



BTC TRADE FOR DEVELOPMENT



Fair Trade Sustainable Trade?

FAIR TRADE AND THE ENVIRONMENT

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FOREWORD

Is fair trade*, a vector for solidarity among nations, an initiative that should be abandoned as soon as possible for the health of our planet? This would have been an absurd question in the nineties but it is becoming more and more relevant with the emergence of the environmental challenges facing Humanity. Fair trade, in the South and the North, brings products from the South to the North. However, this exchange of products carries an ecological cost. Can it be avoided? Wouldn't it be better to promote local products in season?

Beyond the issue of transport, fair trade may also be destroying our planet with pesticides, packaging and non-recyclable waste. What commitments has this form of solidarity made to the planet? By trying to improve the existence of farmers, aren't we inadvertently destroying their living space, and our own?

This brochure offers an analysis of the relationship between the environment and fair trade. This is neither the official stance of BTC* nor an exhaustive study of positions on the matter. It is a thoughtful report that should be added to the already thick file on fair trade in the 21st century, in line with the new challenges facing the world.



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*The terms marked with an * are defined in the glossary*

INTRODUCTION: FAIR TRADE AND THE ENVIRONMENT, A STRAINED RELATION?

FAIR TRADE...

Trade, the acquisition of goods or services in exchange for money, has existed since the dawn of man.

Fair trade* has added another dimension to this exchange. It is based on the concept that “everyone who works has the right to just and favourable remuneration ensuring for himself and his family an existence worthy of human dignity” (Article 23 of the Universal Declaration of Human Rights).

Organisation into cooperatives¹, the north-south partnership and the prospect of long-term contracts are also characteristics of fair trade. This type of economic relationship implies a price, which, in addition to production costs, also covers the cost of a decent standard of living for workers, and provides a profit for investments in collective goods and for personal savings. In addition, the management of work in cooperatives must be democratic. The fundamental agreements of the ILO (International Labour Organisation) (including freedom of association) must be applied at every step of the production chain of fair trade products.

Fair trade is much more than simple material exchange. Its reason for being goes beyond the desire for enrichment. It strives to create conditions for the well-being of the poorest workers on the planet through solidarity, which is more often than not intercontinental.



© Simon Rawles 2007 – Fairtrade Foundation

...AND THE ENVIRONMENT

Given the extensive exploitation of mining and forest resources, the increase in the standard of living and the access to more and more consumption goods and services by (an ever-growing) portion of mankind, the pressure exerted by the human race on the environment has become unsustainable. The industrial era has led to a historically unprecedented level of destruction. Today, at the beginning of the 21st century, the situation is catastrophic. It directly affects the main actors of fair trade: small farmers in the South.

Studies predict that the consequences include 25 million climate refugees by 2010. Others speak of a figure reaching...700 million by 2050. Taking the middle road, the IOM (International Organization for Migration) estimates that 200 million people will be forced to migrate because of climate change by 2050².

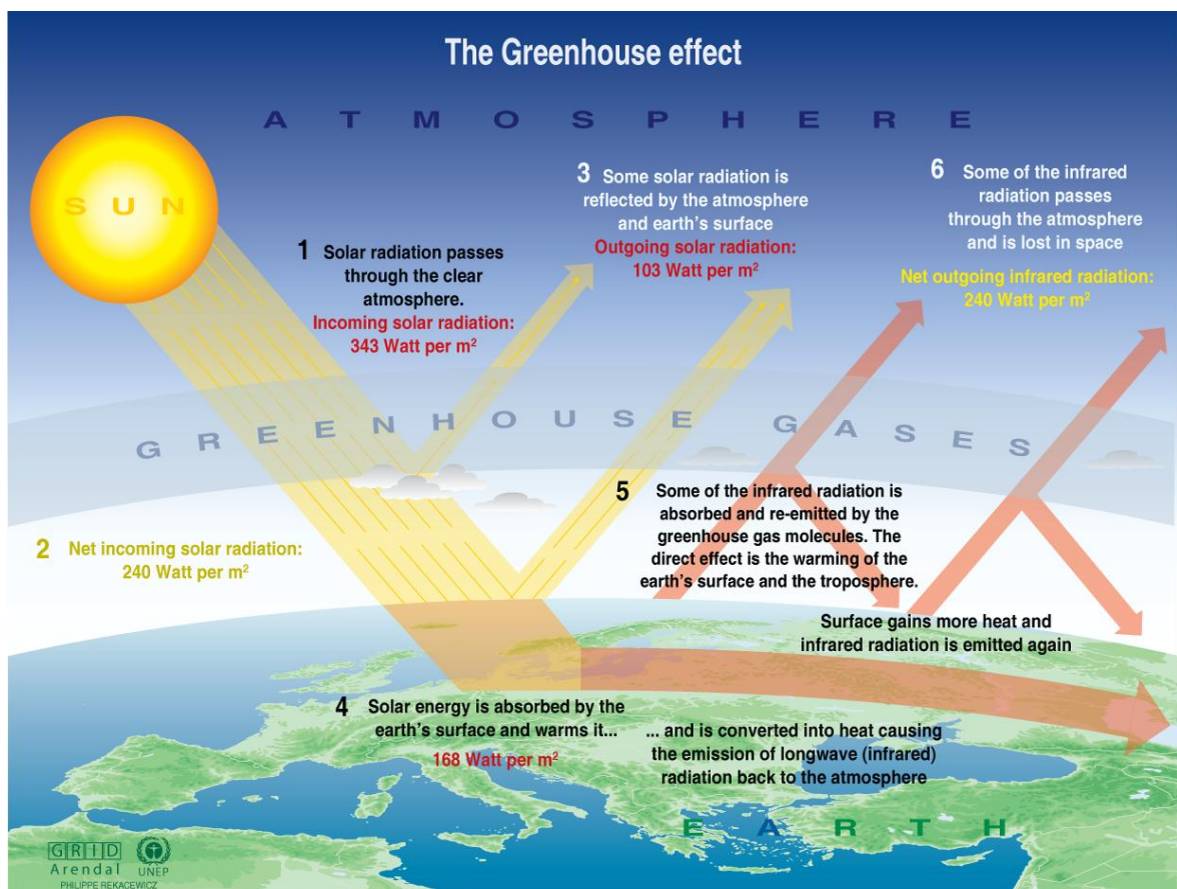
¹ Most small fair trade producers work in cooperatives. However, many large farms also produce fair trade products. Workers on these farms are organised in joint committees.

² “In Search of Shelter - Mapping the Effects of Climate Change on Human Migration and Displacement”, May 2009, (http://www.ciesin.columbia.edu/documents/clim-migr-report-june09_media.pdf)

Fair trade and environmental protection share one concern: To improve (or preserve) the living conditions of the population of the South. Yet, these objective allies for sustainable development* in both North and South are often presented as being guided by antinomic thinking. The culprit: pollution caused by fair trade.

→ The answer lies in three tensions.

(EXPLANATORY DIAGRAM OF GLOBAL WARMING)

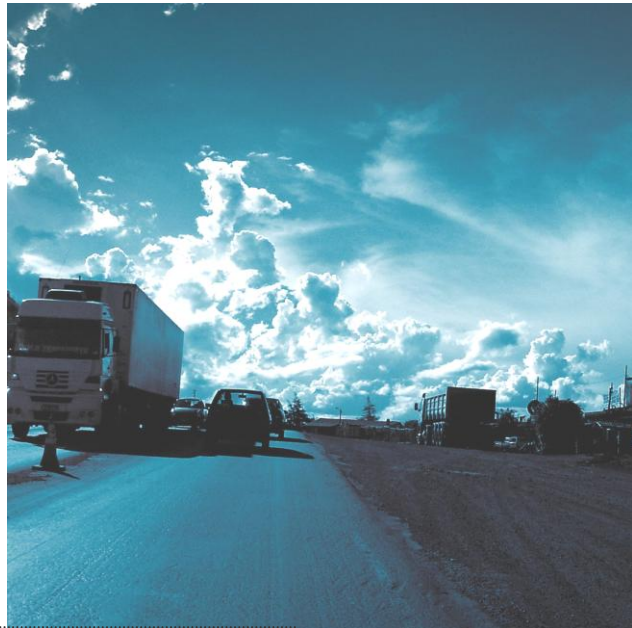


Sources: Okanagan university college in Canada, Department of geography, University of Oxford, school of geography; United States Environmental Protection Agency (EPA), Washington; Climate change 1995, The science of climate change, contribution of working group 1 to the second assessment report of the intergovernmental panel on climate change, UNEP and WMO, Cambridge university press, 1996.

FIRST TENSION: PRODUCT TRANSPORTATION

Fair trade is primarily trade between producers in the South and consumers in the North. It therefore implies long trips for products and, as a result, generates pollution, regardless of whether the freight is transported by airplane, ship and/or lorry.

This observation leads to the following question: Should we distance ourselves from products that come from far away and damage our planet?



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1. ACCOUNTING FOR ALL POLLUTION FACTORS

The answer is not straightforward. Obviously, if all environmental, social and economic parameters are equal, it is preferable to promote shorter trips and the local economy.

However, taking into account only the “transport” factor to determine the real ecological impact of a product does not provide a clear understanding of the pollution generated by the production process of the product in question.

Analyses have led to conclusions contrary to current views when more extensive data on the production method are taken into account. A study by British Cranfield University calculated that producing roses in Kenya and exporting them by airplane to the United Kingdom is five times less harmful to the environment than growing them in heated greenhouses in the Netherlands³.

However, the rose study raises some questions: Why compare two polluting production methods without also including a third local and organic option? Why not take into account all polluting production factors (pesticides, pollution of natural resources, etc.) in order to provide a more accurate estimate of the environmental impact? And, more fundamentally, shouldn't fair trade question the notion of sending flowers thousands of miles by airplane in the midst of an environmental crisis? Should the relocation of the economy frighten the participants of fair trade? Not all, obviously, since relocation is already a criterion of one of the standards of fair trade, ECOCERT's* EFT*.

³ “Comparative Study of Cut Roses for the British Market Produced in Kenya and the Netherlands”, Précis Report for World Flowers, Dr Adrian Williams, 12 February 2007, Cranfield University.
http://www.fairflowers.de/fileadmin/flp.de/Redaktion/Dokumente/Studien/Comparative_Study_of_Cut_Roses_Feb_2007.pdf
Study cited by Samuel Poos, “Fair trade in 2009,” Trade for Development Centre, work document - March 2009

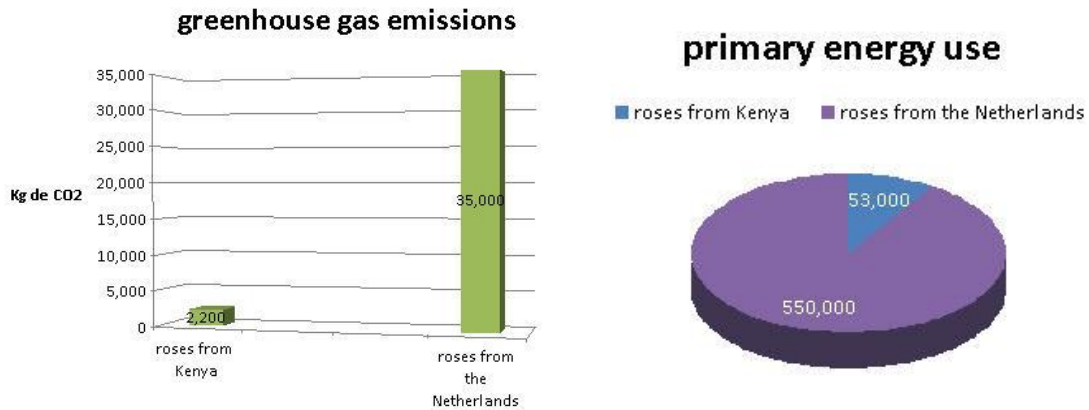
Comparative study of 12,000 cut roses for the British market produced in Kenya and the Netherlands

Roses from Kenya

Primary energy: 53000 MJ (of which 15% from fossil fuels)
Greenhouse gas emissions: 2200 kg CO₂.

Roses from The Netherlands

Primary energy: 550000 MJ (of which 99% from fossil fuels)
Greenhouse gas emissions: 35000 kg CO₂.



Source :

[http://www.fairflowers.de/fileadmin/flp.de/Redaktion/Dokumente/Studien/Comparative Study of Cut Roses Feb 2007.pdf](http://www.fairflowers.de/fileadmin/flp.de/Redaktion/Dokumente/Studien/Comparative_Study_of_Cut_Roses_Feb_2007.pdf)

In a recent study, *Oxfam-Magasins du monde* also questioned the relevance of certain types of exports⁴: Should we not raise the question whether transporting flowers by airplane is compatible with sustainable development*? In short, should fair trade sell all types of products to the North? Should it take into account the presence of local products such as honey, wine or oil to evaluate the impact of its actions and the availability of these products in northern markets? According to Stéphane Leborgne, President of the *Fédération Artisans du Monde* in France (who is also certified to carry out *Bilan Carbone*^{*} ®), “favouring local production would remove the long distance transport step. However, these products (Editor’s note: such as wine and honey) are distributed first for political reasons and because French production is insufficient to cover all needs. (...) In any event, economic and social benefits are sought above all. The income generated by the sale of these products is vital for their producers in the short-term”⁵.

While this shouldn’t free fair trade of its environmental responsibilities, the importance of fair economic exchanges for the survival of small farms is another factor that must be taken into account.

⁴ “Fair trade and the environment: a sustainable relationship”, study by François Graas published 18 March 2009 on the *Magasins du Monde-Oxfam* website

⁵ Position developed in “The environmental impact of Fair Trade”, press release on the 2009 topic of the Fair Trade Week in France (May): “Fair Trade and the Environment”, pp. 6 to 8

BELGIUM – ETHICSTORE

Winner of the BE Fair Awards 2007, Ethicstore.be is an on-line store that only sells fair and ethical products. Four hundred products in all at “affordable prices”.

In its “Charter for Sustainable Trade”, Ethicstore promotes several principles including the following: “All of our partners make the necessary efforts to protect the planet in their production, transport and distribution methods” and, in particular, they “Refuse to sell any products which can be produced locally”. This commitment is carried out restrictively. Products from the South are sold on Ethicstore although products exist which are similar (bathrobes, toys for children), but not identical, to those of Ethicstore.

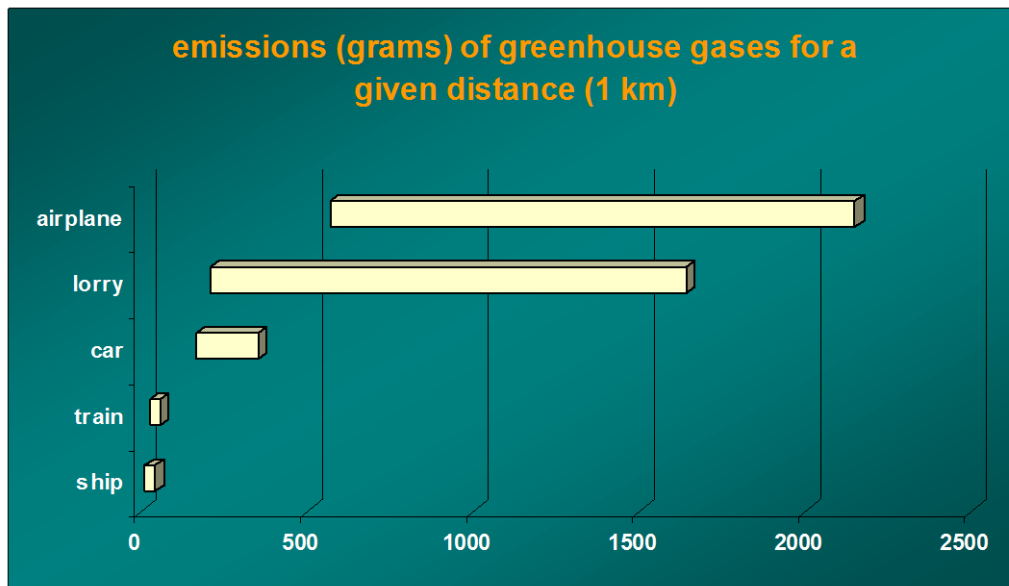
2. NO TWO KILOMETRES ARE THE SAME

The concept of a “food mile” includes the potential danger of using a popular shortcut: The further the product travels, the more it pollutes. However, not all “kilometres” are the same on asphalt (or at sea). The researchers⁶ of the Department for Environment, Food and Rural Affairs (DEFRA) have developed a model of this concept that takes into consideration the many parameters involved (product value to weight, handling, ratio of road tonne-kms to total tonne-kms, etc.)

Two parameters appear to have a definite impact on the pollution emitted per kilometre in this complex model: the means of transport used to carry the product and the distance between the production and consumption points.

When it comes to means of transport, kilometres by ship are preferable to those by lorry, which are preferable to those by airplane. According to the ADEME (French Environment and Energy Management Agency) “road transport (lorries) creates four times more pollution than transport by rail and six times more than transport by inland waterway”. On this basis alone, an orange brought to Brussels from Grenada (Spain - 1600 km) by lorry would cause as much pollution as an orange brought from Brazil by boat.

⁶ <https://statistics.defra.gov.uk/esg/reports/foodmiles/annex2.pdf>



For every tonne of food transported, the CO₂ pollution emitted is:

- **Ship: 15 to 30 g/km**
- **Train: 30 g/km**
- **Car: 168 to 186 g/km**
- **Lorry: 210 to 1,430 g/km**
(These values vary a great deal based on the type of lorry. Generally, a large lorry will create more CO₂ than a small one. Refrigerated lorries emit up to 800g CO₂/tonne km more than a non-refrigerated lorry).
- **Airplane: 570 to 1,580 g/km**
(E. Millstone & Tim Lang -2003-. The atlas of food: who eats what, where and why.)

Source: Brussels Observatory for Sustainable Consumption
<http://fr.observ.be/article/4144-how-many-kilometres-are-in-a-plate.html>

Guyapi Tropical, a French company that sells food supplements carried out a study on the carbon impact of its products. The conclusions on transport were...disconcerting. The 9,000 kilometres travelled by 16,098 70g boxes of warana (an energy plant) by ship from Belem (Brazil) to Le Havre (France) emit 0.1456 equivalent tonnes of CO₂. The same kilometres travelled by airplane emit 10.4241 tonnes of CO₂, about 70 times more atmospheric pollution. However, after all this, the product still hasn't reached the consumer. At this point, it is still sitting in the harbour at Le Havre. For a more complete understanding of the "food kilometre", the distances covered to bring the product to retailers must also be taken into account⁷. In the warana study, most of the pollution created by transport is due to the trips between the distribution centre and retailers: that is, 31,279 tonnes of CO₂. Approximately three times that of the airplane journey, and 210 times that of the journey by ship⁸! Although the "environmental quality" of a shipment is a criterion, which must be taken into account, the product's origin is not representative of the total kilometres it will travel⁹.

⁷ For a complete, and amusing, understanding of the greenhouse gases created during a complete food production cycle, see the ADEME brochure "Greenhouse gases in my plate?": <http://www2.ademe.fr/servlet/KBaseShow?sort=-1&cid=20713&m=3&catid=20714>

⁸ "Fair trade and the environment, an alliance for sustainable development", Platform for Fair Trade, Paris, 2009

⁹ At best, the origin provides an idea of the minimum number of kilometres travelled by a product.

The distance that should be taken into account is that of the product's entire journey. By this calculation, it's not clear that fair trade is more penalised than other forms of trade. To confirm this, just think of shrimp fished in the North Sea, and eaten on the Belgian coast after doing a round trip to Morocco to be shelled by hand¹⁰.

Surprisingly, perhaps, the real culprit is the amount of pollution caused by... the end-consumer! According to Joël Pain, Director of Up&Up Développement, a company that, among other things, tries to help southern producers develop and get better access to our markets, "*studies show that the environmental cost is about 10 times greater for the "point-of-sale/home" segment than for the "country of origin/point-of-sale" segment. (...) The real concern is therefore essentially tied to the way in which consumers act to satisfy their consumer appetite (...)*"¹¹.

This opinion is even more practical and appealing because it clears all of the other players of the consumer chain...fair trade cannot allow itself to take this casual approach.

BELGIUM – ALTERVOYAGE COMPENSATION

AlterVoyages is a travel agency that organises trips based on the principles of fair trade. The cooperative underlines the fact that it uses less polluting means of transportation and renewable energy. In particular, it promotes CO2 compensation* for its tourists. It received the "2009 Belgian Energy and Environment Award" for this initiative.

The agency has offered to support "Frontière de vie" in order to compensate for greenhouse gas emissions caused by tourism travel. "Frontière de vie" operates in equatorial Amazonia, a region visited by Altervoyage. The goal of the project is to resist in a non-violent way to the petroleum companies that covet Sarayaku, the territory of the Kichwa community south-east of Quito. Faced with growing threats, indigeneous populations decided to create a vast area of coloured trees over 300 km long all around their territory! The "Frontière de Vie".

3 FAIR TRADE POLLUTION: A MAJOR CHALLENGE?

Putting things into perspective provides a better understanding of the extent of the "fair trade/environment" challenge at global level. In 2008, fair trade represented a turnover of 2.9 billion euros¹². The same year, global exports came to 10,707 billion euros¹³. Fair trade therefore represents 0.27% of worldwide exports. Is this really the best lever to influence ecological parameters?

¹⁰ According to Heiploeg, "the largest shrimp producer in Europe". Read http://www.heiploeg.nl/noordzee-garnalen.fr_FR.html

¹¹ Blog "A changing world is a beautiful world", <http://upandup.blog.lemonde.fr/2007/03/30/answer-to-an-objections-to-fair-trade>

¹² FLO article of 4 June 2009: "Global Fairtrade sales increase by 22%"

¹³ Conversion on 7 July via the site <http://www.mataf.net/fr/conversion/monnaie>

4. FACING UP TO RESPONSIBILITIES



Fair trade must, nevertheless, take into account its ecological impact like any other form of commerce and do its utmost to reduce it. This is even more important since small producers in the South are the first to be affected by climate change.

Although farmers in the South may perceive new environmental requirements of the North as “green protectionism”, and although they may not feel that they need to be concerned by environmental issues (notably because education and health are more important priorities in the short-term), those involved in fair trade cannot avoid examining their green conscience. If they don't, others, including informed consumers, will do so for them.

There are several options for those who want to put their thoughts into action.

BELGIUM - [TOHI, PURE \(F\)AIR CHOCOLATE?](#)

Tohi chocolate is organic and labelled fair trade. Even better, Dolfin, the producing company (which makes more than fair trade and organic products), claims to be “Belgium's first CO2 neutral chocolate-maker”.

How did it manage this? First of all, it asked CO2logic to carry out a Bilan Carbone®, an audit of CO2 emissions from its direct activities.

Once the results of this audit were known, the chocolate-maker set itself the goal of reducing its emissions by 15%. A social and environmental charter was created. It already contains the following elements: use of natural ingredients only and use of cardboard from well-managed forests. Waste material is carefully sorted. The chocolate-maker works with a sheltered workshop for most of its logistics work. The vehicle fleet is gradually being renewed with less polluting vehicles. Dolfin has moved to green electricity and an automatic timer system has been installed for better light and heating management. The temperature of rooms has been lowered by 1°C, which has reduced emissions by +/-7%. All light bulbs have been replaced with low-energy ones.

In order to compensate for the remaining CO2 emissions, the company takes part in a project in Rajasthan, India. It consists in reusing the agricultural waste of local farmers in order to produce green electricity. This project has been validated by the United Nations and by the SGS Group (Société Générale de Surveillance)*.

<http://www.tohi.be/Fr/home2.php>

5. SOLUTIONS FOR FAIR TRADE PRODUCT MOVEMENTS?

A holistic approach is better suited to apprehending the reduction in pollution in product manufacturing. Based on current LCA (life-cycle analysis) or eco-balance studies, the most effective fair trade environmental action would seem to be working on the distribution network (shops and transport) in the North. However, social and public pressure will no doubt require the sector to consider the issue of the products' transport from the South to the North in the first place.

At this level, every organisation can attempt to reduce the impact of their activities in two ways: by reducing pollution per kilometre and by reducing kilometres. The two approaches can be implemented in the North as well as the South.

5.1 REDUCING POLLUTION/KM

Based on the information above, it is clear that airplanes should be avoided for South-North transport.

ECOCERT certification has integrated the transport dimension by discouraging the use of air freight. It requires that operators study "all realistic road and maritime alternatives". If the operator then still insists on using air freight, it must justify this choice¹⁴.

BELGIUM - "TOUT L'OR DU MONDE" BY BICYCLE

Located in the centre of Brussels, "Tout l'Or du Monde" is a fair trade grocery store and café. The store sells fair trade and organic products from South America, Asia, Africa and the Caribbean. It also sells local products from Belgium and other European countries.

The premises are managed in an ecologically responsible way: low-energy bulbs everywhere, bio-degradable cleaning products, recyclable office paper and supplies, waste sorting...

In addition, "Tout l'Or du Monde" is implementing a bicycle delivery system with a new group called "Dioxyde de Gambettes".

(www.dioxyde-de-gambettes.com)

www.toutlordumonde.be

Ocean freight, however, will have an impact on inventory management. "Peau Ethique," an importer of organic cotton clothing, estimates that the time "lost" in shipping by sea (rather than by air) is on average 45 days for products coming from Laos, India and Peru¹⁵. This inevitably implies the need for better order planning. This can also be a valuable ally in the fight against the effects of fashion and to cushion market impact.

Last resort: choose voluntary compensation* for greenhouse gases emitted during production and transport. This option should be considered as a last resort to reduce emissions to a minimum when all other options have already been implemented.

¹⁴ Criteria related to transport (EFT-T-32) in "database criteria," *"Fair trade in the spirit of solidarity and responsibility"*, version of 29 October 2007

¹⁵ *"Fair trade and the environment, an alliance for sustainable development"*, Platform for Fair Trade, Paris, 2009

While compensation is a suitable reminder that pollution has a cost, it could also become a way to buy a green conscience at little expense if organisations are not careful. Worse yet, compensation could cause a “backlash”, negating the environmental benefit through the over-consumption of the product being compensated for.

5.2. REDUCING KILOMETRES

In the North, the simplest and most effective solution for consumers is to give priority to local products.

It is also important for producers to optimise journeys, vehicle loads and travel frequency in the North in order to minimise the number of kilometres travelled.

In the South, the FairForLife standard does not focus only on journeys and has developed a special, more global approach to energy management and climate change. As for its other social and environmental criteria, FairForLife emphasises first and foremost knowledge and assessment of electricity and fuel consumption. It then lists the efforts that must be made over three years to reduce consumption and promote renewable energies* ¹⁶.

BELGIUM - THE GREENING OF THE “WERELDWINKELS”

In 2005, Oxfam-Wereldwinkels carried out an environmental assessment and, based on this evaluation of its carbon footprint, decided to implement a concrete action plan based on four areas of activity: product production, national headquarters, the 205 shops, and the flow of merchandise.

This Oxfam-Wereldwinkels sustainability plan has ambitious objectives: a 50% reduction in CO2 emissions and a 20% decrease in negative impacts on the environment by 2010.

At the product level: a complete analysis of the coffee, chocolate, wine and fruit juice production chains is under way. Priority will be given to mass production to reduce environmental impact. By 2010, the CO2 emissions of the WW partners in the South should have dropped by 40%.

National headquarters: Oxfam-Wereldwinkels headquarters are located in an environmentally friendly building built with materials that respect the environment. It boasts efficient energy use and waste management (particularly with respect to water). In 2010, 80% of greenhouse gas emissions will have been eliminated and employees will consume one fourth fewer supplies and energy. Energy saving systems will be implemented and eco-efficiency and an everyday ecological approach will be promoted to accomplish this.

The 205 shops: about sixty have opted for green electricity.

With respect to the last challenge, that is, the transport of goods, Oxfam-Wereldwinkels has made no commitments.

¹⁶ IMO Social & Fairtrade certification programme, version February 2008, Bio Foundation, Switzerland

SECOND TENSION: AGRICULTURAL PRODUCTION AND ITS IMPACT ON THE ENVIRONMENT

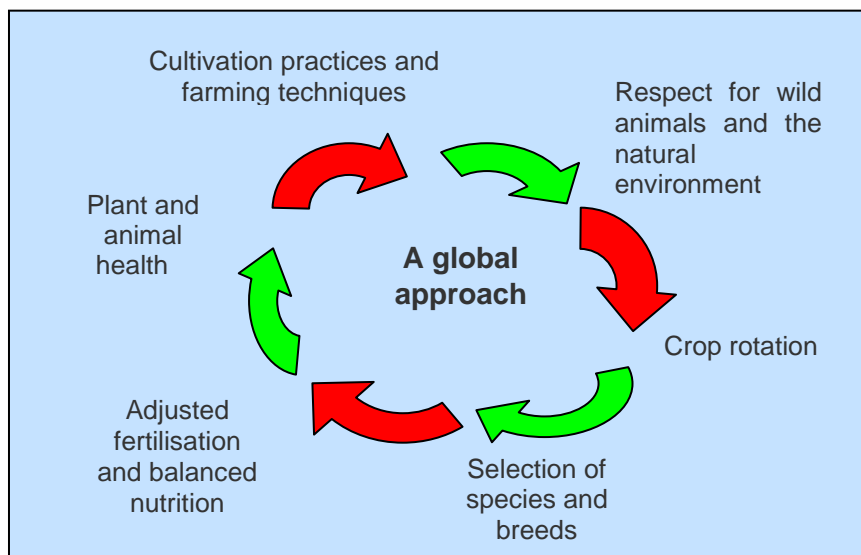
Paradoxically, agriculture, the activity that works most closely with the earth, is often a threat to soil. As a result of poor crop management, over-mechanisation, over-use of pesticides and even GMO, agriculture has put tremendous pressure on natural resources and, more globally, on biodiversity. The challenge for agriculture in the future will be to feed both Man and the Earth. Can fair trade meet the challenge?



For some, it already has. They state that 50% of food production comes from organic farming* (both certified and uncertified), that GMO are banned, that agro-forestry is often practised and that crafts use recycled products. Fair trade has been successful in protecting the environment for 35 years now¹⁷. The statement seems somewhat overly positive.

First, any farmer driven by famine or debt will logically attempt to maximise his farm's production, using chemical products if necessary, regardless of whether belonging to the fair trade network or not. Next, there is nothing to prove that in 1970, in the middle of the Green Revolution*¹⁸ (with its irrational use of pesticides and substantial loss of biodiversity), fair trade had already developed practices that protected the environment. This was neither in the "fair" contract nor relevant to the times. It is, however, undeniable that by building fair trade on small-scale family farming*, agricultural practices were more diversified (food-producing agriculture among others, no large-scale single-crop farming), and less polluting (less or no impact on surrounding ecosystems). Sustainable agriculture* ahead of its time.

SUSTAINABLE AGRICULTURE IN A NUTSHELL



Sources : http://fr.wikipedia.org/wiki/Fichier:Agriculture_raisonn%C3%A9e.svg

¹⁷ "Will fair trade survive the carbon threat?", Stéphane Le Borgne, President of the "Fédération Artisans du Monde," http://artisansdumonde.over-blog.com/pages/Will_fair_trade_survive_the_carbon_threat_-1381879.html

¹⁸ "The Green Revolution" on Wikipedia: http://fr.wikipedia.org/wiki/R%C3%A9volution_verte#La_biodiversit.C3.A9

1. MECHANISATION

In the beginning, fair trade, focused on marginalised southern farmers, promoted a family farming model in which work in the field was done on a “human scale” with work animals and physical labour. This strenuous work could no doubt have used some mechanisation. However, from an environmental standpoint, the impact of production in terms of pollution is negligible. This was a world apart from the gigantic American and European super-mechanised farms. This is an important observation: as part of a study of the life cycle* of various New Zealand apples (not exported), researchers concluded that “a major percentage of the impact is related to energy emissions”, notably as a result of the mechanisation of harvesting methods. The work in the field alone is responsible for more than 60% of all energy use, mainly at harvest time, far ahead of the use of machines, fertilisers, pesticides and herbicides.

In FairforLife’s assessment of the environmental performance of a large-scale cooperative’s agricultural practices, the standard also draws attention to the pollution created by harvest mechanisation. The cooperatives must attempt to minimise their fuel consumption. Renewable energies*, biogas* and biodiesel* are promoted as is the rationalisation of tractor and lorry movements during harvest operations¹⁹.

While taking into account harvest mechanisation, the impact of fertilisers and pesticides on agricultural production should not be minimised. The New Zealand apple study notes that “*for some fields, the first cause of global warming is not mechanisation and, therefore energy consumption, but the use of fertilisers*”²⁰.

BELGIUM - REPLANTING COFFEE

The Miko group is active in the coffee business and in plastic packaging. It has developed a coffee brand called Puro Fairtrade Coffee. The coffee has a “Max Havelaar” label and its sales finance the World Land Trust.

This organisation buys land in the tropical forests of Ecuador in order to ensure their sustainable protection. In addition to sustainable management and the preservation of the threatened parts of the equatorial forest, the WLT believes that it is essential to improve the living conditions of the local populations without altering their natural sources.

Puro has already purchased 940 hectares of tropical forest in Ecuador, an area equivalent to more than 1875 football fields.

<http://www.purocoffee.com/francais/index.html>

<http://www.worldlandtrust.org/>

¹⁹ IMO Social & Fairtrade certification programme, version February 2008, Bio Foundation, Switzerland

²⁰ <http://www.symphonyplastics.fr/article%20presse/pesticides%20en%20agriculture.pdf>

2. ORGANIC, PESTICIDES AND GMO

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The use of fertilisers and pesticides is closely monitored in the production of virtually all fair trade farm products. Various fair trade labels and certifications regulate chemical inputs.

The best known and most widespread among them is the FLO* Max Havelaar label. It asks farmers “*not to use a series of chemicals including pesticides belonging to the WHO class 1 a+b list, the pesticides found on the PAN’s ‘dirty dozen’* and the pesticides on the FAO/UNEP’s prior informed consent procedure list and all updates of these lists.*”

These prohibitions are included, as a minimum, by other fair trade certificates and labels.

Fair trade prohibits GMOs. According to FLO-Max Havelaar, producers must “*not intentionally use products which contain genetically modified organisms (GMO)*”²¹.

Although FLO-Max Havelaar’s position on genetically modified organisms is firm in principle, it appeared to be ambiguous in 2005 when, in order to develop fair trade cotton, Max Havelaar created a partnership with Dagrif, the largest French cotton company operating in West Africa which supports research into the development of GMO cotton in Africa.²²

FLO-Max Havelaar does not develop its environmental criteria excessively but does provide guidelines for progress in environmental management. With respect to specific, product-based criteria, and with the exception of flower production²³, the “environmental development” chapter can be summarised in one sentence: “*There are no additional specific environmental standards for the product studied*”.

“*The label’s policy is, first and foremost, to focus on its core business, that is, an approach to economic and social development. It is difficult to involve people in environmental issues when they are living in extreme poverty,*” explains Louise Luttkolt, FLO’s strategic relations manager.

BELGIUM - CHIC CLEAN CLOTHING; ETHIC WEAR

The Ethic Wear company uses ecological and natural materials: organic cotton (100% of the cotton used is certified organic *), hemp, linen, recycled fabrics... rather than synthetic materials made with petrol (polyester, nylon, etc.) or artificial materials (viscose, bamboo, soy, etc.) In addition, dyes and other processes do not use heavy metals or azoic compounds.

²¹ Fair Trade, “Explanatory document for the generic fairtrade standard for small farmer organisations”, March 2006

²² See “*Max Havelaar dérape sur le coton OGM*”, l’Humanité, 29 April 2005

²³ Although flower processing following harvest requires the use of chemical products, their use must be minimised, used only when absolutely necessary (the company must prove this) and under high safety conditions. A plan for finding the least dangerous substances and/or techniques must be implemented. If an alternative is found, it must be immediately put into practice. In addition, the company must protect the environment and the population living in the area against the harmful effects of production.

Rather than analyse greenhouse gas emissions, FLO intends to give priority to producer empowerment to enable them to ensure that cultivation practices are less vulnerable to climate change and to develop a more resilient system.

What's more, producer practices are already close to being organic. Johan Declercq of Max-Havelaar Belgium has worked in the field for 18 years. According to him, "fair trade" producers need only make a very small effort to obtain an ecological label such as Rain Forest*.

Ecocert, a more environmentally demanding certificate, adds a clause for cotton:

*"In the specific case of cotton production and processing, conversion to organic farming is required from the second year on as a result of the particularly negative environmental and social impact of the conventional growing method"*²⁴. The same organic requirement is also set for bananas and flowers.

This is an unusual occurrence. Other than this instance, organic farming is never required by fair trade labels.

Although 50 of Oxfam-Magasins du monde's 170 food products carry an organic label, Oxfam-Magasins du monde's environmental requirements for creating a partnership (both for food and crafts) are minimal. They only ask the organisation to *"apply national and international legislation in terms of the use of pesticides, the protection of natural water sources, forests and other high-value eco-systems, the fight against erosion and waste management"*²⁵. In other words, to adhere to the laws in effect.

BELGIUM - SATYA "PURE ELEMENTS" VEGETABLE DYES

SATYA clothes are organic and fair trade from thread to finished product. They strive to protect the environment at several levels of production. The Satya knitwear dyeing factory (jersey and others) is certified by Skal*, a Dutch foundation which inspects and certifies that final products are organic. In addition to treating and recycling waste water in the dye process, this factory also uses "AZO-free" dyeing, an industrial process which does not use heavy metals in its dyes. On the other hand, the vegetable-based dyeing of the thread before weaving has been used by Satya from the beginning. Its process is controlled by the company's Indian partner, based in Tamil Nadu. The process uses plant-based dye baths.

One of the reasons given for the low requirement is the need to use a gradual approach to changing the cultivation practices of farmers and to follow a reasonable rate of improvement for crops. *"In other words, Oxfam-Magasins du monde does not require that its fair trade partners reach a high environmental level from one day to the next. Rather, initiatives taken by southern partners to protect the environment are considered in a positive light in order to encourage further efforts in achieving sustainable development"*²⁶.

Whether historically, because of economic opportunity or by conviction, fair trade repeatedly supports the values and, more and more often, the organic farming label²⁷.

²⁴ Criteria of the "Fair trade in the spirit of solidarity and responsibility" database, version of 29 October 2007

²⁵ "Cooperation with our partners, a revised approach", OXFAM-Wereldwinkels and "Partnerships Made in dignity, Oxfam-Magasins du monde", document approved by the General Assembly of 20 May 2006.

²⁶ "Fair trade and the environment: a sustainable relationship", study by François Graas published 18 March 2009 on the *Magasins du Monde-Oxfam* website

²⁷ Even though there are many difficult administrative obstacles to overcome to obtain this type of label

3 NATURAL RESOURCES AND BIODIVERSITY

The absence of industrial mass production in fair trade limits the risk of destruction or depletion of natural resources. It is difficult to imagine the Amazon or Congolese forest disappearing because of the production of fair trade wooden toys.

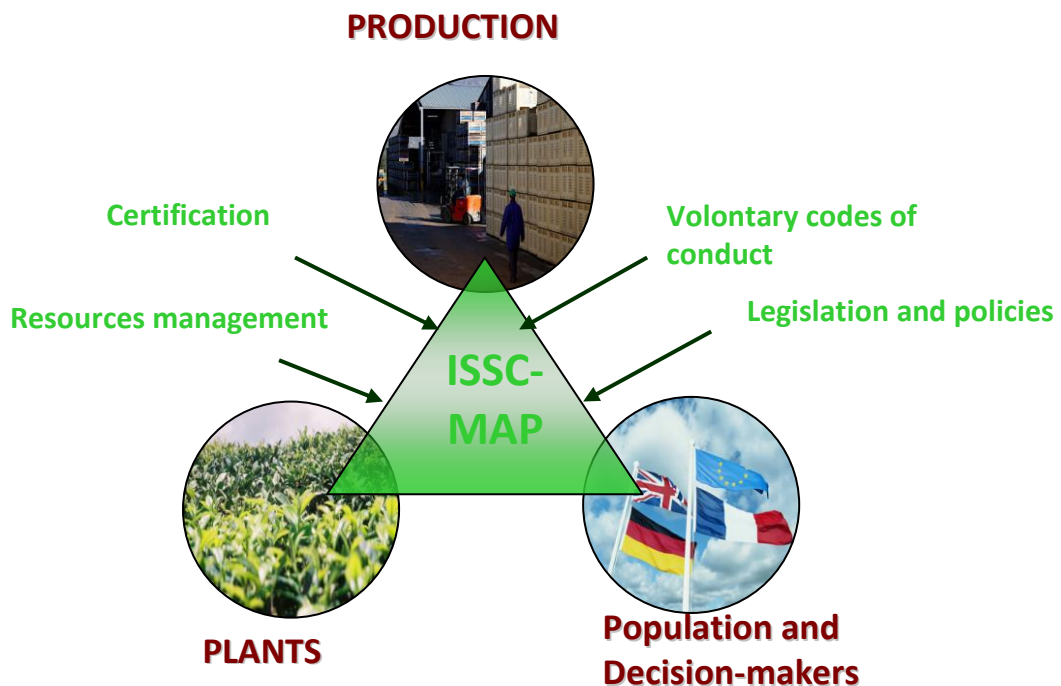
However, all forms of production, whether agricultural, small-scale or other can put significant pressure on the water, forest and/or genetic resources of the ecosystems being exploited. Even on a small scale, specific links in the local food chain or ecosystem can disappear as a result of human activity.

One way to protect the environment is to refuse, as does the ECOCERT EFT standard, “*products that are toxic and dangerous by their nature, industrial or mining products that contribute to the plundering of natural resources or to the impoverishment of biodiversity.*”²⁸

In addition, this standard implements an environmental impact monitoring system that includes concrete measures and a time schedule. From a biodiversity standpoint, it covers all aspects of production, like harvesting and picking methods.

Picking especially focuses on traditional medicinal plants. According to the WHO, most of the world’s population, particularly in developing countries, relies on traditional medicine, which is based on medicinal and aromatic plants (MAPs). Between 50,000 and 70,000 species are recognised for use in traditional and modern medicine²⁹. However, as a result of increasing exploitation of forest ecosystems, 150,000 species are threatened with extinction. A large majority of them are still picked in their natural state. In order to promote sustainable picking practices, the IMO* (Institute for Marketecology) recently set up “FairWild”*. This standard (based on ISSC-MAP*, among others³⁰) provides an international standard, which combines the requirements of fair trade and the principles of sustainability³¹.

Source: http://www.floraweb.de/map-pro/flyer_french.pdf



²⁸ Eligibility criteria for commodity chains <http://www.ecocert.com/Criteres-d-eligibilite-des.html>

²⁹ International Standard for Sustainable Wild Collection of Medicinal and Aromatic Plants (ISSC-MAP), Version 1.0, 2007

³⁰ For “International Standard for Sustainable Wild Collection of Medecinal and Aromatic Plants”

³¹ “An International Standard for Sustainable Wild Collection of Medicinal and a Aromatic Plants (ISSC-MAP) », http://www.floraweb.de/map-pro/flyer_french.pdf

In **forestry** operations, FLO prohibits planting in areas of first-growth forest; EFT prohibits forestry operations in primary forest areas and encourages the use of farmed wood. “*Otherwise, a FGP, FSC*, RFA or PEFC label is required*”. The oceans have not been forgotten either: fisheries must have an MSC label, or operate under a local sustainable **fishing** policy that provides similar guarantees. Attention is also focused on the environmentally sound management of water adapted to local conditions.

In addition to using FLO-MAX HAVELAAR standards or equivalents, “Fairforlife”* promotes rational and economical **water** use with, for example, irrigation techniques which avoid waste. Waste water treatment must also be taken into account with the minimum requirement that waste water does not damage the environment and/or the population. Another requirement is that all waste water piped into nature must be free of any physical or biochemical characteristics that might damage the ecosystem.

In addition, “Fairforlife” pays particular attention to the protection of ecosystems and biodiversity. Among the four environmental criteria developed for this standard, one is dedicated to ecosystem management, for both plantations and manufacturers. The minimum Fairforlife requirement (criteria M as in “Must”, an obligation), is to have adequate knowledge of the ecosystem in which the plantation or company operates. This knowledge must also extend to rare habitats and endangered animal and plant species. Production may under no conditions harm them. What’s more, the company or plantation must not be involved in the destruction or conversion of these ecosystems (or they must take sufficient compensatory conservation measures if necessary). These prohibitions are fairly numerous. FairForLife subscribes to the notion of progress over three years, which also applies to aquatic ecosystems.

BELGIUM -

MEXICAN HONEY, TAKING ADVANTAGE OF MOTHER NATURE?(1)

Miel Maya Honing is an NGO which supports over 500 beekeepers and their families in Chiapas (Mexico). The association applies the principles of fair trade and the producers are certified by Max Havelaar.

Miel Maya questioned the environmental impact of its products. Eating honey produced in Belgium would, of course, have the smallest impact on the climate. However, Belgian honey production is far too small to meet demand. The country produces less than 20% of the honey it consumes. A significant part of the honey found in supermarkets comes from outside the country (mainly Mexico, Argentina and China).

Among these imported honeys, fair trade and organic honey has the least environmental impact. As for Maya honey, it is shipped by boat from one continent to another and the use of pesticides and antibiotics is forbidden. Some producers are certified organic and others are in the process of converting.

Miel Maya Honing encourages its employees to travel by bus or train whenever possible. For example: one Belgian manager making a local visit took a bus from Mexico City to Campeche, instead of flying. This decision was misunderstood by some of the Mexicans. The trip took 18 hours instead of two.

THIRD TENSION: PRODUCTION WASTE

The emergence of environmental issues has led to attention for waste production. The observation: too much. There is too much waste at production time and too much waste at the end of product life. In addition, too many products have become “disposable” because of fashion trends or poor manufacturing. A frightening statistic illustrates the latter: only 1% of the materials produced and processed are still used six months after being sold in North America. This means a waste rate of 99%³².

Fair trade has developed several tactics to fight against this form of pollution: production methods which generate as little waste as possible, products that use recyclable packaging, and waste recycling.

1. PRODUCTION METHODS THAT GENERATE AS LITTLE WASTE AS POSSIBLE



© Alter Eco



The issue of waste is present to varying degrees in certification. Generally speaking, in its “*Requirements for the Sustainable Fair Trade Management System*” (SFTMS)³³, the WFTO* speaks of assessing producer practices according to environmental commitments such as waste storage and management among other things.

In terms of control and along the same lines, FLO-Max Havelaar requires the “traceability through documentation” of several items including product waste. The label also suggests that producers use the Fairtrade bonus for “*environmental protection and planning: tree planting, waste collection, waste recycling*”³⁴.

ECOCERT’s EFT certification also mentions waste management and insists on “*composting and methanisation solutions (in the case of fermentable waste)*”.

Yet, the best waste is waste that is never produced. This is a known fact and FairforLife has adopted the principle. One of the four environmental criteria of this standard is the “management of waste”. Inclusion of waste management in the production policy targets composting performance, recycling and waste reduction. On the last point, FairforLife is targeting the creation of high-performance waste sites without open-air incineration of materials harmful to humans and/or the environment (such as plastics, for example)³⁵.

³² This figure is given in the film “Natural Capitalism” by Paul Hawken, Amory and Hunter Lovins and cited by Emilie Delouvrier and Julien Dossier in “Green Growth: toward a waste-free world?” on the website Rue 89, <http://www.rue89.com/innovation/2009/06/28/croissance-verte-vers-un-monde-sans-dechets>

³³ “Managing and communicating Fair Trade and its independent certification”, second Draft of the SFTMS Standard Framework - © WFTO March 2009

³⁴ Fair Trade, “Explanatory document for the generic fairtrade standard for small farmer organisations”, March 2006

³⁵ IMO Social & Fairtrade certification programme, version February 2008, Bio Foundation, Switzerland

2. RECYCLABLE PRODUCTS AND PACKAGING

The pollution generated by packaging is not a detail. The French company Alter Eco noted in its Bilan Carbone carried out in 2005, that packaging accounted for 37% of its CO₂ emissions. This was the most significant item, far ahead of product transportation, energy used by cooperatives and travel (employees and visitors)³⁶.

Nearly half of the CO₂ emissions (45%) created by packaging is from glass (used to package the Alter Eco line of juices). The French cooperative is, therefore, planning to “integrate the use of juice box packaging which is four times less polluting than glass” (according to an LCA study done by Tetrapack).

Despite this significant environmental impact, EFT is the only certification that explicitly mentions the packaging challenge in its “ESR-P-38” criterion. It proscribes the use of PVC, polystyrene and so-called “biofragmentable” plastics.

The certification then cites restrictions that need to be applied within available technical limits. Among them is the use of biodegradable, renewable and recycled materials or the minimisation of individual packaging insofar as possible.

BELGIUM - MEXICAN HONEY, CLEAN-UP TIME? (2)

Maya Fair Trade develops environmentally friendly packaging. It recently replaced its trays (plastic-coated cardboard) with cardboard boxes. Nougat is now sold in bars with a cardboard display case which is also used for transport. Testing is underway to replace the plastic packaging for nougat bars and sweets with biodegradable packaging.

Source: “Dossier Commerce Equitable et Environnement”, Magazine Miel Maya, September 2009

3. RECYCLED WASTE

Waste has become a marketable and recyclable commodity in both North and South. Both processed and unprocessed, it can become raw material for a second (or third) production cycle. By extending the use of waste products, this new life cushions the impact of initial production. Many producers of fair trade clothing now use recycled materials. From Tetra pak³⁷ bags to recycled glasses³⁸ to decorative wire items, fair trade crafts is probably one of the first ventures to understand the value of waste and to draw attention to its re-use for the creation of objects.

The environmental section of Oxfam-Magasins du monde has formalised this trend by including the following in their criteria in early 2000: “*involvement with raw materials and packaging; reduction in the environmental impact of energy, pollution and waste*”³⁹.

³⁶ “Fair trade and the environment, an alliance for sustainable development”, Platform for Fair Trade, Paris, 2009

³⁷ The PREDA foundation <http://www.omdm.be/general/preda-quand-le-commerce-equitable-repond-a-l'exploitation-des-enfant.html>

³⁸ <http://metiss.be/Public/Page.php?ID=158>

³⁹ “Fair trade and the environment: a sustainable relationship”, study by François Graas published 18 March 2009 on the *Magasins du Monde-Oxfam* website

URBAN WASTE FOR FAIR TRADE ORANGES -

The Coagrosol company produces orange juice in the State of São Paulo (Brazil). Nearly 70% of the volume exported by the organisation is sold under fair trade conditions and organic production is quite significant.

Although it benefits from long-term practical experience, Coagrosol is now faced with a sizeable problem: in the region it is impossible to find sufficient quantities of organic materials to produce the nearly indispensable compost required by profitable organic farming. In addition, the soil is very poor and has deteriorated.

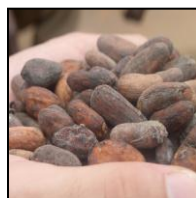
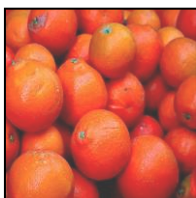
To counter these obstacles to organic production, Coagrosol will process organic agro-industrial waste into compost and use the urban organic waste for the maintenance of parks and other green spaces.

Three intercommunity composting units are being built to accomplish this. They will collect urban and industrial waste around the region. This initiative will provide small producers with cheap organic material and will reduce their environmental impact. It is supported by BTC's Trade for Development Centre to the amount of 35,000 euros.

DRIED MANGOES, FROM WASTE TO FERTILISER -

The dried mangoes of Burkina Faso's *Cercle des Sécheurs* (CDS) have had a place on Oxfam-Magasins du monde shelves for a long time now. Most of the forty producers of fresh mangoes dried by the CDS are certified organic (ECOCERT label). The few non-certified fresh mangoes are also produced without chemicals.

The mangoes are nearly all dried without chemical additives. The waste from drying (skins and pits) are stored in pits which are isolated to ensure that they are not a nuisance to the neighbourhood. They are kept to be sold to farmers who feed them to their animals. This waste is also sometimes used as fertiliser.



IN CONCLUSION THE ENVIRONMENT, FAIR TRADE'S MISSING LINK?

Is fair trade compatible with protection of the environment?

Several conclusions can be drawn after examining these three tensions. Two are paradoxical.

First of all, fair trade has not yet integrated the challenges of sustainable development (FLO-Max Havelaar label is proof of this) and yet, it does better than the traditional mass market on issues linked to the environmental quality of production and even the impact of shipping.

Next, the main efforts made for the environment are focused on the South (organic or sustainable agriculture, vegetable dyes, etc.) while many of the pollution factors of fair trade (particularly green house gases) are found in the North.

The conclusions can also be double-edged.

On one hand, fair trade must take environmental challenges into account both structurally and holistically. While those involved in fair trade correctly point out that their reason for being is first and foremost to provide economic support for small producers, it is, however, no less relevant to work on the environmental aspects of fair trade.

Secondly, fair trade must not fear approaches that call for the internalisation of ecological costs (and, perhaps, social costs) – the notorious “true cost”. In fact, the environmental challenge is a tremendous opportunity for fair trade: it can become an even more complete product in its respect for values. The environment provides North-South trade with the missing Holy Grail to reaching true “*sustainable development*”⁴⁰. Sustainable development consists of three pillars: economic, social and environmental. The commitments made by fair trade are at the leading edge in both social and economic matters. If this form of trade manages to lift its environmental pillar to the same level as the other two, if it is able to develop “strong sustainability”⁴¹, the social value of its products will in turn be remarkable.

Also, the main lesson to draw from this brochure is perhaps simply that the challenge can be met; fair trade and the environment are not antinomic. The distance covered by products coming from the South seemed to force fair trade to somehow undo its damaging and everlasting pollution. This is not the case. Yes, there is pollution, and yes, it must be minimised, and that portion which cannot be removed must be compensated for. To date, despite what those involved are saying, right or wrong, fair trade has not yet made an environmental commitment, particularly in the North. It has warded off relevant questions and assessment methods. Yet, few industries have correctly assessed the environmental challenge and fair trade has certain assets that will enable it to reduce its ecological footprint. It is, notably, a step ahead of its competitors in traditional trade: it “tracks” its products and knows their source. This knowledge is a first step in being able to act in an inclusive way on the environmental impact of a product, its production cycle and its life cycle.

One possible approach could be to combine several ideas such as the relocation of the economy, fair trade and sustainable development. North-North and South-South fair trade could be further

⁴¹ A definition of sustainable development according to which none of the three dimensions (or capitals) of sustainable development (economic, environmental, and social) should decrease.

expanded and developed in the coming years. This relocation is not without danger. Differences in legislation could lead to the development of trade in the South, which has very few regulations (with regards to paints containing heavy metals, for example, or the use of DDT, which is prohibited in Europe).

However, it would be unfair to criticise fair trade today in its present form because it only meets two out of the three priorities of sustainable development. It would be just as wrong not to demand that it pay attention to its ecological footprint in the South and, particularly, in the North.

However, a danger lurks for fair trade if it takes on the environmental challenge. Under pressure from public opinion and decision-makers and buyers increasingly concerned about the environment, this topic could become the sole reference point used to judge the impact of a product on our lives. Social commitment would be left aside. The notion is that taking care of environmental conditions will automatically lead to better living conditions for workers. This is a dangerous shortcut. It lessens union and salary requirements and allows the market to put pressure on the weak. It is important not to tarnish the “business” of fair trade. Its ultimate historical goal is to help the weakest links in the production chain to exist. It supports producer organisations and strengthens them in what remains a struggle of the poor, whether we like it or not. In order to benefit from sustainable development, fair trade must strengthen its environmental pillar while maintaining (and, if possible, strengthening) the economic and social aspects of its approach.

To take into account the environment may transform fair trade. The situation is sufficiently urgent to demand that everyone re-evaluate their commitments. Some products may no longer have a place after re-evaluation. Neither may some practices. It doesn't matter. The environment does not threaten fair trade. It reinvents it.

GLOSSARY

A few concepts and organisations

Bilan Carbone® / Biodiesel / Biodiversity / Bio-ethanol / Biogas / BTC (Belgian Technical Cooperation) / Dirty dozen / Ecological footprint / Ecosystem / EcoCert / EFT / FairforLife / Fair trade / FairWild / FLO-Max Havelaar / Food miles / FSC / Greenhouse effect / Green revolution / IMO / ISSC-Map / IPCC / LCA / Organic farming / Rainforest Alliance / (Source of) renewable energies / Small-scale family farming / Société Générale de Surveillance (SGS) / Skal / Sustainable development / Voluntary compensation / WFTO.

Bilan Carbone®

A tool used to measure greenhouse gas emissions developed by the *Agence de l'environnement et de la maîtrise de l'énergie* (ADEME, France). Its goal is to enable the evaluation of emissions emitted directly by or resulting from an activity (whether economic or not) or a territory using easily available data.

Biodiesel (vegetable oil methyl esters)

Biofuel for diesel engines resulting from a chemical reaction created by the processing of vegetable oil into a methyl ester.

Source: Groupe One - InfoDurable

Biodiversity

The diversity of living beings on Earth. The Convention on Biological Diversity was signed at the Rio Conference of 1992. It is intended to protect wild animal and plant life and their natural habitats and the living world excluding human beings.

Bioethanol

A biofuel for petrol engines (and in some cases for diesel engines) produced by fermentation of sugar from amylose and sugary crops.

Biogas

Gases produced from biomass, that is, a series of organic plant or animal materials that enable the production of energy. In Belgium, biomass can come from a variety of plants and crops including wood, corn, sorghum, rapeseed, beets, etc. It can also be made with industrial, agricultural, and household waste in solid (straw, wood chips, logs), liquid (waste water, animal waste), or gas (rubbish tip biogas) form.

Source: Groupe One – InfoDurable

BTC (Belgian Technical Cooperation)

BTC is a Belgian development cooperation agency. Acting for the Belgian government, it provides support for developing countries that are fighting poverty. In addition to this public service mission, BTC also provides services for other national and international organisations that are contributing to sustainable human development.

In 2005, BTC launched a generic fair trade promotion programme called the “Fair Trade Centre” to support fair trade. The centre has since changed its name to “Trade for Development Centre” and also handles sustainable trade and assistance to trade in developing countries.

Dirty dozen (Persistent Organic Pollutants)

Called Persistent Organic Pollutants in official texts but known by experts as the “dirty dozen”. And with good reason since POPs are dangerous predators for man, regardless of where you find them.

Persistent Organic Pollutants are twelve chemical products that have four points in common: they are very toxic for humans and the environment, they remain unchanged in the environment for years, they accumulate in the fatty tissue of living beings and they are carried over long distances by air and water. These characteristics give a really global dimension to the fight against these products.

Ecosystem

Basic ecological unit consisting of an area (=biotope) and the plant, animal and bacterial organisms (=biocenosis) living in it.

Ecological footprint

The impact on the environment of a person, city or country expressed as the area of fertile land needed to produce and process consumer goods and waste.

EcoCert

A French international organic certification organisation. The company was founded in 1991 on strong ethical values inherited from the agro-organic association movement of the 1970s. Its mission is to provide a guarantee of the rigorous respect for public and private specifications applicable to products, systems and services. Ecocert is a reference for organic certification around the world. It is a leading organic farming monitoring and certification organisation and operates in over 80 countries.

Source: Trade for Development Centre – Samuel Pooos 2009

EFT (Fair trade in the spirit of solidarity and responsibility)

This is a private ECOCERT standard that provides a definition of fair trade through objective criteria. EFT (fair trade in the spirit of solidarity and responsibility) is applicable to the agricultural food sector, cosmetics, and textiles. These specifications were created in cooperation with a group of industry professionals (producers, importers, distributors, and consumer associations). It provides guaranteed minimum prices, imposes strict good agricultural practices (for example, organic certification is required for bananas, cotton and flowers).

Source: Trade for Development Centre – Samuel Pooos 2009

FairforLife

A certification programme for social accountability and fair trade in agricultural, manufacturing and trading operations. Developed by the Swiss organic foundation for IMO (Institute for Marketecology), “FairforLife” combines social standards and fair trade with local conditions. It guarantees respect for human rights at every step of production, fair working conditions for workers and fair remuneration for small-scale farmers.

Fair trade

Trade partnership based on dialogue, transparency and mutual respect. Its goal is to create greater fairness in the global marketplace. Fair trade contributes to sustainable development by providing better trade conditions and by protecting the rights of vulnerable producers and workers, particularly in the South. Fair trade organisations (supported by consumers) actively commit to supporting producers, to raise public awareness and to campaign in favour of changes to the rules and practices of traditional international trade.

FairWild

A certification that monitors fair relations between collection companies and collectors. Set up by the IMO, FairWild intends to improve the living conditions in collecting communities. It combines the principles of fair trade (FLO-MAX HAVELAAR), working conditions (ILO) and sustainability (ISSC-MAP)

www.fairwild.org

Greenhouse effect

Solar radiation travels through the atmosphere of our planet and heats it up. The Earth returns energy in the form of infrared radiation carrying heat. A tiny part of this radiation escapes back into space. Most of it is retained by greenhouse gases (carbon dioxide, methane, water vapour, etc) that trap infrared radiation like the panes on a greenhouse. This results in the warming of the atmosphere. The more CO₂ there is, the more the Earth's temperature increases.

Green revolution

An agricultural system that emerged in certain parts of the third world (India, Mexico, South-East Asia) in the 1960s. It called for the use of a variety of cereals, legumes and tubers with high genetic yield potential. Concretely, this meant careful selection, the massive use of fertilisers and pesticides, and well-managed irrigation.

FLO-Max Havelaar

Fairtrade Labelling Organizations International. Created in 1997, FLO-MAX HAVELAAR is an association of 20 fair trade labelling initiatives in over twenty countries. In January 2004, Fairtrade Labelling Organizations International split into two separate organisations to ensure the independence of the certification process: FLO International e.V. and FLO-CERT GmbH.

FLO International e.V. sets the criteria and standards of fair trade. It helps producers through the certification process and in searching for markets for their products.

FLO-CERT GmbH inspects and certifies producers and importers based on standards developed by FLO International.

www.fairtrade.net

FSC

Forest Stewardship Council (FSC). This label enables consumers to identify the wood - and wood products - from well-managed forests, that is, sustainable management that maintains current and future biological diversity, productivity and the ability of forest to regenerate.

Food miles

This concept was born in England in 1990. The "Food miles" refers to the distance travelled by a food from its place of production to the consumer. This measurement provides a dimension for evaluating the environmental impact of a given food. Based on this concept, food travels on average between 2400 and 4000 km before reaching the consumer.

IMO (Institute for Marketecology)

An international inspection, certification and quality assurance agency for products that respect the environment. Founded in 1990, the Institute for Marketecology (IMO) is active in organic certification. The institute is also an expert in the areas of natural textiles, sustainable ecosystems and social responsibility.

Source: http://www.imo.ch/index.php?seite=imo_index_en

IPCC

An inter-governmental group of climate change experts. Created in 1988, this large panel of international scientists to which all members of the UN and the WMO (World Meteorological Organisation) can belong objectively, methodically, clearly and impartially reviews scientific, technical and socio-economic information required for better understanding the scientific foundations of risks associated with climate change caused by human activity, to discover the possible consequences of change and to plan potential adaptation and minimising strategies.

IPCC publications are prepared by three working groups (WG I, II and III), consisting of about a hundred scientists from different countries. These publications are generally acknowledged as bringing together the largest scientific consensus on climate change.

www.ipcc.ch/about/index.htm

ISSC-MAP

International Standard for Sustainable Wild Collection of Medicinal and Aromatic Plants. Most aromatic medicinal plants are picked in the wild. Unfortunately, up to 15,000 species may be threatened, most as a direct consequence of unsustainable collection practices. The ISSC-MAP defines principles, criteria, indicators and verifiers to evaluate and monitor the sustainability of wild resources and the viability of collection practices.

Source: http://www.floraweb.de/map-pro/flyer_french.pdf

LCA – life-cycle analysis

Multi-criteria approaches (materials and energy consumption, emissions in the atmosphere and water, waste), which take into account all of the steps of the life cycle of products, from their production to their final disposal, including their use phase. The LCA enables quantification of a “product’s” impact (whether it is a good, a service, or even a process) from the extraction of the raw materials used to make it, to its useful life including distribution and use and until its disposal, that is, “from cradle to grave”.

Source: ADEME,

<http://www2.ademe.fr/servlet/getBin?name=CC14518E88C0E1A15DA50E5C0602DF171115650388946.pdf>

Organic farming

A form of agriculture that excludes the use of synthetic fertilisers and pesticides and of genetically modified organisms. This system globally manages production by favouring an agrosystem and biodiversity, organic soil activities and organic cycles.

Rainforest Alliance

Founded in New York in 1987, the Rainforest Alliance is an NGO that was initially dedicated to the protection of tropical forests. It also created the “Forest Stewardship Council” (FSC).

The NGO’s “Rainforest Alliance Certified Seal of Approval” label provides an environmental label intended to “protect biodiversity and promote sustainable living by transforming farming practices, commercial practices and consumer behaviour”.

www.rainforest-alliance.org

(Sources of) renewable energies

Any source of energy, other than fossil fuels and nuclear fission, whose future use is not limited by consumption. According to the definition adopted by the European Parliament in 2001, this includes wind, solar, geothermal, wave, tidal and hydroelectric power, biomass, rubbish tip gases, gases from wastewater treatment plants and biogas.

Skal

A Dutch organic certification organisation that is active in all sectors. Its international operation, the “SKAL International Foundation” monitors and examines organic production around the world. This foundation issues the “EKO” quality certificate through inspections and certifications.

Small-scale family farming

This type of farming meets criteria for sustainability, respect for the environment and preservation of the social fabric. Its vision affirms that agriculture is not just intended to produce food but also has a social, and environmental role and one in maintaining product quality.

Société Générale de Surveillance (SGS)

A Swiss company specialised in certification and verification. It had revenues of CHF 4.8 billion in 2008, operates in over 140 countries and employs 55,000 people.

www.sgs.com/sgs-annual-report-fr-08.pdf

Sustainable development

Development that meets the needs of the present without compromising the ability of future generations to meet their needs (according to the Brundtland Commission)

Voluntary compensation

A financing mechanism through which an entity (administration, company, individual) partially or fully substitutes a reduction at source of its own greenhouse gas emissions for an equivalent quantity of “carbon credits”.

The compensation consists in measuring greenhouse gas emissions generated by an activity and then to finance a project that will reduce greenhouse gases or sequester carbon. This project will enable the reduction of an equivalent volume of greenhouse gases in another location.

The underlying principle states that a given quantity of CO₂ emitted in one place can be “compensated” for by the reduction or sequestration of an equivalent quantity of CO₂ in another place.

Voluntary compensation is part of the concept of carbon neutrality: It must always accompany or follow the implementation of alternative energy solutions or efforts at emissions reductions.

Source: ADEME,

<http://www.compensationco2.fr/servlet/KBaseShow?sort=-1&cid=21238&m=3&catid=21248>

WFTO

The World Fair Trade Organisation was created in 1989 as the IFAT (International Federation for Alternative Trade). It brings together 220 organisations in 59 countries. These are producers groups, alternative trade organisations and other fair trade operators from Africa, Asia, Australia, Europe, Japan, and North and South America.

In 2004, the WFTO launched its organisation label (Fair Trade Organisation Mark – FTO-Mark) which is applicable to fair trade organisations rather than to products.

Source: Trade for Development Centre – Samuel Poos 2009



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Trade for Development Centre

CENTRE OF EXPERTISE

The centre of expertise works on trade aid, fair trade and sustainable trade.

- Collection, analysis and production of information (consumer opinion surveys, market studies, etc.)
- Leadership of a work group within the Entrepreneurship for Development support platform for the private sector

SUPPORT TO PRODUCERS

The Trade for Development Centre is a support tool for producers. It supports marginalised producers, micro and small companies as well as social economy projects set up under fair and sustainable trade rules.

- Strengthening of organisational, technical and production capacities
- Transmission of relevant information (on markets, available certifications, etc.)

AWARENESS-RAISING CAMPAIGNS

The Centre runs awareness campaigns for consumers, business people and the Belgian public authorities.

- Fair trade week
- Presence at trade shows and fairs
- Internet site: www.befair.be

WWW.BEFAIR.BE



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