

## Our principles

We are a Christian based organisation, committed to working with people of all faiths and none in our common fight against poverty.



We believe businesses should work in the interests of all stakeholders and in particular should be held accountable for their impact on the poor.

We are guided in all this by our Foundation Principles:

Traidcraft is a Christian response to poverty

- We express Christian principles in our policies and activities, especially the principles of love, justice and service which were lived and taught by Jesus.
- We work in partnership with the poor, disadvantaged and marginalised, whatever their creed.
- We work together with all those who share our commitment to fighting poverty, whatever their faith commitments.
- We recognise that poverty has spiritual and moral as well as material dimensions.

Traidcraft's mission is fighting poverty through trade

- We focus on the reduction and prevention of poverty and gross inequality, especially in developing countries.
- We fight poverty by engaging directly in trade, by influencing others who engage in trade, and by developing the skills and market access of poor producers.
- We raise awareness of issues relating to poverty among consumers in the UK, and encourage them to make moral choices as they spend their money.

Traidcraft respects all people and the environment

- We support the development of people to achieve their God-given potential.
- We promote the fair and equal treatment of women and men and protect the interests of children.
- We promote relationships between rich people and poor people that enable the poor to use their skills to build better lives and the rich to learn from the poor.
- We promote responsible stewardship of the created environment, giving people access to resources, a share in decisions about them, and responsibility for their use.

Traidcraft abides by and promotes fair business practices

- We seek fairness for producers, customers, shareholders, employees and other stakeholders.
- We encourage the payment of fair prices that allow fair rewards to be paid to producers.
- We encourage best practices in conditions of employment.
- We recognise that organisations should work in the interests of all stakeholders, and not simply to maximise financial returns.

Traidcraft strives to be transparent and accountable

- We report on our activities openly and honestly to stakeholders in our financial and social accounts.
- We expect those with whom we work closely to be prepared to open their own practices to scrutiny.
- We listen to the views of our stakeholders, and especially to the voices of people living in poverty.