



FAIRTRADE INTERNATIONAL

# Theory of Change

Fairtrade's approach to make the future fair

## Our Vision

A world in which all producers enjoy secure and sustainable livelihoods, fulfil their potential, and decide on their future.

## 1. STRATEGY

### Pillars and interventions

#### Empowered Farmers & Workers

- Premium & sustainable pricing mechanisms
- Standards & certification
- Producer support & producer networks

#### Growth & Innovation

- Brand & market development

#### Digitalisation for Fairer Supply Chains

- Data & intelligence

#### Advocacy & Citizen Engagement

- Partnerships & advocacy

## 3. IMPACTS

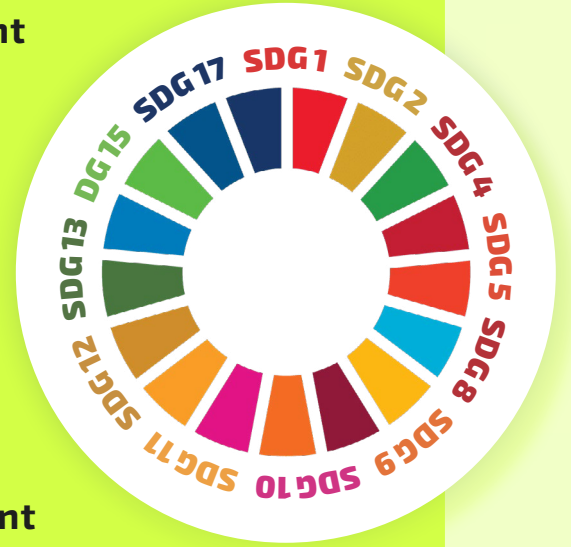
Sustainable resilient livelihoods

Decent work

Gender equity and social inclusion

Environmental sustainability

Sustainable, resilient and fairer supply chains



## 2. OUTCOMES

Different actors play important roles in making trade fair

- Price stability
- Premium investments
- Diversity & inclusiveness
- Strong producer organisations
- Representation & influence
- Economic gains: living income & living wages
- Human & environmental rights
- Freedom of association
- Improving labour conditions
- Climate-resilient practices
- Enabling public policies
- Trust & satisfaction
- Analytics & insights
- Traceability & transparency



Small Producer Organisations / Farmers / Community



Consumers



Hired Labour Organisations / Workers / Community



Businesses



Citizens / Governments / Civil Society Organisations / Donors / Public Policy Makers

Increasing influence of context and external realities