



# A DEFINITION OF FAIR TRADE

*Define what Fair Trade is with a small text and video.*

## INFORMATION

### USEFUL FOR

- Managers and volunteer trainers, organisations working with volunteers
- Volunteers and operators in the organisations

### TYPE OF TOOL

Information

### MAIN FIELDS OF ACTION

Action on Economic Choices  
Circular Economy  
Ethical Purchases  
Fair Trade  
SDG Awareness  
Social Economy  
Sustainability

### [RELATED SDG](#)

All 17 SDGs are relevant for this activity

## DESCRIPTION (part 1)

### 1. The definition of Fair Trade advocacy office

Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South.

Fair Trade Organisations, backed by consumers, are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade.

### 2. As defined in the International Fair Trade Charter, 2018

[PDF FILE for visual support](#): images that help to assert and understand the content

- Image 1: Production that respects the environment
- Image 2: A Fair and Stable Salary
- Image 3 : Good working conditions
- Image 4: A long-term commercial relationship
- Image 5: In addition to the salary, the group of producers receives a bonus for collective projects.
- Image 6: Producers involved in decision-making





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## DESCRIPTION (part 2)

[PDF FILE for visual support](#): images that help to assert and understand the content

- Image 7: A way of exerting pressure to make international trade fairer
- Image 8: An advance is paid to producers when the order is placed.
- Image 9: without Fair Trade, risk of too low salary to live a decent life
- Image 10: without FT, risk of ever-changing income dictated by the stock market
- Image 11: without FT, risk of working too many hours
- Image 12: without FT, risk of having the workers' unions and protests banned
- Image 13: Once the products are sold, money is paid back to the producers to help them live better.
- Image 14: risk of having profits are used to pay the boss and shareholders

These pictures can also serve as a game:

You show the pictures to the group and they have to say if it is Fair Trade or not.

## RESOURCE AND SUPPORTING MATERIAL

<https://fairtrade-advocacy.org/definition-of-fair-trade>

Visual support materials for younger audience – PDF: [Découverte du CE.pdf](#) (available only in French)