

# Fair Trade Beyond 2015 Declaration Briefing



## 1. The Campaign

### **Objectives of Fair Trade Beyond 2015 Declaration**

In 2000, 189 nations made a promise to free people from extreme poverty and multiple deprivations. This pledge became the eight United Nations Millennium Development Goals to be achieved by 2015. As the deadline approaches, the United Nations and its members are discussing what kind of framework they wish to have beyond 2015.

The objectives of the Fair Trade Beyond 2015 Declaration is to encourage town leaders and Civil Society Organisations across the globe to call on world leaders to put in place a new global development framework beyond 2015 that aims to create a just, equitable and sustainable world in which every person can realise their human rights, fulfil their potential and live free from poverty.

### **The Fair Trade Movement**

Behind the Fair Trade Beyond 2015 Declaration stands a global movement uniting an estimated 2.5 million Fair Trade producers and workers from over 70 countries, 24 labelling initiatives, over 500 specialised Fair Trade importers, 4,000 World Shops, more than 100,000 volunteers, more than 1,100 Fair Trade Towns and tens of millions of consumers.

Fair Trade is a trading partnership, based on dialogue, transparency and respect that seek greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South. Fair Trade Organizations, driven by informed consumer choices, are actively engaged in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade.

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## **The launch of the Fair Trade Beyond 2015 Campaign**

The Fair Trade Beyond 2015 Campaign was officially launched at the VI International Fair Trade Towns Conference held in Poznan, Poland on 10 November 2012, coinciding with the awarding ceremony of Poznan as the first Fair Trade Town in Poland. The Mayor of Poznan, together with the President of the World Fair Trade Organization (WFTO), the Chief Executive of Fairtrade International (FLO) and the founder of Fair Trade Towns Campaign were the first to sign the Fair Trade Beyond 2015 Declaration.

## **The signatures**

The Fair Trade movement is asking town leaders and Civil Society Organisations across the globe to commit to the Fair Trade Beyond 2015 Declaration. The Declaration will be sent, together with a list of signatories, to our world leaders participating at the United Nations High Level Meeting of the General Assembly on the future development framework in New York, September 2013.



## 2. The Declaration

### **Local Level Engagement for Global Development**

Solutions to our global problems require actions at all levels, and by all actors. Local authorities have already shown leadership in addressing global challenges from a local perspective. A large number of them are already participating in the [Agenda 21](#), a United Nations plan involving local authorities in achieving sustainable development outcomes.

### **A New Global Development Framework**

The new development framework should move beyond the traditional development agenda and address comprehensively the root causes of the key challenges we are facing today. Three themes that should be part of the future development framework are human rights, sustainability and policy coherence for development. Policies need to take all these three cross-cutting themes into account at all level, in all areas. The need to ensure that policies in any area do not negatively impact on people's perspectives for development in any country and preferably support the goals of development is fundamental to the success of any development framework. To achieve this, the objectives of all development policies must be based on the three pillars of sustainability: social economic and environmental development and respect protect and fulfil human rights.

### **Trade Your Way Out of Poverty**

The Fair Trade movement believes that trade can be a fundamental driver of poverty reduction and greater sustainable development, but only if it is managed for that purpose, with greater equity and transparency than currently the norm. Marginalised producers and workers can have better control of their lives if they are better organised, resourced and supported. Global trade polices must ensure access to mainstream markets under fair trading conditions. Therefore, trade rules and practices should be reformed to allow trade to be a tool of empowerment and an engine for development.

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## Partnership for Development

To achieve the best results we need joint cooperation and interdependence. This means that the public and private sector, together with Civil Society Organisations, benefit from entering partnerships with one another at local, national and international level. Partnerships for development are neither a bottom-up nor a top-down approach but a meeting point in the middle to ensure added value and capacity building. Partnerships should be equitable, responsible and based on interdependence and transparency to benefit all stakeholders.

One example of successful cross stakeholder collaboration is the [International Fair Trade Towns Campaign](#) that unites over 1,100 towns in 18 countries worldwide. A Fair Trade Town is a community that supports the Fair Trade principles and work towards to increase the understanding of the relation between trade and development. Fair Trade is not charity but enables producers and workers to maintain sustainable livelihoods through long term trading partnerships for development. Through successful partnerships we can overcome poverty and inequalities at local level, achieve sustainable economic growth at national level and ensure inclusive development at global level.

