



The Fairtrade Effect

Where Fairtrade makes a difference



Fairtrade commissioned research into the 19 areas where we seek to make a difference according to our Theory of Change. The resulting study-of-studies maps the connections between what Fairtrade does (interventions) and the end results (impacts), according to research and data from 2021 to 2024.

The research confirms positive Fairtrade influence on economic, social and environmental sustainability. Here are some highlights – check the full study for details.

Mapping the evidence

122

studies
analysed

76%

studies
showing
intermediate
outcomes

83%

studies
showing
long-term
outcomes

61%

studies
showing
impacts

19

Fairtrade
Theory of
Change
areas
assessed

5

Fairtrade
Theory of
Change
pathways
reviewed



Learn more about the **#FairtradeEffect** by scanning the QR code or visit fairtr.de/evidencemap2025.



Economic benefits

ECONOMIC GAIN is one of the strongest benefits of Fairtrade.

60+

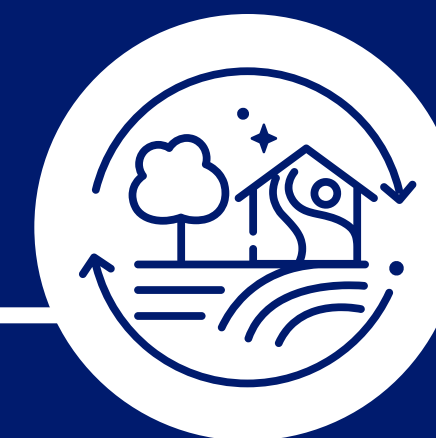
studies analysing three areas of price stability, Fairtrade Premium investments, and economic gains

87%

studies showing Fairtrade cooperatives and farmers enjoy a positive or somewhat positive economic effect

WHERE TO GO FROM HERE

While workers can benefit from Fairtrade Premium funds, progress to improve workers' wages has been limited, often by wage agreements in countries of origin. We have introduced floor wage levels and living wage reference prices, and will continue to explore effective interventions.



Climate-resilient farming

Fairtrade farmers practise CLIMATE-RESILIENT FARMING thanks to hands-on support from Fairtrade producer networks.

33

studies analysing climate-resilient farming practices

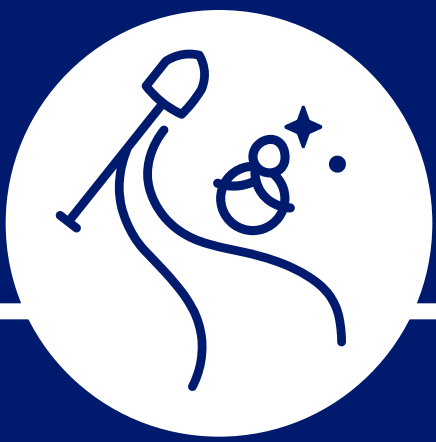
88%

studies showing Fairtrade farmers use one or more practices*

WHERE TO GO FROM HERE

More research into the environmental results of farmers adopting these practices. We are exploring indicators and targets to better measure longer-term effects.

*e.g. fewer fertilisers, pesticides and herbicides; soil, water and forest conservation; crop rotation; adopting energy-efficient technologies such as solar panels.



Inclusiveness and representation

Fairtrade means greater OPPORTUNITIES FOR WOMEN.

21+

studies covering inclusiveness, representation and influence

71%

studies showing positive or somewhat positive effects on diversity and inclusiveness of women

WHERE TO GO FROM HERE

More research into young people and other marginalised populations. Beyond participation, women's representation amongst leadership and ability to influence decisions can be limited by social norms beyond the influence of Fairtrade.



Better working conditions

Fairtrade clearly contributes to BETTER WORKING CONDITIONS.*

26

studies analysed

64%

studies showing Fairtrade has a clear positive effect on working conditions

28%

further studies suggesting at least some degree of positive effect

WHERE TO GO FROM HERE

More research into rights-based areas that comprise decent work, such as freedom from harassment, and exploring interventions that overcome limited oversight of local laws.

*e.g. fairer, written contracts; better health and safety protection; improved labour rights; legally binding



Trust and satisfaction

Producers, businesses and shoppers show a HIGH LEVEL OF TRUST in Fairtrade to support their sustainability values.

31

studies analysed

68%

studies showing high levels of trust and satisfaction with Fairtrade at all stages of the supply chain

23%

further studies suggesting at least some positive trust and satisfaction



Fair, sustainable and resilient supply chains

Fairtrade creates the conditions for MORE SUSTAINABLE, RESILIENT AND EQUITABLE SUPPLY CHAINS.*

19

studies analysed that looked at Fairtrade, sometimes together with other sustainability schemes

7

studies in this category that looked at Fairtrade alone

86%

studies of Fairtrade alone indicating that Fairtrade has a positive long-term impact on supply chains and trade relationships in some sectors

*e.g. by encouraging fairer distribution of value to producers; good governance and trust; and greater transparency and collaboration among producers, buyers and traders.

