



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



Consumers



Small Producer Organisations / Farmers / Community



Hired Labour Organisations / Workers / Community



Businesses



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

Increasing influence of context and external realities