SCOTTISH FAIR TRADE

Is Scotland still a Fair Trade Nation?

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- Fair Trade Advocacy Office (FTAO)
- Fairtrade Foundation
- Latin American and Caribbean Network of Fair Trade Small Producers and Workers
- Ethical Consumer
- Office for National Statistics
- Scotland's International Development Alliance (SIDA)
- Soil Association
- Hub Cymru Africa, and individual consultants and academics

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List of Abbreviations

BAFTS	British Association for Fair Trade Shops and Suppliers
CCS	Campaign Coffee Scotland
DEC	Development Education Centre
IDEAS	International Development Education Association of Scotland
IFAT	International Federation for Alternative Trade
MSP	Member of the Scottish Parliament
NHS	National Health Service
Scottish Fair Trade	Scottish Fair Trade Forum
SCVO	Scottish Council of Voluntary Organisations
SIDA	Scotland's International Development Alliance
VSO	Volunteer Services Overseas
WFTO	World Fair Trade Organization

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1. Introduction

Scotland was assessed as a Fair Trade Nation in 2013 and 2017, reflecting its leadership in promoting fair and sustainable trade. Since then, the policy environment has undergone profound changes, shaped by the far-reaching impacts of Brexit, the global COVID-19 pandemic, and the intensifying climate crisis. These events have disrupted trade systems, altered consumer behaviours, and posed significant challenges to global supply chains, making the commitment to Fair Trade more important—and more challenging—than ever.

This report presents a comprehensive assessment of Scotland's status as a Fair Trade Nation in 2024. It evaluates Scotland's progress against updated criteria published by Scottish Fair Trade in 2024, confirms that Scotland continues to meet these criteria, and offers forward-looking recommendations to strengthen Fair Trade efforts in the future.

Designed to be a stand-alone document, this report builds on but does not replicate the findings of the 2013 and 2017 assessments. Instead, it aligns with the spirit of the refreshed criteria, prioritising conciseness, relevance, and actionable analysis. The report also draws upon the Scottish Government commissioned report: What Future for Fair Trade in Scotland, which, whilst written pre-pandemic, provides useful data and insight.

Despite the complexities introduced by Brexit's trade realignments, the pandemic's economic and social disruptions, and the heightened urgency of addressing the climate emergency, this report concludes that Scotland remains a Fair Trade Nation in 2024, meeting all five criteria.

This is a considerable achievement during a period of unprecedented upheaval. The resilience and adaptability demonstrated by Fair Trade organisations, businesses, and consumers across Scotland are a testament to their unwavering commitment to justice and equity in trade, even in the face of immense global challenges.

2. Values and Objectives

Our social auditing approach demands that we first clarify our values and objectives. Here we chart the progression of the values and objectives of most relevance to Scotland's Fair Trade movement.

In 2006, the Scottish Executive and Welsh Assembly Government set Fair Trade Nation criteria:

- Increased awareness of Fair Trade and surrounding issues
- Increased sale of Fair Trade products
- Contribution to greater trade justice
- A meaningful commitment to Fair Trade from Parliament and executive bodies

In 2007, the Scottish Fair Trade Forum (Scottish Fair Trade) was founded, "to relieve poverty by establishing, maintaining and promoting Scotland as a Fair Trade Nation, thereby to improve the work of the voluntary sector and effectiveness of charities forming part of the Fair Trade movement."

Fair Trade is a movement for change. Various labels publicise, define and guarantee Fair Trade practices. The World Fair Trade Organization and Fairtrade Labelling Organisations International issued, in 2009 "A Charter of Fair Trade Principles", defining Fair Trade as:

"a trading partnership, based on dialogue, transparency and respect, that seeks 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 Organisations, backed by consumers, are actively engaged in supporting producers, awareness-raising, and in campaigning for changes in the rules and practice of conventional international trade."

In 2013, only 6 years after Scottish Fair Trade was founded, Scotland became a Fair Trade Nation, the second after Wales. Scotland's status as a Fair Trade Nation was re-confirmed in 2017.

Scottish Fair Trade's reports for the 2013 and 2017 assessments plus this report all use these definitions:

- "fair trade" refers to one or more fair trades in the widest sense
- "Fair Trade" refers to the Fair Trade movement and that which relates to it, including issues, concepts, people, groups, products

- “Fairtrade” refers to the mark licensed by the Fairtrade Foundation to products certified as adhering to the strict standards of Fairtrade International, or to organisations such as a school or town deemed by the Fairtrade Foundation to have met certain criteria

Scottish Fair Trade’s **vision** is:

A world in which justice, equity and sustainable development are at the heart of trade structures and where Scotland recognises the dignity and rights of producers through a commitment to Fair Trade.

In 2022-23, Scottish Fair Trade adapted its **mission**, which is now:

To be a leading contributor in building a just, equitable and sustainable world through supporting Scotland to become a more vibrant Fair Trade Nation and working to embed the principles in all aspects of Scottish society.

In 2022 to 2024, the criteria were refreshed, including a new criterion concerning engagement.

3. Brief history of Fair Trade in Scotland

Scotland has a troubled history in international trade. Glasgow's history includes huge wealth generated by trades in tobacco and sugar, both based on slavery and exploitation, and in 1817, Scots owned almost a third of the slaves in Jamaica. While Scottish merchants thrived on trade reliant on slavery, some other Scots were active in the abolitionist and anti-slavery movements and developed a campaign to boycott slave-grown sugar and promote sugar produced by free labour. Dundee-born Frances Wright was a reformer and abolitionist who resettled freed slaves in America. Missionary and explorer David Livingstone publicised the horrors of the slave trade, and other Scottish missionaries sought to stop the trade and free slaves. However, such enlightening influences co-existed with the rapacious exploits of Cecil Rhodes and his ilk, and the First World War among European powers was largely driven by each party's wish to expand its colonial possessions, with little to no concern for the colonised.

This period also saw the rise of organised labour in trade unions and organised consumers in the co-operative movement. Concern over conditions of life and work at home inevitably led to concern for those whose production of raw materials sustained the Scottish economy. This was sharpened by anti-colonial struggles before and after the Second World War. As countries gained their independence, the Fair Trade movement in Scotland developed.

1960s Oxfam shops in the UK began selling handicrafts made in low-income countries.

1970s Tearcraft and Traidcraft were founded as specialist craft importers to the UK, selling via mail order and mainly church-based distributors. Campaigners in Oxford began importing Tanica instant coffee powder, the first fairly traded food product, from Tanzania.

1979 Campaign Coffee Scotland (CCS) was established by returned Voluntary Service Overseas volunteers. By 1981 CCS was importing and packing coffee. In 1984 CCS started commercial distribution through GreenCity Wholefoods co-operative in Glasgow, and the two businesses jointly organised Scotland's first Fair Trade conference in 1986. The first Fair Trade shops had opened, including Edinburgh's One World Shop and the Coach House in Balmore.

1987 CCS and GreenCity launched the Equal Exchange brand of food products, distributed by co-operative wholesalers throughout the UK

1989 The International Federation for Alternative Trade (now the World Fair Trade Organization) was launched, at a conference where UK delegates learned of the new Dutch Max Havelaar Fair Trade mark. Equal Exchange became an independent co-operative.

1991 Equal Exchange, Oxfam, Traidcraft and Twin Trading launched Cafédirect. In 1992, it began to be sold in the Co-op and Safeway's Scottish stores.

1994 The UK's Fairtrade Mark was launched.

1995 The first Fairtrade Fortnight took place. Soon every major supermarket chain was listing Cafédirect. The Co-op pledged to stock Fairtrade products in every store. The House of Commons switched to Fairtrade coffee. Divine chocolate was launched, with producer Kuapa Kokoo in Ghana having a major ownership stake. In 2000 the first Fairtrade bananas were launched in a thousand Co-op stores. Other supermarkets followed.

2002 The Co-op converted its own-label chocolate range to Fairtrade, followed by coffee and tea. Aberfeldy and Strathaven became Scotland's first Fairtrade Towns, after Garstang in Lancashire had become the first Fairtrade Town in 2001. More Fair Trade shops started – Rainbow Turtle, Paisley and Fair Shares, Burntisland.

2003 By now there were 150 Fair Trade products, by 2004 there were 350, and by 2005 there were 700, from roses to footballs. More supermarkets launched Fairtrade own-label products.

2006 The Welsh Assembly and Scottish Executive agreed criteria for a Fair Trade Nation.

2007 With Scottish Executive support, Fair Trade campaigners established Scottish Fair Trade, to co-ordinate the campaign.

2008 Wales became a Fair Trade Nation, but in Scotland only a few towns and local authorities had Fairtrade steering groups. The Scottish Executive gave funding, and Scottish Fair Trade became a company with charitable status.

2013 Scotland became a Fair Trade Nation. Scottish Fair Trade amended its vision, mission and aims, introduced an annual Fair Trade Nation Lecture and annual Scottish Fair Trade Awards, and in 2014, gained core funding from the Scottish Government.

2014 Glasgow's Commonwealth Games sourced entirely Fairtrade bananas, tea, coffee and sugar for athletes, official workers and visitors. Thanks to Scottish Fair Trade's efforts, the Procurement Reform (Scotland) Act 2014 required public authorities to publish a procurement strategy annually, including the authority's policy on procuring fairly and ethically traded goods and services.

2015 At the 144th (2015) and 145th (2016) Open Golf Championships in St Andrews and Troon, Fairtrade products were on sale and promoted.

2016 The Homeless World Cup in Glasgow was the first international sporting event to use Fairtrade sports balls, from Scotland's Bala Sport. Delegates from Canada, Poland, Sweden, Netherlands, Wales, Northern Ireland and the UK's Fairtrade Foundation attended Scottish Fair Trade's seminar in Glasgow, to develop the Fair Trade Nation concept globally.

2017 Scotland's Fair Trade Nation status was renewed, and Scottish Fair Trade gained membership of WFTO as a network organisation. Nurseries could apply to the Fairtrade Foundation's Fairtrade Schools scheme. At a meeting in Saarbrucken, the "Saarbrucken statement" agreed six categories for revised criteria for Fair Trade Nations.

2018 The Fair Trade Nation status of Wales was also renewed. An international delegation reflected on the Saarbrucken statement and developed a new Memorandum of Understanding.

2020 The global COVID-19 pandemic began, bringing disruption to most businesses, and many Fair Trade businesses in Scotland closed temporarily, with furlough funding from Government.

2021 The Welsh and Scottish Governments supported Fair Trade Wales and Scottish Fair Trade to refresh the Fair Trade Nation criteria, consulting key stakeholders in 2022 and 2023: WFTO, WFTO-Africa and Middle East, WFTO-Europe, the Fair Trade Advocacy Office (FTAO), the Fairtrade Foundation, the Latin American and Caribbean Network of Fair Trade Small Producers and Workers (CLAC), Ethical Consumer, the Office for National Statistics, Scotland's International Development Alliance (SIDA), the Soil Association, Hub Cymru Africa, and individual consultants and academics.

2022 Traidcraft, key supplier to Fair Trade church stalls and shops, lost hundreds of thousands of pounds from the Brexit-induced fall of sterling against the dollar, in which Traidcraft bought products. COVID lockdowns had reduced footfall at stalls and in shops, and mainstreaming of Fair Trade in supermarkets gave stiff competition. In 2023, Traidcraft closed.

2023 The refreshed criteria were announced by Welsh and Scottish Government Ministers in the Welsh Senedd, at an event marking 15 years of Wales as a Fair Trade Nation.

2024 By June, The Grocer reported almost 5,000 Fairtrade products for sale in the UK, in most major retailers and over several brands.

4. Refreshed Fair Trade Nation criteria

There are still only two Fair Trade nations, Wales and Scotland. In 2016, work began to refresh the criteria to make them more relevant to a greater range of countries, with international meetings in Glasgow and Saarbrucken. The latter agreed eight key points of shared understanding, concerning largely the need for Fair Trade Nation campaigns to be led by each country and relevant to each country. The Saarbrucken statement also endorsed six categories for developing revised Fair Trade Nation criteria. In 2018, Wales reviewed its Fair Trade Nation status, and an international delegation was brought together to reflect further on the Saarbrucken statement, and from this a Memorandum of Understanding emerged. In 2021, the governments of Wales and Scotland supported engagement with international stakeholders to refresh the criteria, making them more relevant for the future and for more countries, each of which has its own unique form of activism. This engagement included international Fair Trade organisations and campaigners from around the globe.

This story is told more fully in "Fair Trade Nation – A Refresh", August 2024, in which the refreshed Fair Trade Nation criteria are also published.

Each criterion has targets, which we show in our summary table of achievements and explain at the start of each criterion section. Each criterion also has suggested sources of evidence, which we explain in each section before explaining Scotland's evidence.

A Fair Trade Nation is one where:

1. **There is widespread awareness of Fair Trade**
2. **There is significant engagement with Fair Trade across different sectors of society**
3. **There is consumption and production of Fair Trade products**
4. **There is political support and engagement with Fair Trade**
5. **Inequalities in global trade and society are challenged by Fair Trade**

5. Report purpose

This report analyses Scotland's achievements against the refreshed Fair Trade Nation criteria of 2023-24, assessing whether Scotland continues to uphold its status as a Fair Trade Nation. It captures a critical juncture in Scotland's journey, marked by seismic global and domestic changes since the last assessment in 2017. The repercussions of Brexit have reshaped trade relationships and created new challenges for international collaboration. The COVID-19 pandemic disrupted economies, supply chains, and communities, accelerating shifts in work patterns, consumer behaviours, and online engagement. Meanwhile, global conflicts and the cost-of-living crisis have placed significant pressures on households and businesses, affecting purchasing power and raising questions about the affordability of ethical consumption.

Overlaying these challenges, the escalating climate crisis has disproportionately affected communities in Fair Trade producer countries, compounding the vulnerabilities they face. These intersecting crises have not only tested Scotland's commitment to Fair Trade principles but also highlighted the growing urgency for systemic change to ensure fair, sustainable trade practices worldwide.

By examining Scotland's progress against these refreshed criteria, this report offers an analysis of how the Fair Trade movement has adapted and endured during this turbulent period. It underscores the need for continued leadership, resilience, and innovation to address the pressing challenges of our time and to support a more just and equitable global trade system.

As in the reports of 2013 and 2017, we have drawn on social accounting and audit techniques for this report, based on the approach recommended by the Social Audit Network UK, which is generally used by small social economy organisations for their social reporting. The steps of this model are simple and practical:

- Clarify the values and objectives, identify associated activities and analyse stakeholders
- Collect and analyse quantitative and qualitative data
- Prepare this report, have the assessment panel review, and report to stakeholders

Step 1 We outlined in an earlier chapter how the values and objectives of the Fair Trade movement in Scotland evolved and clarified over the years. In designing our research, we identified associated activities and stakeholders for our analysis.

Step 2 During 2024, we collected and analysed quantitative and qualitative data.

Step 3 We drafted a report, in which we analyse the data gathered in step 2 and presented it to the assessment panel for review.

Step 4 We amended the report based on feedback from the assessment panel, make recommendations, and include the assessment panel's statement. Dissemination to stakeholders follows publication of this report.

Purpose of this report

1. To provide evidence of compliance with the 5 newly refreshed criteria of 2024
2. To reflect on lessons from the results and make recommendations
3. To enable the Assessment Panel to assess Scotland's Fair Trade Nation status
4. To carry the Assessment Panel's statement on Scotland's Fair Trade Nation status

6. Methodology

The approach used to prepare this report, and those of 2013 and 2017, is based on social accounting. We report against the question "Is Scotland still a Fair Trade Nation in 2024?" and focus on achievements related to this question. We use social accounting and audit techniques, including an independent Assessment Panel with a respected social auditor as Chair; and separating the three functions of report presentation, assessment and decision / declaration.

Principles of social accounting:

- Clarify Purpose
- Define Scope
- Engage Stakeholders
- Determine Materiality
- Make Comparisons
- Be Transparent
- Verify Accounts
- Embed the Process

Scottish Fair Trade gathered all data and results relevant to the refreshed criteria, and appointed a consultant to write the report, using information provided by Scottish Fair Trade plus independent internet research. Scottish Fair Trade conducted a combination of quantitative and qualitative research for this report. Some of the statistical information used is embedded in our internal databases and systems. Other statistical information is gathered in a 'communities audit' of Scotland by Scottish Fair Trade staff and through desk research, and yet more through the Progressive Partnership that conducted an online YouGov survey.

Scottish Fair Trade's communities audit is thorough, continuously maintained, and based on observations and data gathered and assessed by Scottish Fair Trade staff.

The YouGov survey achieved a sample size of over 1,000 people, in spring 2024, including a range of different social demographics across different parts of Scotland. A sample of 1,000 provides a data set with a maximum standard error range of between 0.9% and 3.1% at the 95% confidence interval, which is the market research industry standard.

The following chart outlines the methodology used in Scottish Fair Trade's five key polls from 2011-2024:

YEAR	SAMPLE SIZE	METHOD
2011	1043	Telephone interview
2012	1014	Telephone interview
2013	1071	Online interview
2016	1136	Online interview
2024	1002	Online survey

Changes in methodology as society moved to operate more online mean that caution is needed if comparing data from polls over the years. Such changes in society also explain some results.

Engagement

Scottish Fair Trade defines engagement as active participation, interaction and collaboration with the Fair Trade movement. This could include but is not limited to:

- Involvement with one or other of the Fairtrade Foundation's grassroots group awards
- Membership of Scottish Fair Trade
- Activity within the local community / group / organisation to promote Fair Trade and its benefit to enterprises, producers and communities around the world
- Attending events hosted by Scottish Fair Trade
- Being verified by the World Fair Trade Organization or have plans to become verified
- Having a focus on Fair Trade as a business or social enterprise, and promoting the benefits of Fair Trade
- Procuring products supplied by World Fair Trade Organization Fair Trade guaranteed enterprises and / or Fairtrade Mark products
- Policies that commit to promoting and / or procuring Fair Trade
- Involvement in Fair Trade community meetings to plan future activities and report on past activities

In line with the engagement triangle presented in Fair Trade Nation: A refresh of the criteria, measures and indicators, and assessment process engagement in this report is classified as fully engaged, behaviourally and / or informationally engaged, marginally engaged, and totally disengaged.

7. Results

We first present the results in a summary table of all five Criteria, Targets and Results. Then we look at targets and achievements in more detail, and analyse results for each of the 5 criteria. The refreshed criteria, their targets and achievements, are:

Refreshed criteria 2024	Targets	2024 RESULTS
1. There is widespread awareness of Fair Trade	**50%** of the population is aware of Fair Trade, increasing to 75%	**97%** - ACHIEVED
2. There is significant engagement with Fair Trade across different sectors of society	**50%** of local authority areas have Fair Trade activity. National activity & engagement in **≥3** of 6 areas: Public, private, third/voluntary sector, education & youth, arts & culture, civil society	**69%** - ACHIEVED in local authority areas **5** - ACHIEVED nationally in: private, voluntary, education & youth, civil society and public sectors
3. There is consumption and production of Fair Trade products	Maintaining/growing level of consumption of Fair Trade products based on established benchmark. Based on the benchmark from 2016 the target is at least: **83%** claim to buy Fair Trade at least once a year **60%** claim to buy Fair Trade at least once a month	**85%** - ACHIEVED **66%** - ACHIEVED
4. There is political support and engagement with Fair Trade	The administration must achieve **Type 4** of public policy typology, increasing at every renewal up to achieving type. The **legislature** and **≥50%** of local governments engage with Fair Trade.	**Type 3** - ACHIEVED (3 is a higher level than 4) **Legislature** and **69%** of Local Authorities - ACHIEVED
5. Inequalities in global trade and society are challenged by Fair Trade	Fair Trade activities challenge at least **2** areas of wider inequality.	**3** - ACHIEVED

CRITERION 1 There is widespread awareness of Fair Trade

Target

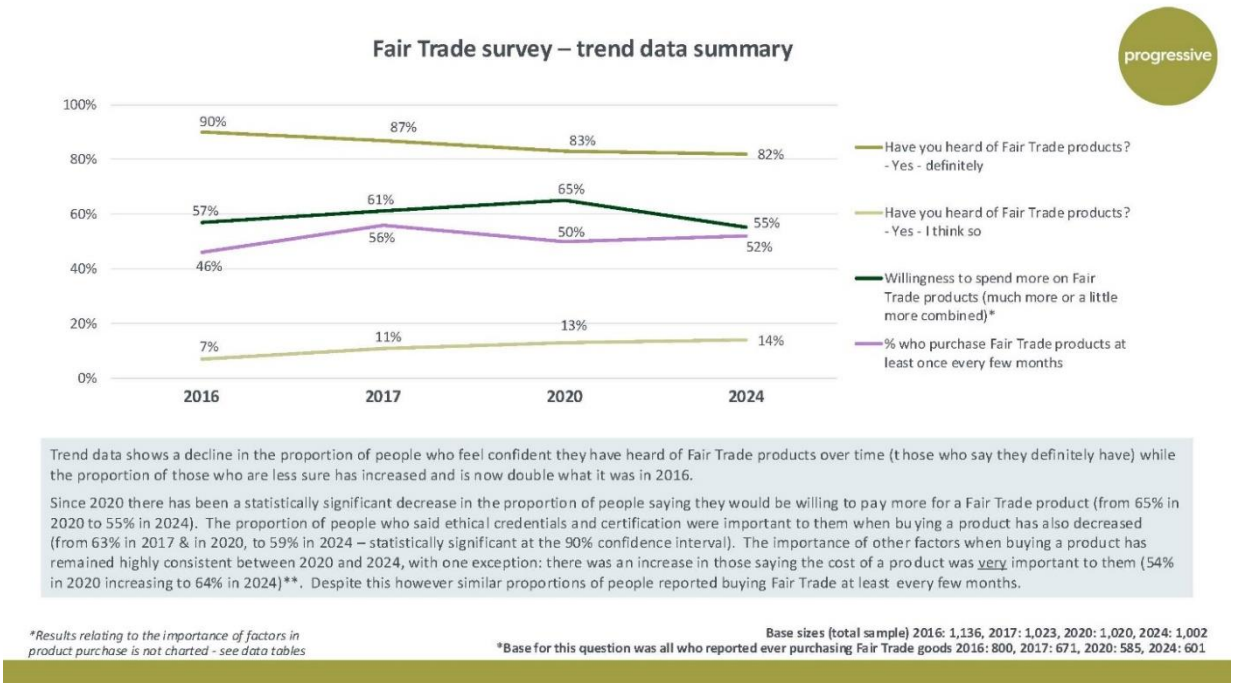
50% of the population are aware of Fair Trade. At each renewal, this population number must increase until it reaches 75%, at which point it needs to be at least maintained.

Evidence required

A quantitative assessment carried out through a poll or research company. This measure could have an optional 'individual support' measure, and therefore nations could choose to measure individuals' engagement through polling and use of the Development Engagement Lab's engagement triangle.

Scotland's evidence

The evidence comes from the Progressive Partnership's YouGov poll of 23rd to 27th May 2024. The poll found that 83% have definitely and 14% have maybe heard of Fair Trade, giving a total of 97%. Available resources did not allow us to measure individuals' engagement for this review. This table shows trends since the 2016 review, plus figures for Criterion 3 on purchasing.



Combining those who have definitely and those who think they have heard of Fair Trade products, the above table based on YouGov survey polling shows a slight decrease in people's certainty about this question since 2016 online interview polling, reported in the 2017 report.

Looking further back, the next table shows that the proportion of people in Scotland who had heard of Fair Trade grew steadily from 84% in 2011, to a peak of 98% in the 2016 poll for the 2017 report. The peak of certainty, those who had definitely heard of Fair Trade, was also in 2016, at 91%.

However, we should note that the change in methodology may have impacted the results. It may be that respondents interviewed by telephone had access to clarification that was not available to online respondents.

Have you heard of 'Fair Trade' products?	2011 (1040) phone	2012 (1006) phone	2013 (1062)	2016 (1122)	2017 (1000+)	2020 (1000+)	2024 (1002) YouGov
Yes, definitely	81%	82%	87%	91%	90%	83%	83%
Yes, think so	3%	3%	9%	7%	7%	13%	14%
Yes, definitely + think so	84%	85%	96%	98%	97%	96%	97%
No	16%	16%	3%	2%	3%	4%	3%

A decrease of 1% is not significant. "Fair Trade" remains part of the English language in Scotland.

The polling data is a simple way of understanding widespread awareness of Fair Trade in Scotland as required by the Fair Trade Nation criteria. Further research is needed to understand to what extent Fair Trade has been mainstreamed, and how engaged individuals are.

Our claim

Criterion 1 is met, scoring 97% against a target of 75%.

Recommendations

For future reviews:

- Include question on individuals' engagement in future polling in order to set a benchmark for future assessments.
- Consider increasing the sample size given weaknesses in online surveys, or compare with telephone interviews.
- More investment required into research to support the sector in future.

To maintain Scotland's Fair Trade Nation status:

- A combination of tactics will be required to sustain awareness levels, engaging across multiple audiences, and in partnership with other organisations.
- A particular focus should be given to engaging retailers and encouraging more prominence and explanation of Fair Trade in store.
- Given the strong awareness of Fair Trade among adults in Scotland, it is important for work to continue amongst young people to ensure that widespread awareness is grown and maintained.

CRITERION 2 There is significant engagement with Fair Trade across different sectors of society

Target

50% of regions/municipalities/cantons/local authorities have Fair Trade activity going on in them.

National activity and engagement in at least three of the following six areas: Public, private, third/voluntary sector, education & youth, arts & culture, and civil society.

Evidence required

This could include:

- Number of communities actively promoting Fair Trade
- Number of education establishments engaged with Fair Trade including the number engaged through Fair Trade schemes for schools, colleges and universities and activities including involving Fair Trade in wider activities such as global citizenship teaching and learning
- Levels of public sector engagement with Fair Trade in policy and activities
- Private sector purchasing and promotion of Fair Trade
- Third/voluntary and civil society promotion and purchasing of Fair Trade
- Use of Fair Trade products at arts and culture events and venues and promotion of Fair Trade to arts and culture sector

This could be shown through: Number of places with Fairtrade status, or that are active in promoting Fair Trade including digital campaigning; Case studies of groups and organisations carrying out activity; Social media, press and broadcast media; Using social auditing principles; Polling data; Assessing activity on a scale from 1-5 from highly insignificant to highly significant.

Scotland's evidence - local authority areas

The target is that 50% of local authorities have Fair Trade activity going on in them.

Scottish Fair Trade maintains an up-to-date communities audit, showing activity by area of each local authority, by all actors (e.g. schools, universities), and including the Local Authority itself.

Actors in 8 local authority areas are fully engaged, actors in 10 are behaviourally / informationally engaged, actors in 4 are marginally engaged, and actors in 10 are totally disengaged:

Level of engagement in local authority areas	2024	%	%
Fully engaged	8	56% of 32	69% of 32
Behaviourally / informationally engaged	10		
Marginally engaged	4		
Totally disengaged	10		

Engagement is measured differently according to the relevant actors, e.g. schools are measured by involvement in the Fairtrade Schools Award, and Local Authorities by their membership of Scottish Fair Trade, among other indicators. We have described the types of engagement in the Methodology section on page 14. We deem 'fully engaged' to represent highly significant activity.

22 (69%) of Scotland's 32 local authority areas have Fair Trade activity in them. Of these, 18 (56%) are fully engaged or behaviourally / informationally engaged.

Criterion 2 is met, in local authority areas, scoring 69% against a target of at least 50%.

Looking now at key actors in turn, we show how they contribute to this achievement, starting with the local authorities' administrations, which we signify with capital initial letters: Local Authorities.

Local Authorities (Council administrations)

To clarify, here we talk about the Local Authority administration and not all actors across the local authority area. In 2024, 11 of Scotland's 32 Local Authorities are fully engaged, 11 are behaviourally / informationally engaged, 0 are marginally engaged, and 10 are totally disengaged.

Level of Local Authority engagement	2024	%	%
Fully engaged	11	69% of 32	69% of 32
Behaviourally / informationally engaged	11		
Marginally engaged	0		
Totally disengaged engaged	10		

Across all 32, engagement is as follows:

- 24 mention Fair Trade on their website
- 16 have made a commitment to Fair Trade in their procurement documentation
- 12 are members of Scottish Fair Trade
- 1 (Aberdeenshire) has purchased e-learning on Fair Trade

Anecdotally, we also know that Councillors sit on Fair Trade group committees, but this data is not currently captured.

An example of a fully engaged Local Authority is North Lanarkshire Council (a number of other Councils could have been selected based on them being assessed as fully engaged). There are two Council officers leading on the zone group, an Enterprise Development Officer and an Enterprise Manager. The zone group includes representatives from the Motherwell and Wishaw Fairtrade Community groups. There is representation from the Cumbernauld and Uddingston areas, and from New College Lanarkshire. Councillors attend the regular group meetings when available to do so, along with Scottish Fair Trade. North Lanarkshire has renewed its status as a Fairtrade Community (zone status) and is involved in promoting Fair Trade to all schools in the local authority, as well as collating information about Fair Trade activity with schools. North Lanarkshire Council is a member of Scottish Fair Trade, and Council officers and other members of the group regularly attend events run by Scottish Fair Trade for campaigners to engage in-depth with important Fair Trade issues, challenges and successes.

North Lanarkshire Council promotes Fair Trade to businesses in the local authority, including printing posters for display. Events are organised to mark Fairtrade Fortnight, and in 2024 a Fairtrade flag was raised at the Local Authority headquarters by the Lord Provost, young people from a local school, and members of the zone group to celebrate Fairtrade Fortnight and 30 years of the Fairtrade Mark. Fair Trade has a dedicated page on the Council's website about their commitment, and the flag raising event was promoted both on the Council website and in local media. This Council is always looking for innovative ways to share information within the local authority about why Fair Trade is important to people in Scotland, along with Fair Trade's benefits and the commitments of enterprises and producers involved in Fair Trade around the world.

69% of Local Authorities contribute to the engagement in Fair Trade in their area.

Communities

Communities conduct Fair Trade engagement in various ways, including membership of Scottish Fair Trade, attending Scottish Fair Trade events and inviting Scottish Fair Trade to events and meetings, maintaining a Fair Trade Facebook or their own website, posting on social media, and keeping Fair Trade in the local media. In addition, some people campaign on Fair Trade outside of formal groups, and Scottish Fair Trade does not capture their data.

Some communities apply for Fairtrade Community status, awarded by the Fairtrade Foundation. In November 2023, Scotland had 31 areas with Fairtrade Community status. These are activists who can organise themselves into Fairtrade Towns, Cities, Zones or Islands. The total could be greater, as some await their results.

As there are two different data sources for community activity, there will likely be some overlap. Some groups with Scottish Fair Trade membership had not yet renewed their status with the Fairtrade Foundation. There are also some groups that may be active but do not want Fairtrade Community status. The conclusions we draw gives precedence to Scottish Fair Trade data.

In 2024, Scottish Fair Trade counted 62 active groups, and classed 14 as outstanding, 21 very active, and 13 active, 14 with some activity.

62 active communities, in 23 (72%) of 32 local authorities, also contributed to engagement in Fair Trade in most local authorities.

Educational establishments

Across Scotland, in 2024, 165 schools were Fairtrade Award Schools, 3 universities were classified Fairtrade, and 55 schools offered Fairtrade school uniform. The Fairtrade School Awards scheme has changed since the 2017 Fair Trade Nation report so it is not possible to establish whether this figure is an increase or not. In December 2023, there were reported to be 2527 schools in Scotland. The 165 Fairtrade Schools equal only 6.5% of Scottish schools. Fairtrade Award Schools is not the only way schools can engage Fair Trade, but it is the practical measure we use for reporting. There are likely schools who may celebrate Fairtrade Fortnight and / or World Fair Trade Day, discuss Fair Trade in line with the curriculum and / or in support of global citizenship and learning for sustainability education who do not have Fairtrade Award Schools status.

Even local authorities are unable to track Fair Trade activity in their schools, so this is difficult data to collect.

77% of the Fairtrade Award Schools are in primary schools, with 20% secondary schools and 3% in nursery schools. This shows that there is an opportunity to engage more secondary schools in Fair Trade. The schools are in 28 of the 32 local authorities i.e. 88% of local authorities have schools involved in significant Fair Trade activity. Whilst this percentage is high, we acknowledge that with just 6.5% of Scottish schools as part of the Fairtrade Schools scheme this means there are significant gaps across local authorities and the nation as a whole.

Of Scotland's 19 universities, 5 are members of Scottish Fair Trade (and engage in the work of Scottish Fair Trade) i.e. 26%. Three of these are registered as Fairtrade Universities. One of those universities, University of St Andrews, has established a relationship with a supplier of Fairtrade Mark, organic merchandise, Koolskools. The St Andrews University shop is now a repeat customer, supplying Fairtrade sweatshirts and hoodies to students and others. The range is popular, and the shop understands and commits to the buying terms, including an upfront payment of 50%. In 2024, the University arranged a presentation from Koolskools for students, entitled 'Clothing and Educating the Fair Trade Consumers of the Future.' This presentation detailed the Koolskools' sustainable supply chain, explaining the role of Fairtrade certification in ensuring the integrity of the supply chain. Following the presentation, students showed interest in joining the local St Andrews Fairtrade Community group. This is an example of a fully engaged university.

28 (88%) of local authority areas had engagement by educational establishments, contributing to their local authority areas' achievement.

Places of worship

Churches have been involved in the Fair Trade movement since its inception, and remain important, purchasing for their own gatherings, spreading awareness of Fair Trade, and selling in the community. Attendance at churches is seen to fall at every census, and many places of worship were closed during COVID-19 lockdowns. Based on the latest collected figures from the Fairtrade Foundation, there are 54 places of worship with Fairtrade status in Scotland in 2024. Whilst there is good local authority coverage, the number of places of worship with Fairtrade status is a fraction of the total number in Scotland. All Fairtrade places of worship are churches, unsurprisingly given their historical support for Fair Trade, but there could be an opportunity to engage more widely across other denominations in Scotland.

22 (69%) of 32 local authority areas had engagement in places of worship.

Scottish Fair Trade events and awards

Community groups from 23 local authority areas attended Scottish Fair Trade events, and 36 have won Scottish Fair Trade awards since 2020.

23 (72%) of 32 local authority areas engaged in Scottish Fair Trade events or awards.

Fair Trade Businesses and BAFTS members

Scottish Fair Trade is aware of 32 Fair Trade businesses in Scotland, 13 of which are in Glasgow and Edinburgh. These variously import, process and sell Fair Trade products, and contribute to the very high level of public awareness of Fair Trade in Scotland. Seven of these are shops which are members of the British Association of Fair Trade Shops (BAFTS), one is a member business of World Fair Trade Organization.

16 (50%) of 32 local authority areas had a Fair Trade business. Although this is just at 50% of local authority areas, concentration in urban areas is to be expected.

Scotland's evidence – nationally

The target is national activity and engagement in at least three of the following six areas: public, private, third/voluntary sector, education & youth, arts & culture, and civil society.

In order for engagement to be deemed significant at the nation level, it needs to be geographically widespread and also across different sectors of society. Whereas criterion 1 is focused on individual awareness, this criterion is based on collective/organisational/group engagement.

We see most fully national engagement in the voluntary sector, education & youth, and private sector, as each contains significant engagement not otherwise be covered in this report. We report more briefly on the civil society and public sectors as these are well described in the section above. We do not have sufficient activity to evidence engagement in the arts & culture sector, and this is an area for future improvement.

Voluntary sector national engagement

Scotland's vibrant voluntary sector includes engagement on Fair Trade. Here we review engagement by four national voluntary organisations.

Scottish Fair Trade has grown since its origins in 2007, and is now well established, with office and staff, supporting all the activity in this report. The maintenance of Fair Trade Nation status benefits greatly from such a body, to raise awareness, gather data, support Fair Trade groups and businesses and events, and promote Fair Trade in the government and private sectors. This entire report is testament to the national engagement of Scottish Fair Trade.

Scotland's International Development Alliance (SIDA) is a membership body for those in Scotland interested in promoting international development, and has over 200 members (including both organisations and individuals). Like Scottish Fair Trade, SIDA receives core funding from the Scottish Government. SIDA's website carries links to Scottish Fair Trade's reports, approximately one blog per year on Fair Trade, and invitations to sign up for national Fair Trade events. Scottish Fair Trade was invited to present at SIDA's Annual Conference in 2023 on Sustainable Development Goal 12: Responsible consumption and production. Scottish Fair Trade trustee and Fairtrade sugar cane farmer representative, Ndiuzayani Zaya presented. SIDA thus supports Scottish Fair Trade.

SIDA includes **International Development Education Association of Scotland (IDEAS)**, upon which we expand in the next section, on education.

Scottish Council for Voluntary Organisations (SCVO) is also a membership forum, for all charities in Scotland, providing support, advocacy and policy development with government. Scottish Fair Trade is a member of SCVO. SCVO's website and newsletter carry reports by its own writers, including on the annual Fairtrade Fortnight in Scotland. SCVO encourages its members and aspiring charities to consider ethical matters in their procurement and banking. Whilst its impact is difficult to measure, SCVO has the ability to bring Fair Trade groups, events, businesses and practices to the attention of those involved in the voluntary sector in Scotland.

All the above are national organisations, with a national remit.

In addition, some Scottish international development charities develop Fair Trade businesses as part of their work overseas, and publicise this to Scottish audiences, as part of their campaigns on Fair Trade. Christian Aid Scotland, Oxfam Scotland, SCIAF and Justice and Peace Scotland are members of Scottish Fair Trade. In 2023, Scottish Fair Trade worked closely with Christian Aid Scotland and Eco-Congregation Scotland to develop a resource for the 150 Eco-Congregations across the country to support their work on Fair Trade. Christian Aid works to support Fair Trade and has run various campaigns about fairness in global trade. Scottish Fair Trade works with the Scotland Malawi Partnership on Fair Trade in Malawi.

Fair Trade is promoted and supported through various parts of Scotland's voluntary sector, particularly through organisations specialising in international development.

Education & youth national engagement

We have already mentioned that 28 (88%) of Scotland's 32 local authority areas had engagement by educational establishments, with 165 (out of 2527) schools being Fairtrade School Awards based on the latest data from the Fairtrade Foundation, 55 schools offering Fairtrade school uniform, and 3 universities receiving accreditation for a Universities and Colleges Fairtrade Award. These are the Universities of Edinburgh, Glasgow Caledonian and St. Andrew's, all in different local authority areas.

Here we review national policy and delivery of Fair Trade engagement in the education and youth sector.

Scotland's national Curriculum for Excellence started in schools from the 2010-11 academic year, and continues today. It covers the education of 3- to 18-year-olds, and offers teachers freedom to include Fair Trade in delivering experiences and outcomes to young people at nursery and school. In 2010, Just Trading Scotland (now True Origin) and the University of Glasgow provided case studies

for this purpose. Thus since 2010, Scotland's schools have been able to provide education which includes Fair Trade principles and case studies. Since all of today's young people were at school at some point in the last 14 years, they are likely to have been engaged in education where these kind of outcome statements are typical:

> *"Through exploring ethical trading, I can understand how people's basic needs are the same around the world, discussing why some societies are more able to meet these needs than others."*
>
> *"I can present conclusions about the impact of the globalisation of trade on patterns of work and conditions of employment in Scotland, the UK or beyond."*
>
> *"Having evaluated the role of agriculture in the production of food and raw material, I can draw reasoned conclusions about the environmental impacts and sustainability."*
>
> *"Having researched the globalisation of trade, I can explain the interdependence of different parts of the world and assess the impacts for providers, consumers and the environment."*

IDEAS, the network to champion Global Citizenship Education in Scotland, has members across Scotland who are involved in Global Citizenship Education. The IDEAS website explains how Global Citizenship is embedded in Scotland's Curriculum for Excellence as part of the Learning for Sustainability framework, which encompasses interconnected themes and approaches across Sustainable Development Education, Outdoor Learning and Global Citizenship. Scottish Fair Trade has been part of IDEAS to ensure Fair Trade is included as part of Global Citizenship learning.

WOSDEC provides professional learning in Global Citizenship to educators in the West of Scotland, equipping them with expertise in Global Citizenship, Learning for Sustainability and Rights-based Learning through an anti-racist lens. It encourages Scottish Government executive agency Education Scotland to engage with Scottish Fair Trade.

Scottish Fair Trade provides many resources for Scotland's national education system, including:

- From 2022-24, Scottish Fair Trade ran sessions on Fair Trade with Keep Scotland Beautiful in schools and with various Development Education Centres (DECs) for schools and other education settings
- In 2023, Scottish Fair Trade produced a Fair Trade resource that was shared nationally in Scotland's education system

Outside Scotland, Signposts for Global Citizenship and Twinkl hold resources for teachers, including on Fair Trade, which teachers in Scotland may use.

Outside education, youth may be involved in Youth Groups, Duke of Edinburgh scheme, church groups, and interest groups such as music or sport. Most of these are delivered nationally as well as locally, or have national networks, covering all 32 local authority areas. Most emphasise values, and some emphasise internationalism. Fair Trade communities can intersect with youth groups because they are organised. For all youth, including those not in formal groups, engagement with Fair Trade may come through social media operated by any of the organisations involved in Fair Trade.

Scotland's education and youth have potential to be engaged in Fair Trade, particularly through national engagement by the education and youth sector.

Private sector national engagement

Fair Trade's engagement with the private sector is primarily through retail. The earlier chapter on the history of Fair Trade in Scotland included many success stories of the popularity of Fair Trade businesses in Scotland, from Equal Exchange to Cafédirect, and from the One World Shop and Balmore Coach House to Fair Trade produce lines in supermarkets. Our analysis of Criterion 1 shows that there is extremely high awareness of Fair Trade in Scotland, and we can surmise that the private retail sector must play a role alongside all the other engagement outlined in this chapter.

Scotland has 32 Fair Trade businesses based in 16 local authority areas. Although this is just half of local authority areas, concentration is to be expected in urban areas where there are plentiful supplies of staff and potential customers. Many of Scotland's Fair Trade businesses operate nationally, importing Fair Trade goods and selling them around Scotland. Others sell online, including to anywhere in Scotland. Others distribute around a wide area of Scotland, outside their own local authority area. These include Highland Wholefoods, Greencity Wholefoods, True Origin, the One World Shop and others. Fair Trade businesses provide products which Fair Trade community groups can use in their stalls and events.

Many of these businesses are dedicated not only to buying and selling Fair Trade, and to their relationships with producers but also to promoting the benefit of Fair Trade. One such example is One World Shop in Edinburgh which raises awareness when possible in schools, through events in the shop and on their website and social media. They currently provide an overview statement about what Fair Trade involves at the top of their website homepage, and they present the World Fair Trade Organization's 10 Fair Trade Principles. Other businesses are involved in similar more in-

depth awareness raising, promotion and education, including Rainbow Turtle, Hadeel and True Origin.

In addition to these specialist Fair Trade businesses, large retailers including the Co-op, Scotmid, M&S and Greggs carry significant numbers of certified Fair Trade product lines, such that consumers buying certain products have no choice but to buy Fair Trade, if buying in these shops.

All this activity not only ensures that Fair Trade products are available to consumers, but it is a type of engagement with the public, in keeping Fair Trade to mind. Customers can read on packaging about producers, raising consumers' awareness of the ethics of production more widely.

Another aspect of private engagement is UK policy governing the wider private sector, showing that Fair Trade values are mainstreamed in legal and policy discourse and increasingly in policy practice. An example is, as stated in the Fairtrade Foundation's 30th anniversary document, "2023 – In response to our Shared ImPACT initiative, the Competition and Markets Authority issues guidance to allow companies to collaborate on sustainability in supply chains." More examples of UK ethical trade policy are given under discussion of Criterion 4.

Scotland has large engagement by both large and small retailers in the private sector.

Public sector national engagement

We mentioned earlier several elements of engagement in local authorities and education. These add up to national engagement, being geographically widespread and across different sectors of society:

69% of Local Authorities contribute to the engagement in Fair Trade in their area.

Councils (local authorities) engage in Fair Trade through mentioning Fair Trade on their website (75%), making a commitment to Fair Trade in their procurement documentation (50%), and being members of Scottish Fair Trade (38%). Many Councillors sit on their Fair Trade group's committee. Scotland's Councils run Scotland's state schools, and the vast majority of the 165 Fairtrade Award schools are state schools. Scotland's universities, of which three are certified Fairtrade, are partially state-funded, and are also charities, meaning that they can count as public sector or voluntary sector national engagement. Scottish Qualifications Authority are members of Scottish Fair Trade. Outside of local authorities and education, Scottish Fire and Rescue Service are members of Scottish Fair Trade. NHS Scotland have a strong global citizenship programme but its commitment to Fair Trade has not been established.

Civil society national engagement

We include a summary of activity already mentioned to evidence civil society national engagement, which we understand to be activity outside of government or private sectors. Whilst this data has already been used to evidence engagement in other sectors, civil society is offered as one of the six sectors to engage so we present the data again here. These activities demonstrate national level engagement, being geographically widespread and across different sectors of society:

- **69% of local authority areas have Fair Trade activity in them**
- **72% of local authority areas have active Fair Trade communities**
- **88% of local authority areas have engagement by educational establishments**
- **72% local authority areas had engagement in Scottish Fair Trade events or awards**
- **69% of local authority areas have engagement in places of worship, in 54 places of worship**

Our claim

Criterion 2 is met, nationally, in 5 out of 6 possible sectors.

Recommendations

For future reviews:

- Further research is required to evidence activity with young people and within education, and in the arts and culture sector.
- Question the use of local authority areas as a measure. For example, we may be looking to see more Fair Trade activity in more densely populated areas. For the future it may be best to reconsider this way of defining engagement. It should be recognised that there are significant differences between the central belt of Scotland and more sparsely populated areas. It could be differences in the way these areas purchase goods or the way they interact as a civil society. The percentage of activity in each local authority area can also give a skewed result, whereby, for example, six Fairtrade schools in different local

authorities is much more favourable towards meeting the criteria than six schools in the same area.

- Further resources to understand the data in different ways would help build a truer picture of engagement across Scotland.

To maintain Scotland's Fair Trade Nation status:

- More work to be done with the wider (non-retail) private sector to engage in Fair Trade.
- We should explore ways to evidence outcome and impact of our work in the voluntary sector.
- Whilst school engagement is strong across local authority areas, the percentage of Fairtrade schools nationally is low. We should seek ways to improve this, with a focus on secondary schools, and find alternative ways to evidence Fair Trade engagement in schools.
- Develop public sector engagement with a particular focus on NHS Scotland

CRITERION 3 There is consumption and production of Fair Trade products

Target

The criteria notes that there is a trend towards more nations globally having involvement in both production and consumption. However, currently most nations remain involved significantly more in one than the other. There is no one established measure of production or consumption but there are a number of useful indicators.

Consumption - Maintaining/growing level of consumption of Fair Trade products based on established benchmark OR setting a benchmark if a nation has not set one prior to the assessment.

Production - Maintaining/growing level of production of Fair Trade products based on established benchmark OR setting a benchmark if a nation has not set one prior to the assessment.

Scotland does not produce Fair Trade products so our target relates to maintaining or growing the level of consumption of Fair Trade products. Our benchmark is the 2016 results of consumer research which showed that 83% of people report that they buy Fair Trade products at least once a year and 60% of people report that they buy Fair Trade products regularly, at least once a month.

Evidence required

The best possible relevant available data and information to be collated which may include:

- The best possible market data (where available) showing levels of production/purchasing
- Consumer research on reported purchasing including claimed purpose and active choice
- Public sector procurement reporting showing levels of Fair Trade procurement
- Campaign data where it might be available showing availability of Fair Trade products
- Number of Fair Trade or ethical shops selling Fair Trade products
- Number of businesses producing Fair Trade products
- Number of registered Fairtrade or verified Fair Trade producer organisations or producers
- Amount of Fairtrade price/premium paid or tonnage sold on Fairtrade terms by producer groups

Scotland's evidence

Six of the suggested evidence sources are relevant to Scotland: the best possible market data of purchasing; consumer research on reported purchasing including claimed purpose and active choice; public sector procurement; campaign data showing availability of Fair Trade products; number of Fair Trade or ethical shops selling Fair Trade products; and number of businesses producing Fair Trade products.

We take 2016 results of consumer research on reported purchasing to be Scotland's established benchmark. These were slightly lower than the 2013 results. Both were established in online surveys carried out by Progressive Scottish Opinion, as part of an omnibus online survey, and concern the proportion of the population who buy Fair Trade. The 2024 evidence was conducted by the same company (now Progressive Partnership), this time on YouGov, on 14th to 18th March 2024 (benchmark of buying Fair Trade at least once a year) and 23rd to 27th May 2024 (benchmark of buying Fair Trade at least once a month).

We also consider the best possible market data of purchasing in Scotland as corroborating evidence and context, and note here the potential of public procurement, but leave our main analysis of that to Criterion 5. We further add UK sales data in Appendix 3.

The proportion of respondents who said that they buy a Fair Trade product at least once a year was 83% in 2016 and 85% in March 2024. The proportion of those who say that they buy a Fair Trade product at least once a month was 60% in 2016 and 66% in March 2024. This data does not show a statistically significant increase, but sustaining these purchasing patterns against a challenging backdrop is positive.

Criterion	2013	2016	2024
Maintain or grow the level of consumption of Fair Trade products based on Scotland's established benchmarks	84% of people report that they buy Fair Trade products at least once a year (Target 75%)	83% of people report that they buy Fair Trade products at least once a year (Target 75%)	85% of people report that they buy Fair Trade products at least once a year (Target 83%, the 2016 result)
	63% of people report that they buy Fair Trade products regularly, at least once a month (Target 40%)	60% of people report that they buy Fair Trade products regularly, at least once a month (Target 40%)	66% of people report that they buy Fair Trade products regularly, at least once a month (Target 60%, the 2016 result)

In all these results, the percentage is calculated using a sample size from which the number of "unsure" responses was deducted.

As in 2017, in 2024 there was an increase in the number of people who do not know if they have bought Fair Trade products. The 2024 polls yielded 35% Unsure, and this very high score prompted Scottish Fair Trade to probe in a May 2024 poll whether respondents are unsure how often they bought Fair Trade products, or unsure whether they buy Fair Trade products at all. 34% did not know how often they bought Fair Trade goods, and 8% did not know if they bought them at all. Thus there is increased uncertainty about which products bought are Fair Trade.

A contributing factor may be that some supermarkets have moved to own-label and exclusive Fair Trade sourcing for some products, leading to consumers sometimes buying Fair Trade produce without knowing that they are doing so. Fair Trade should add value to shoppers, so retailers should therefore be promoting this aspect.

Looking further back, 2024 has the highest proportion of respondents claiming to buy Fair Trade products at least once a year, and the highest proportion of respondents claiming to buy Fair Trade products at least once a month):

How often do you buy Fair Trade products?	2006*	2008* (1006)	2011 (918)	2012 (902)	2013 (825)	2016 (878)	2024 (1002)
At least once a year	53%	45%	79%	80%	84%	83%	85%
At least once a month	34%	23%	66%	63%	63%	60%	66%

*Not stated in 2017 report whether Don't Knows were deducted from the 2006 and 2008 total.

In 2016 and 2024, respondents were asked whether they would spend less or more money on an item if they knew that the item was Fair Trade. The results did not change much over the 8-year interval in polling, both of which were conducted online:

Do you think you would spend less or more on an item if you knew it was Fair Trade, or would you spend the same amount?	2016	2024
Much more	5%	5%
A little more	51%	50%
About the same	40%	42%
A little less	0%	0%
Much less	1%	0%
Don't know	3%	2%

More than half of respondents answered that if they knew that a product was Fair Trade (56% in 2016 and 55% in 2024), they would be willing to spend more resources on it. A significant proportion of consumers in Scotland remain committed to Fair Trade and its values. However, in hard economic times, consumers are placing price, quality and convenience of purchases above ethics.

- 97% said that the price of the product is very or fairly important to them.
- 96% of respondents said the product being high quality is very or fairly important to them.
- 89% of respondents said that trust in the brand is important to them.
- 88% of respondents said that trust in the retail outlet is important to them.
- 86% of respondents said that good customer service is important to them.
- 74% said that the option to shop online and have the produce delivered is important to them.
- 60% of respondents said that a product's ethical credentials and certification are very or fairly important to them.

28% of respondents who buy Fair Trade products at least once a year said that they were buying more Fair Trade goods than 3 years ago, 61% said they were buying about the same, and 8% said that they were buying less. Three years ago was just before the first COVID-19 lockdown was announced on 23rd March 2020. Respondents were therefore comparing their pre-pandemic buying with their post-pandemic buying. It is commendable that 28% of people who buy Fair Trade products at least once a year now buy more than three years ago, even in the cost-of-living crisis:

Do you buy Fair Trade products more or less often than 3 years ago or about the same?	**March 2024** (Base: All adults buying FT at least once/year)
Much more often	7%
A little more often	21%
About the same	61%
A little less often	7%
Much less often	1%
Don't know	3%

The data does provide some context to enable us to explore the equality of access to Fair Trade products. 47% of the social grade ABC1 report to buy Fairtrade at least once a month, compared with 38% of grade C2DE. The west of Scotland is the Scottish region least likely to buy Fair Trade products at all within a year. At 45% the 25-34 age group is less likely to buy Fair Trade products. Gender plays a role in choosing Fair Trade products too with 61% of females compared to 49% of males surveyed buying Fair Trade. This data will enable us to target future action towards certain audiences.

We acknowledge that the aforementioned data is all reported behaviours rather than actuals, and in future would prefer to rely on evidence of purchasing. We have attempted to collate corroborating data of Fair Trade sales in Scotland, however this is only available for 2017 and 2019. This data shows that sales fell 9% over that 2-year period. "What Future for Fair Trade in Scotland? An independent review of Fair Trade Sales and Promotion in Scotland For Scottish Government" of February 2020 uses Kantar Worldpanel data: For the first time, the review was able to analyse sales statistics (based on household sales) over 2 years (2017 and 2019) for Scotland, showing a decline (9%) in consumer sales in retail outlets, largely in confectionery 'impulse' purchases, due to the withdrawal of several major confectionery brands from the Fairtrade Certification scheme during 2017-18.

In 2019, Scotland had £68 million of Fair Trade grocery sales. Appendix 3 shows volatility but resilience in UK Fair Trade sales, with a possible recovery from 2020. According to The Grocer, Fair Trade sales in the UK rose 14% in 2020-21, and fell 6% in 2021-22. The Fairtrade Foundation states that since 2021, M&S has had annual increases in volumes of coffee, tea and sugar sold, and UK Fairtrade sales grew 11% in 2022. In 2022 sales of Fairtrade products in the UK generated approximately £30 million in Fairtrade Premium for producers to invest in business and community projects of their choice including healthcare, education and environmental initiatives. In 2023 this amount fell to £28 million. Such volatility makes it hard to draw conclusions, and in addition, these figures are for the whole UK, of which Scotland is but part. It would be very helpful to have regular, even annual, Kantar Worldpanel figures for Fair Trade sales in Scotland. Cost prohibits Scottish Fair Trade from commissioning these.

The power of major retailers in the food chain should be considered with respect to growing Fair Trade consumption in Scotland. As the Scottish Government 2020 report noted: "...within the global food chain, around 500 companies control 70% of food choice. At a Scotland level, this is seen through the predominance of a handful of supermarket chains and food service providers supplying domestic consumer, hospitality and public and corporate sector markets."

Public procurement of Fair Trade goods is also poorly reported, as the promising Procurement Reform (Scotland) Act of 2014 includes no definition of Fair and Ethical Trade, and no requirement to procure ethical goods, simply to take them into account and report on the public body's procurement strategy. This report considers public procurement under Criterion 5. Suffice to note here that what little reported public procurement of Fair Trade goods there was before the pandemic has not recovered and 8% did not know if they bought them at all. Thus there is increased uncertainty about which products bought are Fair Trade.

Our claim

Criterion 3 is met, scoring 85% against a target of 83%, and 66% against a target of 60%.

Recommendations

For future reviews:

- Explore opportunities to fund annual Kantar reviews so that evidence is based on purchasing behaviour rather than reported behaviour.
- Undertake further analysis of the demographical data to understand who is purchasing Fair Trade and target future action.

To maintain Scotland's Fair Trade Nation status:

- Work with supermarkets to encourage improved messaging on own brand Fair Trade products.

CRITERION 4 There is political support and engagement with Fair Trade

Target

The administration of the whole geographic area must achieve type 4 of public policy typology, increasing, in some way every renewal, up to achieving type 1. The full typology for assessing public policy commitments to Fair Trade is given in Appendix 4. The legislature and at least 50% of local governments/ authorities/ municipalities must engage with Fair Trade.

Evidence required

A report, with evidence of achieving the above target including:

- Government - inclusion of Fair Trade in government policy - measured through policy/strategy documents, government website and comms, support for Fair Trade national network
- Parliament - Motions, debates, questions in parliaments - measured through parliamentary record and also public support from parliamentarians
- Local government - Motions, statements of support, support for Fair Trade groups and activities locally, inclusion in procurement, support of councillors etc, activities etc.

Scotland's evidence for public policy commitments to Fair Trade

Type 4 is the starting level, as it concerns "Government-supported frameworks, programmes and initiatives directly about or related to Fair Trade or to some of its principles. These are time-limited, non-binding and non-legislative. Scotland achieves Type 4 in many ways, for example in Scottish Government annual funding of Scottish Fair Trade, commissioning of the Scottish Government's 2020 report on Fair Trade sales, and Scotland's International Strategy 2024 which states government intent to "support and promote fair trade, building it into our wider model of social, economic and environmental balance, driving better trading conditions for marginalised producers and workers globally."

Type 3 is one level up, concerning "Policies or legislation that do not mention Fair Trade but can enable it (supporting some of the principles of Fair Trade)." Scotland achieves this in several ways, for example its public procurement legislation, which permits public bodies to consider ethics in their

purchasing using public money, and mentions but does not define Fair Trade, and through UK legislation which enables elements of Fair Trade.

Type 2 is another level up, concerning "Specific policies or legislation that mention Fair Trade and all its principles." Scotland does not achieve this, as it has no "pieces of legislation that are not directly about Fair Trade but mention Fair Trade and give explicit recognition to Fair Trade supply chains so that they are promoted, enabled or incentivized."

Type 1 is the top achievement, concerning "Specific legislation or public policies on Fair Trade. This includes legislation that either regulates or recognizes Fair Trade." Scotland does not achieve this, either in its own legislation or public policies or in the UK's.

Scotland achieves Type 3, on a progression from Type 4 (most basic) to Type 1 (full achievement).

The typology for Type 3 explains that:

This includes (horizontal) public policies and legislation that do not mention Fair Trade but can enable it; public policies that create changes in how the market is regulated or regulate the behaviour of companies or promote certain types of trade flows or address at least one Fair Trade principle.

The typology gives examples of Type 3 policy areas as "Unfair Trading Practices, Human Rights Due Diligence, trade policy, policies on SDGs, taxation, social entrepreneurship, international cooperation, circular economy, social and solidarity economy."

This report presents sufficient but not exhaustive evidence of Scotland achieving Type 3.

Public procurement

The Procurement Reform (Scotland) Act 2014 places a Sustainable Procurement Duty on Contracting Authorities (CAs), such that they must consider how they can, through their procurements, improve social, environmental and economic wellbeing, with a particular focus on reducing inequality. This Act does mention Fair Trade, but not explicitly all its principles or Fair Trade supply chains. While the Act enables Fair Trade public procurement, it does not otherwise promote or incentivise them.

Scottish Fair Trade's "Report into Fair Trade expenditure and policy commitments within Scotland's public sector 2019-22" reports scope for scalable growth through large public procurers, as Scotland's public procurement exceeds £13 billion a year, and so "is a powerful tool that can make a significant contribution." However, data is lacking:

"We identify and conclude that CAs have vastly different levels of understanding of Fair Trade, commitments to Fair Trade through policies and mechanisms to record their annual spend on Fair Trade goods through their finance ordering systems. There is significant room for enhancement to Scotland's approach to Fair and Ethical procurement."

Scottish public procurement of fair and ethically traded products fell during the pandemic, and has not recovered. One contributing factor may be that many workplaces continue hybrid and remote working policies, causing a continued low level of procurement of catering supplies. The Procurement Reform (Scotland) Act 2014 requires each CA to report annually against its policy on procurement of fairly and ethically traded goods and services. However, with no definition in the Act of 'Fair and Ethical Trade', and no requirement to make public expenditure on ethical goods, this is an enabling act as far as Fair Trade is concerned. Scottish Procurement Policy Notes of 2020 to 2022 similarly permit but do not require CAs to take account of human rights and ethics.

Similarly, the Good Food Nation (Scotland) Act 2022 requires public bodies to produce food plans which have regard to 'the role of a sustainable food system and supply chain', and so provides an opportunity for public bodies to include Fair Trade products in their procurement, but contains no specific reference to Fair Trade procurement, and hence reinforces the likelihood of varied approaches to Fair Trade.

A Members Bill for Wellbeing and Sustainable Development has secured the right to be introduced, with aims of ensuring a duty for public bodies to promote principles of sustainable development. A Community Wealth Building Bill is also planned which would support a wellbeing economy for Scotland and provide future opportunities to enable Fair Trade.

Compared to the £13 billion total public procurement in Scotland, the figures obtained by Scottish Fair Trade of Fair Trade expenditure by CAs show very low levels of recorded Fair Trade procurement. To overcome the lack of clarity and reporting in public procurement, and set a baseline from which to grow public sector procurement of Fair Trade products, Scottish Fair Trade recommends a 5-step process of improvement (p3: https://scottishfairtrade.org/wp-content/uploads/2024/05/Procurement-Report-2022-2023.pdf), from developing understanding of the definition of Fair Trade, through to annual reviews of public procurement expenditure on Fair Trade.

UK legislation and promotion of international standards and principles

UK legislation and policies regulate and guide trade of the UK, of which Scotland is part.

Trade Policy

In 2021, the UK Government proposed a Developing Countries Trading Scheme, to grow "free and fair trade" with up to 70 developing nations.

In 2022, the UK laid out how it aims to encourage imports from Africa, including trade agreements with many individual countries and trading blocs. The UK is said to be looking for imports from Africa in sectors where economic development can have the greatest development effect in Africa, including in agriculture, textiles and luxury finished goods, complementing the UK Government's support in developing countries to encourage economic activity in areas that reduce poverty through economic development, have a positive environmental impact, provide work and opportunities for women, increase skills and education, reduce inequality, and improve health outcomes:

The UK government will prioritise supporting organisations from developing countries that want to export to the UK if their business plans meet some or all of these conditions.

The FCDO website states the importance of responsible trade, telling exporters to the UK that they must not accept unethical practices, must ensure that their supply chain complies with the UK's Modern Slavery Act 2015, must provide decent jobs in line with the International Labour Organisation's core labour standards, and must comply with the UN Global Compact's 10 principles on human rights, labour, environment and anti-corruption.

Whilst these activities would meet the requirements of the Type 3 typology the UK policies are weak in terms of engaging with the concepts of Fair Trade or Ethical Trade. Policies are focused on the site of production, with nothing about the responsibilities of traders or buyers. There is no acknowledgement of the Ethical Trading Initiative, which was started with government funding in the late 1990s. The aforementioned policies were introduced under the previous Government administration.

Scottish Fair Trade campaign for Ghana Trade Agreement

In February 2021, Scottish Fair Trade led a national campaign urging the UK Government to complete a Trade Partnership Agreement with Ghana, ensuring Ghanaian products such as Fair Trade bananas and cocoa benefit from tariff-free access to the UK. Despite the UK Government having reached a consensus on the main elements of a new trade agreement on 31 December 2020 (the deadline for Brexit) and finalising negotiations on 4 February 2021, tariffs were continuing to be charged as the agreement was not signed. Continued tariffs (e.g. 9.5p/kg tariff on bananas arriving into the UK) meant continued losses for Fair Trade importers on each shipment of goods from Ghana.

In response, Scottish Fair Trade created a petition addressed to the UK's Department for International Trade and supported by Fairtrade Yorkshire, BAFTS, Banana Link, the Fairtrade Foundation's National Campaigner Committee and Fair Trade Wales. The petition generated 2450 signatures and was consequently emailed to Rt Hon Elizabeth Truss MP.

On 2 March 2021, the UK signed the agreement with Ghana, securing tariff-free trade, earlier than their initial timeline.

Unfair Trading Practices

UK policy to prevent unfair trading practices is illustrated in this case study.

In 2023, the Competition and Markets Authority (CMA) issued informal guidance to the Fairtrade Foundation, which the Foundation had requested on its Share Impact Initiative, which aims to use longer-term supply arrangements between some UK grocery retailers and Fair Trade producers. The retailers would commit to additional annual purchasing of coffee, cocoa and bananas for three to five years, enabling producers to invest in long-term sustainable practices, including reducing the environmental impact of production, including reduced deforestation, biodiversity loss and on-farm greenhouse gas emissions. The CMA has a remit of maintaining competitive markets, and issued this informal guidance as part of its Green Agreements Guidance of October 2023, which aims to help businesses act on climate change and environmental sustainability within the Competition Act 1998. The Fairtrade Foundation had stated that Fairtrade bananas are less than 30% of all bananas sold in the UK, Fairtrade cocoa less than 20% of UK sales, and Fairtrade coffee less than 10% of coffee retailed in the UK, and that the Shared Impact Initiative would involve less than 15% of annual UK banana imports, less than 10% of cocoa imports, less than 5% of coffee imports, and only 2-3% of all Fairtrade producers of bananas, coffee and cocoa, and 1.5% of all Fairtrade producers. Thus Fair Trade bodies can combine with UK law to enable elements of Fair Trade.

Scotland's evidence for engagement of legislature and local governments in Fair Trade

The Scottish Government 2020 review noted challenges in awareness of Fair Trade across Government and Public sectors, and the benefits of improving public procurement policy: "The Review notes that awareness of Fair Trade in the wider context of Global Citizenship is generally poor across the public and government sectors. Upskilling and awareness raising amongst the workforce and leaders of these key institutions is highlighted as a priority. European development policy in relation to Fair Trade, 'Beyond Aid' and public procurement is described and a critique provided of progress to date, identifying that scalable growth in other European countries has been

aligned to changes in public procurement practice and upskilling of relevant trade and procurement agencies."

Parliament

The Scottish Parliament has an active Cross-Party Group (CPG) on Fair Trade, whose purpose is: "To promote awareness of Fair Trade and support and develop understanding of Scotland as a Fair Trade Nation." 10 Members of the Scottish Parliament (MSPs) are members. 8 other individuals and 27 organisations support this CPG. Organisations include Scottish Fair Trade, Fair Trade businesses and Fair Trade groups. The CPG holds several meetings each year, with informed speakers, and discussion helpful to expanding Fair Trade in Scotland.

Motions in the Parliament are submitted by individual MSPs and supported by other MSPs. There are frequent motions on Fair Trade in the Scottish Parliament. Between January 2017 and August 2024, a period of 7 years and 8 months, 74 Parliamentary motions mentioned Fair Trade or Fairtrade, on average nearly one each month. They concerned: anniversaries of Scottish Fair Trade businesses and groups; notification of events such as Fairtrade Fortnight, World Fair Trade Day and a Fairtrade film premiere; mentions of winners at Scottish Fair Trade Awards; memories of individuals who promoted Fair Trade; encouragement to make Scotland a Fairtrade Sporting Nation; achievements of groups becoming Fairtrade Villages, Zones, Towns, Cities and Universities; mention of Fairtrade School Uniforms; and regret at Sainsbury's withdrawal of its own brands from the Fairtrade Mark.

One motion, of January 2022, mentions the Fair Trade Pledge. Minutes of 17th March 2022 state that the Parliament debated this motion. Scottish Fair Trade's Annual Review 2024 states that 65 MSPs, more than half, have signed the Fair Trade Pledge, which states:

During my time in post as an MSP, I will:

1. Take actions to promote Scotland's Fair Trade Nation status
2. Listen to the voices of producers in global supply chains, support actions to build back a fairer economy and tackle the climate emergency
3. Support measures to increase the public procurement of Fair Trade products

In addition, the Parliament is instrumental in many other matters raised in this report: passing the Procurement Reform (Scotland) Act, passing the Good Food Nation Act, supporting use of Fair Trade products in some catering in Parliament, and of course many MSPs attending and supporting Fair Trade events in their constituencies.

Parliament and MSPs give enthusiastic verbal support of Fair Trade yet more could be done to encourage and assess commitments, for example in implementing Scottish Fair Trade's Pledge.

The next step is for MSPs to legislate to firm up public procurement, in support of the Government and of Scottish Fair Trade. If the Scottish Government or an MSP lodges a Bill to amend the Procurement Reform (Scotland) Act to include a definition of Fair Trade and a requirement to report on Fair Trade sales annually, this would be an excellent start.

Local Government

We noted under Criterion 2 that 11 of Scotland's 32 Local Authorities are very engaged, 11 are engaged, 0 are marginally engaged, and 10 are not engaged, and therefore **69% of Local Authorities are engaged in Fair Trade in their area**.

They engage with Fair Trade through mentioning Fair Trade on their website (24 of 32 = 75%), making a commitment to Fair Trade in their procurement documentation (16 of 32 = 50%), being members of Scottish Fair Trade (38%), and purchasing e-learning on Fair Trade (3%).

Scottish Fair Trade has developed an e-learning tool to increase understanding and awareness of Fair Trade within the public sector and influence procurement policies. This has been purchased by 1 Local Authority and presents opportunities for the future.

Our claim

Criterion 4 is met, achieving:

- **Type 3 (of Types 4 to 1) and**
- **Engaged legislature and 69% (target 50%) of local authorities engaged in Fair Trade**

Recommendations

For future reviews:

- Explore ways of measuring what is being implemented in constituency and local level.
- Be clear about what is required to move to the next public policy typology.
- Be bolder in the way we challenge the lack of progress from government - particularly around trade policy.

To maintain Scotland's Fair Trade Nation status:

- Be more prescriptive and supportive for MSP action to implement the pledge.
- Lobby for explicit inclusion of Fair Trade in legislation for Wellbeing & Sustainable Development and/or Community Wealth Building.

CRITERION 5 Inequalities in global trade and society are challenged by Fair Trade

Target

Fair Trade activities challenge at least two areas of wider inequality.

Evidence required

A report that highlights which inequalities in global trade and society have been challenged and how they have been challenged including key case studies created through stakeholder engagement. Areas that could be included are: Anti-racism, Climate Crisis, Colonial legacies, Cultural erosion, Gender imbalances, Global inequalities, Historical prejudices, Minority languages, Trade justice, Resilience of producers through the pandemic.

Scotland's evidence

All activity of the Fair Trade movement, large and small, challenges inequalities in global trade and society by promoting Fair Trade and its 10 principles:

1. Opportunities for Economically Marginalised Producers
2. Transparency & Accountability
3. Fair Trade Practices
4. Fair Payment
5. No Child Labour, No Forced Labour
6. No Discrimination, Gender Equity, Freedom of Association
7. Good Working Conditions
8. Capacity-Building
9. Promote Fair Trade
10. Climate Action and Protection of the Environment

The Fair Trade movement has to promote these as well as relate them to the concerns of the day, linking with others who may be most concerned about one or more of these.

At institutional level, the Scottish Government's independent report of 2020 explains the importance of connecting Fair Trade with wider issues and taking a Policy Coherence for Sustainable Development (PCSD) approach (Scottish Government, 2020, p. 24). It also outlines the challenges in

achieving PCSD at national level: “It requires meaningful collaboration and co-ordinated action across both policy sectors and different levels of government. It also requires balancing short-term priorities with long-term sustainability objectives and considering the impact of domestic policies on global well-being outcomes. PCSD is the key challenge for Governments committed to a holistic approach towards sustainable development, connecting both domestic and international policies with impact globally. The report demonstrates the importance of strong institutional and governance mechanisms in empowering people to meeting the inclusivity challenge.”

Scottish Government's learning points on PCSD and Fair Trade

The report includes a useful table (Scottish Government, 2020, p. 42), of learning points on PCSD regarding Fair Trade, Sustainable Development Goals (SDGs) and Scotland's Inclusive Economy. A summary of relevant points from this table is evidence of which inequalities in global trade and society have been, and still are, challenged by Fair Trade in Scotland.

Policy area	Progress in PCSD in relation to Fair and Ethical Trade	Other Agencies	Next Steps
Climate change	The Scottish Government's Climate Justice Fund recognises that the poor and vulnerable at home and overseas are the first to be affected by climate change. Its Climate Challenge Action Fund (Malawi) and Climate Justice Innovation Fund goes through Scotland-based organisations working especially in Malawi, Rwanda, Zambia, Pakistan. Good practice example: Climate Justice Fund of Water Futures Programme Malawi involves the Scottish Government working with UK retailers to ensure water sustainability for Malawi communities and their key exports, tea and coffee.	Scotland Malawi Partnership Climate Action Fund SIDA	Climate Change is the key challenge for food and crop producers (e.g. cotton) and their importers, and affects Fair Trade in terms of water preservation and crop failure for smallholders. - Might Fair Trade producer-led initiatives be funded, e.g. Fair Trade Africa? - Where UK retailers engage on water sustainability, extend the conversation to wider Fair Trade matters.
Education: Learning for Sustainability (LfS)	Curriculum for Excellence cross-curricular approach to learning, e.g. social studies and globalisation of trade; fairness & equality for cohesive communities.	Development Education Centres Highland One World	Education Scotland - embed fair and ethical trade in the curriculum. Use Fair Trade schools to deliver cross-curricular commitment.

	Fit with SDG 4.7 young people's awareness of SDGs and global citizenship. Climate emergency and local responses to addressing inequalities One Planet Working Group: One Planet: and agenda for living	Scotland Malawi Partnership Education Scotland	Show Fair Trade as relevant to Climate Crisis and sustainable practice by producers. Scrutinise Scottish Government-funded Malawian businesses for whether they do fair and ethical trade.
International trade	Scottish Government's 2019 "Scotland a Trading Nation: our export growth plan" expects "Scottish businesses to adopt ethical business practices, conduct appropriate due diligence on business partners and to be aware of local business conditions in export markets." Scottish Government's 2018 "Investment: Due Diligence Checking" is developed with a Human Rights Team. Scottish Government's 2018 "Trade Policy - Response to UK Government Consultations on Future Free Trade Agreements" states commitment to social, environmental and other goals.	Scottish Human Rights Commission	Scottish Development International to promote due diligence in supply chains. Influence Free Trade Agreements in favour of developing country producers, no tariffs negatively affecting producers. Support producers to access Generalised Systems of Preference. Pilot trade relations between priority African countries and Fair Trade producers.
Human Rights and Fair Work	Scottish Human Rights Commission's National Action Plan has little attention to international human rights, although work is underway on	Scottish Human Rights Commission	PCSD in supply chains, tax, fair wage, freedom of association.

	human rights due diligence on exporting businesses.		Human Rights Policy on workers in supply chains. Global Citizenship in business.
Social economy (Scottish Enterprise and HIE)	Scottish Enterprise's "Building Scotland's Future Today" states that Wellbeing stands alongside sustainable & inclusive economic growth, seeks to embed fair working practices, and references Fair Work and Employee ownership.	International Social Enterprise Observatory	Review enterprise agencies' criteria: benefit disadvantaged abroad through Fair Trade, support Scotland's Fair Trade Organisations. Have disadvantaged communities in Scotland work with Fair Trade importers. Ethical supply chains in enterprise.
Sustainable public procurement	National Performance Framework requires public organisations to consider how to improve social, environmental and economic wellbeing of their area of operation, reducing inequality, and publishing their approaches in annual procurement strategies.	NHS Scotland Scottish Enterprise	Review Procurement Strategies against principles of Active Global Citizenship. Define "fair and ethical trade" in Sustainable procurement policy.

The same report, from page 96, advises integrating Fair Trade with other campaigns, including:

- Re-boot Fair Trade messaging, to be seen as part of the solution to global challenges, working alongside those tackling the Climate Crisis, promoting the Wellbeing Economy and Fair Trade's emphasis on rights and dignity rather than charity.

The report has a whole chapter of case studies, including linking schools to SDGs, working with Fair Trade product retailers, SDGs and the Living Wage Campaign, Government Support to Policy

Coherence and Public Procurement, links between Fair Trade and Social Enterprise, and Fair Trade Social Enterprise Cafes.

Scotland has a unique and well-supported social enterprise landscape. As of 2021, there were more than 6,000 social enterprises in Scotland, generating more than £2.3 billion for Scotland's economy. The Scottish Government demonstrates its commitment to social enterprise by providing investment to social enterprises and funding for social business support networks. There is an opportunity for Fair Trade to connect more with this movement, promoting the relevance of the ten principles to social enterprises, and sharing common challenges and opportunities across both Fair Trade businesses and social enterprises. World Fair Trade Organization's Business Revolution campaign challenges traditional business models and calls for a sustainable economy. This campaign was amplified on social media by activists and social enterprises in Scotland.

Producers of Fair Trade report climate change as a key challenge, reporting this both directly to Scottish Fair Trade and indirectly to the Fairtrade Foundation. In 2023, we heard this directly from both Aimable Nshimiye of Sholi Coffee Co-operative in Rwanda, and Ndiuzayani Zaya, representing Kasinthula Cane Growers' Association, Malawi when they visited Scottish Fair Trade as Trustees and as contributors at Scottish Fair Trade's annual Campaigner Conference. Both parties gave presentations at the conference where they reported the impact of the climate crisis on communities, on food production and on farmers' livelihoods. Again, in 2024 at the Scottish Fair Trade Campaigner Conference, we heard from Howard Msukwa of Kaporo Smallholder Farmers Association, Malawi about the destruction on his farm caused by erratic weather. All farmers reported to attendees that small-scale farmers who did the least to cause the climate crisis are feeling its worst effects. At the same time, they discussed how Fair Trade / Fairtrade enables farmers to invest in sustainable farming techniques that can secure a fairer, greener future for people, planet and the world's food supply.

There is a large crossover with the SDGs and Fair Trade. Scottish Fair Trade has promoted these links by welcoming producers to Scotland and supporting activities at COP26.

Scottish Fair Trade and COP26

Scottish Fair Trade supported the Fairtrade Foundation who hosted an international delegation of Fairtrade farmers at COP26 in Glasgow, 2021.

We did so as follows:

- 31 October – Stop Climate Chaos Scotland civic reception hosted by Lord Provost of Glasgow at the City Chambers, attended by international Fairtrade delegation and representatives from Fairtrade Foundation and Scottish Fair Trade

- 2 November – Green Zone event – attended by Martin Rhodes of Scottish Fair Trade and Linda Okhuoya-Ologe from the Glasgow Fair Trade Co-operative
- 6 November – Climate March – we encouraged our supporters to join the Climate Justice bloc of the Climate March.
- 7 November – Ecumenical Service at Glasgow Cathedral – attended by international Fairtrade delegation and representatives from Fairtrade Foundation and Scottish Fair Trade
- 9 November – Cross Party Group on Fair Trade (online) – focused on the climate crisis with speakers from the international delegation.
- 10 November – Glasgow Fair Trade Co-operative event
- 11 November – Scottish Fair Trade Awards (online) - Bismark Kpabitey and Muniraju Shivanna from the international delegation spoke at the Awards.

The key message from the Fairtrade farmers was that farming communities are on the front line of the climate crisis. In an open letter, 1.8 million Fairtrade farmers and workers called for urgent action, asking governments at COP26 to be fair with their $100 billion climate promise. Their letter outlined four key actions that will help protect global food supplies and limit further damage. Scottish Fair Trade got behind this ask and promoted it to audiences on social media and in newsletters. Over 30,000 people signed a petition in support of the farmers' requests.

Scottish Fair Trade also produced a podcast 'The Faircast' with 3 main episodes focused on climate change and women in Fairtrade, fashion and the big brands. This was released in the run up to COP26. A film was produced to support the messaging from the Fairtrade delegation at COP26, and was shared with audiences.

The Fairtrade delegation being at COP26 in Glasgow, Scottish Fair Trade's close involvement with the Fairtrade Foundation and the Fairtrade farmers, and sharing social media, the podcast and film, along with attendance at the climate march and amplifying the messaging from the Fairtrade Foundation all served to increase Scottish Fair Trade campaigners' understanding of the link between Fair trade and the climate crisis.

Like many Scottish-based NGOs, Scottish Fair Trade tried to make the most of the attention given to Scotland during COP26 and highlight key issues. However it was a cluttered space for policy recommendations, and it has been challenging to keep up momentum. We have seen this challenge played out across the Scottish domestic climate policy landscape since 2021.

That said, Fair Trade is clearly relevant to the climate crisis, equality and various other contemporary campaigns, and an opportunity exists in continuing to join forces to highlight the 10 Principles of Fair

Trade and the centrality of fair, equitable and sustainable trade to the challenges of global sustainable development.

Fair Trade activity in Scotland challenges three areas of wider inequality: the Climate Crisis, Global Inequalities and Trade Injustice. The target is two.

Our claim

Criterion 5 is met, with Fair Trade challenging 3 (target 2) areas of wider inequality.

Recommendations

For future reviews:

- Encourage further updates of the Scottish Government's report.
- More robustly track progress against the PCSD recommendations outlined.

To maintain Scotland's Fair Trade Nation status:

- Create partnerships with those organisations and institutions outlined in SG report to support a PCSD approach.
- Connect with the social enterprise community, collaborating on shared challenges and opportunities.
- Develop activities to challenge additional areas of inequality inclusion of Fair Trade in government policy - measured through policy/strategy documents, government website and comms, support for Fair Trade national network.

Conclusions

All five criteria have been met and Scotland is still a Fair Trade Nation. This achievement comes after seven years of almost unimaginable disruption, starting with the impact of the Brexit vote, and proceeding to Brexit implementation, global pandemic, suddenly increased remote-working, increasingly online lives, reduced church attendance, worsening climate crisis, war in Europe, and cost-of-living crisis.

It takes an enormous effort to keep a movement going, and the effort required under these circumstances has been monumental. Those in the movement are working harder than ever, and whilst Scotland's Fair Trade Nation status is maintained, progress does not correlate with the efforts involved.

Some notable points include:

- The phrase "Fair Trade" is part of the English language in Scotland
- There is good engagement in Fair Trade across Scotland, from grassroots campaigners spreading awareness and putting into action the principle of acting locally while thinking globally, to UK and Scottish government discourse and expectations. Ethical trading principles are considered the right thing to do, expected by officials and voters alike
- In joining forces with others concerned about climate change, equity and sustainability, the Fair Trade movement highlights the importance of the 10 Principles of Fair Trade to global sustainable development, and spreads awareness of the urgency which Fair Trade producers convey about the climate crisis
- However, it appears that people are increasingly uncertain about whether and when they have bought Fair Trade, because of supermarkets' changing approach to Fair Trade, often adopting their own schemes with unclear messaging
- In difficult economic times, consumers are placing price, quality and convenience of purchases before ethics, but we lack reliable sales figures for Scotland since 2019, including on public procurement, while sales figures for the UK show volatility
- Scotland's public procurement and good food legislation, plus UK trade policy and legislation on unfair trading practices, all enable some good practice, but they all lack a definition of

Fair Trade, do not require procurement of Fair Trade goods, and do not require reporting of levels of procurement of Fair Trade

- This contrasts with the Scottish Parliament's and MSPs' enthusiastic verbal support of Fair Trade
- And both of these contrast with the Scottish Government's commissioning of an informative and detailed report about Fair Trade sales
- Therefore, it appears there is a gap between support for a movement and this translating to legislative requirements in order for the movement to thrive.

Recommendations

In addition to the criterion specific recommendations, we identify these general areas for improvement:

1. **Keep the Fair Trade movement going**

   It is important to keep grassroots Fair Trade campaigners across Scotland connected with each other, as they work for change, keep their groups going, reach out in their communities, work with local authorities, schools and Scottish Fair Trade, come to its events, join as members, and so maintain Scotland's status as a Fair Trade Nation.

2. **Connect with supermarkets**

   There is no doubt about the power of major retailers in influencing support for Fair Trade. Connections between the movement and supermarkets should be explored, and work could be done to encourage supermarkets to review their policies towards Fair Trade and reflect consumer values. Where supermarkets have their own approaches to Fair Trade, enhanced messaging should be encouraged to give consumers more clarity about their purchasing decisions.

3. **Improve data**

   While Scotland's benchmark for consumption of Fair Trade goods is self-reported purchasing, this is becoming less reliable, as people are less certain about whether and when they have bought Fair Trade. As Fair Trade sales move increasingly to supermarkets, the Fair Trade movement needs sales figures of these large corporate procurers, in order to know on what to advocate. It would be helpful if data using Kantar Worldpanel was gathered and published regularly, ideally annually, on Fair Trade sales in Scotland (including non-Fairtrade labelled Fair Trade products). More investment will be required to substantiate and evidence Fair Trade Nation status.

4. **Improve legislation**

   Fair Trade should be recognised in Scottish legislation if the Scottish Government is to deliver on its commitment to Policy Coherence for Sustainable Development. Immediate opportunities include legislation on Wellbeing & Sustainable Development and Community

Wealth Building. The movement should continue to call for an amendment to the Procurement Reform (Scotland) Act to include a definition of Fair Trade and a requirement to report on Fair Trade sales annually. This would give Scottish Fair Trade baseline figures from which to lobby for annual increases in public procurement of Fair Trade goods, targeting Scottish Fair Trade's efforts where most needed.

5. Continue to respond to a changing society

The Fair Trade movement may need to respond to new technologies and new forms of campaigning, as increasingly online life, remote and hybrid working, aversion of many youth to joining formal groups, and competing but complementary campaigns all represent major change. The movement must be sure that it is responding to these rapid changes in lifestyle if it is to continue to have an impact of the significance it had in 2007, when Scottish Fair Trade was founded. In the last two years, WFTO called for a 'Business Revolution' and the Fairtrade Foundation amended its Fairtrade Communities programme to account for digital campaigning and other styles of campaigning that appeal more to younger people. Scottish Fair Trade maintains a strong online and digital presence, and this will need to be front of mind as communications evolve.

6. Continue to focus on producer voices

Sharing producer voices demonstrates the continued need for Fair Trade campaigning and its desired outcomes of fairness, equity and sustainability in global trade, with Fair Trade as a tried and tested solution to levelling the playing field for marginalised communities. Scottish Fair Trade would benefit from increased producer input across all activities to help to tell the story of Fair Trade and to include voices of economically marginalised communities that Fair Trade seeks to support.

7. Help the public to keep ethics a high priority

In the cost-of-living crisis, people need help to keep ethics a criterion for purchases. The movement would be supported by all of the above, and by Scottish Fair Trade continuing to align its movement with other relevant contemporary campaigns with shared principles.

8. Connect with global issues

The Fair Trade community should keep a broad, global perspective front of mind and consider the evolving role of Fair Trade. As global challenges emerge and intersect, the role

of Fair Trade needs to be reimagined and integrated. Fair Trade's role in the context of the climate crisis must be explored and communicated. Likewise, more consideration is needed on the role of a Fair Trade Nation in furthering the Sustainable Development Goals and what succeeds them after 2030.

9. Assessment Panel Statement

The Assessment Panel has examined the draft Report "Is Scotland still a Fair Trade Nation?" (August 2024) submitted to us. The panel conducted a thorough review of the report at Assessment Panel meetings held in December 2024. Several revisions were recommended and discussed in detail with staff members of Scottish Fair Trade. The panel received a revised report and met to discuss this in January 2025. We believe that the process outlined above has given us sufficient information on which to base our opinion. We are satisfied that, given the scope of the reporting explained in the revised draft and given the limitations of time available to us, the Report is free from material mis-statement and presents a fair and balanced view of the case for Scottish Fair Trade to declare that the 2024 Fair Trade Nation criteria have now been achieved.

Following consideration of Scotland's Fair Trade Nation status against the refreshed Fair Trade Nation criteria, the Panel would like to recommend that there is a further conversation about the criteria, ensuring clarity around the evidence required and considering more fully the breadth of the Fair Trade movement. The members of the Social Audit Panel were:

a) Karen Smith (Chair), Social Auditor

b) Eliane Reid, Programme Lead at University of Edinburgh, former Assistant Chief Executive of Volunteer Scotland

c) Roopa Mehta, President of the World Fair Trade Organization

d) Professor Anne Tallontire, Sustainability Research Institute, University of Leeds

e) Mary Kinuya, Former Chair of Fairtrade Africa, Fairtrade International Delegate to COP26

Signed: Dated: 23 January 2025

Karen Smith

Chair of the Social Audit Panel

Appendix 1 – the YouGov poll results

Find the results here.

Appendix 2 – Members of Scottish Fair Trade

Find information about membership categories here.

Organisations
Large category (26)
Aberdeen City Council
Aberdeenshire Council
Christian Aid Scotland
Dumfries and Galloway Council
Dundee City Council
East Ayrshire Council
Glasgow Caledonian University
Glasgow Clyde College
Inverclyde Council
New College Lanarkshire
North Lanarkshire Council
NorthLink Ferries
Oxfam Scotland
Perth & Kinross Council
Renfrewshire Council
Scotmid Co-op
Scottish Catholic International Aid Fund (SCIAF)
Scottish Fire and Rescue Service
Scottish Qualifications Authority (SQA)
South Lanarkshire Council
The Co-op
The University of Edinburgh
The University of Strathclyde
University of Dundee
University of St. Andrews
West Lothian Council

Organisations
Medium category (13)
Earth Squared
EE Wholesale UK Ltd.
GreenCity Wholefoods
Highland Wholefoods Workers Co-operative
MF Coffee
One World Shop
Premcrest
Second Nature Online Limited

Shared Interest
Silver Stag of Scotland
Society of St Vincent de Paul
St Silas Episcopal Church
True Origin

Organisations
Small category – businesses (23)
Aberdeen for a Fairer World
Aberdeen Unitarian Church
African Moringa Ltd.
BAFTS Fair Trade Network UK
Fair Business Alliance / Paccari Chocolate UK
Ferry Row B&B
Gavin's Mill Community Project
Gogo Olive
Hand Up Events
Inverkip Church
Jubilee Scotland
Justice & Peace Scotland
Kibebe Malawi
Koolskools
One World Centre
Palcrafts/Hadeel
Rainbow Turtle
Saorsa Fair Trade
Terrapin Trading
Ujamaa Spice
Unlimited Colour
Wellington Church
Yho! Yho!

Organisations
Small category – groups (56)
Alford Community Fairtrade Group
Ayr Fairtrade Partnership
Bearsden and Milngavie Fairtrade Group
Clober Primary Fairtrade Committee
Cupar Fairtrade Group
Dalgety Bay Fairtrade Group
Dumfries Fairtrade Group
Dundee Fair Trade Forum
Dunscore Fairtrade Group
East Ayrshire Fairtrade Group

Edinburgh Fairtrade City Group
Fair Trade Stirling
Fairlie Fairtrade Initiative
Falkirk Fairtrade Steering Group
Glasgow Fair Trade Cooperative
Greenwood Academy Fair Trade Group
Hillpark Young Co-operative
Huntly Ethical Trading Initiative
Hurlford Primary School Fairtrade Committee
Inverness Fairtrade Group
Inverness Royal Academy
Juniper Green Primary School
Kelvinside Academy Fair Trade Group
Kilmarnock Academy Eco and Fairtrade Student Group
Kingcase Primary School Fair Trade Group
Kirkliston Parish Church Fairtrade Group
Kyle Academy Fairtrade Co-operative
Lenzie Fair Trade Group
Linlithgow Fairtrade Partnership
Livingston United Parish Church Fair Trade Group
Mearns Primary School
Melrose & District Fair Trade Group
Montrose Fair Trade Forum
Motherwell Fairtrade Steering Group
Neilston Primary Fair Trade Group
Newarthill Primary School Fair Trade Group
North Ayrshire Fairtrade Zone Group
North Berwick Fairtrade Partnership
Orkney Fair Trade Group
Perth and Kinross Fairtrade Zone Group
Peterhead & Buchan Fairtrade Group
Queensferry Fair Trade Group
Sandwood Primary Fair Trade Group
Skypoint School Fairtrade Committee
South Ayrshire Fairtrade Zone Committee
St Andrews Fairtrade Town Campaign
St John the Baptist Primary School Fair Trade Group
St. Catherine's of Alexandria Church
Stonehaven Fairtrade Steering Group
Strathaven Fairtrade Group
Strathpeffer Fairtrade Village Group
The Balerno Fairtrade Village Group
Troon Fairtrade Initiative Group
Ullapool Fairtrade Group
West Dunbartonshire Fairtrade Network Group
Westray Fairtrade Group

Individuals
60 individual members

Appendix 3 – sales volumes by large corporate producers

With regard to sales volumes. Scotland's 31 Fair Trade businesses are pioneers with direct links to producers and public engagement, but large-scale sales take place in supermarkets.

The Co-Op, Scotmid and M&S have made entire product lines Fair Trade, from bananas to own-brand wines. Similarly, all Marks & Spencer tea and coffee is Fair Trade, whether sold in M&S stores or cafes. Supermarkets do not publish their sales figures, for reasons of commercial confidentiality, and the most reliable data is from Kantar Worldpanel. This data shows volatility, for several reasons.

"What Future for Fair Trade in Scotland? An independent review of Fair Trade Sales and Promotion in Scotland For Scottish Government" of February 2020 uses Kantar Worldpanel data, and states that sales in Scotland fell 9% from 2017 to 2019, due to brands' withdrawing from the Fairtrade Certification scheme:

For the first time, the review was able to analyse sales statistics (based on household sales) over 2 years (2017 and 2019) for Scotland, showing a decline (9%) in consumer sales in retail outlets, largely in confectionery 'impulse' purchases, due to the withdrawal of several major confectionary brands from the Fairtrade Certification scheme during 2017-18.

In 2019, Scotland had £68 million of Fair Trade grocery sales. The report calls for "adoption of Fair Trade policies and purchasing practices by large public and corporate procurers," and notes that buyers may or may not select Fair Trade goods because of their Fair Trade branding, and consumers will experience confusion or fatigue from competing ethical brands and certification marks.

The tide seems to have turned in 2020, with no figures for Scotland, but UK sales growing. However, UK sales figures are contradictory.

The Grocer reported in July 2022 Kantar WorldPanel findings that after Fair Trade sales in the UK had risen 13.6% in 2020-21, they fell 6% in 2021-22, while shoppers also shifted from Fair Trade brands to own-label Fair Trade products.

However, Fairtrade Foundation's "M&S, 2022 Supply Chains - Fairtrade Sourcing Impact Report" states that, "Since 2021, M&S have had a year-on-year increase in the volumes of coffee, tea and

sugar sold." And of the UK market as a whole, it states: "In 2022, UK Fairtrade sales continue to grow with estimated total sales growth of 11% compared to 2021."

The Grocer reported in June 2024 that Fair Trade premiums in 2023 fell. This is corroborated by the Fairtrade Foundation's annual reports and they attribute this to 2023 being "a very challenging year for the UK, following the pandemic, global inflation and the cost-of-living crisis, and the impact of the climate crisis on supply chains."

Thus Fair Trade sales appear volatile but resilient. It would be very helpful to have regular Kantar Worldpanel figures for Fair Trade sales in Scotland.

Appendix 4 – Typology to assess public policy commitments to Fair Trade

	Type 1	Type 2	Type 3	Type 4
Focus & short definition	Specific **legislation or public policies on Fair Trade.** This includes legislation that either regulates or recognizes Fair Trade.	Specific **policies or legislation that mention Fair Trade and all its principles**. This includes pieces of legislation that are not directly about Fair Trade but mention Fair Trade and give explicit recognition to Fair Trade supply chains and Fair Trade products so that they are promoted, enabled or incentivized.	**Policies or legislation that do not mention Fair Trade but can enable it** (supporting some of the principles of Fair Trade). This includes (horizontal) public policies and legislation that do not mention Fair Trade but can enable it, public policies that create changes in how the market is regulated or regulate the behaviour of companies or promote certain types of trade flows or address at least one Fair Trade principle.	Government-supported **frameworks, programmes and initiatives directly about or related to Fair Trade or to some of its principles**. This includes short-term or time-limited programmes and non-binding government-supported frameworks, programmes, initiatives, charters, resolutions, motions (not legislation) directly about Fair Trade, some of its principles or related to Fair Trade sectors.
Examples of policy areas	Constitution, law, strategy, government action plan, etc., on Fair Trade. Very good examples of Type public policies are the Ecuadorian Constitution that mentions Fair Trade; the Law on Social and Solidarity Economy of 2014 in France that defines Fair Trade; the Brazilian Fair and Solidarity Trade System.	Public procurement, development and external cooperation agreement, social and solidarity economy. Public procurement laws in Italy, Belgium and France are good examples of the variety of Type 2 public policies.	Unfair Trading Practices (UTP), Human Rights Due Diligence (HRDD), trade policy, policies on SDGs, taxation, social entrepreneurship, international cooperation, circular economy, social and solidarity economy.	Development and external cooperation, import-export promotion programmes, subsidies and financial support, and technical support. The Equity Programme in France is a good example of the type of support.

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SCOTTISH FAIR TRADE

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