



Project  
Overview  
and  
Key Findings

# Project Overview



- ‘Trade Fair Live Fair’ (TFLF) is the ambitious project of the Fair Trade and Ethical Fashion movements across Europe to join forces to foster more resilient livelihoods for the producers and workers behind many of the products that European citizens consume.
- We have spent the last three years (2017-2020) researching, lobbying and campaigning on the continuing and endemic poverty many producers and workers in developing countries face, as the direct result of imbalances of power in supply chains.



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# Our Impact



## Advocacy

- Reaching over 4,500 local, national and EU politicians
- Pushing for living incomes and HRDD in cocoa
- Joining others in calling for an EU sustainable and fair textiles chains strategy

## Public mobilisation

- Over 1.25 million people have taken action, and tens of millions have been reached
- 15 pan-European campaigns. This has included campaign actions and petitions, to wider awareness raising such as Fairtrade Fortnight in the UK or WFTO's World Fair Trade Day
- Our consumer surveys found high support for ethical consumption and for fashion brands to address global poverty (84%), climate change (85%), and gender inequality (77%)

## Private Sector

- Over 2,000 companies reached
- Transparency commitments from key fashion and tea brands



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# Our Research



## Year 1

- Coordinadora Estatal de Comercio Justo: Fair Trade and Sustainable Development Goals
- Fashion Revolution: Transparency Index 2018
- Fashion Revolution: Consumer Survey 2018
- Commerce Équitable France: Coffee - The Success Story That Hides A Crisis - French and English
- Oxfam-Magasins du Monde: Fair Trade Textiles and Decent Work - French
- Traidcraft Exchange: The Estate They're In

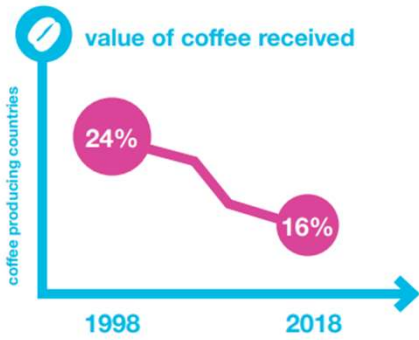
## Year 2

- Fairtrade Foundation: Craving a Change in Chocolate
- FTAO: Towards sustainable cocoa supply chains: regulatory options for the EU
- WFTO: Business Models that Empower Women and Gender equity and Women's rights in the work place
- Fashion Revolution: Fashion Transparency Index 2019
- WFTO Europe: Implementing SDG8 through the WFTO Fair Payment Process – Good practice, challenges and learning
- WFTO Europe: WFTO-Europe Review 2019 – How Fair Trade tis a step towards the United Nations' Sustainable Development Goals

## Year 3

- Fairtrade Foundation: The Invisible Women Behind our Chocolate and Fairtrade Research Paper: Cocoa and the Invisible Women
- Fairtrade Foundation: Blooming Back Better: Towards living wages and resilience in the flower industry
- Fairtrade Foundation: A Climate of Crisis
- WFTO: Creating the New Economy: Business Models that put People and Planet First – English, Spanish and Portuguese
- Traidcraft Exchange: Our land. Our rights.
- WFTO-Europe: Circular Economy Toolkit for Fair Trade organisations
- WFTO-Europe: Public Procurement for Sustainable Enterprises

IN 2017, **AVERAGE INCOME** FOR PERUVIAN AND ETHIOPIAN COFFEE FARMERS WAS **20% LOWER** THAN IT WAS 12 YEARS BEFORE



**4.3 MILLION CHILDREN WORK** IN INDIA – MOSTLY IN AGRICULTURE



**4%**  
Trade Union members



**96%**  
Non-Trade Union members

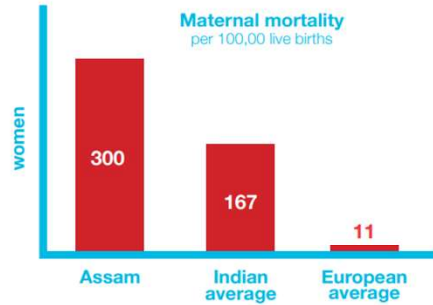
GHANAIAN AND IVORIAN COCOA FARMERS SAW THEIR **INCOME DROP BY AROUND 30%** FROM 2016 TO 2017 DUE TO A GLOBAL PRICE CRASH



THE LARGEST UK BRANDS TOGETHER COMPRISE ABOUT **70%** OF THE UK TEA MARKET WITH ANNUAL SALES OF AROUND **£500 MILLION** AND ALL USE TEA GROWN IN ASSAM AS PART OF SOME OF THEIR BLENDS



AT CURRENT RATES IT WOULD TAKE ANOTHER **100 YEARS** TO CLOSE THE ECONOMIC AND POLITICAL GENDER GAP AND ANOTHER STAGGERING **217 YEARS** BEFORE WOMEN EARN AS MUCH AS MEN AND ARE EQUALLY REPRESENTED IN THE WORKPLACE



**77%** OF CONSUMERS AGREE THAT FASHION BRANDS SHOULD BE LEGALLY OBLIGED TO RESPECT THE **HUMAN RIGHTS** OF EVERYONE INVOLVED IN MAKING THEIR PRODUCTS AND



**PROTECT THE ENVIRONMENT** AT EVERY STAGE OF PRODUCTION AS WELL

**WOMEN FARMERS** LACK EQUAL RIGHTS TO OWN LAND IN MORE THAN **90 COUNTRIES** WITH A HUGE GAP BETWEEN LAW AND CUSTOM IN MANY



IN ASSAM, INDIA, **1 IN 3** LIVE BELOW THE INDIAN POVERTY LINE. WORKERS ON TEA ESTATES ARE PAID **50%** OF A LIVING WAGE



ONLY **37%** OF BRANDS PUBLISH MEASURABLE, LONG-TERM COMMITMENTS OR GOALS ON **IMPROVING HUMAN RIGHTS**



IN COTE D'IVOIRE, FARMERS NEED **\$2.50 A DAY** TO PROVIDE A LIVING INCOME, BUT AT THE MOMENT THEY TYPICALLY RECEIVE LESS THAN **\$1**



BETWEEN 2001 AND 2014, GHANA LOST **AROUND 10%** OF IT'S TREE COVER, OF WHICH ONE QUARTER WAS CONNECTED TO THE **CHOCOLATE INDUSTRY**



# Recommendations

- Collaboration
- Human Rights Due Diligence
- Access to Finance
- Transparency
- Gender Equality
- Public procurement



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