

Fair Trade Nation

Report 2018



Cymru Masnach Deg
Fair Trade Wales

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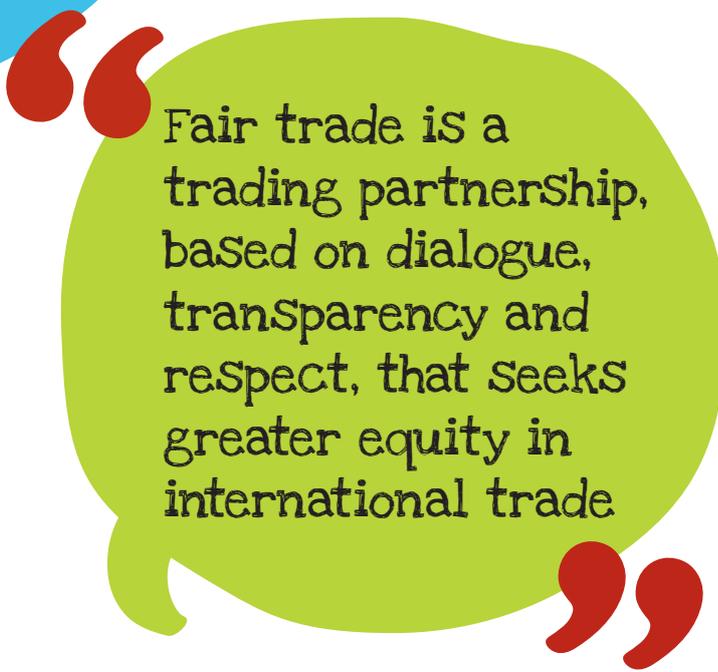
Introduction

In 2018, Wales celebrates 10 years since being declared a Fair Trade Nation. The campaign was started at the beginning of Wales's devolution with grassroots and cross-party support from the Welsh Assembly. We've come a long way since then and we're taking another look at what it means to be a Fair Trade Nation.

We have carried out a review into Wales as a Fair Trade Nation. Our research clearly shows that people want Wales to continue being a Fair Trade Nation, and more places internationally are interested in the work going on here in Wales. This short report ties together our experience and activities of the last 10 years with the developments internationally, and considers what this means for the future of Fair Trade in Wales.

In the past few years, the world has come together and signed up to the Sustainable Development Goals and in Wales we have the Well-being of Future Generations Act, a first-of-its-kind piece of legislation requiring public bodies to demonstrate how they are being globally responsible. We are also seeing the world's trading relationships changing.

According to FINE¹: "Fair trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development



Fair trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade

by offering better trading conditions to, and securing the rights of, marginalised 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”.

Most importantly, we need to remember that the work we do in Wales is done to change the lives of farmers, workers and craftspeople around the world who are not paid fairly or treated with respect for the work that they do. Our vision is to see an equal world, trading fairly. The dedication and support that people and organisations across Wales demonstrate by being a part of the Fair Trade Nation is done with the ultimate aim to make poverty history.

¹ FINE is an umbrella network of key Fair Trade stakeholder organisations: Fairtrade International, the International Fair Trade Association (now the World Fair Trade Organisation), the Network of European Worldshops and the European Fair Trade Association.

About this report

This year, as Wales marks 10 years since being declared a Fair Trade Nation, the Welsh Government, which is Fair Trade Wales' main funder, has asked us to review what a Fair Trade Nation is and come up with some ideas for the future. As international interest in Fair Trade Nations grows, Fair Trade develops and as the UK seeks to change the ways it trades with other countries, this seems an appropriate time to reflect on what Wales as a Fair Trade Nation could be in the future.

The brief

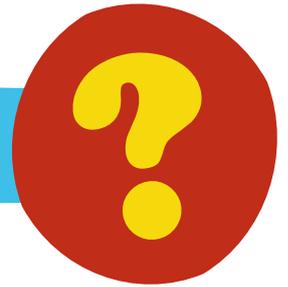
The review's main purpose is to help shape the direction of Fair Trade work in Wales, but it has also enabled us to share our experience, research and recommendations to other Nations and Regions.

The scope of this review covers three main areas:

- ➔ Where we are / What Wales has done so far
- ➔ What a Fair Trade Nation is
- ➔ What Wales as a Fair Trade Nation could look like

This report shows the results of our research and analysis and suggests recommendations to feed into this ongoing discussion about Fair Trade Nations or Regions, as well as for the future of Wales as a Fair Trade Nation.

Research



For the report we carried out research through an online survey, focus groups and desk research. Both the survey and focus groups used a similar set of questions around some main topics; feelings and opinions around Wales's experience of being a Fair Trade Nation, and what priorities should be worked on in the future.

We held eight focus groups: five across Wales with local Fair Trade groups, and three with specific groups: Fairtrade universities in Wales, global Fair Trade researchers and practitioners & Assembly Members. Altogether 53 people attended the focus groups. They were carried out by Aileen Burmeister and Julian Rosser, from 11 June to 24 July.

The survey was open for 6 weeks, from 13 June to 26 July. It was advertised through newsletters, word-of-mouth, on our website, through partners and on social media, including the use of Facebook and Twitter ads. Respondents all had the order of answers to multiple choice questions randomised to avoid any unconscious bias which could have occurred. The survey was started 268 times, with 241 responses filling out the survey to various degrees.

Where we are / What Wales has done so far

Fair Trade Wales

Fair Trade Wales is the national organisation for Fair Trade in Wales. We have a vision of an equal world, trading fairly and our mission is to be a catalyst for the Fair Trade movement in Wales.



The organisation was initially set up in 2004 as the Wales Fair Trade Forum (including CAFOD, Christian Aid, Fair Do's/Siopa Teg, Oxfam, Tearfund and Together Creating Communities) to oversee the Fair Trade Nation campaign and, on June 6 2008, Wales made history and became the first ever Fair Trade Nation.

Shortly after this, in 2010 Fair Trade Wales was established as a non-profit company, limited by guarantee. Since 2015 we have been part of the Hub Cymru Africa (HCA) partnership, which supports the Wales Africa and Fair Trade communities. Fair Trade Wales and Wales Fair Trade Forum have received significant core funding from the Welsh Government's Wales for Africa programme since 2006.

We see our role as a catalyst for the Fair Trade movement in Wales to be:

- 1 Supporting
- 2 Growing
- 3 Promoting

Due to our history, we have an integral part to play in Wales being a Fair Trade Nation. Our role has included supporting and monitoring Wales as a Fair Trade Nation, though it is clear from the criteria that we are not the owners of a Fair Trade Nation, nor indeed the sole organisation responsible for its implementation. Alongside supporting the grassroots movement, providing Fair Trade producer opportunities and speaking up internationally, we have gone above and beyond Fair Trade Nation criteria through much of our work over the past 12 years. Some examples of work we have carried out and supported include:

Fair Trade Ways Wales

Fair Trade Ways were introduced to Wales in 2011. They create walking links between Fairtrade towns, encouraging people to visit places supporting Fair Trade, and giving campaigners a chance to promote Fair Trade. They are led by volunteers in Carmarthenshire. Fair Trade Wales has supported this including facilitating Dyborn Chibonga, National

Smallholder Farmers' Association of Malawi, to join the International Fair Trade Ways Festival to walk in the footsteps of Welsh Poet, Idris Davies in 2017.

Fair Trade in Football (and Rugby)

This campaign was set up by Pembrokeshire resident Sharron Hardwick, a strong football and Fairtrade supporter to promote the use of Fairtrade footballs. The campaign has gone from strength to strength with yearly school Fairtrade football tournaments in Pembrokeshire and much press publicity. We have supported the campaign with advice, support and funding from the HCA partnership and providing networking opportunities. The campaign has won several awards, and has most recently started campaigning for the use of Fairtrade rugby balls as well as footballs. Other groups have been inspired by this idea with Fairtrade football tournaments or procurement now occurring in Carmarthenshire, Barry, Monmouthshire, Cardiff Met and more.

Fair Trade Signs

Since 2013, local groups have wanted visible signs of their Fairtrade status. We worked with groups, local authorities and the Welsh Government to provide guidance and part-finance road and car park signs. The signs help promote wider awareness and involvement of the population in the Fair Trade movement. Signs are now displayed in: Abergele, Ammanford, Barry, Monmouthshire & Newcastle Emlyn.

Fair Trade Voices

Education was a long-term focus for Fair Trade Wales and produced the Fair Trade Voices project. This developed links between schools and Fairtrade producers. Fair Trade Wales provided guidance, technical equipment and links for video conferencing between the two who could find out more about each other. This project was then turned into online resources for other schools to learn about and get involved themselves.



Fair Trade Province

The Church in Wales (CiW) has been a long supporter of Fair Trade and the Fair Trade Nation. They started a Fair Trade Province campaign in 2015. Fair Trade Wales supported the creation and assessment of criteria for a Fair Trade Province. CiW churches pledge to: use Fairtrade tea & coffee, display Fairtrade literature, attract media coverage and more. The goal was to have 70% of churches in each diocese pledged. In 2015 CiW was declared the world's first Fair Trade Province in the Anglican church.

Fair Trade Business

Businesses are an integral part of Fair Trade. In our Fair Trade Business project, we encouraged businesses to switch their ingredients or products to Fairtrade. We provided guidance on policies and created a National Fair Trade Purchasing guide for Wales to help with procurement. As part of this, we supported local coffee roasting company Coaltown to have a Fairtrade line as part of supplying the National Assembly.

Fair Trade Deals

As the UK Government looks to negotiate trade deals post-Brexit, it's important that trade policy is designed to overcome global poverty and inequality. In the past two years we've been working with others as part of the Trade Justice Movement to provide information, knowledge and campaigning opportunities to the grassroots Fair Trade movement on this complex and fast moving topic.



Farmers Unions partnerships



Through our work we recognise the importance of farmers and workers across the globe, including here in Wales. We stand together with farmers' unions in calling for fair prices for farmers globally. Each year we bring together Fairtrade and Welsh farmers through a farm visit. In 2018, Father John Joseph from a Fairtrade and Organic coffee and spices cooperative in India, met with Brian Bowen, Vice-President of the Farmers' Union of Wales at Brian's farm. They shared stories together of the similar issues that farmers face in Kerala and Wales.



Our research

Our research showed that people still feel very strongly about the importance of Wales being a Fair Trade Nation and what that stands for. We asked 'How do you feel about Wales being a Fair Trade Nation?' (scale from 1, very negative - 100, very positive). The average answer was 91.

91

We then gave respondents the opportunity to elaborate through an open text box. We asked the same question in the focus groups. Many people mentioned similar feelings. The main themes that came out of the survey and focus groups are:

- People are proud of being part of a Fair Trade Nation.
- Being a Fair Trade Nation is a morally responsible thing.
- Being a Fair Trade Nation fits with the identity of Wales and Welsh people.
- It is important to be a Fair Trade Nation as there is still more to do.

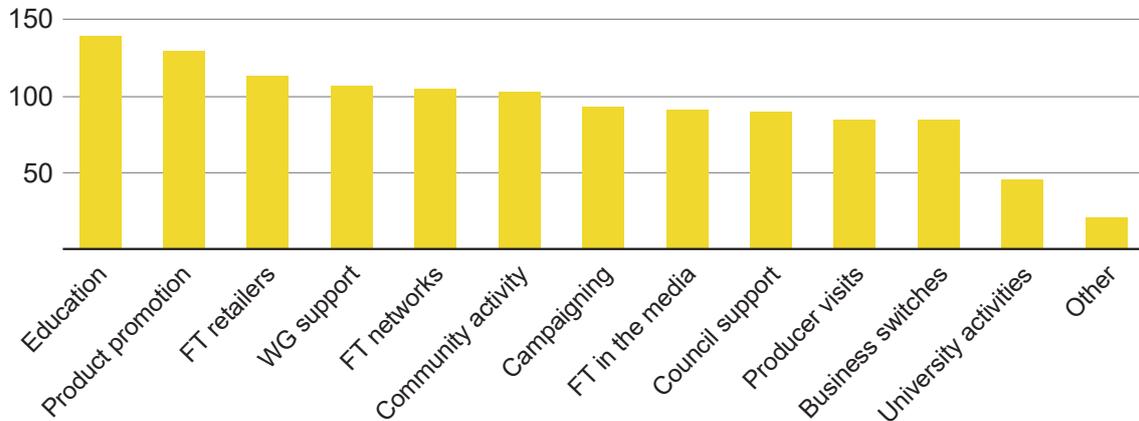
" I like that Wales is a fair trade nation because it demonstrates our concern for, and commitment to, the wider world.
Survey respondent "

" We've had a generation going through the schools now. If we don't keep it up then we will lose the next generation.
Focus group participant "



Activities

What do you think has been some of the best things about Wales being a Fair Trade Nation?



The graph above demonstrates the wide range of opinions on which activities have been the best ones as part of Wales being a Fair Trade Nation. Most of these areas have very high numbers so a whole range of activities and areas are therefore important for a Fair Trade Nation to consider.

As well as education being the highest-rated survey response topic, with 137 responses, it was also mentioned in every focus group with participants raising the value of work in schools, the importance of Fair Trade in the Welsh curriculum and the impact of

Fair Trade Wales's education work in previous years. The next two highest categories selected, product promotion and Fair Trade retailers, are both linked to growing the Fair Trade market, so it is interesting to see that business switches, whilst a similar area, is much further down the list.

In addition, focus groups valued the sense of shared enterprise and community being a Fair Trade Nation brings, the expertise and support of Fair Trade Wales as an organisation and the leverage that Fair Trade Nation status affords in dealing with local authorities and decision makers. Focus groups also spoke about the importance of leadership from the public sector being desirable, and the importance of a strong Fair Trade Wales in supporting and maintaining the movement.

“It gives us a really firm platform to push the Fairtrade message

Focus group participant”

What is a Fair Trade Nation or Region?

In the section above, we've demonstrated how Fair Trade Wales, the national Fair Trade body, has been a catalyst for the Fair Trade movement in Wales. People, groups and organisations across Wales have done a whole range of activities, from stalls to signs and footballs to faith groups. These activities have been supported by Fair Trade Wales through the past 10 years. Now that we've discussed some of what Wales has done as a Fair Trade Nation, we will go on to explore what a Fair Trade Nation or Region is. We will explain how the idea came about, definitions of Fair Trade Nations, and issues around this, before making some suggestions.

History

The modern Fair Trade movement began in the 1940s and 50s with handicrafts being sold in Europe & the US. The FAIRTRADE mark was introduced in the UK in 1994. This led to areas, such as villages, towns, and counties, showing their support by becoming Fairtrade. The grassroots movements in Wales and Scotland became county groups who networked together and formed the Wales and Scottish Fair Trade Fora. These started campaigning to become Fair Trade Nations.

In 2006, the first criteria for a Fair Trade Nation were drawn up between the

Wales Fair Trade Forum (WFTF) and the Scottish Fair Trade Forum (SFTF) with the Welsh and Scottish Governments agreeing to work towards achieving the goals. The WFTF received Welsh Assembly Government funding to work towards this. An independent panel declared Wales as a Fair Trade Nation in 2008. The panel emphasised that achieving status was 'the first stage of a journey'². Therefore a new set 2 of targets were consulted on and confirmed in 2009 -10³. We call these the second stage criteria.

The second stage criteria mirrored the previous ones, but were updated to include more 'aspirational and longer term' goals that were considered important but more difficult to measure. From the outset, it was made clear that for Wales, being a Fair Trade Nation is a journey.

The Fair Trade Nation criteria included measures on: areas and institutions, public awareness and purchasing, and government and Assembly commitments⁴. These criteria are in the following categories:

- ➔ Measurable nationwide criteria / Establishment criteria
- ➔ Wider population criteria
- ➔ Political and Government criteria
- ➔ Other desirable criteria

² A more detailed history of Fair Trade and the Welsh and Scottish Fair Trade Nation campaigns can be found in chapters 2 & 4 of: Smith, A (2011). Fair Trade Governance, Public Procurement and Sustainable Development. PhD Thesis. Cardiff University <http://orca.cf.ac.uk/10706/>.

³ Chairman's Welcome - Annual Report and Financial review 2009-2010

⁴ The second stage criteria in full can be requested from info@fairtradewales.org.uk

Since Wales became a Fair Trade Nation in 2008, there has been international interest in the idea of a Fair Trade Nation, and this has become a more tangible movement since Scotland became a Fair Trade Nation in 2013. Scotland and Wales have gone on similar yet separate journeys, with Wales introducing the second stage criteria and Scotland re-confirming its status as a Fair Trade Nation. Other Nations and Regions have taken different paths, with Belgium creating its own targets for being a Fair Trade Country by 2020 and France recently introducing legislation for a legal definition of what Fair Trade is. Therefore there is currently no single agreed method for defining, assessing or renewing as a Fair Trade Nation⁵.

In 2016, Fair Trade Wales participated in a meeting of representatives interested in the concept of Fair Trade Nations and Regions. Discussions were held about how different areas viewed Fair Trade Nations or Regions. A Memorandum of Understanding (MoU) was agreed and signed by several interested regions and nations, including ourselves. In 2017, Northern Ireland declared as a Fair Trade Region, and the MoU was further updated. This shows that there is an appetite for an international definition of a Fair Trade Nation.

The MoU recognises the grassroots nature of Fair Trade Nations and Regions, and how such a campaign has to be 'a dynamic process' and that any

guidelines must be 'relevant and specific to the particular nation or region'.

Whilst recognising the importance of not having strict static criteria as the central definition of a Fair Trade Nation or Region, the MoU does highlight different areas which are seen to be important for a credible Fair Trade Nation or Region. These fit in with the spirit, concepts and themes of previous criteria, whilst also recognising the limitations that strict criteria can bring. These are:

- ➔ community engagement and awareness
- ➔ political engagement and support
- ➔ availability and purchasing of Fair Trade
- ➔ activities across different sectors of society
- ➔ trading relationships
- ➔ assessment of a Fair Trade Nation

This report is feeding into our research, expertise and experiences of being a Fair Trade Nation and we are hosting another meeting of Nations and Regions as part of this review process.

⁵ Further discussion can be found in: Smith, A (2017). Chapter 11: Fair Trade Places. Handbook of Fair Trade. Edward Elgar <https://www.e-elgar.com/shop/eep/preview/book/isbn/9781783474622/>.



Criteria

Credibility

Our research shows that people want Wales to continue to be a Fair Trade Nation, but that they want it to mean something. In both our focus groups and survey, when asked to elaborate on whether Wales should continue to be a Fair Trade Nation, people mentioned words such as: credibility, relevance, commitment, impact and building on achievements.

A shared vision, accompanied by an agreed definition and goals are important to make a Fair Trade Nation claim valid. Trust, transparency and accountability are important Fair Trade principles. These beliefs are represented time and again in the Fair Trade system and movement.

Fair Trade beliefs and principles are practically demonstrated through different systems. For example, for an area to gain Fairtrade status in the UK, certain

goals must be achieved and assessed. These goals cover different areas such as Councils, retailers, the community, and awareness. To renew, steering groups create an action plan including each goal area and an additional flexible area. Action plans allow for differences in localities whilst ensuring certain core areas are covered. Furthermore, Fair Trade producers have principles and standards that they have to meet in order to be either a guaranteed member or Fairtrade certified. Producer groups can go beyond the requirements and do more in a variety of areas.

We believe that it is these requirements and the assessments that go with them that make Fair Trade and Fairtrade products so trusted with 83% of consumers trusting Fairtrade⁶. We know that in these systems, requirements, standards and criteria are periodically reviewed through consultations in a transparent way.

83%

⁶ <https://www.fairtrade.org.uk/What-is-Fairtrade/Using-the-FAIRTRADE-Mark>

Issues

Whilst recognising the value of criteria in making a Fair Trade Nation claim credible, criteria also have limitations. Static criteria can make a movement less responsive to new issues, focus on achieving the bare minimum required, and prioritise easier or measurable criteria above important but less measurable work. This can shape the direction of the nation's Fair Trade organisations and movement, making it less flexible to changes or new issues that might become relevant and important over time.

For example, the first and second stage criteria that we use in Wales currently focus on numbers of groups rather than level of activity, which is more difficult to measure. In a Fair Trade groups audit in 2014 we looked at activity levels. Our research showed that of the 63 official Fairtrade Towns and Villages, only 34 of were still actively meeting. This inactivity

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was partially due to towns and villages now meeting together in counties or zones, which reduced the number of groups but not necessarily the activity level. We now estimate that 32 groups are meeting, with 3 new places in Wales having achieved status since 2014. This criterion could have encouraged us to take a top-down approach; creating new Fair Trade groups to increase numbers, instead of providing more natural support to places that already have status but either want to move further in their Fair Trade journey, or are struggling and need support to continue. Finding the correct balance can be difficult.

We believe that goals are useful as a signal of a Fair Trade Nation, but should not be considered all that a Fair Trade Nation is. Our previous examples of work have often been encouraging new ideas that go above and beyond criteria, but that we still see as important parts of a Fair Trade Nation.



International Fair Trade developments

One essential element of being a Fair Trade Nation or Region is to support Fair Trade, and Fair Trade has also had many developments over the past 10 years. These include the introduction of new products and ways of working with Fairtrade, such as Fairtrade Sourcing Partnerships, the rise of other ethical labels, new legislation in many countries, the uptake and dropping of Fairtrade by several large companies and the rise of the living wage concept. Fair Trade Organisations have joined with others to look into a concept of a Global Living Wage and wages for different areas are currently being calculated. Recently, the World Fair Trade Organisation has voted on introducing the concept of Fair Trade with relevance to economically disadvantaged producers, without a requirement for those producers to be in a developing economy.

Other global developments that impact but are not directly linked to Fair Trade are also important, such as changes in technology. Blockchain technology is being looked into as a way of promoting further trust and transparency into the Fair Trade system. The global political system has also changed a lot since 2008. Of particular relevance to us in Wales, the vote for the United Kingdom to leave the European Union will have a vast impact on our trading relationships with all countries, and must be considered.

With the many changes both globally and to Fair Trade, the World Fair Trade Organisation and Fairtrade International have joined together to update and relaunch the International Fair Trade Charter⁷ which was originally launched in 2009. This document shows how the Global Fair Trade Movement works to transform trade in order to achieve justice, equity and sustainability for people and planet.



⁷ For more information please see: <https://www.fair-trade.website/the-charter-1>

Recommendations

The sections above demonstrate that trade and concepts of fairness change as the world develops, and the Fair Trade movement has similarly been evolving to react to new issues. Therefore it is appropriate that any criteria, definitions or understandings are reviewed. As mentioned previously, there is currently no single method for defining, assessing or renewing as a Fair Trade Nation. Together we need to try and find the careful balance between making sure that a Fair Trade Nation or Region has meaning, is trustworthy and credible, as well as allowing for flexibility in each of our unique journeys, locations and ensuring that a Fair Trade Nation is relevant to today. The Memorandum of Understanding between different Nations and Regions recognises the importance of diversity and credibility, and further work is ongoing in these areas.

With all of this in mind, we have the following ideas and recommendations about what a Fair Trade Nation could be to present at our Nations and Regions group:

Our recommendations

- ➔ All Fair Trade Nations or Regions should have activity happening in some core categories.
 - We suggest that these core categories could be:
 - Communities
 - Political support
 - Fair Trade products
 - Trading relationships
 - General Awareness
 - Inclusion - reaching diverse sectors

- ➔ That a Nation or Region develops its own strategy and objectives in each of these main categories and any additional categories that are relevant for that particular area. The strategy and objectives should be for a set time period (3 -10 years), and these should be peer reviewed by other Fair Trade experts, at least one each from the Global North and South - these experts should be recompensed for this.
- ➔ That towards the end of set time periods an assessment of the Nation/Region against its own action plan is carried out, again by independent Fair Trade experts. Nations/Regions should be welcome to explain any anomalies and demonstrate extra things done that were not foreseen in the action plan.
- ➔ These processes must be transparent and publically available, unless restricted by law.
- ➔ We believe that part of the requirements must be related to systemic global change in the global trading system - something that cannot necessarily be counted or attributed easily but a core element of what Fair Trade is all about.

What does this mean for Wales

What Wales as a Fair Trade Nation could look like

In the report so far, we've looked at definitions of Fair Trade Nations and Fair Trade activities that have taken place in Wales. We've briefly highlighted benefits and issues around Fair Trade Nations, looked at changes in Fair Trade over the past 10 years, and we've made suggestions for Fair Trade Nations in the future.

Our research demonstrates that people want Wales to continue to be a Fair Trade Nation. As the review's main purpose is to help shape the direction of Fair Trade work in Wales, we need to use the information so far and our research to look at what this could mean for Wales. We are going to look at what this could mean for the Nation, the Government, the people in Wales and for Fair Trade producers.



For the Nation

99% of respondents to our survey wanted Wales to continue being a Fair Trade Nation. We wanted to know what that means to them, so we can recommend what is still important, what we have moved on from, and what new things should be included.

To help people envisage this, we asked the focus groups and survey the open question 'What should Wales look like as a Fair Trade Nation in the 2020s?' and in the survey 'What activities do you think need to happen to make that vision a reality?'.

We had 229 responses to these two survey questions. Answers fitted into 34 different topic areas. There were 9 areas that were mentioned by more than 15 different responses each. These are shown below.

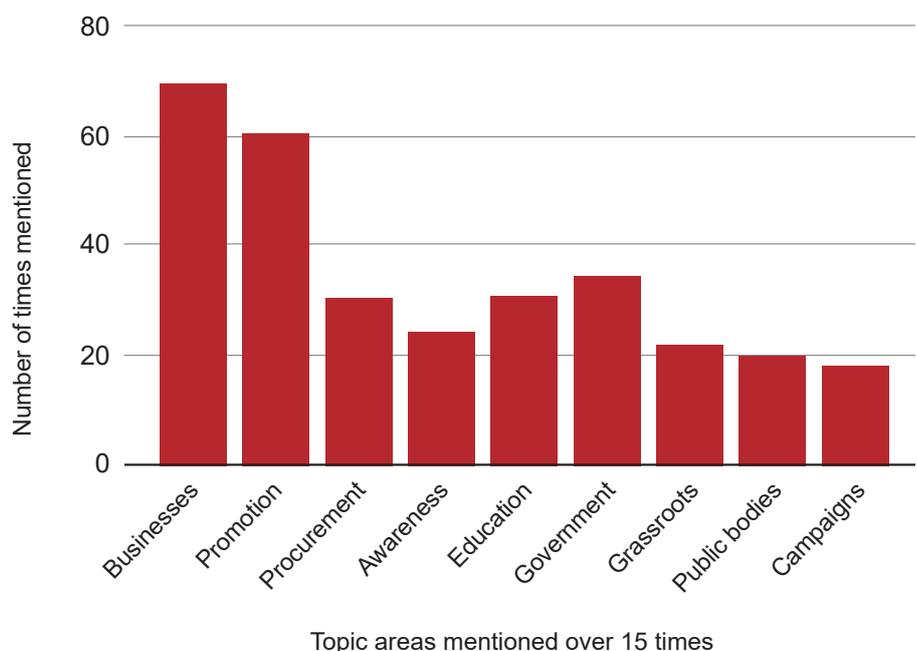
These results show that not only are there are many aspects, such as Awareness, Education, and Government that are important to people but also that newer areas, such as Businesses, Campaigns and Promotion⁸, are important aspects to consider. Focus groups also highlighted the promotion of Fair Trade and more Fair Trade businesses as important factors for the future.

These areas accurately reflect the core areas for Fair Trade Nations and Regions agreed in the Memorandum of Understanding, which strengthens the argument for using these areas for Wales.

Therefore following our previous recommendations we want to see a Wales Fair Trade strategy developed with objectives in each of the following areas:

- ➡ community engagement and awareness
- ➡ political engagement and support
- ➡ availability and purchasing of Fair Trade
- ➡ activities across different sectors of society
- ➡ trading relationships
- ➡ inclusion

What should Wales look like?



⁸This was specifically widespread paid-for advertising as opposed to grassroots awareness raising

For the Government

When asked about what is needed in a Fair Trade Nation, all focus groups mentioned the importance of support and leadership from the Government. Political support is one of the core areas for a Fair Trade Nation in the MoU.

In the survey we asked what the Welsh Government should be doing or supporting as part of being a Fair Trade Nation. Respondents could select up to three of 12 options plus 'other'. The graph shows the six options had over 40 ticks.

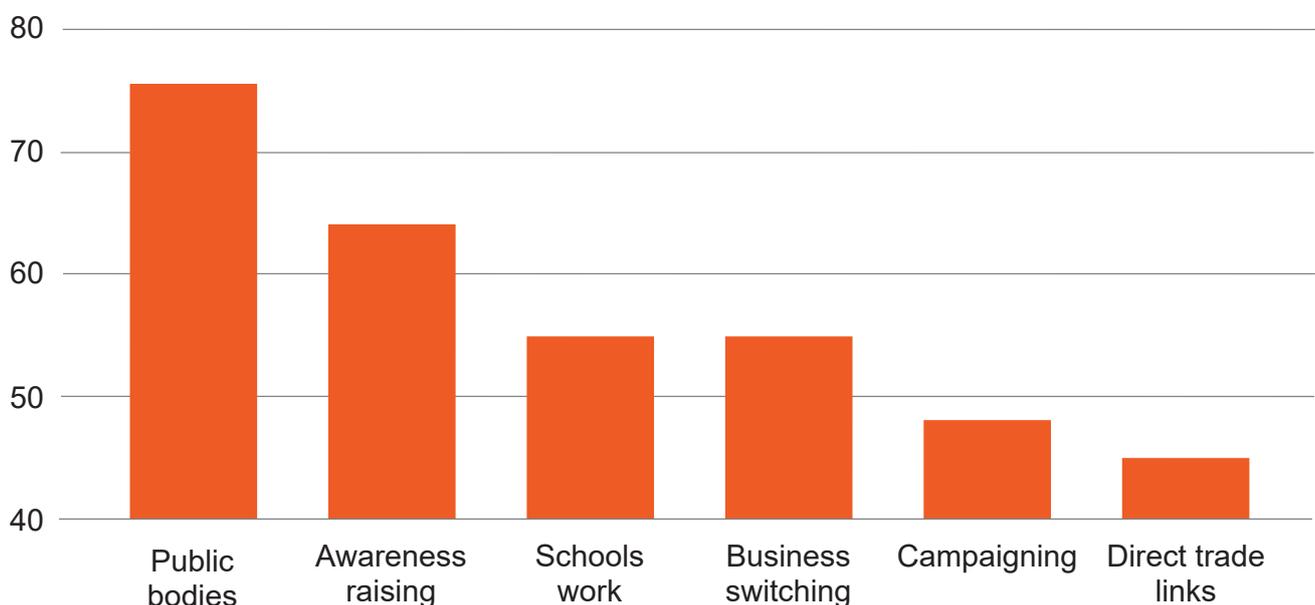
Our respondents believe that the Government can have direct influence and be part of the Fair Trade Nation in the following ways: Supporting public bodies to use Fair Trade, raising awareness, work in schools, supporting businesses to go Fair Trade, campaigning on Fair Trade and Trade Justice and building direct links so Fair Trade producers can sell products in Wales.

One core area of the MoU is trading relationships. Trade is a central element of countries relationships with each other, and when done fairly is a fundamental element of creating long-term and sustainable ways to tackle poverty. Unfortunately many trade deals end in creating unfair rules which continue poverty cycles. Whilst the Welsh Government will not be making trade deals of its own, we believe that it should be advocating Fair Trade principles in trade policy and trade deals.

“If we're really a Fair Trade Nation we need to get things like Fairtrade cotton sheets in all the Welsh hospitals

Focus group participant”

If you think Wales should continue being a Fair Trade Nation, what would be the most important things for the Welsh Government to support? Select three.

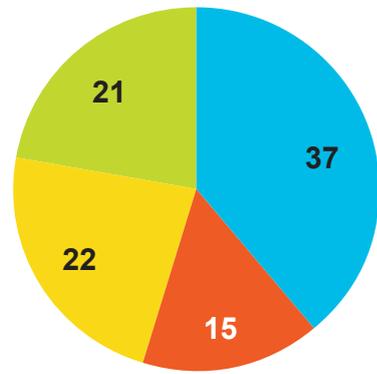


For the people

Without people across Wales supporting, purchasing and campaigning on Fair Trade, Wales as a Fair Trade Nation would not exist. We had over 300 responses to our survey and focus groups, mostly from people who volunteer their time, expertise and effort as they are passionate about Fair Trade.

The results from our survey show that most people filling in our survey did so because they identify themselves as 'Fair Trade supporters'.

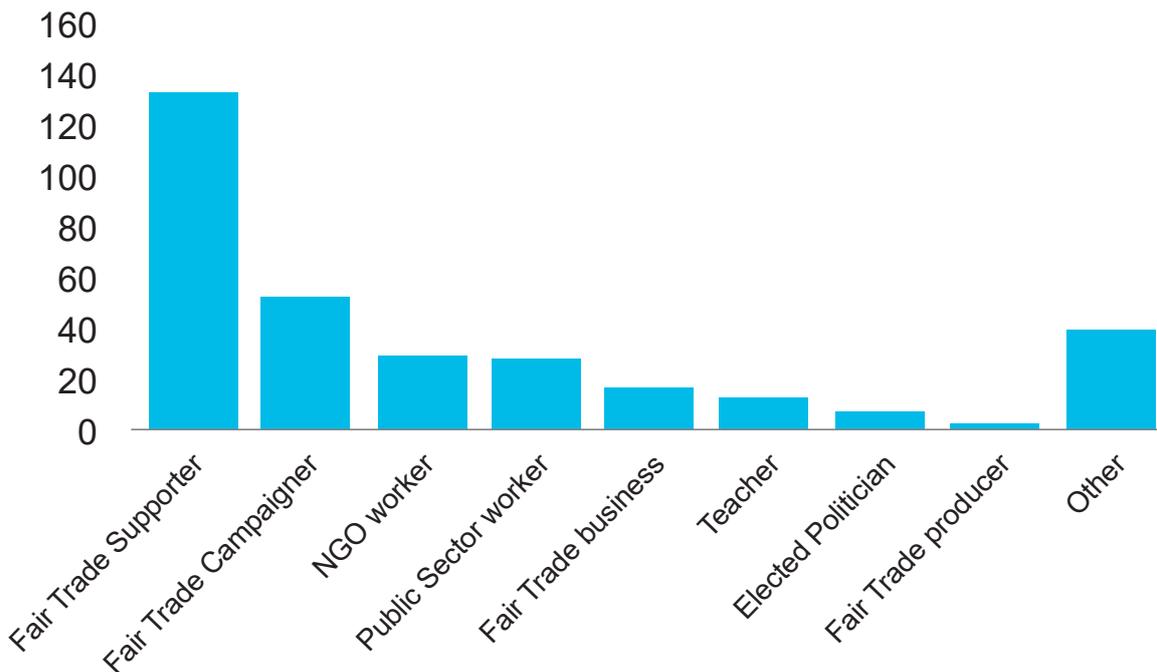
It is clear that people and communities form a large part of any nation or region alongside organisations and government, and that community engagement and awareness is therefore key in a Fair Trade Nation. As this is the case it is one of the core areas in the MoU.



In our survey we asked 'What could you do to support Wales as a Fair Trade Nation?' An open text box was available. Four main themes for respondents emerged. These were:

- ➡ Buying Fair Trade products
- ➡ Campaigning
- ➡ Being part of a local group
- ➡ Promoting Fair Trade

People's Fair Trade identity



These numbers show that people feel the biggest thing they can do is to buy Fair Trade products, as this action directly benefits Fair Trade producers. All other actions have Fair Trade purchasing or changes to global trade as an end goal.

People also want to continue to be part of or to join their local Fair Trade groups, of which there are over 30 across Wales. This helps them to tap into the Fair Trade network across Wales, and remain encouraged and enthused. Fair Trade groups are important in raising awareness about Fair Trade in their local areas.

The Fairtrade Foundation in the UK famously do not pay for advertising, therefore the Fairtrade Mark being at a 93%⁹ recognition rate in the UK demonstrates the huge impact that Fair Trade supporters have in raising awareness.

Our research suggests that people feel more enthused and encouraged when they feel that they have both political leadership from the Government and support for their local activities from a Fair Trade organisation that understands the Welsh language and context.

The advantage we have in Wales is that there is a layer of support not available in England. To have that support from Fair Trade Wales helped us through difficult times. Because of that many groups will have stood a better chance of surviving and thriving.

Focus group participant



⁹ <https://www.fairtrade.org.uk/What-is-Fairtrade/Using-the-FAIRTRADE-Mark>

For the producer

In the definition of Fair Trade at the beginning of this report, we see that Fair Trade has got two main elements; better trade partnerships for producers and campaigning for changes to conventional international trade. Our research highlights that people feel that it is morally important for Wales to be a Fair Trade Nation and support Fair Trade. This morality is largely to do with treating people equally. At Fair Trade Wales we currently support and organise Fair Trade producers to visit Wales on a regular basis for shared learning opportunities.

A Fair Trade Nation can support producers through having a strong Fair Trade market. The value of Fair Trade goods sold in Wales is one of the criteria for a Fair Trade Nation, which would be a clear indication of the impact that a Fair Trade Nation is having for producers. However this information is difficult to obtain on a Wales-wide basis as most data on sales covers the UK and Ireland. Therefore Fair Trade Wales decided to stop monitoring this criterion in 2010, as it was taking a lot of staff time and effort of a small organisation to try and get this information.

Overall, independent data from Kantar Worldpanel shows that the UK retail sales of Fairtrade grew 7% in 2017¹⁰. It may be worth seeing if this data is now more easily available, or how a Fair Trade Nation or Region that is a smaller part of a larger sovereign state/country can demonstrate Fair Trade purchases.

It sends out a strong statement that we value people and farmers no matter where they are in the world and that we are against exploitation.

Survey respondent

Am privileged to have toured Wales and met with Fairtrade fraternity who are very supportive and friendly. The Welsh people have great compassion and support for equal justice. I love them

Survey respondent and Fair Trade producer

¹⁰ Fairtrade Foundation article: <https://www.fairtrade.org.uk/Media-Centre/News/February-2018/Fairtrade-Fortnight-2018-UK-consumers-continue-to-embrace-Fairtrade-as-market-grows>

Conclusion

Our review was intended to help shape the direction of Fair Trade work in Wales. Our report has been informed by our research and analysis, and it suggests recommendations for Fair Trade Nations and Regions and ideas for the future of Wales as a Fair Trade Nation.

In this report we have looked at the three main areas highlighted in our brief:

- ➔ Where we are / What Wales has done so far
- ➔ What a Fair Trade Nation is
- ➔ What Wales as a Fair Trade Nation could look like

We have found out that people are very proud of Wales's achievement and that they want Wales to continue being a Fair Trade Nation. It is important that being a Fair Trade Nation must mean something and include strong leadership from the Government. Our research also highlights other areas that could be important to work on as a Fair Trade Nation, and the core areas that the Memorandum of Understanding suggest Fair Trade Nations work on in the future.

We have recognised the importance of credibility that comes from both a joint understanding and transparent assessments of Fair Trade Nations or Regions. We have also discussed the difficulties of static criteria and some of the problems they can bring. We have outlined many pieces of work that we

have supported throughout the years. These include responding to both the grassroots movement and external developments. With all of this experience we have made recommendations for Nations and Regions.

Having looked at all these areas, we believe that a strategy for Wales as a Fair Trade Nation should be drawn up under the core categories mentioned in the Memorandum for Understanding, with roles for different parts of the Nation. We believe we have good experience of being an important part of a Fair Trade Nation, and that our expertise can be used to help with supporting, growing and promoting the Fair Trade movement in Wales.

In light of this research and report, we are reviewing Fair Trade Wales strategies and will be producing an options paper on the way we think that Fair Trade Wales can contribute to Wales being a Fair Trade Nation.

Thank you

We would like to thank everyone who participated in the survey or focus groups. We would also like to thank those that provided guidance and helped with the research and the report: Aileen Burmeister, Lewis Evans, Lila Haines, Cat Jones, Elen Jones, and Julian Rosser.



Cymru Masnach Deg
Fair Trade Wales

October 2019

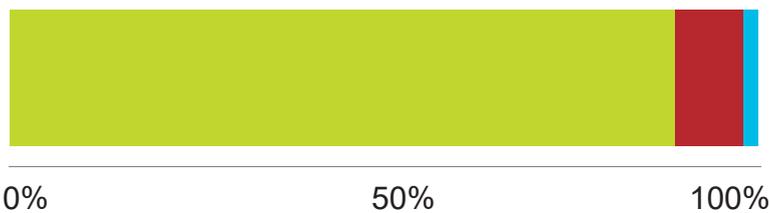
Company no: 06882843

Review results

Online survey demographics

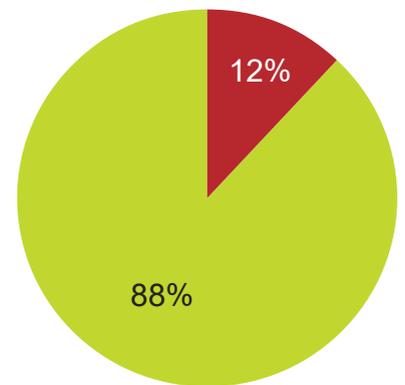
Where respondents are based.

Where based?



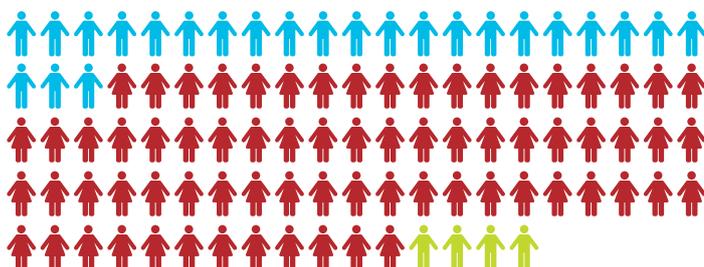
● Wales ● Other UK ● Outside UK

Language respondents filled out the survey in



● English ● Welsh

Percentage of respondents by gender



89%

89% of the people surveyed know that Wales is a Fair Trade Nation