



Introduction

Traidcraft Exchange – Traidcraft’s charity – is the UK’s leading international development charity focusing exclusively on trade. We manage programmes of development work that enable poor producers to grow businesses, find markets and engage in local and international trade. Working with a range of partner organisations, we help producers overcome the barriers that prevent them from selling their products and provide training and information services that develop their business skills.

Traidcraft plc – Traidcraft’s trading company – buys products from poor producer groups on a fair trade basis and markets these in the UK. Traidcraft Exchange benefits from the plc’s practical knowledge and experience of the needs and constraints faced by producers in developing countries. This enables us to develop more practical, appropriate and effective projects. Similarly, the plc benefits from Traidcraft Exchange’s international development experience, which helps it to provide appropriate support to its suppliers.

This unique structure gives us opportunities to influence opinion and behaviour in the charitable, business and public sectors. Bringing together direct experience of trade with recognised developmental expertise, Traidcraft has the professionalism and credibility to be a leading and strategic influence for change.

Our mission and values

Traidcraft Exchange’s mission is to *fight poverty through trade*. Our Foundation Principles represent our values and aspirations, and are fundamental to our work and policies:

- Traidcraft is a Christian response to poverty
- Traidcraft's mission is fighting poverty through trade
- Traidcraft respects all people and the environment
- Traidcraft abides by and promotes fair business practices
- Traidcraft strives to be transparent and accountable

History

A brief history of Traidcraft can be found in Annex 1.

How we work

We believe that trade affects the life of every person and can provide the most sustainable way of overcoming poverty. Yet markets do not always work in favour of the poor, and often work against them. This is a major factor contributing to their poverty.

In collaboration with local partners in developing countries, Traidcraft Exchange implements projects that help poor producers to develop their businesses, find markets and engage more effectively in local and international trade. We do this through three inter-linked ways: trade, support and influence.

- *Trade:* We help farmers and craftworkers gain the confidence, knowledge and opportunities to work together effectively, find markets for their products, and engage

successfully in trade, giving them greater security for the future.

- *Support:* We identify the services that small businesses need to enable them to trade effectively. We work with local service providers to ensure that appropriate and affordable business support is available where it is needed.
- *Influence:* We lobby and campaign for trade policies and practices that help – rather than hurt – poor people, and encourage those who feel powerless to speak up for their rights.

Strategy

During 2010 we went through a process of strategic review, looking at the impact of our work and what we want to achieve over the next few years. This process convinced us that our mission remains as vital as ever.

In developing our strategy we looked ahead to 2020, but set specific targets on a rolling three-year basis. In the period 2011-2014 our key aims are to:

- Work with at least 400,000 direct beneficiaries (project participants and their families) each year, moving towards 500,000 by 2014;
- Demonstrate that at least 80% of those we work with report improvements in their income and well-being;
- Increase expenditure on our development work by 15% per annum;
- Develop and implement systems that enable us to monitor impact more effectively.

In addition we will put greater emphasis on the environmental impact of our projects and helping people to cope with climate change, and pay closer attention to promoting the interests of women as important drivers of development.

We also want to ensure the people we aim to help through our projects don't just increase their incomes but also *flourish* as individuals and communities. For us this means going beyond the material aspects of poverty – also helping people to develop their self-worth, to feel more confident and valued, and to have hope for the future.

What we do

There are three strands to our development work: our Overseas Development Programme, our Policy and Advocacy Programme, and our Producer Support and Innovation Programme.

- *Overseas Development Programme*

Traidcraft Exchange develops and manages trade-related development programmes in Africa and Asia; helping millions of people build secure futures for themselves and their families. Through our projects we:

- Improve the provision of business services to poor producers
- Build the skills and capacity of small enterprises to develop viable businesses
- Enable producers to find new markets for their products
- Help producers to form groups and work collectively
- Support producers to cope better with climate change
- Enable small-scale farmers to increase productivity, decrease costs and make the most from their landholdings

- Encourage existing businesses to adopt more responsible practices
- Enhance the policy environment in favour of poor people

Our work is currently focused in two regions: East Africa (Kenya, Uganda and Tanzania) and South Asia (Bangladesh and India). Our in-country offices in Bangladesh, India and Kenya enhance the legitimacy of our work, and enable our in-country staff to develop strong and effective partnerships with local organisations.

- *Policy and Advocacy Programme*

Recognising that our overseas programmes can only reach a limited number of people through projects, our policy and advocacy work aims to have more far-reaching effects on the way global trade is conducted. We aim to influence companies and governments in the UK and Europe, calling for changes in their policies and behaviour which will mean a fairer deal for the world's poor. Our London-based Policy Unit is respected as a significant think-tank in the areas of fair trade and trade policy.

As well as campaigning and lobbying in the UK and Europe, we also work to support producers in developing countries to understand and speak up for their rights, and build the capacity of local organisations in developing countries to advocate for change on their behalf.

Current activities focus on:

- Fair trade policy – influencing the continued development of fair trade in the UK and playing a leading role in the wider European fair trade movement
- Public sector policy – engaging with UK and European governments on how trade can contribute to sustainable development
- Private sector policy – engaging with business on issues such as purchasing practices and corporate social responsibility

- *Producer Support and Innovation Programme*

As a fair trade company, Traidcraft plc already provides a number of benefits to the producer groups it buys from, including fair prices, credit when needed, support to implement good working conditions, and a commitment to long-term relationships. Product development and technical teams also support suppliers to develop and improve their product ranges, and other development assistance is provided when possible. However we want to be able to go further in helping them – and other producer groups – to become strong, healthy businesses able to thrive independently in the future without our support.

The Producer Support and Innovation Programme draws on the plc's knowledge of its suppliers and their needs and that charity's development and fundraising expertise to:

- Provide specific, tailored assistance to plc suppliers with the greatest development needs. The driver in agreeing these support activities is their developmental benefit to the producer group, not commercial benefit to Traidcraft plc.
- Establish new supply chains for Fairtrade-certified products, bringing the benefits of Fairtrade to a greater number of developing world producer groups (with a particular focus on marginalised groups).
- Pioneer new sectors, models and approaches to fair trade, bringing the benefits of fair trade to a greater number of producers.
- Identify wider projects that can help many other producers, not just those trading with Traidcraft.

Who we work with

All our projects in developing countries are implemented in partnership with local organisations that are familiar with the situation on the ground and have first-hand knowledge of the issues to be tackled. This builds local capacity, ensures projects are appropriate to the local context, and increases the long-term sustainability of project impact. We also sometimes work with other international NGOs to implement our projects, particularly those that bring specific areas of expertise that we ourselves might not have. This ensures our projects have the greatest possible impact, and enables us to learn from the experience and expertise of others.

In addition we have a strong track record of constructive engagement with the private sector as both trading and development partners. Through mobilising consumer opinion, modelling social accounting, promoting fair trade and encouraging responsible business practices, we have achieved positive change in corporate attitudes to trade and development. We work with private sector partners to pioneer new fair trade sectors, bring commercial focus and greater impact to our development initiatives, and to build networks of local business service providers to ensure ongoing support to small enterprises.

How we are funded

Traidcraft Exchange is not funded from the profits of Traidcraft plc, apart from a small contribution linked to licensed sales towards the Producer Support and Innovation Programme. We are therefore highly dependent on the support and generosity of individuals, trusts, foundations and other grant-making bodies.

Memberships

Traidcraft is affiliated to or a member of:

- The European Fair Trade Association (EFTA)
- The World Fair Trade Organization (WFTO)
- The Fairtrade Foundation
- British Overseas NGOs for Development (BOND)
- UK NGOs Trade Network
- The Ethical Trading Initiative (ETI)
- The Trade Justice Movement (TJM)
- The CORE coalition
- The Ecumenical Council for Corporate Responsibility (ECCR)
- Just Pensions

How to get in contact

Contact details for Traidcraft's UK and Overseas offices can be found in Annex 2.

Case Studies

A number of case studies on recently completed projects can be found in Annex 3.

Policy reports/submissions

Our Policy Unit has compiled a number of policy reports, and made various policy submissions to government and other bodies. Details of these can be found in Annex 4.

Annex 1: A brief history of Traidcraft

- 1979 Traidcraft plc, Traidcraft's trading company was established.
- 1986 Traidcraft Exchange (Traidcraft's charity) was established and began working on small-scale overseas development projects with producers and community organisations.
- 1990 Shared Interest (an ethical investment society) launches following a Traidcraft Exchange project.
- 1992 Six agencies, including Traidcraft Exchange, set up the Fairtrade Foundation
- 1993 Traidcraft Exchange starts working in South Africa, with its first formal partner organisation.
Traidcraft plc published the first full social accounts of any UK plc.
- 1994 Traidcraft Exchange starts working with partner organisations in Tanzania and the Philippines, followed rapidly by India in 1995.
- 1996 Traidcraft's lobbying has a major impact on the Government's policy on the role of business in development and the White Paper on International Development.
- 1998 Traidcraft Exchange's overseas work expands with projects in Bangladesh and Zambia.
Traidcraft's Policy Unit is established in London to lobby government and mainstream business. The Policy Unit contributes to the development and launch of the Ethical Trading Initiative and the Institute for Social and Ethical Accountability.
- 1999 Traidcraft's Policy Unit coordinated a joint response by NGOs to the DTI's review of the UK Companies Act, encouraging legislation for greater transparency and accountability.
Major organisational change as Traidcraft plc and Traidcraft Exchange moved to a unified board and one Chief Executive.
- 2000 Traidcraft's Policy Unit set up the 'Just Pensions' project in collaboration with War on Want, to encourage pension funds to invest responsibly.
- 2002 Traidcraft plc launches a "fair share" offer and reaches its goal of raising £3.25million.
Traidcraft Exchange launches a new strategy to work with multiple partners in each country to increase its impact
- 2003 Traidcraft Exchange starts working in South East Asia, initially in Cambodia
- 2005 Traidcraft plc's annual sales top £15 million for the first time
Traidcraft Exchange secures several major grants from the EC allowing it to significantly expand its activities
- 2006 Traidcraft plc gains the Queens Award for Enterprise in recognition of its alternative approach to doing business that includes dialogue with all stakeholders
Traidcraft wins the ACCA Best UK Social Accounts Awards.
- 2008 Traidcraft Exchange's income exceeds £3 million for the first time.
- 2009 Traidcraft Exchange establishes an office in Hyderabad, to support its growing portfolio of projects in India.
- 2010 In response to the difficult financial climate, Traidcraft closes its South East Asia following the completion of our projects there
- 2011 Traidcraft Exchange launches major new projects in South Asia and East Africa, including work in the tea sector in India, Bangladesh and Kenya

Annex 2: Contact details

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Annex 3: Case study 1 - Sustainable livelihoods for tea growers and workers

This 3-year project empowered small tea growers and workers in India to increase their incomes and develop sustainable livelihoods.

What problem or need did the project address?

Tea is critical to the Indian economy: India is the largest producer and consumer of tea in the world and the industry provides employment for over 2.5 million farmers and workers. Our work in the Indian tea industry was prompted by a crisis caused by a dramatic fall in tea prices, which devastated tea-growing communities. Those worst affected have been plantation workers and small growers; the crisis saw the closure of tea estates that employ thousands of workers, and of factories to which small growers sell their tea. Many growers and workers have been unable to find work, children have stopped going to school and there are reported cases of suicides as people despair in the face of mounting debt. For many, lack of food and water has led to starvation, malnutrition and even death.

What did the project do?

We developed a comprehensive project to ensure the long-term welfare of tea growers and workers in the states of Assam, West Bengal, Tamil Nadu and Kerala. It took a participatory and empowering approach, working closely with the growers and workers themselves to enable change. We supported them to develop sustainable livelihoods by: organising tea growers into associations; identifying new market opportunities; providing business support; and lobbying to improve legislation in the industry.

What impact has the project had?

The project has had substantial impact:

- Tea growers have been organised into associations to help them access technical training and to collectively negotiate with buyers. 316 societies covering over 20,000 small tea growers have been organised across the four states. Regional and state level associations in Kerala and Tamil Nadu have also been formed and are functioning effectively to address a number of issues facing small tea growers.
- The average price tea growers receive for their green leaf has increased by about 70%! This is partly due to technical improvements (the growers have received technical training and are now growing a better quality of leaf) but also to improved relationships between growers and the factories to which they sell.
- Small tea grower representatives are now having regular meetings with the Tea Board India (TBI) to address a range of policy issues. A national level representative body – the Confederation of Indian Small Tea Growers' Associations (CISTA) – was formed, and the Tea Board has included CISTA as an 'Invitee' on its Board. This indicates recognition of CISTA as the voice of small tea growers. CISTA suggested changes in policy and, as a result, historic changes were made in the 11th Five Year Plan of the Government of India to recognise the rights of small tea growers. This includes working capital for small tea grower societies, development support, crop insurance and more staff to support small tea growers.

Our project has benefited over 230,000 tea growers and 30,000 workers and their families.

Who was our local partner?

We implemented this project with CEC (Centre for Education and Communication). CEC has a background in labour rights and works with all stakeholders in the tea industry.

How was the project funded?

The project was funded by the UK's Department for International Development (DFID) and donations from generous individuals.

Annex 3: Case study 2 - Rebuilding livelihoods amongst tsunami-affected communities in Kerala

This 3-year project worked to improve the performance of small businesses in Kerala, India. It had a special focus on small businesses employing poor people from tsunami-affected communities.

What problem or need did the project address?

In terms of development indicators such as literacy, life expectancy, and infant mortality, Kerala is the most advanced state in India. However, Kerala's per capita income is below the average and it has the highest rate of unemployment in India. In addition, the tsunami in 2004 had a devastating impact on communities already living in poverty.

Our research showed that supporting small businesses in affected areas was vital to deliver sustainable economic recovery. Other development projects had focused on supporting fishing communities. But fishing offers little hope of escaping poverty. Therefore, this project focused on creating and strengthening alternative livelihood opportunities for poor communities, helping to bring in additional income and a way out of poverty.

Even without the impact of the tsunami, support was needed for small businesses in Kerala. They often have access to credit but they do not have the skills to effectively use the funds to improve their businesses and access new markets. These small businesses require specific business support. The tsunami added to the urgency for this support.

What did the project do?

The key activities implemented include:

- Training 14 people as master trainers in business counselling. This team of master trainers trained 40 other business counsellors and trainers to work in tsunami-affected areas.
- The business counsellors effectively provided 350 small businesses with business services and counselling support.
- The project has directly benefited 17,000 poor producer employees and their families across tsunami-affected districts (almost 70,000 people in total).

What impact has the project had?

The project was very successful. Quotes from participants show how they valued the training:

- *"I would like to inform you that my business counselling process is going on well. I impart all the teaching methods of you like time management, planning in my training sessions. I am really thankful for your training. Thank you very much."*
- *"The Traidcraft training was a wonderful one, both in content and methods. Such a training was a new experience for me...During these days I made a visit to 3 micro enterprises in Kozhikode district and 2 in my own Wayanad district and applied the techniques of business counselling. Wow. It really worked. I succeeded in...finding out the real problem of the business. Thanks once again."*

The Kerala Government has been so impressed with the outcomes that they have embedded the programme into its organisation. This will ensure that small business consultants are trained on an ongoing basis. Consequently the master trainers have since trained over 200 additional business consultants to work across the state. This has included training 176 business counsellors as part of the Tsunami Emergency Assistance Project of the Kerala State Government, leading to support to over 1,000 additional small businesses in tsunami-affected districts. Other government departments have also

indicated their interest in using the master trainers, which is a huge opportunity. As the small business consultants extend their work to more small businesses we expect thousands more producers to benefit.

The impact on the end beneficiaries includes:

- The business counsellors have provided a lot of help to small businesses that had shut down. After the counselling many of these businesses overcame their problems and have now restarted their operations.
- Small businesses have seen an average increase in earnings of about £40,000.
- Small business employees have seen an increase in wages. In some cases wages have increased from Rs.30 per day to Rs.150 per day, although generally the increase has been in the range of Rs.30 per day.
- Non-financial impact includes better business analysis and diagnosis of problems, improved product development and packaging, better access to markets, and increased/ more regular production and sales.
- The 14 master trainers have established a professional consulting service called 'Samrudhi Bucons'. The Government of Kerala is employing them to run similar training to small businesses on a regular basis.
- The project has also been able to influence the way the Government of Kerala's Kudumbashree programme works in two areas. It has strengthened Kudumbashree's enterprise development work by bringing in new skills and knowledge. The 'training of trainers' approach has also contributed to the strengthening of Kudumbashree's internal training systems.

Who was our local partner?

Traidcraft Exchange implemented this project with Kudumbashree, India and Formaper, Italy. Kudumbashree is an innovative programme of the Government of Kerala with a mission to eradicate absolute poverty. Kudumbashree brings together the resources and services of the local community and government to create sustainable change. Formaper is an agency of the Chamber of Commerce of Milan whose main task is to contribute to the development of an entrepreneurial culture.

How was the project funded?

The project was funded by the European Commission and donations from generous individuals.

Annex 3: Case study 3 - Improving livelihoods in the smallholder dairy sector

This 3-year project worked to protect and improve the livelihoods of small-scale dairy farmers and informal milk traders in Kenya.

What problem or need did the project address?

Kenya's informal milk industry provides a livelihood for thousands of small-scale farmers and milk traders as well as a source of cheap, unprocessed milk for poor families who cannot afford the packaged milk on sale in shops and supermarkets.

When we began the project, informal milk traders were unrecognised by the authorities and were struggling to make their needs heard. Legislation favoured the interests of large-scale commercial operators, harassment was common and unscrupulous traders were diluting the milk and giving the rest a bad name.

What did the project do?

The project helped informal milk traders to form into groups and establish a national Dairy Traders Association (DTA) to represent their interests with policy makers. It also provided training in milk hygiene and handling, and supported the traders to develop a strict code of conduct to improve their reputation.

What impact has the project had?

The project has been effective in achieving a number of results:

- The Kenya Dairy Traders Association and 10 regional associations (with 4,500 members) have been officially registered by the government.
- The dairy trader associations have agreed a code of conduct, approved by the Kenya Dairy Board, which their members must adhere to. They have also developed self regulation mechanisms and penalties for members who do not follow the code. This has ensured them a ready market for their milk as it is seen to be safe compared to that sold by traders who have not joined the associations.
- Traders report reduced harassment by authorities.
- Traders report a 30% increase in their sales of milk and have a better understanding of the regulations and licensing they need to comply with.
- Forming associations has meant traders can combine their savings, enabling them to access credit from financial institutions to improve their businesses.
- The Dairy Traders Association now has regular dialogue with decision makers, and the new draft Dairy Policy supports the rights of informal milk traders.

Sisty Rugut is one of the traders who has seen a big difference since the project began:

"Before we joined the Association we used to face so many problems but now we have our representatives, who can forward our problems, we are free to trade. We always have monthly meetings and sometimes, when matters arise, we can call a meeting for an emergency. Most of the problems were we had some harassment from police, problems with the Kenyan Dairy Board and public health officers. Our problems have been solved."

Who was our local partner?

Our local partner in the project was SITE Enterprise Promotion, a Kenyan NGO whose goal is the promotion of employment opportunities and economic growth among small-scale producers.

How was the project funded?

The project was funded by the UK Government's Department for International Development (DFID).

Annex 3: Case study 4 - More from the cotton fields

This 3-year project supported farmers to convert to organic, Fairtrade cotton production and develop rotational crops to address their economic, social and environmental problems.

What problem or need did the project address?

Cotton is one of the few crops that can grow in the semi-arid Kutch region in Western India. For farmers in Kutch, their cotton crop is often the only source of income for food, shelter, medicines, and education. However farmers were struggling because of increasing costs coupled with lower yields and declining prices.

The project tackled a number of problems: market failure and loss of incomes (economic); soil degradation, loss of biodiversity, water pollution, and chemical pesticide problems (environmental); and health problems and migration (social).

What did the project do?

The project was designed to increase the number of crops farmers produce in rotation to cotton. Widening the crop base improves the fertility and productivity of the land, strengthens the yield of cotton, and ensures a year-round income to farmers. The project worked on all aspects of activity from field to shop: improving farmers' production, stimulating consumer demand and working with buyers. Only in this way could farmers' incomes be increased and sustained.

What impact has the project had?

The project has had very positive results. The final evaluation showed cotton farmers have seen economic, environmental and social benefits:

- Farmer incomes have increased by at least 15%
- 98% of farmers are experiencing less financial hardship, saving costs through improved farming practices and converting to organic production which does not need expensive pesticides.
- 90% of farmers have reduced their indebtedness.
- Farmers are growing rotational crops and are less dependent on cotton. They have been able to make an income despite the failure of some crops something they have not been able to do in the past.
- Health has improved through reduced use of chemicals - 100% attributed reduced incidences of illness in their families to the adoption of organic cultivation.
- Communities have seen a reduction in migration to urban centres.
- Sales of cotton have increased from about £100,000 to well over a million pounds.
- Fairtrade standards for cotton have been established and Agrocél has received the Fairtrade mark for its organic cotton. This has enabled farmers to access new mainstream buyers such as Marks & Spencer.
- The project initially started working with 125 cotton farmers, but there are now well over 2,000 organic and Fairtrade certified farmers.
- The environment is improved as a result of organic farming practices. Farmers are benefiting from improved access to fresh water and improved soil fertility.

Our local partner

Traidcraft Exchange implemented this project with Agrocél. Agrocél has 19 centres across India, supporting 20,000 farmers in sustainable organic farming and fair trade practices.

How was the project funded?

The project was funded by the Shell Foundation, Agrocél, grant-making trusts, and donations from generous individuals.

Annex 3: Case study 5 - Sustainable livelihoods for poor producers in Northern Bangladesh (SLIPP)

This 5-year project aimed to reduce poverty among poor and marginalised communities in two poor districts of Bangladesh by increasing income and employment opportunities.

What problem or need did the project address?

Northern Bangladesh is one of the poorest parts of the country. People living here often depend on work which is seasonal, poorly paid and exploitative. As a result they remain trapped in poverty. Small farming businesses have the potential to provide opportunities for work and reduce poverty. Unfortunately though, these businesses face numerous challenges and struggle to become economically viable. The majority receive no business support, so their problems persist and their employees remain poor and marginalised.

What did the project do?

The project trained over 250 local organisations and individuals to provide vital services and support to 2,500 small producer businesses, focusing on vegetable cultivation, fish farming and duck rearing. Improving the business performance of these small businesses is in turn increasing employment and income generating opportunities for poor producers, as each small business provides employment to at least three people.

The project also encouraged people to work collaboratively. By working together, small businesses can share the costs of buying business inputs (eg. fertiliser) and accessing markets, and negotiate more effectively with potential buyers. The project also supported poor producers to influence local, national and international policies and practices which have a direct and often negative impact upon their livelihoods. It empowered them to demand their rights to, for example, a fair price, a fair wage, decent living and working conditions, access to healthcare and other essential social services.

What impact has the project had?

The project has had significant impact on the lives of small-scale farmers and their employees. Productivity has increased and production costs have decreased, resulting in a 20% increase in incomes on average.

The producer groups formed through the project are seeing the benefits of working collectively. Many are jointly buying and selling things such as raw materials and business services, and seeing significant cost-savings. They are also negotiating with buyers and local government and several groups have secured grants/loans.

Small-scale farmers from neighbouring villages (who were not part of the project) have seen the benefits of SLIPP and have demanded their inclusion in activities. Due to this, we increased the number of producers we worked with from the 1,200 originally planned to 2,500, and are now looking at ways to further expand the reach of this work. We have also successfully established strong relationships with local government organisations that are providing support to small businesses in the area.

Our local partner

We implemented this project with Development Wheel (DEW). DEW works to "enhance household livelihood security of the poor by increasing their participation, in small-scale economic activities with a range of business and other life skills".

How was the project funded?

The project was funded by the European Commission, grant-making trusts, and donations from generous individuals.

Annex 3: Case study 6 – Promoting Fair Trade in India (PROFIT)

This three-year project launched a domestic fair trade market in India. With a rapidly growing middle class, this will offer a huge opportunity to poor producers in India.

What problem or need did the project address?

India has had a long history of association with the fair trade movement in Europe. Fair trade has traditionally involved the export of goods from developing countries to developed countries. However fair trade can also involve trade within a country. This is a new but potentially rewarding opportunity for fair trade producers.

With a population of over 1 billion, and a growing middle class, India offers a huge opportunity for poor producers. This is especially the case for the poorest producers who do not have the capacity to sell to export markets.

What did the project do?

This project launched a domestic fair trade market in India by:

- Promoting the concept of 'fair trade' within India
- Influencing key decision/policy makers to support fair trade
- Developing appropriate fair trade standards for India – including monitoring and certification systems
- Developing a distribution and retail network for the sale of fair trade products
- Building the capacity of small fair trade producer groups so that they can benefit from this new market opportunity

What impact has the project had?

This project was very successful. It received strong and high-profile support within India, from Bollywood actors to fashion designers! Key impact has included:

- An independent organisation, Shop for Change, was established to implement Indian fair trade standards.
- A certification system was developed for farmers, artisans, and companies against a set of social and environmental standards, beginning with cotton. The standards were developed by Indian stakeholders specifically for the Indian context.
- The standards were finalised and certification of three producer organisations covering 2,400 cotton farmers was completed.
- The first Indian fair trade certified products (t-shirts and high-end women's wear) went on sale early in 2010 and can be found in more than 60 retail outlets.
- The initial launch has benefitted 5,300 cotton farmers and their families. However, we expect thousands more to benefit as the initiative is rolled out to cover more products in the next few years. In the medium term these activities will benefit over 400,000 producers. With an average family size of 5 this will benefit about 2 million poor people.

Our local partner

Traidcraft Exchange implemented this project with International Resources for Fairer Trade (IRFT). IRFT has many years experience of supporting small businesses across India. It also operates on fair trade principles and has been promoting ethical business practices across the country.

How was this project funded?

The project was funded by the European Commission, Belgium Technical Cooperation, the Dutch Interchurch Organisation for Development Cooperation (ICCO), grant-making trusts, and donations from generous individuals.

Annex 4: Policy reports and submissions

Reports

- *The New Resource Grab: How EU Trade Policy on Raw Materials is Undermining Development (November 2010)* This report shows that EU trade policies are already having severe adverse impacts on developing countries and that these will become worse if the current EU proposals succeed.
- *Win Win: Achieving Sustainable Procurement with the Developing World (January 2010)* This report sets out a framework of guidance to help the developed world "buy better" from the developing world using economic, social and environmental performance as key success indicators.
- *The EU-India Free Trade Agreement: What MEPs need to know (August 2009)*
- *Economic Partnership Agreements: What MEPs need to know (August 2009)*
- *Material Concerns: How responsible sourcing can deliver the goods for business and workers in the garment industry (October 2008)*. This report demonstrates how retailers in the garment sector can improve working conditions in their supply chains as well as achieving commercial benefits.
- *The EU-India FTA: initial observations from a development perspective (October 2008)*. This report considers the consequences for India of liberalising its trade in goods, retail, financial services and government procurement.
- *Towards a Sustainable Cocoa Chain: Power and possibilities within the cocoa and chocolate sector (May 2008)*. This report sets out the challenges in the cocoa supply chain and provides solutions for business, public authorities and the governments of Ghana and the Ivory Coast.
- *Taking the Lead (May 2008)*. This report is a guide to good practice, highlighting companies who are already demonstrating consideration for responsible purchasing.
- *Rebalancing the Supply Chain: buyer power, commodities and competition policy (April 2008)*. This report considers to what extent competition policy can be used as a tool to tackle the effects of buyer power and corporate concentration on vulnerable commodity producers.
- *The EU Retail Sector: When is a market not a market? (October 2007)*.
- *A Fair Cup: towards better tea buying (October 2007)*. This report looks at the complex supply chain bringing together some of the world's most powerful companies with some of its most vulnerable farmers.
- *A Fresh Perspective: sourcing vegetables from developing countries (June 2007)*. This report draws on research in Kenya with exporters, workers and small-holder farmers and suggests recommendations to company buyers, the UK government, consumers and investors.
- *EPAs: building or shattering African regional integration (May 2007)*. Co-authored with African NGOs EcoNews and Seatini, this report examines the effect EPAs might have on integration within regions in Africa.
- *Partnership Under Pressure: an assessment of the European Commission's conduct in the EPA negotiations (May 2007)*. Report revealing the dirty tricks that the EU has used to get poor countries to sign EPAs.

- *The Cost of EPAs* (May 2007). The latest information on EPAs, including an examination of their real costs, and the effect they will have.
- *EPAs: New Deals New Danger* (January 2007). Co-written with ACTSA and TUC, this briefing looks at the effect EPAs will have on workers.
- *The Development Challenge of EPAs: Conference Report* (October 2006). With ACP ministers as keynote speakers, the South Centre hosted this high level conference in October 2006. Read this report of what was said.
- *Buying Matters* (February 2006). Why are the buying decisions made by companies having an impact on poverty? Includes 'indicators for responsible purchasing'.
- *EPAs: Through the Lens of Kenya* (September 2005). Co-written by Traidcraft and Kenyan NGO EcoNews Africa. Find out why Economic Partnership Agreements could devastate the African economy. Includes original case studies.
- *Why free trade won't help Africa* (September 2005). Quick and easy to read colour guide to the impact of free trade on Kenya.
- *The New Trade Battleground: the WTO, EU and Economic Partnership Agreements* (September 2003). How the EU is using regional trade deals to push through measures that have been rejected at the WTO.
- *Traidcraft Plc Case Study* (November 2002). Outlines the model of Traidcraft Plc as a social business and assesses Traidcraft plc's social accounts, relationship with stakeholders and the fair trade standards which Traidcraft plc works to.
- *Which way to Market?* (April 2000). Examines the practical implications helping poor producers to access markets. How can producers with no bargaining power avoid exploitation and how do we ensure that the increased trade helps to end poverty.
Executive Summary

Submissions to government and other bodies

- *Submission to DfID on its White Paper Consultation for "Eliminating World Poverty: Assuring our Common Future"* (May 2009)
- *Submission to IDC Enquiry into Cross-Departmental Working On Development And Trade* (September 2007)
- *Submission to IDC Enquiry into Fairtrade* (February 2007)
- *Submission to Competition Commission* (June 2006)
- *Submission to DTI on business reporting* (March 2006)
- *BOND submission to the House of Lords enquiry into the EU-Africa strategy* (February 2006)
- *Response to Company Law Reform White Paper* (June 2005)
- *Response to OFT report 'Supermarkets: The Code of Practice and Other Competition Issues.'* (May 2005). This letter outlines Traidcraft's concerns with the current situation of market dominance of some supermarkets, and prevalent buying practices. Traidcraft does not think that the current supermarket code of practice works and sees a greater need for public policy intervention.
- *Just Pensions Submission to FTSE4Good Making Socially Responsible Investment (SRI) Work for the Poor - Just Pensions Response to DFID* (January 2005). This paper

sets out a comprehensive set of the questions that DFID should seek to answer in drawing up its SRI work programme.

- *Submission to the Operating and Financial Review (OFR) Working Group on Materiality: Consultation Document* (September 2003). This submission argues that company directors should be consider their economic, social and environmental impacts as well as reflecting the concerns of their stakeholders.
- *Response to EU Commission Communication - Modernising Company Law and Enhancing Corporate Governance in the European Union* (Sept 2003). This response to the communication advocates that whilst may of the proposed changes are welcomed the EU still needs to strengthen the accountability of companies to their shareholders and stakeholders (Third Parties).
- *Submission to the International Development Select Committee post-Cancun inquiry* (September 2003)
- *Comments on Commission of European Securities Regulators' Level 2 Implementing Measures for the Prospectus Directive* (February 2003). Traidcraft highlights their belief that the European Commission and CESR have pursued a narrow and short sighted approach to the Prospectus and related listing directives. To redress this Traidcraft proposes implementing measures which will ensure the EU listing regime entrenches investor focus on the short term, sets minimum standards of disclosure that fall behind best practice at other exchanges.
- *IDSC Enquiry into Trade and Development: Aspects of the Doha Agenda* (January 2003)
- *Response to Modernising Company Law White Paper* (November 2002)
- *IDSC Enquiry into the Food Crisis in Southern Africa* (October 2002)
- *Response to Financial Services Authority's Discussion Paper 14: Review of the Listing Regime* (October 2002). Traidcraft seeks to demonstrate the positive contribution that business can have on poverty alleviation in the developing world. However in order for this to take place it is vital for companies to be open, transparent and accountable, particularly with regard to their significant environmental, social, ethical and economic impacts.
- *IDSC Enquiry into the Commonwealth Development Corporation* (July 2002)
- *Submission to the European Parliament on the EC CSR Green Paper* (March 2002). This report highlights the weaknesses in the final version of the European Commission's proposals on CSR. It recommends that CSR should not be seen solely as a voluntary initiative but requires a strong regulatory framework in order to deliver improvements in corporate behaviour. It examines current limitations in existing CSR practice and highlights the experience of Fair Trade as a model for socially responsible supply chain management.