

# COPOLCO WORKSHOP



Can  
consumers  
rely on  
fair trade  
claims

**23 May 2007**  
**Salvador de Bahia**  
**Brazil**



International  
Organization for  
Standardization

# Programme

- 08:30-09:00 Registration
- 09:00-09:10 **Welcome by Workshop Chair**  
*Ms. Jai Ok Kim, COPOLCO Chair*
- Opening address by a representative of ABNT**
- 09:10-09:30 **Understanding the difference** : ethical trade, fair trade, sustainable consumption, and social responsibility  
*Ms. Linda Golodner, President and CEO, National Consumer's League, ANSI, USA*
- 09:30-09:50 **Challenges for fair trade in tourism services**  
By a Brazilian representative of tourism interests
- 09:50-10:10 **Are all fair trade products “fair”, and how can we be sure ?**  
By a representative from the retail industry on products
- 10:10-10:30 **Consumer perspective** : the challenge of being an “ethical consumer”  
*Ms. Marilena Lazzarini, President, Consumers International*
- 10:30-10:40 **Questions and answers**

10:40-11:00 *Coffee/Tea break*

- 11:00-11:20 **Labelling and other approaches to informing consumers about conditions of globalized production**  
*Ms. Barbara Fliess, Senior Policy Analyst Trade and Agriculture Directorate, OECD*  
*Ms. Irma Keijzer, Senior Policy Advisor Dutch Ministry of the Economy*
- 11:20-11:40 **What is the added value of fair trade schemes ?**  
*Dr. Michael Conroy, Board Member, TransFair USA and Co-founder, Colibri' Consulting – Certification for Sustainable Development*
- 11:40-12:00 **How can an International Standard enhance a fair trade or ethical labelling scheme?**  
*Ms. Karin Kreider, Deputy Director, Rainforest Alliance & President of ISEAL*

- 12:00-12:20 **What might a fair trade deliverable look like as an International Standard ?**  
*Ms. Fatma Bensalem, Project Manager, Fair Trade Standardization, AFNOR France*

- 12:20-12:30 **Questions and answers**

12:30-13:30 *Lunch break*

**Chair of afternoon session :**  
*Mr. James McCabe, Director, Consumer Relations and IDSP, ANSI, USA*

- 13:30-14:30 **Break-out group discussions**

14:30-15:00 *Coffee/Tea break*

- 15:00-15:30 **Reports back from break-out groups**

- 15:30-16:00 **Panel discussion with speakers from morning session**

- 16:00-16:30 **Questions and answers**

- 16:30-17:00 **Conclusions**

- 17:00 **Closure**

*(Break-out discussion topics, see overleaf)*



# Break-out sessions

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## 1) Expanding into services – could sustainable tourism satisfy fair trade principles ?

**Moderator:** *Mr. Guillermo Zucal*  
Director of Consumidores Argentinos,  
IRAM, Argentina

**Rapporteur:** *Mr. Arnold Pindar*  
Consumer Representative, BSI,  
United Kingdom

## 2) Certification of fair trade or ethical trade : asset or liability?

**Moderator:** *Ms. Sondra Bruni*  
Chair, Canadian Advisory Committee to  
COPOLCO, Standards Council of Canada

**Rapporteur:** *Mr. Daniel Gabashane*  
General Manager, Stakeholder  
Engagement & Domestic Policy,  
Standards South Africa, SABS

## 3) Challenges, issues and benefits linked to standardization of fair trade

**Moderator:** *Ms. Sadie Homer*  
Policy Advisor, Consumers International

**Rapporteur:** *Ms. Annie Tricoche*  
Consumer Affairs Advisor, AFNOR  
France



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Salvador de Bahia, 2006. Old town at twilight. (Photo: P. Krieger)



Salvador de Bahia, 2006 (Photo: P. Krieger)

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## Introduction

### Can consumers rely on fair trade claims?

The demand for ethically-produced and marketed products and services has risen dramatically over the past decade, in tandem with growing concerns about sustainable consumption patterns. According to the United Nations Development Programme (UNDP), products bearing fair trade labels (e.g. coffee, tea, fruit, handicrafts, and textiles) made up 0.1% of trade in Europe, and 0.01% of trade worldwide, in 2003.

But what is “fair trade”, its relationship to other concepts such as social responsibility, and how does it work? Generally, fair trade aims to ensure decent compensation to producers of goods and services, against a backdrop of trade liberalization and fluctuating commodity prices.

Fair trade also proposes a mechanism to raise living standards and protect the social welfare of workers and their families involved in fair trade production in the exporting countries, through such measures as guaranteed minimum prices and community development projects.

### Venue

**BAHIA OTHON  
PALACE HOTEL**

**Av. Oceânica, 2294  
Ondina - Salvador  
Salvador de Bahia  
Brazil**

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For these laudable goals, consumers are increasingly willing to pay a premium for fair trade products. However, in return, they wish to understand better how the fair trade process works, how it relates to other kinds of ethical practices, and what labels on fair trade products mean. Notably, they wish to avoid “ethical washing” (false claims of adherence to fair trade practices).

Can an International Standard on fair trade clarify these issues and provide added value for fair trade labelling organizations, producers, and retailers – as well as reinforce consumers’ confidence in fair trade?

Speakers and participants representing a variety of stakeholder groups (standards-writers, consumers, representatives of NGO’s, and fair trade- and other labelling organizations) will debate this at the COPOLCO workshop on 23 May.

This workshop will be of interest to standards body officers, standards writers, consumer representatives, academics, and government officials. It will also interest associations, retailers, distributors and producers involved in the fair trade movement.

*Contact the COPOLCO Secretariat at [copolco@iso.org](mailto:copolco@iso.org) for more information.*