity-building to boost sustainable local development.

Increased supply chains, transparency and accountability.

“A world where trade is a driving force for positive and sustainable change, benefiting people and their environment.” : Fair For Life’s vision, which is aligned with the following UN Sustainable Development Goals