

Project Assignment

Review of the Fairtrade Standard for Flowers and Plants (01.08.2022)

This project assignment contains the most important information about the project. For additional information on the project, please contact the project manager (contact details below).

The project will be carried out according to the Standard Operating Procedures for the Development of Fairtrade Standards/Minimum Prices and Premiums. More information on these procedures can be found on the [website](#).

Rationale for and justification of need for the project:

The Fairtrade Standard for Flowers and Plants is due for review, as part of the regular monitoring and review cycle. The review is also an opportunity to adapt and to ensure that the standard is in line with the Fairtrade global strategy 2021-2025 and contributes to its achievement. The strategy places great emphasis on empowered farmers and workers, growth and innovation, advocacy and digitalisation. The revision of the standard will mainly address the first two of these aspects.

The main focus of the review will therefore be :

- Wage improvement (but not wage levels)
- Human rights topics
- Environment
- Trade rules to help increase sales

Fairtrade recognizes the difficult financial situation faced by flower farms due to the covid pandemic and the war in Ukraine and therefore any topics related to wage improvement towards living wage will be addressed during the second round of consultation that will take place in quarter one of 2023.

Risk assessment:

- Low participation in the consultation process

Mitigation

- Work hand in hand with Producer Networks and NFOs to motivate participation of certified producers and other actors in the flower/ plant value chain. The cases in which the presence of Fairtrade is under development, the local NFOs could play a key role in communication, liaising directly with stakeholders and engaging them in the project.
- Stakeholders with different degrees of engagement with Fairtrade flowers/ plants may expect that their input will lead to a specific standard revision or outcome, while not all suggested proposals for revisions from stakeholders are relevant in a global context.

Mitigation

- Stakeholders will be provided with a synopsis of all input received in the most transparent way possible, so they can understand how all input is weighed and solutions are devised for the best possible outcome for the flower and plant standard.. The input received from stakeholders with limited engagement with Fairtrade should not undermine the input from stakeholders actively engaged in the Fairtrade system (traders, packers, PNs and NFOs).

Project Start Event:

Publication of the project assignment for feedback

Project Start Date:

August 2022

Project End Event:

Publication of the standard

Project End Date:

August 2023

Project Goal and Objectives:

Goal: The goal of the review is to improve the Fairtrade Standard for flowers and plants so that it contributes to a greater sustainability of flowers and plants and trade, fairer trade practices and sustainable livelihoods for flower workers and their families.

Objectives:

- Review and analyse outstanding issues included on the monitoring log on the Flower and Plant Standard since last revision
- Seek solutions from stakeholders to resolve standard related issues
- Consider options to improve wage measurement and reporting
- Consider options to optimise the use Fairtrade Premium
- Strengthen requirements to ensure decent working conditions in the labour conditions chapter
- Strengthen the environmental requirements
- Explore options to further increase flower volumes through retro-certification, regional auctions and bouquet composition rules
- Ensure consistency in standards by aligning changes in all related product standards in particular the Fairtrade Standard for Hired Labour and Fairtrade Trader Standard
- Improve standard language for better clarity and simplicity
- Develop final proposals for the Flower standard for approval by Standards Committee

Connection with Theory of Change (ToC):

This project contributes to the goals of Fairtrade International which is to make trade fair, empower workers and foster sustainable livelihoods. For more information on Fairtrade's ToC see this [link](#).

<p>Project scope:</p> <ul style="list-style-type: none"> - This project covers all regions where the Fairtrade Standard for Flowers and Plants apply . - The Fairtrade Standard for flowers and plants is complementary to the Fairtrade Standard for hired labour organizations (Fairtrade Standard for HL), and the standard for traders (Trader Standard). So, it applies to both producers and traders. For more information on Fairtrade Standards click this link . 	<p>Out of scope:</p> <ul style="list-style-type: none"> - Fairtrade minimum price and premium values - HREDD related topics not specific to the flower and plant industry - Review of Hazardous Materials List 		
<p>Project timelines and information on opportunities to contribute:</p> <p>Scoping: July 2022 Research: July 2022 – August 2022 Consultation first round *: Sep 2022 Drafting proposal to SC: October 2022 SC decision for first round: November 2022 Drafting second round of consultation: Jan – Feb 2023 Consultation second round : March 2023 SC decision for second round :June 2023 Standard publication and implementation : August 2023</p> <p>* More information will be provided closer to the consultation period on our website. If you are identified as key stakeholders, you will receive an invitation to participate.</p>	<p>Decision making process:</p> <p>The final decision will be taken by the Standards Committee (SC), a body made up of stakeholder representatives. The SC will aim at making a decision based on consensus. They may reword the final proposal if needed to reach consensus. If consensus cannot be reached, the SC will resort to voting.</p>		
<p>Project Owner (Unit):</p> <p>Eleonora Gutwein, Head of Standards e.gutwein@fairtrade.net</p>	<p>Project Manager (contact point for the project):</p> <p>Jebet Yegon, Standards & Pricing j.yegon@fairtrade.net</p>		
<p>Project Team (Unit):</p> <table border="1" data-bbox="204 1899 619 2011"> <tr> <td>Standards Team</td> <td>Jebet Yegon</td> </tr> </table>	Standards Team	Jebet Yegon	<p>Project Environment (stakeholder groups not part of the project team):</p> <ul style="list-style-type: none"> • Flower Working Group • Workers' Rights advisory Committee (WRAC)
Standards Team	Jebet Yegon		

GPPP	Melanie Duerr Anita Sheth Wilbert Flinterman	
FLOCERT	Kim Penwill	
PNs	Fairtrade Africa : Michael Kitetu CLAC: Elizabeth Torres Flores	
NFOS	Fairtrade Germany : Katharina Schwab Fairtrade Foundation Mahsa Yeganeh	