



**FAIRTRADE**  
NETWORK OF ASIA &  
PACIFIC PRODUCERS



INTRODUCTION TO THE

# **FAIRTRADE NAPP GENDER STRATEGY**

2026-28

# Background to the Strategy

Across Asia and the Pacific, women play a vital role in agriculture, producer organisations, and Fairtrade systems. Yet many continue to face structural barriers that limit participation, leadership opportunities, safety, and equitable access to economic benefits. The Fairtrade Network of Asia & Pacific Producers (NAPP) is committed to advancing gender equality as a foundation for fairer trade, stronger producer organisations, and sustainable communities.

The Fairtrade NAPP Gender Strategy 2026–2028 marks an important step forward. Developed through regional consultations, organisational learning, and collaboration with producer organisations and partners, the strategy sets a shared direction for strengthening women's voice, safety, economic participation, and institutional accountability across the region.

This document provided a brief introduction to the Strategy vision and key priorities. It highlights what we aim to achieve and why gender equality is central to Fairtrade's impact—while protecting operational and internal implementation details.



## Advancing Fairness through Inclusive Trade as central to the future of Fairtrade NAPP

“At Fairtrade NAPP, our vision is to build a future where gender equality is not an initiative, but a foundation of how we work, lead, and grow. Today, as we launch our Gender Strategy 2026–2028, we reaffirm our commitment to transforming systems so that women farmers and workers can participate, lead, and benefit equally. By institutionalizing gender equality, we strengthen accountability, deepen sustainability, and build more resilient and democratic producer organizations. When women thrive, communities and markets become stronger and more sustainable. Advancing gender equality is therefore not only a social imperative—it is central to the future of Fairtrade NAPP and the global Fairtrade movement.”

**Bindu Sukumarapillai**  
Fairtrade NAPP-CEO

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### Gender Strategy as a Governance Priority

“For the Fairtrade NAPP Board, the Gender Strategy is central to strengthening accountable and future-ready governance across Fairtrade NAPP. The strategy moves beyond symbolic participation by creating clear systems that support women's meaningful leadership and influence in Producer Organization decision-making. By strengthening PO-level bylaws and policies for the election process and setting up a minimum number of women's participation in the women's forums/committees, we are embedding gender equality into governance itself — ensuring that inclusion becomes a standard practice rather than an individual effort. This is essential for building resilient and credible producer organisations across the region.”

**Rosemarie Sumalinog Gonzales**  
Fairtrade NAPP Board Member; Small Producer Organisation



# Why Gender Equality matters in Fairtrade



Fairtrade is built on principles of dignity, equity, and shared prosperity. Achieving these principles requires addressing gender inequalities that affect how producers participate, benefit, and lead within value chains and organisations.

Across the Asia Pacific region, consultations revealed common challenges faced by women producers and workers:

- Limited participation in governance and decision-making spaces
- Unequal access to productive resources and economic opportunities
- Safety and safeguarding gaps in workplaces and communities
- Time poverty and mobility constraints affecting participation
- Social norms that restrict leadership pathways

Addressing these challenges is not only a matter of equity—it strengthens organisational performance, improves livelihoods, and enhances Fairtrade's credibility and long-term impact.

Gender equality is therefore positioned not as a standalone initiative, but as a core driver of resilient producer organisations and inclusive development.



## Gender Strategy as a supportive system for women in small producer organisations across the Asia Pacific.

"Across Asia Pacific, women producers play a vital role in agriculture and community wellbeing, yet structural barriers often limit their opportunities and recognition. This Gender Strategy responds directly to those realities by improving access to skills, resources, and decision-making spaces while addressing safety, participation, and economic inclusion together. It creates practical pathways and supportive systems so women in small producer organisations can move from participation to influence — benefiting fairly from Fairtrade systems and contributing to stronger, more sustainable producer communities."

**Rizkani**  
**Fairtrade NAPP Board Member**  
**Small Producer Organisation**

## Gender Strategy for strengthening Workers' Participation, Safety, and Dignity

"For women workers, this strategy represents a commitment to safer, more dignified workplaces where their voices matter. By strengthening safeguarding systems, improving reporting mechanisms, and ensuring safe participation conditions, the strategy helps women feel confident to speak up and engage fully. When women workers are respected and supported, they can participate more actively in workplace dialogue and community life. This approach recognizes that dignity, safety, and participation are essential foundations for both well-being and productivity."

**Sunitha**  
**Fairtrade NAPP Board Member**  
**Hired Labour Plantation**



# Gender Strategy

2026-28

## VISION



### Advancing Fairness through Inclusive Trade

A Fairtrade Network of Asia and Pacific Producers where women and men participate equally and meaningfully, work in safe and dignified environments, and benefit fairly from Fairtrade opportunities supported by accountable and inclusive systems.

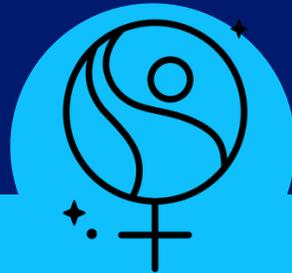


# Five Strategic Pillars



**Meaningful Women's Leadership and Governance, not symbolic**

Women's participation must go beyond representation toward real influence in producer organisations.



**Safe, Dignified & Respectful Workplaces and Communities responsive to Gender based violence/ harassment**

Safety is a prerequisite for participation. The strategy strengthens safeguarding systems so workers and producers can raise concerns safely and confidently.



**Women access and benefit from economic opportunities and fairer resource control**

Participation must translate into equitable economic outcomes. The strategy supports practical pathways that increase women's access to resources, skills, and market opportunities.



**Enabling Conditions and remove barriers to Women's participation.**

Structural barriers such as mobility, time constraint, safety risks, inadequate infrastructure and services often prevent sustained engagement. Fairtrade NAPP promotes practical solutions that make participation feasible and safe.



**Gender accountability is institutionalized in Planning, Resourcing, Advocacy, MEL**

Long-term change requires systematic approach. Gender equality will be integrated into planning, monitoring, learning, and organisational processes reducing dependence on individual champions and making progress measurable and correctable.

# How Change Will Happen

The strategy follows a phased approach to ensure sustainable impact:

## Building Foundations (2026):

Laying strong foundations for effective implementation by strengthening institutional ownership and coordination across the network, establishing shared minimum expectations to guide consistent action, building organisational and partner capacity, and generating baseline evidence to inform priorities and measure progress. The year will also promote regional peer learning, enabling countries and producer organisations to exchange practical experiences and adapt proven approaches to their local contexts.

## Scaling Practice (2027):

Scaling implementation by expanding continuous learning opportunities that support women's skills and leadership development, and expanding economic opportunities that support women to apply new skills, access markets, and lead income-generating initiatives.

## Institutionalising Change (2028):

Embedding gender equality into planning and budgeting processes, scaling successful approaches across countries, and strengthening leadership and safeguarding systems to ensure long-term sustainability, accountability, and inclusive participation across the Fairtrade network. Together, these phases move from building systems, to scaling action, and finally to sustaining transformation.



## Strategy Development & Collective Vision

“The NAPP Gender Strategy was developed through regional consultations, global framework desk review, and shared learning across countries to address the structural challenges women face in leadership, safety, participation, and economic opportunity. The process brought together perspectives from governance, staff, producer organisations, and workers to ensure the strategy reflects lived realities while remaining operationally practical. The resulting roadmap provides a clear three-year pathway — building foundations, scaling effective approaches, and institutionalizing gender accountability — so that gender equality becomes embedded in everyday systems and sustained beyond project cycles.”

**Sarah Anum**

**Fairtrade NAPP- Program Manager  
Gender & Youth**

# Learning, Accountability and Transparency

Fairtrade NAPP is committed to continuous learning and improvement. Progress will be supported through:

- Regular monitoring and learning cycles
- Peer exchange across countries
- Evidence- based adaptation of approaches
- Responsible communication of impact and lessons learned

## Looking Ahead

The NAPP Gender Strategy 2026–2028 reflects a collective commitment to fairness, dignity, and inclusion across the Asia Pacific region.



# STAY CONNECTED



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