

Kete of Knowledge



trade aid

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Welcome and Haere mai to the Trade Aid Kete of Knowledge – ko te kete aronui.

Welcome as you begin this learning journey to discover and refine your Trade Aid knowledge and to be able to share it with others.

Maori legend describes three kete (baskets) of knowledge:

- Ko te kete aronui – knowledge to help mankind
- Ko te kete tuauri – knowledge of ritual, memory and prayer
- Ko te kete tuatea – knowledge that is harmful to mankind

Ancient legend describes Tane as the creator who ascended from Earth to the heavens where he obtained the three kete of knowledge. Tane returned to Earth with knowledge, and created humankind from the Earth.

To some, this legend signifies life as a journey of striving for knowledge, education and enlightenment, so as to become better people.

This programme aims to increase your knowledge of our organisation, give you greater understanding of all we do and the confidence to share this knowledge with others.

Why do I need to do this?

Here at Trade Aid, we're different from other retailers and wholesalers. There's a story behind each one of our products – a story about the person or group who made that product. We want you to become interesting, enlightened and engaging advocates for Trade Aid when dealing with our customers. Why? Because we hope this leads to a population that is more aware of trade justice, an increase in enthusiastic lifelong supporters of Trade Aid and increased sales.

For our producers, this leads to changed lives and a changed world.

Here at Trade Aid that's what we're all about.

Overview

How to use this material

In this kete, you'll gain knowledge of Trade Aid relating to:

Section 1: History of Trade Aid

Section 2: Charter and Values

Section 3: Understanding who we are

Section 4: Certifications

Section 5: The Trade Aid Website

At the end of this kete, we're confident you'll be able to:

1. describe our history
2. explain what we do and how we achieve it
3. explain the basic values of Trade Aid and their significance in creating change
4. identify how we are structured and the role of the different organisational bodies within our movement
5. explain how we guarantee our fair trade practices
6. confidently share your knowledge with members of the public and within our movement

Learning individually or together

This programme has been designed so that you can complete the mahi as an individual or as part of a small group. Your manager is there to help you with this programme – please feel free to ask them if you require assistance.

Designed to be Flexible

You can engage at your own pace, do one section at a time, or all at once. Ideally, we want you to complete this this kete programme during your first month with Trade Aid.

Activities

As you go through the workbook, there are activities for you to complete. In some exercises you'll need to check your answers with another person.

Glossary

There may be terms in this workbook which are unfamiliar to you. Words in bold in the text can be found in the glossary on page 22.

For some sections you'll need access to the Internet. If you can't do this through your store or at home, or are unfamiliar with using a computer, please discuss with your manager. Another option for computer access may be the local library.

Are YOU ready to discover the world of Trade Aid?

Why do we need to know our history?

We're different from other retailers in many ways and our history tells our own unique story. Knowing how we came to be as an organisation, and knowing that we have continued to grow and develop since our humble beginnings tell us a lot about Trade Aid. We've certainly made our mark in Aotearoa and in the world.



Richard Cottrell, the Dalai Lama and Vi Cottrell in India, 1969.

Read the story of how Trade Aid began. As you read, think about what makes us different from other retailers. Focus on key concepts, rather than dates and facts.

In 1969, a young Kiwi couple from Christchurch went looking for adventure. They had no idea that their drive and vision would lead to the founding of a fair trade organisation unique in New Zealand.

Vi and Richard Cottrell were in their early 30s when they saw an advertisement for an adviser to a resettlement scheme for Tibetan refugees in Northern India. This sounded too alluring to resist. They quickly applied and were sent a cable that read, "Proceed immediately to India."

Two months later, Vi and Richard, a teacher and a lawyer from Christchurch, together with their two young children, found themselves living in a rambling flat in northern India – far removed from their previous life in New Zealand. Many of the Tibetan refugees were carpet weavers. The weavers passed down their cultural heritage and skills to the next generation with the weaving of these carpets.

After two years in India, the Cottrells returned to New Zealand. They wanted to go on supporting the Tibetan refugees, so they ordered \$1,000 worth of carpets and hung them in the Christchurch Society of Arts' Gallery in Christchurch. Within 15 minutes of opening, all the carpets were sold.

Even though their adventure was over, a unique New Zealand organisation was just about to begin. In 1973, the Cottrells, along with another ten like-minded members, formed a small not-for-profit society. This was the start of what was to become the Trade Aid Movement – a group with a vision to create a just world. This initial group included a number of people with experience in development work to help establish an appropriate trading style.

The Cottrells speak about the beginning of Trade Aid:

"In the 1960s the thinking around international **development** was that all the knowledge was in the West and experts would go and teach people how to do things the right way in developing countries," says Vi. "But at the beginning of the '70s people were beginning to say if you impose your ideas on others they won't work, and that we should base our business on listening to the perspectives of the poor – this was a huge shift."

"We choose to deal, as far as possible, with groups at grassroots level, so that the benefits from the sale of craft to Trade Aid go directly back to the people, in wages, and in the form of community developments. We try not only to find which of their products we can import and sell, but also to learn something of their aims and activities and of the people who are making the crafts".

Richard Cottrell, Chairperson of Trade Aid
(NZ) Importers, 1973 – 2001.

Trade Aid's philosophy grew quite quickly from these initial meetings. Since then, Trade Aid has been as much a development agency as a retail chain, achieving development aims through trade.

Today, Trade Aid imports over 3,000 products from around the globe. These products are sold to a network of Trade Aid shops, and increasingly to organic retailers, supermarkets and boutique craft shops. Trade Aid works with approximately 60 **trading partners** throughout Africa, Asia and Latin America to create opportunities for food and craft producers through sustainable income generation.

Activity 1

Now it's your chance to retell the Trade Aid story to your manager or another Trade Aid person in your own words.

Jot down some key points on this page to help you plan your version of our story. Imagine that you are speaking to a friend or a customer – how would you convey this?

The Trade Aid Movement Charter

The **Charter** is a working document that brings us all together in a common purpose. The **Charter** is vital to understanding the vision we all subscribe to as supporters and representatives of the Trade Aid Movement. It provides unity in our work and ensures we are all working towards the same goals.

We are both a trading and a **development** organisation, and the **Charter** focuses us on both of these aspects.

VISION:

A world where trade is fair for all

PURPOSE:

To improve producers' lives through our trading relationships and to raise the level of knowledge of trade justice.

OBJECTIVES:

- To trade with integrity according to fair trade principles
- To educate about trade justice
 - To demonstrate and inspire others with our equitable trading practice



Glass bead maker,
Tara Projects, Uttar Pradesh, India

Activity 2

Think about our Charter and its significance to Trade Aid. Try to gain your own clear, personal understanding of what it means.

Write down your understanding of our Charter. Meet with a Trade Aid friend or with your manager. Talk about our Charter in as much detail as you can and explain why you think it's important to us as an organisation.

Trade Aid Values

Since 1973, Trade Aid has proven a successful social enterprise business model where equity, accountability and creating fairness in trade, are at the heart of what we do. We've created a pathway to authentic, sustainable business.

It's possible to know how your products are made, address risks of slavery in supply chains and pay trading partners, artisans, and producers properly for their goods, all while being fair to your staff, caring for our planet and remaining affordable to your customers.

This style of business should be standard practice. We have an alternative that makes the world better, and kiwi consumers deserve that. These principles have helped empower trading partners we work with around the globe to build sustainable futures for their entire communities.

The Good To Live By Values:

We believe in the power of every single person to change the future. Every choice you make matters. We believe that living by these five values we can all make a real difference. We all have the power to make positive change every day.



BUY GOOD.

CREATE AN EQUITABLE WORLD.



LIVE GREEN.

TAKE CARE OF OUR PLANET.



BE KIND.

CONNECT WITH YOUR COMMUNITY.



MAKE CHANGE.

BUILD A BETTER WORLD.



SPEAK UP.

STAND UP AND BE HEARD.

Activity 3

Below are our five Good to Live By values jumbled up. Not looking at the previous page, think about the essence of each statement and rewrite them so they make sense.

- good buy equitable create an world
- green live care take planet our of
- connect kind community your be with
- stand speak heard be up and up
- change make better world build a

Activity 4

Insert the following six words into the gaps below using your understanding of the Good to Live By values to construct the paragraph. Don't look at page 8 for the answers.

| | | |
|---------|--------|------------|
| matters | future | difference |
| five | living | power |

We believe in the power of every single person

to change the .

Every choice you make .

We believe that by these

values we can all make a real .

We all have the to make positive
change every day.

Activity 5

Read the summary paragraphs and note which of the 5 Good to Live By value matches.



| GOOD TO LIVE BY VALUES SUMMARIES | VALUE |
|---|-------|
| <p>We believe in creating fairness in trade. Buying good products made in a fair, sustainable way makes life better for everyone and for our way of life. It makes life better for artisans, producers, trading partners and for everyone in our global supply chains. Buying good lets us thrive together. Buying good is one small step for social good.</p> | |
| <p>We believe that business has an obligation to be in harmony with the planet. We aim and strive to be as sustainable as possible, and we consistently look for ways to learn and improve. We limit our impact to ensure the planet thrives. Living green now protects us and the planet tomorrow.</p> | |
| <p>We believe in universal human connection. We all share values that unite us. We believe that kindness can transcend borders, beliefs, and barriers. When we listen, focus on possibility, embrace others, empathise; strong communities are built. We believe that collaboration is stronger when it is equitable and strong collaboration creates thriving communities. Being kind brings people together.</p> | |
| <p>We believe in the power of the individual. Small actions lead to big changes. When individuals and communities speak up, positive ideas can thrive, and the world pushes forward. We believe in creating spaces where ideas can be heard. Speaking up empowers everyone.</p> | |
| <p>We believe in the power of community. We believe that small action can come from anybody and can produce change. A collective voice tells our society and our government, institutions, and legislative bodies that the status quo needs to change. We believe that finding shared values and collaboration can overcome hurdles and make a better world. We encourage communities to take small actions that can lead to big change. Ambitious ideas and advocating for others make the world a little better.</p> | |

Activity 6

Pick one of the five values that you identify most with and if working with a partner discuss why you identify with it, or if working alone formulate your reasons and enter your thoughts below.

The value I most identify with is

because



Kaisa grass basket weaver,
Dhaka-handicrafts, Goshiwar, Bangladesh

Understanding who we are

The Trade Aid Movement has developed a unique ‘circular connected structure’ that is based on the values of cooperation, respect and trust.

The Trade Aid Movement is like an extended whānau made up of people in a mix of governance and operational roles, and a mix of paid staff and people in volunteering roles.

To make the most of this hybrid culture the Trade Aid Movement needs everyone to play their part and to utilise their unique strengths and capacities.

Cooperation

For our whole whānau to work together well we need to be clear about the different roles and responsibilities in the Movement, and describe the relationships between us.

When we can all perform our different roles effectively and support others to play their role effectively, we maximise the impact of our work and increase our enjoyment of the tasks we undertake.

Respect

Respect for difference is reflected in our international trading relationships where through respect for others’ cultures we allow each partner to work in the way that is best for them.

When we bring this culture of respect to each other, we can appreciate and value the different roles and tasks we undertake, and the different strengths and skills needed to succeed in the work. Valuing difference allows us to celebrate each other, and to acknowledge the benefit that accrues from diversity.

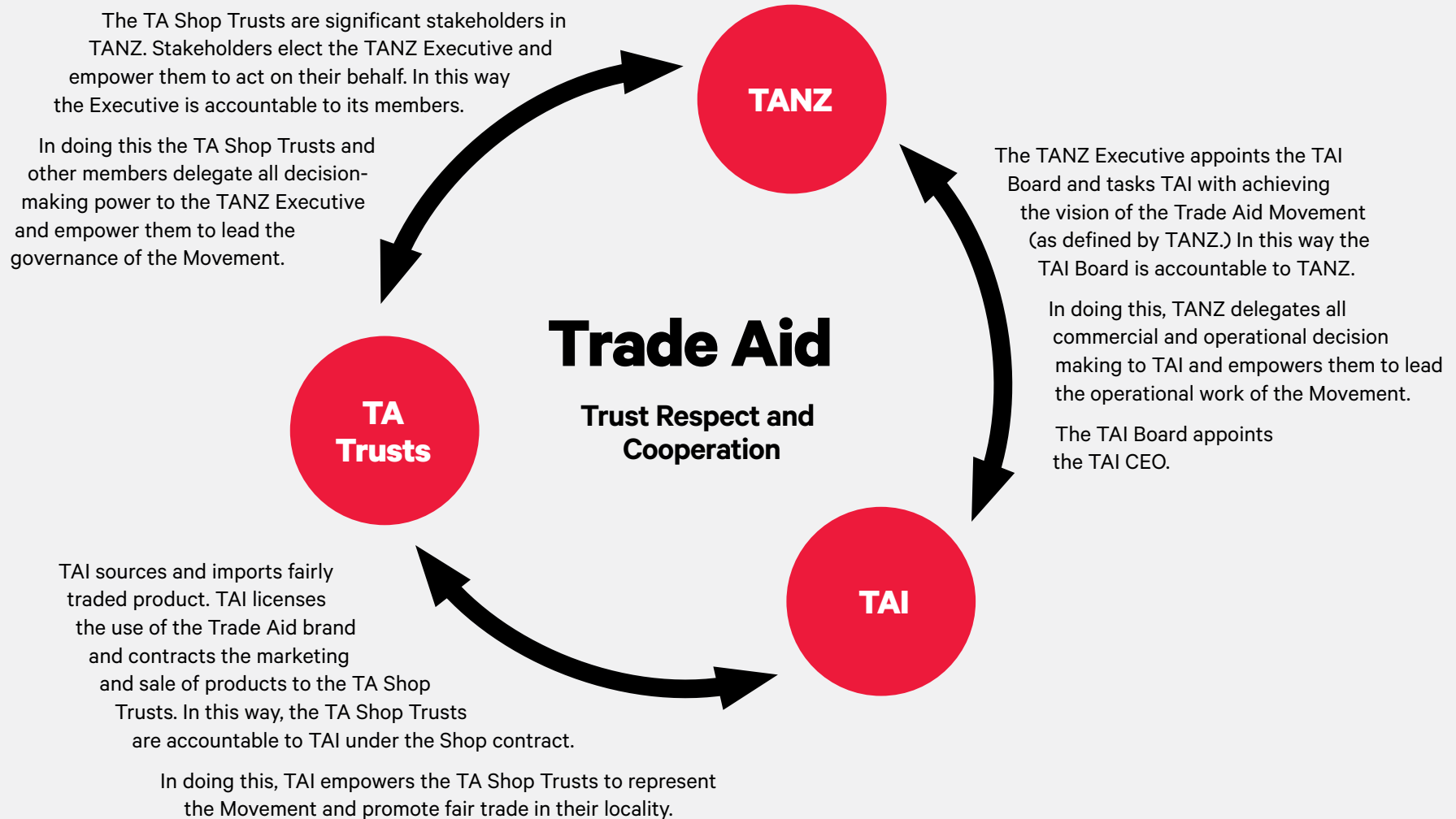
Trust

Each part of the whānau needs to trust itself and hold its own power. Yet to work together as a movement we need to delegate power to other parts of the whānau so that those people can get on with the work they need to do. This requires trust.

When we place our trust in other people to carry out their role effectively we empower them to succeed. The integrity of our circular connected structure lies in the trust we place in those on each side of us.

A Circular and Connected Structure

To understand how governance works within the Trade Aid Movement, it is important to understand that there are three parts to this structure, and each part plays an integral role in keeping our Movement strong. The three entities are Trade Aid New Zealand Incorporated (TANZ), Trade Aid Importers Limited (TAI) and the Trade Aid Shop Trusts (collectively the TA Shop Trusts).



Structures, roles and responsibilities

The Trade Movement

There is no real definition of the TA Movement, although we refer to ourselves as the Trade Aid Movement throughout this document. Our New Zealand Trade Aid Movement is made up of the myriad of volunteers and some paid staff who individually have a passion for creating “a world where trade is fair for all” and seeking “to improve producers’ lives through our trading relationships and to raise the level of knowledge of trade justice”. These individuals are connected to the Trade Aid Movement by membership or employment within one of three groupings organized and operated in a cooperative model which is described below.

The New Zealand Trade Aid Movement has a hybrid culture that combines development, education and commercial activities. We believe that the principles of fair trade and commerce play an important role in making positive change in the world. At the same time we believe in the power of volunteering and community service. To make this culture work we have developed a hybrid structure that includes both charitable and commercial entities.



TANZ Conference participants 2015 in Christchurch.

1. Trade Aid New Zealand Incorporated (TANZ)

Structure:

TANZ is a membership-based incorporated society with charitable status.

Each Shop Trust is a member of TANZ. Membership is also open to individuals, the majority of whom are members through their employment by TAI or their association with a TA Shop.

The TANZ Executive is a Trustee Committee made up of six representatives of Shop Trusts, two TAI employee members and two independent members. They are elected as Trustees of the Trade Aid Movement at the TANZ AGM.

The TANZ Executive is accountable to the members of TANZ.

Role:

TANZ is the governing body over the New Zealand Trade Aid Movement. TANZ is the owner (i.e. holds the shares) of TAI.

Responsibilities:

The TANZ Executive is responsible for ensuring that the Trade Aid Movement meets the vision, aims and objectives of the Trade Aid Movement Charter.

As the governing body over the Trade Aid Movement, TANZ is responsible for the Trade Aid Movement Charter, Policies, Education programmes and Culture.

The TANZ Executive is responsible for establishing and maintaining the membership of the Trade Aid Movement and bringing the Trade Aid Movement together.

The TANZ Executive appoints or confirms the appointment of a commercial board (TAI Board), and delegates the commercial and operational matters of the Trade Aid Movement to TAI. The TANZ Executive is not, and should not be, involved in the day-to-day running of TAI or the TA Shop Trusts.

The TANZ Executive is accountable to its members and is responsible for holding an AGM and producing an annual report.

Asset ownership and governance authority:

- The TA Movement Charter: version 2017.
- TANZ policies: Te Tiriti o Waitangi, Environment, Equity, Fundraising, Volunteers, Education.
- The intellectual property, including the Trade Aid brand.
- The shares of TAI, the limited liability company.
- The Trade Aid Importers building, warehouse and land at 174 Gayhurst Rd, Dallington, Christchurch.
- Financial assets e.g. rent, insurance money, profits from Shop Trusts to fund Education programmes.

The granting of authority for:

- TAI to oversee the commercial and operational work of the Trade Aid Movement required to meet The Trade Aid Movement Charter.

Appointment:

- The TANZ membership nominates and elects members of the Executive at its AGM.

2. Trade Aid Importers Limited (TAI)

Structure:

TAI is a New Zealand registered limited liability company that is 100% owned by TANZ.

The TAI Board is appointed or confirmed by TANZ. Board members have a wide range of appropriate governance skills and experience. The TAI Board has governance over TAI and appoints the Chief Executive Officer (CEO).

Role:

The TAI Board has governance oversight of the commercial and operational work of TAI, contributing to the achievement of the vision of TANZ.

The education and development activities of TAI are overseen by a sub-committee of the TAI Board, which includes TAI staff and independent development and education practitioners.

Responsibilities:

- Creation of a strategic and operational plan to meet the objectives of TAI.
- Management of the commercial use of the Trade Aid brand
- Maintaining and developing trading relationships
- The Shop Contract
- Purchase, supply and manufacture of products
- Communications
- Management of the company, its operations and finance
- Implementation of education programmes
- Implementation of TANZ policies
- Marketing and Digital media
- Producing a quarterly formal report for TANZ
- Organising Conference as per agreement with TANZ.

Asset ownership:

- Sole shareholder of wholly owned subsidiary, Sweet Justice Ltd – a chocolate manufacturing company
- Food and handcraft stock
- Warehouse equipment and office equipment
- Sales vehicles
- Financial assets –e.g. cash, debtors, stock pre-payments

The granting of authority for:

- The Trade Aid Shop Trusts to use the Trade Aid brand and marketing plans to sell Trade Aid product through a contract called 'The Shop Contract'

Appointment:

- TANZ appoints the TAI Board. The TAI Board appoints a CEO to run the operational and management aspects of TAI.



TAI staff celebrating sending off pallet loads of chocolate to a new supermarket customer

3. The Trade Aid Shop Trusts (TA Trusts)

Structure:

The TA Shop Trusts are charitable trading trusts with Trustees elected from the shop trust membership.

Each Shop Trust is the owner of one or more Trade Aid Shops and is the legal employer of paid staff. A shop contract between TAI and each TA Shop Trust governs the work of the shop trust, which is accountable to TAI under this contract.

Role:

The TA Shop Trusts' role is to provide good governance of the TA Shops and to enhance the Trade Aid brand and reputation.

Responsibilities:

- Management of TA shop(s)
- Employment of TA shop staff
- Community engagement
- Implementation of TANZ Education Programmes
- Financial contribution to TANZ Education Programmes
- Contribution to the creation and implementation of TANZ policies
- Implementation of national marketing initiatives
- Representing the TA brand and values
- Purchase and sales of TA product

Asset ownership:

- The store leases, stock and shop fittings.

The granting of authority for:

- The TANZ Executive to make decisions for the benefit of the Trade Aid Movement.

Appointment:

- TA Trustees are elected from the shop trust membership. The trustees hire a Shop Manager and other retail staff to manage the TA Shop(s).



Activity 7

As members of the three entities that make up the Trade Aid Movement we all commit to upholding this high trust model and working according to the values of cooperation, respect and trust.

To help you further understand all the different parts of Trade Aid that make up the whole, have a try at matching the roles as explained here to their relevant entity.

Your answers will be one of the following:

1. TANZ (Trade Aid New Zealand)
2. TAI (Trade Aid Importers)
3. TA Trust (Trade Aid Shop Trust)

| PERSON | ENTITY |
|---|--------|
| I have a very physical job unloading containers and sorting stock in the warehouse in Christchurch. My team members pick the product that then gets shipped to many shops around the country. | |
| I love the concept of ethical consumerism, which is why I joined Trade Aid. I put my hand up to get involved in campaigns and activities where we get out and about in the local community talking about how important fair trade is. | |
| I recently joined the Committee. In my day job I am a policy advisor so I put my hand up to get involved in helping to renew and strengthen the Trade Aid Movement Policies. As a national governance body we seek the opinions of the rest of the Movement before taking the policies to the AGM. | |
| I'm the Chair of my Executive Committee and I take the job very seriously. I feel responsible for making sure that our committee represents the needs of our members throughout Aotearoa and that we keep our eye on how well the Movement is meeting the objectives of our charter. | |
| I'm retired, yet somehow my days are busier than ever. As well as looking forward to speaking with customers about the great products instore, I particularly love the days when stock arrives and I'm always the first to unpack and check out the beautiful new items. | |
| I've always worked in retail, so I was excited to get a job working for Trade Aid. Who wouldn't love selling products that have such interesting stories at their origin. I like the quieter days when I have time to talk to the customers about who made the products. | |
| I look after the marketing for Trade Aid on a national basis. I plan promotional campaigns for our fabulous food and craft products. | |
| I meet with my group monthly in the evenings. I am in Human Resources for a corporate as my full time work, so the other members were keen to get me on board to ensure we fulfil our responsibility as an employer of retail staff. | |
| I'm a product designer with Trade Aid, and my role is to work with our trading partners to create beautiful ranges that will sell well in the New Zealand market. They have good products already that I focus on creating other products that will complement what they already have and increase their sales. | |

Certifications

Trade Aid is a member of the World Fair Trade Organization (WFTO).

We are an active member of the WFTO to ensure our standards of fair trade remain high.



Principles of fair trade

At Trade Aid the WFTO ten principles of fair trade form the basis of all our work.

Trade Aid is accredited by the World Fair Trade Organization's (WFTO) Guarantee System. This is the first system that is able to deliver the promise of fair trade compliance throughout the supply chain.

We know that it is very difficult for consumers, and even those within the Trade Aid whānau, to know how to compare and evaluate the mass of certifications available to consumers.

A unique value of WFTO accreditation that truly reflects the way we think all trade should be, is in the promise of fair trade compliance throughout the supply chain. The WFTO has created ten key principles that fair trade organisations work to, and through monitoring ensure that these principles are being met and maintained. These ten principles must be met not only by the producers, but also by the buyers who interact with the producers, in our case Trade Aid Importers, for them to be guaranteed fair trade.

In contrast, product-based labelling certifications have their standards heavily weighted towards production related activities, and by default, these fall heavily on the producers to carry out. These require numerous standards such as environmental and health and safety requirements to be adhered to by the producers of the products, but as these products move through the supply chain, there are either none or very few requirements for traders to meet. At best, traders can be subject to paying a minimum additional price for a product (if this is even part of the certification system). This explains how corporate businesses are able to interact in ethical certification systems without making any substantial change to their corporate trading models.

Trade Aid views the transactions all the way along the supply chain as being key to creating fairness in trade. We view dialogue, transparency, and long-term partnerships as essential for trade to produce a win-win solution for everyone involved.

The 10 Principles of fair trade specify the ways that fair trade enterprises are set up and behave to ensure they put people and planet first.

The WFTO carries out verification and monitoring to ensure these principles are upheld.



Principle 1: Creating Opportunities for Economically Disadvantaged Producers

Poverty reduction through trade forms a key part of the organisation's aims. The organisation supports marginalised small producers, whether these are independent family businesses, or grouped in associations or co-operatives. It seeks to enable them to move from income insecurity and poverty to economic self-sufficiency and ownership. The organisation has a plan of action to carry this out.



Principle 2: Transparency and Accountability

The organisation is transparent in its management and commercial relations. It is accountable to all its stakeholders and respects the sensitivity and confidentiality of commercial information supplied. The organisation finds appropriate, participatory ways to involve employees, members and producers in its decision-making processes. It ensures that relevant information is provided to all its trading partners. The communication channels are good and open at all levels of the supply chain.



Principle Three: Fair Trading Practices

The organisation trades with concern for the social, economic and environmental well-being of marginalised small producers and does not maximise profit at their expense. It is responsible and professional in meeting its commitments in a timely manner. Suppliers respect contracts and deliver products on time and to the desired quality and specifications.

Fair Trade buyers, recognising the financial disadvantages faced by Producers and Suppliers of FT products, ensure orders are paid on receipt of documents or as mutually agreed. For Handicraft FT products, an interest free pre-payment of at least 50 % is made on request. For Food FT products, pre-payment of at least 50% at a reasonable interest is made if requested. Interest rates that the suppliers pay must not be higher than the buyers' cost of borrowing from third parties. Charging interest is not required.

Where southern Fair Trade suppliers receive a pre-payment from buyers, they ensure that this payment is passed on to the producers or farmers who make or grow their Fair Trade products.

Buyers consult with suppliers before cancelling or rejecting orders. Where orders are cancelled through no fault of producers or suppliers, adequate compensation is guaranteed for work already done. Suppliers and



producers consult with buyers if there is a problem with delivery, and ensure compensation is provided when delivered quantities and qualities do not match those invoiced.

The organisation maintains long term relationships based on solidarity, trust and mutual respect that contribute to the promotion and growth of Fair Trade. It maintains effective communication with its trading partners. Parties involved in a trading relationship seek to increase the volume of the trade between them and the value and diversity of their product offer as a means of growing Fair Trade for the producers in order to increase their incomes. The organisation works cooperatively with the other Fair Trade Organisations in country and avoids unfair competition. It avoids duplicating the designs of patterns of other organisations without permission.

Fair Trade recognises, promotes and protects the cultural identity and traditional skills of small producers as reflected in their craft designs, food products and other related services.

Principle 4: Fair Payment

A fair payment is one that has been mutually negotiated and agreed by all through on-going dialogue and participation, which provides fair pay to the producers and can also be sustained by the market, taking into account the principle of equal pay for equal work by women and men. The aim is always the payment of a Local Living Wage. Fair Payment is made up of Fair Prices, Fair Wages and Local Living Wages.

Fair Prices

A Fair Price is freely negotiated through dialogue between the buyer and the seller and is based on transparent price setting. It includes a fair wage and a fair profit. Fair prices represent an equitable share of the final price to each player in the supply chain.

Fair Wages

A Fair Wage is an equitable, freely negotiated and mutually agreed wage, and presumes the payment of at least a Local Living Wage.

Local Living Wage

A Local Living Wage is remuneration received for a standard working week (no more than 48 hours) by a Worker in a particular place, sufficient to afford a decent standard of living for the Worker and her or his family. Elements of a decent standard of living include food, water, housing, education, health care, transport, clothing, and other essential needs, including provision for unexpected events.



Principle Five: Ensuring no Child Labour and Forced Labour

The organisation adheres to the UN Convention on the Rights of the Child, and national / local law on the employment of children. The organisation ensures that there is no forced labour in its workforce and / or members or homeworkers.

Organisations who buy Fair Trade products from producer groups either directly or through intermediaries ensure that no forced labour is used in production and the producer complies with the UN Convention on the Rights of the Child, and national / local law on the employment of children. Any involvement of children in the production of Fair Trade products (including learning a traditional art or craft) is always disclosed and monitored and does not adversely affect the children's well-being, security, educational requirements and need for play.



Principle Six:

Commitment to Non Discrimination, Gender Equity and Women's Economic Empowerment, and Freedom of Association

The organisation does not discriminate in hiring, remuneration, access to training, promotion, termination or retirement based on race, caste, national origin, religion, disability, gender, sexual orientation, union membership, political affiliation, HIV/AIDS status or age.

The organisation has a clear policy and plan to promote gender equality that ensures that women as well as men have the ability to gain access to the resources that they need to be productive and also the ability to influence the wider policy, regulatory, and institutional environment that shapes their livelihoods and lives. Organisational constitutions and by-laws allow for and enable women to become active members of the organisation in their own right (where it is a membership based organisation), and to take up leadership positions in the governance structure regardless of women's status in relation to ownership of assets such as land and property. Where women are employed within the organisation, even where it is an informal employment situation, they receive equal pay for equal work. The organisation recognises women's full employment rights and is committed to ensuring that women receive their full statutory employment benefits.

The organisation takes into account the special health and safety needs of pregnant women and breast-feeding mothers.

The organisation respects the right of all employees to form and join trade unions of their choice and to bargain collectively. Where the right to join trade unions and bargain collectively are restricted by law and/or political environment, the organisation will enable means of independent and free association and bargaining for employees. The organisation ensures that representatives of employees are not subject to discrimination in the workplace.



Principle Seven:

Ensuring Good Working Conditions

The organisation provides a safe and healthy working environment for employees and / or members. It complies, at a minimum, with national and local laws and ILO conventions on health and safety.

Working hours and conditions for employees and / or members (and any homeworkers) comply with conditions established by national and local laws and ILO conventions.

Fair Trade Organisations are aware of the health and safety conditions in the producer groups they buy from. They seek, on an ongoing basis, to raise awareness of health and safety issues and improve health and safety practices in producer groups.



Principle Eight: Providing Capacity Building

The organisation seeks to increase positive developmental impacts for small, marginalised producers through Fair Trade.

The organisation develops the skills and capabilities of its own employees or members. Organisations working directly with small producers develop specific activities to help these producers improve their management skills, production capabilities and access to markets - local / regional / international / Fair Trade and mainstream as appropriate. Organisations which buy Fair Trade products through Fair Trade intermediaries in the South assist these organisations to develop their capacity to support the marginalised producer groups that they work with.



Principle Nine: Promoting Fair Trade

The organisation raises awareness of the aim of Fair Trade and of the need for greater justice in world trade through Fair Trade. It advocates for the objectives and activities of Fair Trade according to the scope of the organisation. The organisation provides its customers with information about itself, the products it markets, and the producer organisations or members that make or harvest the products. Honest advertising and marketing techniques are always used.



Principle Ten: Respect for the Environment

Organisations which produce Fair Trade products maximise the use of raw materials from sustainably managed sources in their ranges, buying locally when possible. They use production technologies that seek to reduce energy consumption and where possible use renewable energy technologies that minimise greenhouse gas emissions. They seek to minimise the impact of their waste stream on the environment. Fair Trade agricultural commodity producers minimise their environmental impacts, by using organic or low pesticide use production methods wherever possible.

Buyers and importers of Fair Trade products give priority to buying products made from raw materials that originate from sustainably managed sources, and have the least overall impact on the environment.

All organisations use recycled or easily biodegradable materials for packing to the extent possible, and goods are dispatched by sea wherever possible.

Activity 8

Match the following statements to each WFTO principle on the adjoining table.

| STATEMENT | WFTO PRINCIPLE | WFTO PRINCIPLE |
|--|----------------|---|
| A. Trading partners have access to all information on their partnership with Trade Aid. | | 1. Creating Opportunities for Economically Disadvantaged Producers |
| B. Money is advanced to trading partners for raw materials needed to fulfil orders. This reduces financial pressure on their organisations until final payments are made. | | 2. Transparency and Accountability |
| C. Certified sustainable timber is used in making wooden products. | | 3. Fair Trading Practices |
| D. The purchase price of goods is determined by the trading partners and producers, based on what is required to provide a living wage and the cost of labour and materials. | | 4. Payment of a Fair Price |
| E. Women are empowered to manage and lead their organisations. | | 5. Ensuring no Child Labour and Forced Labour |
| F. Trade Aid's Charter views education about trade justice as a key objective. | | 6. Commitment to Non-Discrimination, Gender and Women's Economic Empowerment and Freedom of Association |
| G. Producers receive access to fair trade markets around the world. | | 7. Ensuring Good Working Conditions |
| H. Producers are assisted to develop new products and thus increase their profitability and skills and progress towards economic independence. | | 8. Providing Capacity Building |
| I. Producers work in safe and healthy conditions. | | 9. Promoting Fair Trade |
| J. Producers like to pass on their skills to their children but not to the detriment of their education or playtime. | | 10. Respect for the Environment |

Our website tradeaid.org.nz is the online means for the public to learn all about Trade Aid.

There are many things to explore on the website through written information, photographs and video clips such as:

- Our story, who we are and how we operate as an organisation
- Information about fair trade and the WFTO Principles
- A map of where to find a stockist or Trade Aid shop
- How to become involved with Trade Aid as a volunteer
- Stories of change – producer stories
- Information about each of our trading partners including video footage and photos of each group
- Education pages featuring teaching resources and links to other resources
- Trade Aid news and of course all the beautiful crafts and delicious food products from our trading partners.



Nani, painter,
Pekerti, Indonesia

Activity 9

Using the website, go on a journey of discovery to find the answers to the following challenges.

All of the information is available on the website: tradeaid.org.nz

| QUESTIONS | ANSWER |
|--|--------|
| 1. On our home page, find some key words or sentences which inspire you. | |
| 2. Search for the Ten Principles of the World Fair Trade Organization. Which Principle speaks to you the most? Why is it so important? | |
| 3. Find a recent news item featured on the website and summarise its main points. | |
| 4. Write a few words about one of our volunteers in our “Celebrity volunteers” feature. | |
| 5. List the addresses of a Trade Aid shop on the other island to you (e.g. South Island if you’re in the North Island) | |
| 6. Find the ‘made to feel good’ section. Read or watch the producer stories. Which story inspires you most? Why? | |
| 7. Via the on-line shop, find: 1. Your favourite product. What is it and who made it? 2. Our largest block of chocolate. How much does it weigh? | |
| 8. Name two ways people can get more involved with Trade Aid. | |
| 9. Choose a trading partner from a country you are interested in. Name the trading partner and list a few key points from their profile. | |



Alberto Chate, coffee farmer and member,
CENCOIC, Colombia

Glossary

Artisan: a skilled craft worker.

Charitable Trust: formed to undertake charitable activities. A charitable trust may make profits on their trading activities, but the profits must be used for their charitable purposes and cannot be distributed to members.

Charter: within Trade Aid, this document outlines the vision, aim, objectives and guiding principles of our organisation.

Development: seeks to implement long-term solutions to problems by helping people and communities create the capacity needed to provide sustainable solutions to problems.

Fiduciary: acting responsibly in good faith at all times for the benefit of a Trust.

Governance: the act, process, or power of governing, i.e. the role given to Trust Boards to provide the strategic direction of an organisation.

Incorporated Society: a group or organisation that has been registered under the Incorporated Societies Act 1908 and, when incorporated, is authorised by law to run its affairs as though it were an individual person or a separate legal entity.

Board: a body of appropriately skilled people, chosen to oversee the operational management of a business.

Producer: the person or group who produce craft or food products.

Retailer: the seller of goods or food products in small quantities directly to consumers.

Trade Aid Movement: the various entities which work together to achieve the Trade Aid Charter.

Trading partner: producer groups, businesses or organisations of varying structures that build long-term trading relationships with Trade Aid.

Trust: see under Charitable Trust.

WFTO: World Fair Trade Organization.

Wholesaler: distributor who sells mainly to retailers and industrial, commercial, and institutional users, as distinguished from end-of-line consumers.

Mahi: Work

Whānau: Family

Training Checklist

| | |
|--------------------------------|--------------------|
| Name: | Role in Trade Aid: |
| Contact details: | |
| Trade Aid store/Trust: | Store manager: |
| Store manager contact details: | |

| ACTIVITY | COMPLETED | MANAGER CHECKED | DATE |
|-----------------------------|-----------|-----------------|------|
| 1: Trade Aid History | | | |
| 2: Charter | | | |
| 3: Good to Live By values A | | | |
| 4: Good to Live By values B | | | |
| 5: Good to Live By values C | | | |
| 6: Good to Live By values D | | | |
| 7: Trade Aid roles | | | |
| 8: WFTO principles | | | |
| 9: Website | | | |

On completion, email the name of the person completing the Kete to: education@tradeaid.org.nz



**Gouri Adhikary, product maker,
Keya Palm Handicrafts, Barisal, Bangladesh**

**Well done
– you have completed
this kete of the Trade Aid
training programme.**

We hope this Kete of Knowledge has inspired you and equipped you to become a passionate and knowledgeable ambassador for Trade Aid. Have fun using this information and spreading the Trade Aid story.

**For any enquiries about this Trade Aid
training programme:**

Please contact:

Education | Trade Aid Importers Ltd

PO Box 35 049 |
174 Gayhurst Road | Dallington
Christchurch | New Zealand

education@tradeaid.org.nz
www.tradeaid.org.nz