



Fairtrade's experience of integrating Biodiversity & Environments into Standards



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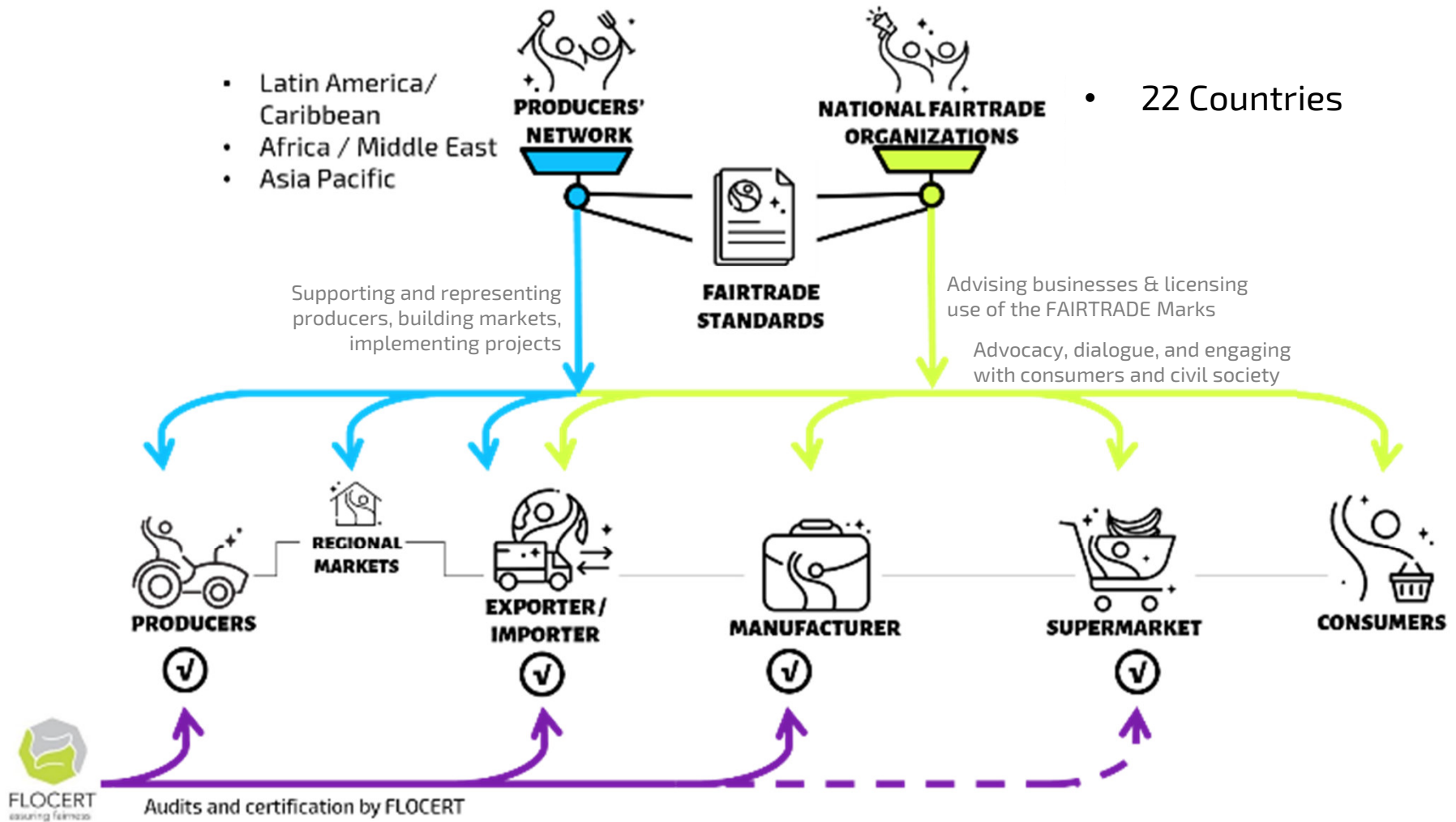
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Fairtrade System



- Latin America/ Caribbean
- Africa / Middle East
- Asia Pacific

- 22 Countries



Products covered by Fairtrade Standards



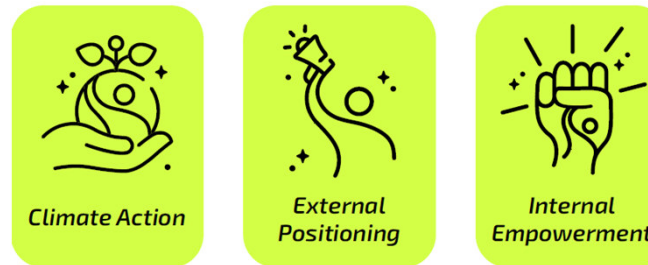
“It is worth noting that in order to deliver on our mission and achieve our vision, we recognize the importance of the ability to address sustainability issues in direct response to climate change and the critical role consumers play in solidarity when purchasing fair products.”



Fairtrade's Global Strategy 2021-2026

Fairtrade Climate & Environment Strategy

A human-rights focus global strategy to ensure climate justice is critical component of the Fairtrade System. It is divided in 3 pillars:



And inspired by these scientific frameworks

Nature-based solutions

Planetary Boundaries

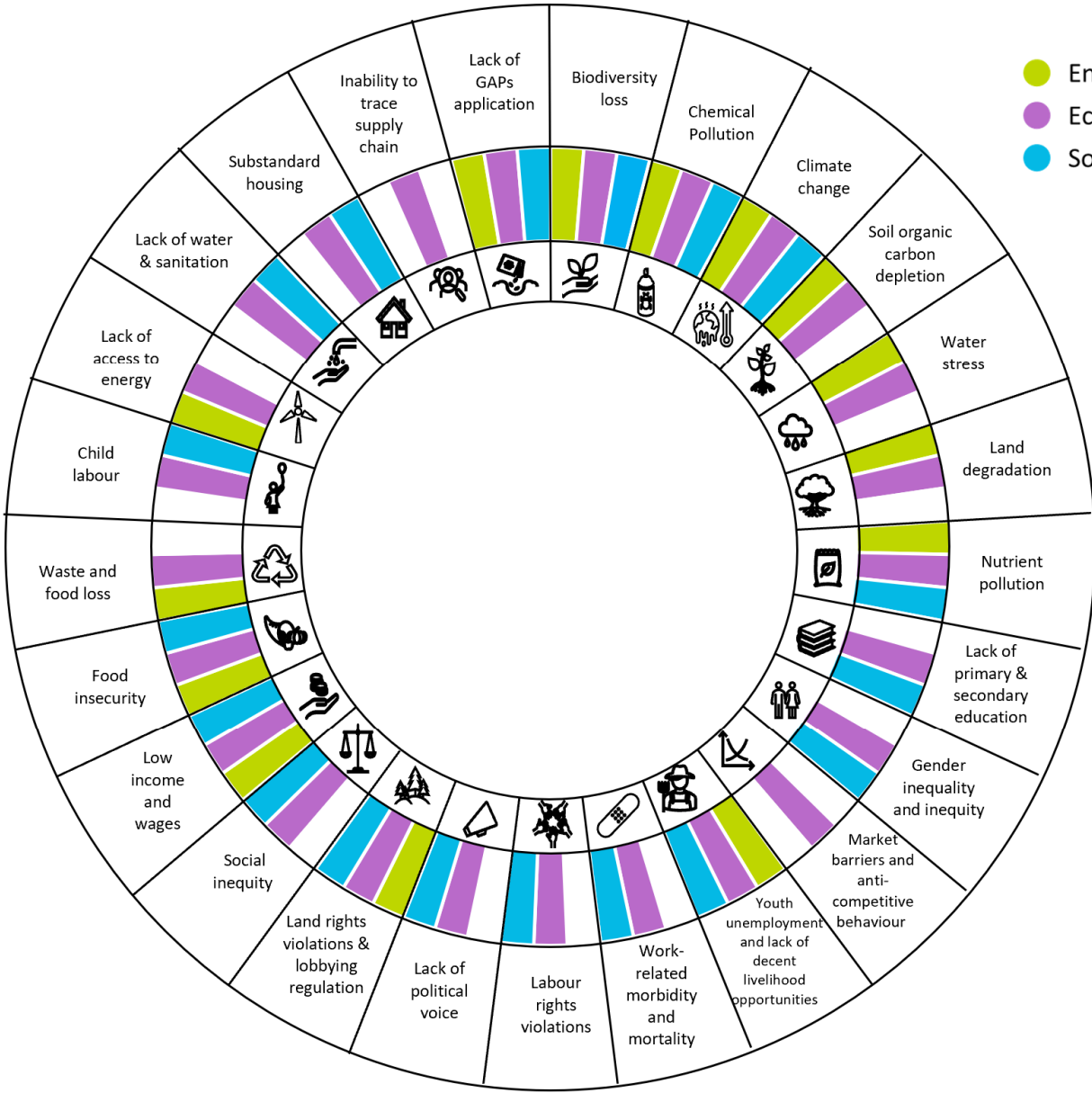
Doughnut Economic Model

Agroecology

preserving **diversity** among people, cultures, and landscapes.

25 policy positions 3 dimensions

Each position linked to agroecology principles



- Environmental
- Economic
- Social





Fairtrade response



Standards & Prices

- ▶ Standards for
 - ▶ farmers, workers and other primary producers
 - ▶ For companies, manufacturers, purchasers and others
- ▶ Prices
 - ▶ Fairtrade minimum price
 - ▶ Fairtrade premium
 - ▶ Living Income Reference Price


Producer support

- ▶ Key areas:
 - ▶ Human Right and Environment Due Diligence
 - ▶ Living Incomes / Livelihoods
 - ▶ Living Wages / Worker's rights
 - ▶ Social Compliance
 - ▶ Climate and Environment
 - Agroecology
 - Climate Action

Advocacy

- ▶ Climate and Trade Justice
 - ▶ Elevate the voices of producers and workers global policy level
 - ▶ Ensure alliance with UN Conventions
 - ▶ Take a closer look at legislation and norms in associated markets

Environment Development in Standards

- ▶ Environmental Management
- ▶ Pest Management & [Hazardous Material](#) Use
- ▶ Soil & Water
- ▶ Biodiversity 
- ▶ Waste
- ▶ Genetic Modify Organism, GMOs (prohibited)
- ▶ Climate Change Adaptation and Mitigation
- ▶ + Specific criteria stablished in product-specific standards
- ▶ + Climate Standard for companies

Biodiversity criteria (since 2019)



- ▶ Conservation of protected areas
- ▶ Protection of forests and vegetation
- ▶ Prevention of deforestation
- ▶ Enhancing biodiversity
- ▶ Maintenance of buffer zones
- ▶ Wild harvesting
- ▶ Raising awareness about rare or threatened species
- ▶ Raising awareness about alien invasive species

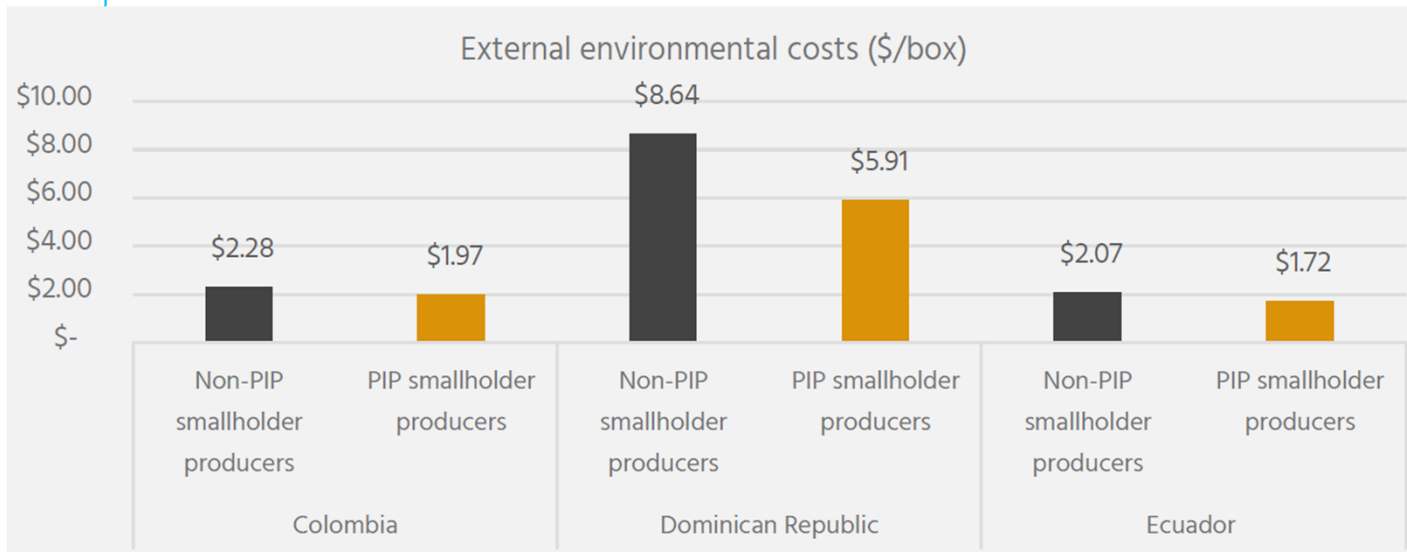
From Standards to Impact

Case Study: Bananas



Sustainable Banana Productivity Improvement Programme (PIP)

- Focus on soil health to combat productivity and pest management
- Decrease in external environmental costs



Results:

- 23% increase in production while applying 20% less synthetic fertiliser
- 12 % reduction in water footprint observed on targeted farms

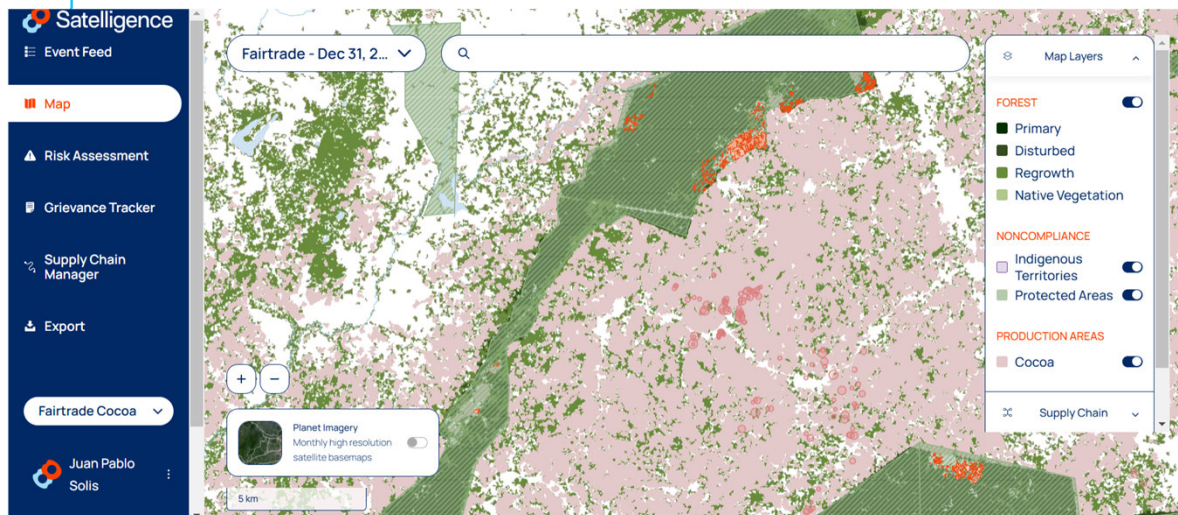
From Standards to Impact

Case Study: Cocoa



West Africa Cocoa Programme

- Adoption of Dynamic Agroforestry Systems
- Deforestation Monitoring & Alerts



Partnership with Tech provider Satelligence to monitor forest cover loss and support with compliance criteria vis a vis EUDR readiness

In Ghana, adoption of Dynamic Agroforestry System have generated 75.000 MT of CO₂e

Fairtrade actioning Climate Justice

Partnership programme to scale fair transitions towards climate resilience and sustainable livelihoods in Latin America, Africa, Asia and Pacific.

- ▶ Aim: design and implement a roadmap for decarbonizing global value chains

Current key allies includes Alliance CIFOR-ICRAF, Goldstandard, Cool Farm Alliance & IFOAM





Partner with Fairtrade to drive greater Biodiversity & Environment practices on the ground

Any questions?

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