



Joyeeta Foundation **STRATEGY FOR FAIR TRADE**

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## **Report on Joyeeta Foundation Strategy for Fair Trade**

Reference: Contract agreement (LS)

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**Capacity Development of Joyeeta Foundation Project  
Joyeeta Foundation  
Ministry of Women & Children Affairs**

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**ABBREVIATION**

ATO	Alternative Trade Organization
B2B	Business 2 Business
B2C	Business to Customer
FT	Fair Trade
FTI	Fait Trade International
FTLO	Fair Trade Labelling Organization
GS	Guarantee System (Fair Trade Guarantee System)
ILO	International Labor Organization
IWE	Individual Woman Entrepreneur
JF	Joyeeta Foundation
USA	United State of America
WEA	Women Entrepreneur Association
WFTO	World Fair Trade Organization

## 1.0 BACKGROUND

Government of Bangladesh has established Joyeeta Foundation in 2011 under the Ministry of Women and Children Affairs for promoting and supporting the women of Bangladesh in their business initiatives to break gender bias in the business arena and create inclusive business community with gender harmony. Since its inception, JF drive and initiatives are there to render all possible support to the women towards developing an inclusive business community where women entrepreneurs enjoy equal opportunity.

The Government of Bangladesh under the leadership of Honorable Prime Minister Shaikh Hasina has realized that the empowerment of women will be confined in words if the women of Bangladesh are not being empowered economically. The key tool to empower the women economically is to engage the women in entrepreneurial business activities. With this vision in mind Joyeeta Foundation started to deploy all out support to the women entrepreneurs as the target women association and individuals can continue their business sustainably. To achieve the target result, the Foundation focuses on below issues:

- JF is to develop and manage supply chain of the products and services from production to marketing and,
- Employing women in different phases of the supply chain by enhancing the capabilities and competencies of the women



Joyeeta Foundation started its journey as a program in 2011. In 2013 JF acquired its registration as nonprofit organization under the Society Act 1960 and went for operation under collective leadership of a Board of Governors. Following the directives of the Honorable Prime Minister, Joyeeta Foundation moved forward with its mission and vision of empowering women economically. Keeping the pace of development, JF has taken the initiative to expand its activities at division level. Following the market demand, selected Women Entrepreneur Associations (WEAs) and Individual Women Entrepreneurs (IWEs) have been producing the products and selling their products using Joyeeta market platform in Rapa Plaza, Dhanmondi.

It is planned that JF will take steps to brand the JF products with Joyeeta logo. For Joyeeta branding JF has taken different initiative to train the WEAs and IWEs for quality production. Training on fashion and design left positive impact on the JF business environment. The JF documents suggest that JF will build its capacity in export and will expand its business abroad eventually. Fairtrade is a sustainable business model ensures sustainability from production to end B2C marketing. This JF strategy for fairtrade will ease the positioning of JF in the national and international arena. It will further contribute to achieve the mission, vision and objectives of JF in a sustainable manner.

## 2.0 HISTORY AND CONCEPT OF FAIR TRADE

In 1940s, a group of people in the USA identified the price gap between producers and end customers. They identified flaws in the business supply chain which was blamable for creating the gap. To reduce the price gap (producers wage standard to product price reasoning at the end customer), some individual companies declared them Alternative Trade Organizations (ATOs) with their voluntary notion of practicing fairness through transparency in the all layers of supply chain. They called their business practice 'Fair Trade' and made a commitment to set business deal with the marginalized producers directly ignoring the multilayers supply chain.

ATOs marked the exploitation of the producers in the established business model where production to marketing is confined at the hands of middlemen at multiple steps. ATOs broke the chain of exploitation and have been able to pay producers substantially while offering a competitive product in the traditional market. Transparent communication at all phases of their business operation made positive impact on the market and generated interest among the end consumers. A group of buyers wanted to set their footing on an ethical ground thus they could keep their conscience clean while they bought the commodities.

The success of ATOs inspired more people to practice fair trade. Following the good example of ATOs, the organizations alike took place in the USA and Europe. In Europe, World Fair Trade Organization (WFTO) took the lead of communicating ideals of Fair Trade. Consumer attention in ethical buying has invited another question that is 'trust'. Trust among the consumers settled arbitrarily failed to satisfy the ethical consumers. Fair trade business community recognized the need of institutional certification rather than the traditional system of self-declaration in favor of fair trade. As a result of the market need, Fair Trade community took initiative to establish certification organizations like TransFair USA, which organization verified meticulously the products from around the world and started to certify as fairly traded. In an endeavor to place a world standard on what is fair, these labeling organizations came together and formed the Fairtrade Labelling Organization (FLO). For better understanding, concerned person may follow the link: <https://www.info.equalexchange.coop/articles/our-model-authentic-fair-trade>.

In 1940s, fair trade business concept and ideals came into light as a result of relentless efforts of some socially aware business entities and ethical buying communities. Since the

inception of fair trade concept and ideals, fair trade completed its long journey towards building the business model sustainable. Although, fair trade is still confined in its voluntary notion but the business model has taken an institutional shape.

As JF works for the welfare of women entrepreneurs at every step of business from production to after sales service, JF supports the idea of fairtrade and committed to implement fairtrade strategy in its every activity.



### **3.0 VISION, MISSION AND OBJECTIVES**

#### **3.1 Vision**

JF affiliated all women producers and women entrepreneurs (individual and associations) feel secured through achieving sustainable livelihood and enjoy opportunity of unleashing their potentials and empowered them on making their decision towards sustainable and inclusive business community.

#### **3.2 Mission**

Joyeeta Foundation fairtrade mission is to achieve sustainable development goals, gender equality, no poverty, zero hunger, good health and wellbeing, decent work and economic growth and reduced inequalities keeping the women entrepreneurs on focus.

#### **3.3 Objectives**

- 1) To make Joyeeta Foundation a capable and self-sustainable organization for supporting the individual woman entrepreneurs/women associations to develop the target population and associations are capable to operate multipurpose business initiatives sustainably. JF capacity towards enhancing the business capacity of the woman entrepreneurs and associations is in terms of
  - a. Strong institutional capacity of JF
  - b. Sustainable technical knowledge on operating business
  - c. Sustainable financial capacity
- 2) Building capacity of Women Entrepreneur Associations (WEAs)/ Individual Entrepreneurs (IWEs) to enable the target population/associations of running diverse business successfully practicing Fairtrade principles.

#### 4.0 JF FAIR TRADE PRINCIPLES

Within the scope of Joyeeta Foundation framework, JF as the facilitating organization and its member organizations and business entities have enough scope to promote and adopt Fairtrade principles. Joyeeta Foundation mandate is to build its organizational capacity towards rendering value added business services to the WEAs and IWEs to enhance their sustainable business operation and marketing capacity which closely aligns with the fair trade.

Fair Trade is an inclusive business tool globally recognized for its value chain intervention and impact-oriented approach. As a marketing tool, fair trade approach has its long standing success story. A group of Bangladeshi fair trade certified handicrafts business entities have its long history of generating business from fair trade market. Fair trade ensures sustainable business operation (individuals and associations) from production to marketing which renders positive impact on the value chain. Fair trade deals people, planet and profit with equal emphasis which is the key of their success. Fair trade concentrates on below principles:

- Long-term direct trading relationships (entrepreneur to end customer)
- Payment of fair price (marginalized producer groups are on the focus)
- No child, forced or otherwise exploited labor
- Non-discrimination, gender equity and freedom of association
- Democratic organizations & transparent communication
- Safe working conditions & reasonable work hours

Joyeeta Foundation is a nonprofit Government organization for providing service for the women as a whole who are on the back foot of the mainstream business community in Bangladesh. Adoption and implementation of the concept of fair trade at operational level can be a leap forward while the idea is taken shape in practice. Fair trade is a business practice globally with its voluntary notion. Many organizations have been promoting the fair trade concept at both end, the buyers and the producers as the concept can show its strength of transparency. Although, fair trade practice depends on voluntary notion still it is deeply linked with the country law all over the world. At the same time the other relevant rules equally applicable when it is adopted by the United Nation and other international organizations. ILO and other international organizations active in addressing the human rights at all sphere of

business and other business related issues accepted the fair trade set standards for sustainable and inclusive business.

Joyeeta Foundation objectives and goals describes its relevance with the fair trade principles. To establish and ensure fair trade in business operation within the framework of Joyeeta Foundation, the strategic plan will act as the driving force for further development of JF affiliated individuals and the associations. The concept may be further strengthen by following the link <https://fairtrade-advocacy.org/fair-trade-organisations/>.

## Fair Trade Principles

1. LONG-TERM, DIRECT RELATIONSHIPS WITH DEMOCRATICALLY-RUN SMALL FARMER CO-OPS BASED ON DIALOGUE, TRANSPARENCY, AND RESPECT
2. PAYMENT OF A MINIMUM, FAIR PRICE- ALWAYS HIGHER THAN THE INTERNATIONAL MARKET PRICE
3. ENSURING ADVANCE CREDIT IS GIVEN WHEN NEEDED (UP TO 60% OF THE PRICE OF THE CONTRACT)
4. PAYMENT OF A SOCIAL PREMIUM FOR COMMUNITY PROJECTS
5. TRANSPARENT FINANCES AND BUSINESS PRACTICES
6. SUSTAINABLE AGRICULTURAL PRACTICES
7. ENSURING NO CHILD LABOR OR FORCED LABOR
8. COMMITMENT TO NON-DISCRIMINATION, GENDER EQUITY, AND FREEDOM OF ASSOCIATION
9. ENSURING GOOD WORKING CONDITIONS
10. PROVIDING ORGANIZATIONAL CAPACITY BUILDING



FAIR TRADE LABELING ORGANIZATION

EVENTUALLY A THIRD-PARTY CERTIFICATION SYSTEM WAS SET UP TO VERIFY PRODUCERS AND TRADERS UNDER A SET OF AGREED UPON PRINCIPLES.

(Source: [https://drive.google.com/file/d/1YTty-kAwzk5C\\_OMqMXjAD8ovG8zexVR8/view](https://drive.google.com/file/d/1YTty-kAwzk5C_OMqMXjAD8ovG8zexVR8/view))

## 5.0 SCOPE OF ADOPTION OF FAIR TRADE BUSINESS MODEL

Joyeeta Foundation policy is to organize women with entrepreneurial zeal under an umbrella which is women associations. On the other hand, the individual entrepreneurs are also getting training and support from the Foundation to enhance their capacity and to make their business sustainable. Joyeeta Foundation might show right strength if the women entrepreneurs are well organized with a purpose to learn and practice fair trade model business operation, the associations will enjoy the opportunity of unleashing their collective strength. As per JF policy, the women associations are on the pivotal point where the members can share the business ideas, develop that idea through practice and enjoy the benefit of the business collectively. In case of collective ownership (associations), transparency in supply chain is a challenge. Although, the concept of collective business operation using the affiliated associations as a platform is in conform with the fair trade concept but the collective business idea would be institutionalized through using fairtrade implementation tools. In fair trade business world, the producers and the artisans have been encouraged to be organized under a cooperative/associations. It is believed that the cooperatives or associations of the producers and the artisans are capable to fetch the best result from the business.

The WFTO is the international organization that certifies social companies as completely adhering to Fair Trade principles. Members of the WFTO are dispersed across 76 nations and work to support underserved populations. JF should go for WFTO membership in order to establish itself as a fair trade organization. Three components are there as set standard to qualify to apply for the membership of WFTO:

- 1) The applicant Organization should have mission statement where economically marginalized producers and workers are the priority
- 2) WFTO code of practice
- 3) Transparent financial statement.

For membership of WFTO, JF should follow the link <https://members.wfto.com/wfto-application>. A template of the application form is given at the end of the report.

## 6.0 JF FAIR TRADE BUSINESS OPERATIONS GOALS

Present service delivery model of Joyeeta Foundation indicates that adoption of Fair Trade value chain in policy of the organization will ensure delivering sustainable service for better production and better marketing for the target organizations and individuals. Fairtrade strategy will lead JF to ensure sustainable business for the member women entrepreneurs and associations. JF present activities are aligned with the Fairtrade concept.

Three fundamentals of fair trade model are naturally incorporated into Joyeeta Foundation business operation as below:

- Support communities: marginalized end producer communities should be recognized as the part of the supply chain. Fair wage must be ensured to ensure sustainable livelihood of the producers
- Enhancing quality leadership in the producer community to lead sustainable and future proof business (association leaders are in decision making position within the JF business framework)
- On the job training for skill development (enhancing present skill and encouraging the producers to adopt advance technique)

## 7.0 JF FAIRTRADE BUSINESS OPERATION STRATEGY

### 7.1 Membership for fairtrade

In align with JF objectives and goals, JF will build its capacity to institutionalize sustainable fair trade model business. JF institutional capacity building at management level will facilitate JF to attain below tasks:

- Membership enrolment with recognized national and international Fair Trade organizations

Different international organizations developed set of fair trade business operation tools to make fair trade organizations/business entities develop their business sustainably.

Bangladeshi fair trade business organizations have had their long term relation with World Fair Trade Organization (WFTO), a networking organization with its headquarters in the Netherlands. The fair trade buying communities in Europe and USA are the members of WFTO networking. JF may consider exploring the opportunity of using WFTO platform for furthering its fair trade journey following the link <https://wfto.com/>.

### 7.2 Campaign and advocacy

Enlisted women entrepreneurs are on the central point of JF business model. JF envisions a just and equal business community through building capacity of women entrepreneurs.

Fairtrade business model will expedite JF actions to build inclusive business community. For attaining the goal of building inclusive business community JF will take actions:

- designing an action plan toward campaign the fair trade business model among the JF member organizations
- advocate and promote fair trade principles among the member organizations as they adopt and practice fairtrade business model to develop sustainable business

### 7.3 Fairtrade certification

Enrolment with national and international fair trade organizations ensures a business entity as a fair trade organization at its business operation level. Fair trade certification is a process to ensure sustainable sourcing model. In the global business arena, different certification organizations have been auditing and certifying the supply chain of the fair trade buyers. As the part of Fair Trade International (FTI) FLOCERT has earned good name as the certification organization. FLOCERT has been working from 10980s while a group of buyers in the global market showed their interest in sourcing from the companies who have good reputation in terms of social compliance, environment and fair wage. FLOCERT is accredited

under ISO 17065 which is recognized as the assurance of international standard product quality.

WFTO certifies sustainable and responsible product sourcing using their audit and monitor tool "Fair Trade Guarantee System". JF can promote and advocate the member organizations with mission and vision to enter into global market to be enrolled with WFTO and move forward to win Guarantee System (GS) certificate for their organizations and the products.

## 8.0. JF FAIR TRADE ACTION PLAN

Action points	Short term	Long term	Implementing authority	Timeline
1. Policy decision	Pilot project for campaign and advocacy among the stakeholders	Management restructure for promoting fair trade	Joyeeta Foundation	December 2023
2. Fair trade promotion	Fair trade communication for networking	Capacity building for fair trade certification	Joyeeta Foundation	Jan-Dec. 2024
3. Export strategy plan	Structure export management team	Sector export readiness	Joyeeta Foundation	Jan-Dec. 2024
4. Export marketing plan	Global market entry strategy	Strengthening sector export capacity	Joyeeta Foundation	2024-2025



## LINK REFERENCE

- <https://www.fairtrade.org.uk/for-business/business-resources-faqs/tell-your-fairtrade-story-to-your-customers/>
- <https://www.flocert.net/wp-content/uploads/2017/09/Welcome-to-Ecert.pdf>
- <https://www.flocert.net/glossary/fair-trade-organization/>
- <https://www.flocert.net/glossary/fair-trade-organization/>
- <https://www.flocert.net/>
- <https://wfto.com/>
- <https://www.fairtrade.net/>
- <https://fairtrade-advocacy.org/definition-of-fair-trade/>
- <https://fairtrade-advocacy.org/fair-trade-organisations/>
- <https://www.fairtrade.net/about/certification>

## WFTO MEMBERSHIP APPLICATION

Please use the form below to fill out your details and create an account with WFTO.

Once you have submitted the form you will receive an email with instructions on how to login to your new account.

Follow the instructions in the email to login to your account and you will be able to continue with the application process to become a WFTO member.

### Contact

First Name \*

Last Name \*

Email \*

### Organisation

Organization Name \*

Email \*

Phone Number \*

### Address

Street Address \*

Street Address Line 2

City \*

Postal Code \*

Country \*

State/Province \*

### CAPTCHA

What's the correct answer? \* What colour is the sky?

Answer this question to verify that you are not a spam robot.

**SUBMIT**