



THEORY OF CHANGE

INPUTS

Universal & Inclusive Framework
 Promote Fair Trade, social and environmental responsibility in supply chains across multiple sectors that is adaptable to local settings. Encourage a common understanding and recognition between other Fair Trade certifications. The FFL standard is submitted to a constant revision process involving stakeholders to guarantee its effective contribution.

Eligibility & Control
 Define pre-requisites to ensure that organisations and companies maintain a genuine interest in Fair Trade and engage all involved parties through supervision systems.

Transparency
 Provide truthful and accessible information to the market, the public sector and civil society.

OUTPUTS



Organizations and companies from the North and South strengthen their commitment to **transparent fair business practices** aimed at **long-term partnerships**.



Enhanced respect of **human rights and working conditions** of producers and workers with a focus on vulnerable groups.



Reinforce the **democratic representation and empowerment** of producers and workers through activities that encourage their organization and autonomy.



Improved **environmental friendly practices**, biodiversity protection and co-responsibility of mitigating climate change.



Stronger engagement of organizations and companies with the **local community** where they operate.



Truthful **flow of information** through supply chains and **respect to consumers** is assured with rigorous labeling, traceability and dissemination requirements.

OUTCOMES

Improved pricing terms that ensure business sustainability and the **Fair Trade Fund agreement** for the development of Producer Operations.
 Enhanced competences to improve product **quality, market access autonomy, diversification and overall productivity** of operations with a collaborative approach to problem-solving.
On-site processing and short supply-chains are encouraged to enhance **shared added-value** within the supply chain.

Workers benefit from **better wages and labour relationships** based on respect and non-discrimination.
 Organizations and companies benefit from **workers loyalty, and improved human capital**.

Improved **equal influence** of beneficiaries on **decision-making processes** in their business and local community.

Enhanced **adaptive capacity of production systems and ecosystems protection**.

Strengthened **local economy** and enhanced **support of Fair Trade Fund** for social, economic and environmental collective projects.

Enhanced **consumer awareness** and reward for **ethical businesses** by increasing demand of certified Fair Trade products.

IMPACTS

Producers, workers and their families live in **dignity** and have strengthened capacity for **resilience and gender equality**.

Balanced governance power in supply chains.

Improved local replication of **environmentally sustainable practices**.

Heightened **communities capacity-building** to boost sustainable local development.

Increased **supply chains, transparency and accountability**.



« A world where trade is a driving force for positive and sustainable change, benefiting people and their environment. » : Fair For Life's vision, which is aligned with the following UN Sustainable Development Goals