



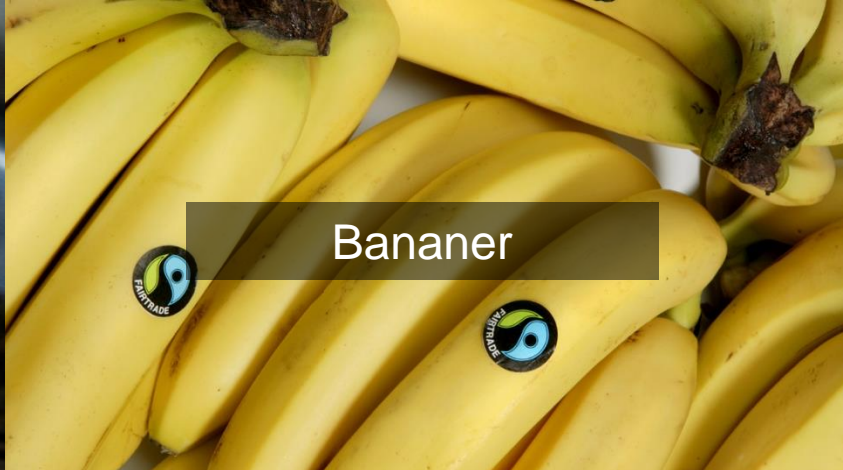
Hvordan hjelpe
forbrukere til å gjøre
bærekraftige valg?

Presentasjon Fairtrade





Kaffe



Bananer



Kakao



Sukker



Blomster



Bomull



Frukt og grønnsaker



Te



Vin



Sosial

- Demokratisk organisering i kooperativer
- Organisasjonsfrihet
- Arbeiderrettigheter, tryggere arbeidsforhold (ILO)
- Ingen barne- eller slavearbeid
- Styrke kvinners posisjon
- Tilstrekkelig HMS



Miljø

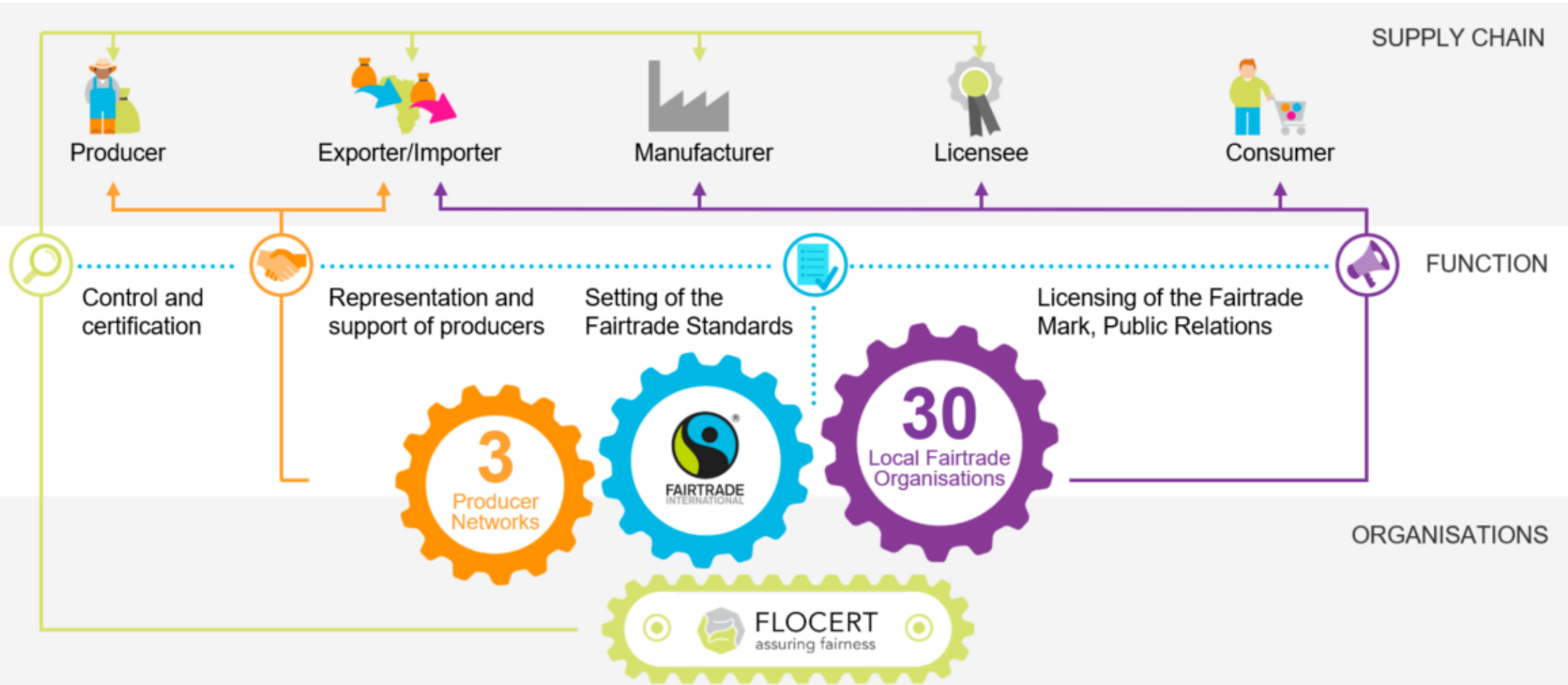
- Begrenset og sikker bruk plantevernmidler
- God avfallshåndtering
- Vedlikehold av jordas fruktbarhet og vannressurser
- Fremme bærekraftig og økologisk produksjon
- Opplæring i klimatilpasning



Økonomisk

- Minimumspris
- Premium
- Langsiktige handelsrelasjoner
- Pre-finansiering ved behov
- Fairtrade fond

Fairtrade-modellen



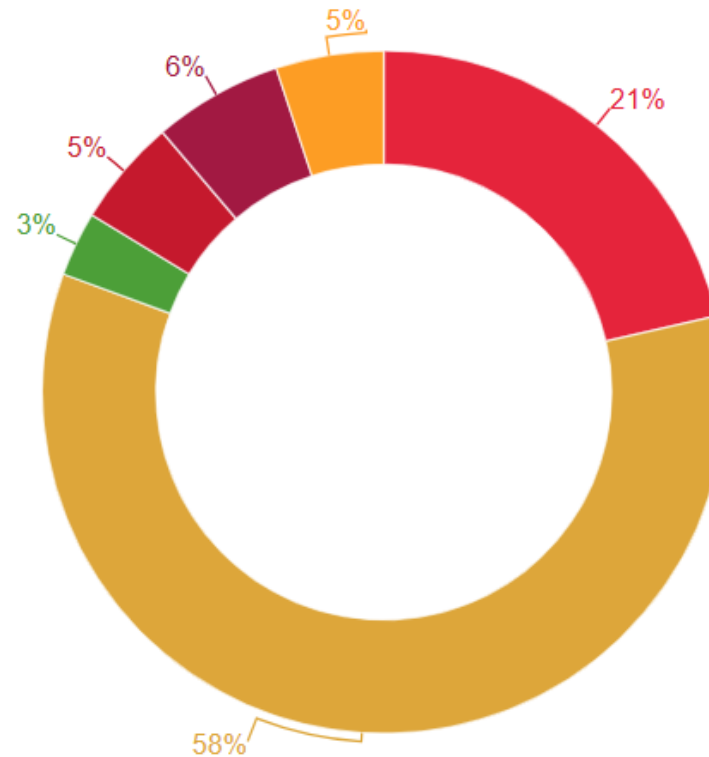






Fairtrade Premium-bruk

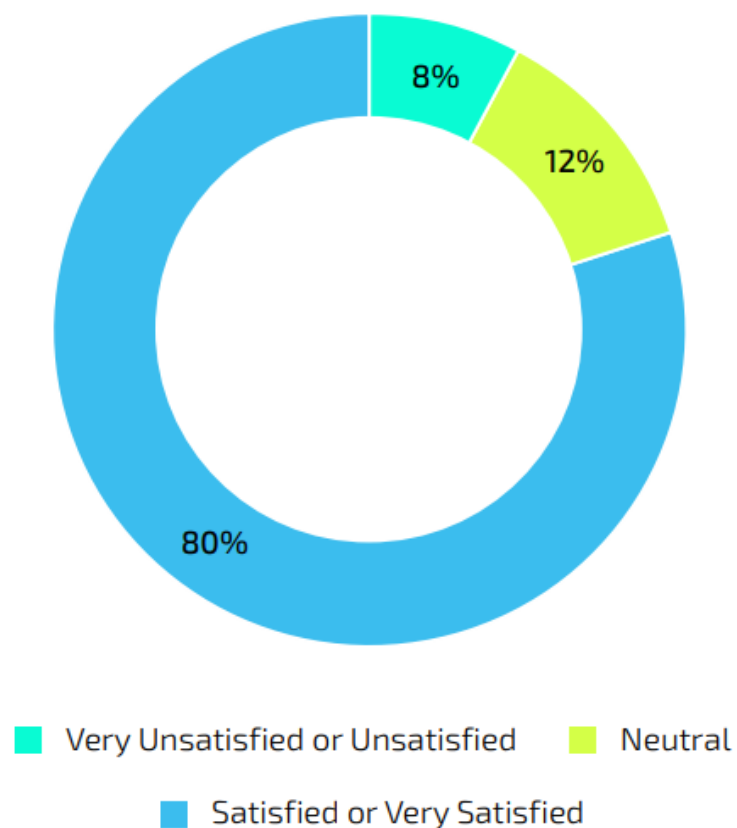
- fordelt på FNs bærekraftsmål (2020/2021)



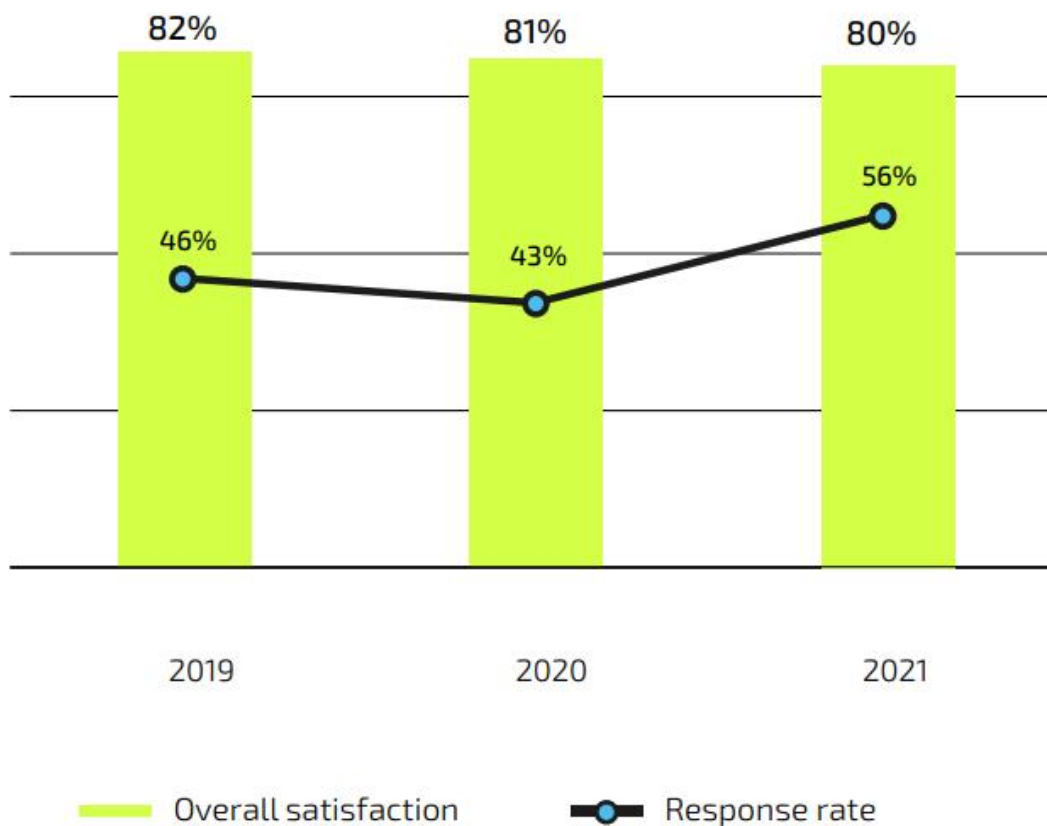
- SDG 1 No Poverty
- SDG 2 Zero Hunger
- SDG 3 Good Health and Well-being
- SDG 4 Quality Education
- SDG 8 Decent Work and Economic Growth
- SDG 11 Sustainable Cities and Communities

Fairtrade produsentstøtte og tilfredshet

Overall satisfaction in 2021

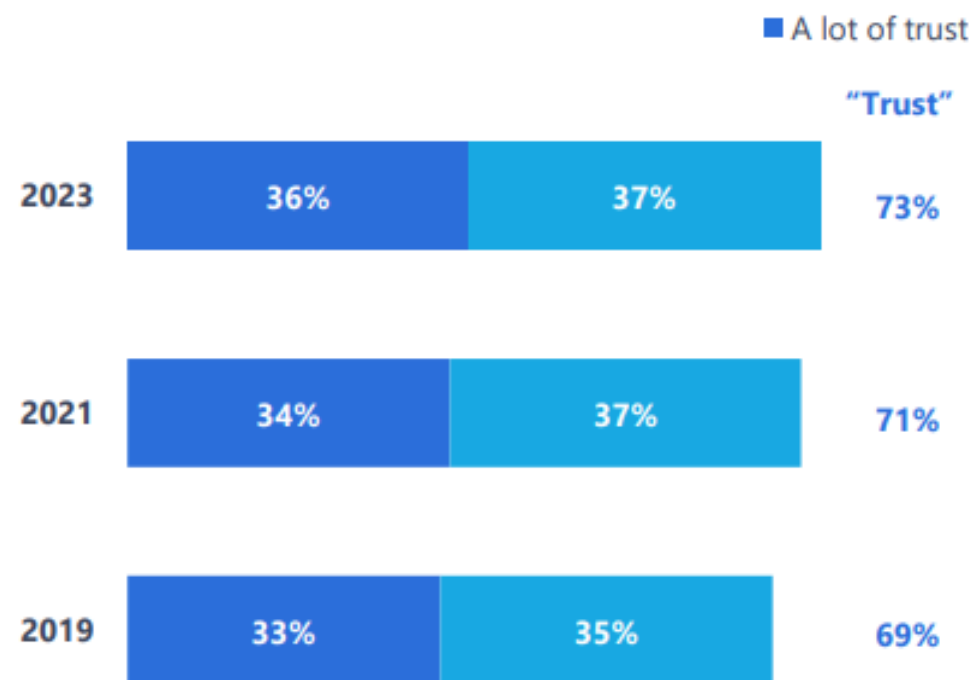


Overall satisfaction over time (% of very satisfied or satisfied Producer Organisations)

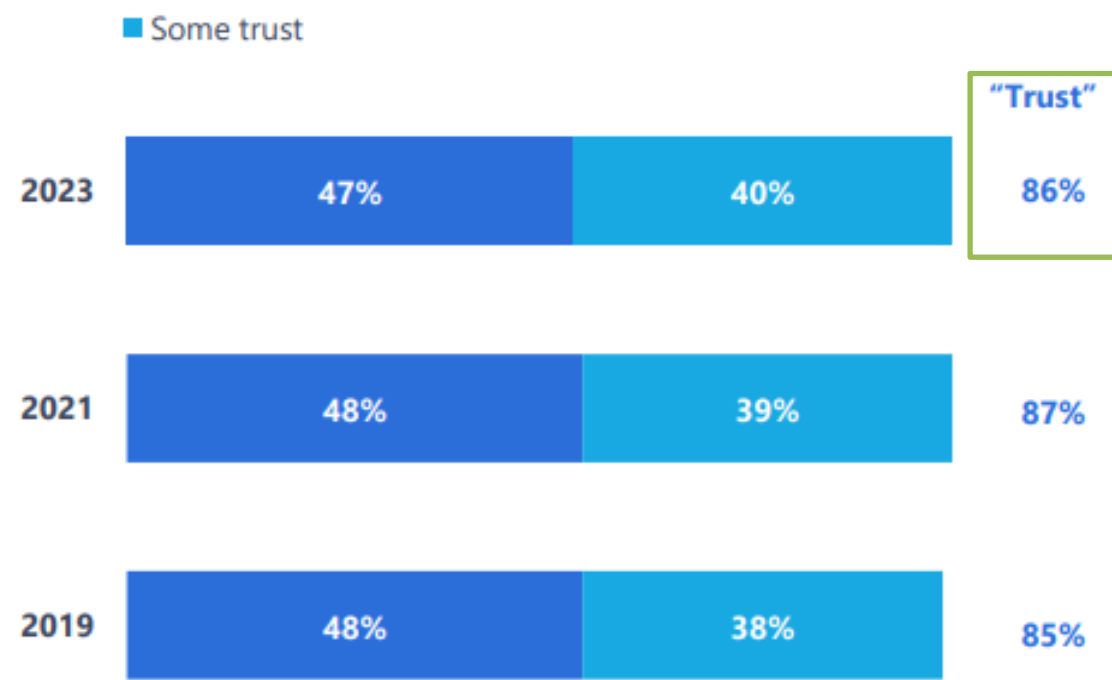


Globally, over seven in ten consumers in total, and nearly nine in ten consumers who recall seeing the Fairtrade Mark, say they trust Fairtrade – the same proportions as in 2021

Trust in Fairtrade, %, Total, 2019–2023



Trust in Fairtrade, %, All Who Recall Seeing the Fairtrade Mark, 2019–2023



33 Q5. How much trust do you have in each of the following labels? (12-country total 2023 $n=11,217$; 15-country total 2021 $n=15,418$; 8-country total 2019 $n=9,333$; **Subsample:** All who recall seeing the Fairtrade Mark 2023, 12-country, $n=7,533$; 2021 $n=10,775$; 2019 $n=5,663$)

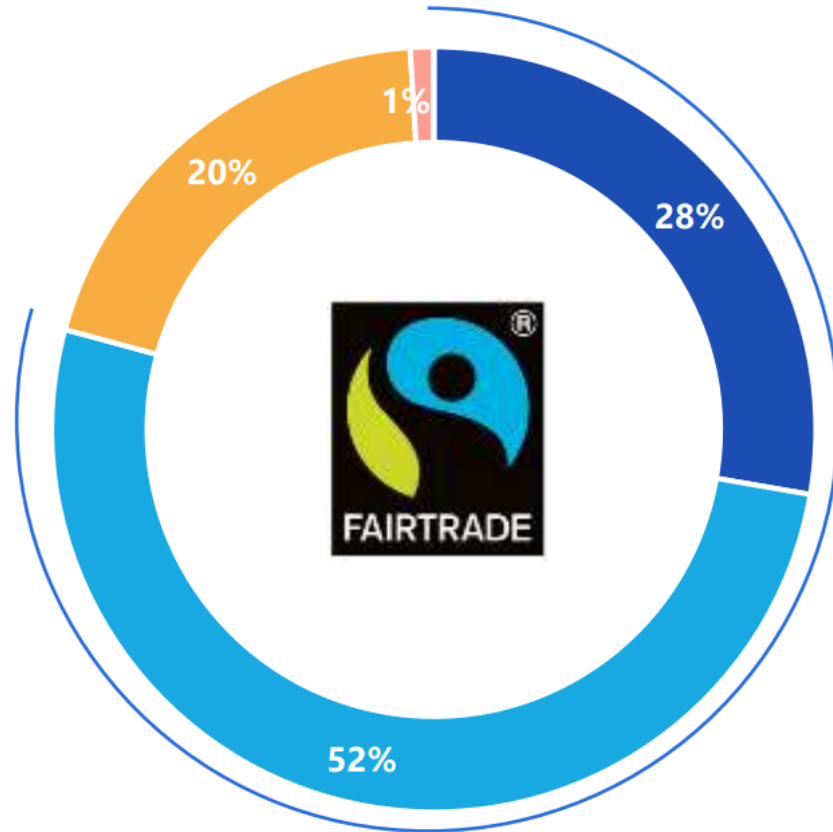


MESTER
GRØNN

Positive impressions of products that carry the Fairtrade Mark have remained consistent since 2021

Impact of Fairtrade Mark on Brand Perceptions, %, All Who Recall Seeing the Fairtrade Mark, 2023

- Very positive impact
- Positive impact
- No impact
- Negative impact
- Very negative impact



79%
Total positive impact

vs 78% in 2021

Over four in five (85%) consumers who trust Fairtrade, say that displaying the Fairtrade Mark on a product would **positively** change their perceptions of a brand. This is even higher among those who trust the Mark a lot (93%).

Q12. If a branded product that you normally buy began carrying this label, how would that change your impression of the branded product, if at all? (**Subsample:** All who recall seeing the Fairtrade Mark n=7,533); *Not including India*

Bærekrafts-kommunikasjonen troverdig når den er

1. Ærlig
2. Etterrettelig
3. Konkret og for alle
4. Helhetlig
5. Svarer på et formål

