

# Fairtrade:



## Working towards the Sustainable Development Goals

Fairtrade stands for changing the way trade works. Fairtrade offers farmers and workers in developing countries a better deal and improved terms of trade - giving them an opportunity to improve their working and living conditions, plan for a better future and create brighter opportunities for their families and local communities.

### What are the Sustainable Development Goals (SDGs)?

The SDG's (also known as the Global Goals) are the United Nations (UN) global agenda for people, planet and prosperity. Following on from the most successful global poverty agenda in history (the Millennium Development Goals), the SDGs seek to help all people recognise their human rights, while also taking positive action to sustain our environment and planet.



Agreed on by UN Member States in September 2015, the SDG's 17 goals and 169 targets provide a 15 year global development framework. To be successful the SDGs will require governments, business, civil society and countries at all stages of development to come together. Everyone has a part to play in progressing the SDGs.

## The sustainable development goals:

The following 17 Sustainable Development Goals set out the blueprint for global development into the future.

1. End poverty in all its forms everywhere
2. End hunger, achieve food security and improved nutrition, and promote sustainable agriculture
3. Ensure healthy lives and promote wellbeing for all at all ages
4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
5. Achieve gender equality and empower all women and girls
6. Ensure availability and sustainable management of water and sanitation for all
7. Ensure access to affordable, reliable, sustainable and modern energy for all
8. Promote sustained, inclusive and sustainable economic growth, full and productive employment, and decent work for all
9. Build resilient infrastructure, promote inclusive and sustainable industrialisation, and foster innovation
10. Reduce inequality within and among countries
11. Make cities and human settlements inclusive, safe, resilient and sustainable
12. Ensure sustainable consumption and production patterns
13. Take urgent action to combat climate change and its impacts
14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development
15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification and halt and reverse land degradation, and halt biodiversity loss
16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
17. Strengthen the means of implementation and revitalise the global partnership for sustainable development

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### Why does Fairtrade support the SDGs?

Fairtrade Australia and New Zealand recognises the SDGs as critical to human development and to the peace and prosperity of our planet. Achieving the SDGs will require harnessing the power of trade to connect and shape economies, communities, and the environment. We believe that trade is central to both poverty reduction and environmental sustainability. Now is the time to act to ensure that trade policy empowers, rather than further disadvantages, farmers, producers and workers in developing countries.

When trade structures are designed with sustainable development in mind, they can boost incomes, tackle poverty, and deliver a lasting impact.

### How is Fairtrade already working to address the SDGs?

By providing farmers and producers with a fair and stable price for their products, Fairtrade promotes fairer trading conditions and empowers producers to combat poverty, strengthen their position and take more control over their lives. While the work of Fairtrade aligns with the 17 SDGs, our most powerful impacts can be seen under four goals:

2 NO HUNGER



Fairtrade works with producer communities to help people reach their productive potential. With half of the world's hungriest people producing 70% of our food, Fairtrade's work to secure fair wages and promote sustainability is more important than ever. Ensuring that farming provides a sustainable livelihood is an important step in encouraging the next generation in these communities to become farmers – adding much needed certainty to the supply chain.

Fairtrade promotes long-term relationships between buyers and farmers. These relationships can help grow employment opportunities in farming communities and provide sustainable livelihoods for farmers. Fairtrade also offers pre-financing for farmers and sets out benchmarks and standards for hired labour and gender equality. These systems are in place to increase fair and inclusive working conditions in developing countries.

8 GOOD JOBS AND ECONOMIC GROWTH



12 RESPONSIBLE CONSUMPTION



Ensuring fairness in supply chain relationships is core to achieving sustainability. For businesses around the world, working toward sustainability now is key to their future operations and success. By promoting sustainable procurement practices, to individual consumers and big business, we can advance the positive impact Fairtrade has in developing countries.

A key goal of the Fairtrade system is to promote fairness and justice in trade through increased transparency. This focus on transparency underpins Fairtrade's relationships with our many stakeholders, including government, civil society, private enterprise, farmers, producers and workers. Fairtrade is uniquely positioned to draw on these relationships; bringing together insight and influence to drive change and benefit for those in developing countries.

17 PARTNERSHIPS FOR THE GOALS



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### What is Fairtrade asking the government?

Fairtrade Australia and New Zealand believes that for action on trade to genuinely support the ambition of the SDGs, the following approach is needed from the Australian and New Zealand governments:

- 1. Pro-poor trade SDG's**  
Trade related targets and indicators within the SDGs need to address the serious imbalances of power that remain in global trade.
- 2. Joined up government**  
Sustainable development must be a top priority of any government to ensure that the entire government works cohesively to reduce poverty through trade.
- 3. Impact assessment**  
Comprehensive assessments must be made of the likely impact that trade decisions may have on poor communities. These assessments must be used to reform trade policy and practices.
- 4. Proper adjustment support**  
All farmers and workers affected by changes to trade regimes must receive proper support to help them adjust.
- 5. Fair Indo-Pacific trade policy**  
The Government must use their influence to ensure that trade agreements in the Indo-Pacific deliver fair outcomes for farmers and workers in developing countries.

*You can read all of our policy asks in our [Fairtrade Australia New Zealand Policy Paper](#).*

### How can I help Fairtrade advance the SDGs?

To raise this issue with the Government, Fairtrade must show that there is widespread community support to make trade fair for farmers through the Sustainable Development Goals (SDGs). Here's where you come in!

**Sign our petition:** By [signing our petition](#) you will join thousands of Kiwis across the country who are speaking up for farmers in developing countries.

**With your friends and family:** Help us amplify the call to make trade fair for farmers by [sharing our petition](#) and help us gather as many voices as we can!

**In your shopping trolley:** The best way you can support fairer trade is to buy products that carry the FAIRTRADE Mark. By doing this you help workers and farmers to earn a decent living and secure a better life for themselves.

