

## What makes us different?

One of the UK's fair trade pioneers, we go far beyond simply applying fair trade standards to our products. Innovating, campaigning, building lasting relationships with our suppliers, and engaged in a wide range of charitable projects as well Traidcraft and our supporters really go the extra mile.



### [How Traidcraft is pioneering](#)

Traidcraft is committed to working in new and innovative ways. We have been working in the fair trade area since 1979 and have been influential in changing the way other businesses work.



### [Traidcraft's vision and mission](#)

Traidcraft's vision is a world freed from the scandal of poverty, where trade is just and people and communities can flourish.



### [Our principles](#)

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



### [Traidcraft's strategy: 2006 - 2011](#)

In 2005, Traidcraft undertook a major strategic review to set the framework for our work over next five year period. Following consultation with our overseas partners, UK supporters and other stakeholders, we established a number of key priorities for the future.



### [Awards](#)

Various innovative areas of our work have received prestigious awards.