

## **About our Certifications and WHY they matter**

### **Fair Trade Federation: What Does it mean? From the FTF website**

The Fair Trade Federation is a trade association of fair trade enterprises fully committed to equitable and sustainable trading partnerships. We strengthen and support our members in order to grow the global movement of trade that values the health of the planet, and the labor, dignity, and equality of all people.

Here are some frequently asked questions answered:

#### **(1) What does “fair” really mean?**

The word “fair” can mean a lot of different things to different people. Fair trade is about more than just paying a fair wage. It means that trading partnerships are based on reciprocal benefits and mutual respect; that prices paid to producers reflect the work they do; that producers share decision making power; that national health, safety, and wage laws are enforced; and that products are environmentally sustainable and conserve natural resources.

#### **(2) How do I know that a product is fair trade?**

The Fair Trade Federation screens and verifies companies that are fully committed to fair trade. These organizations don't just buy and sell a few fair trade products; they integrate fair trade practices into everything they do. These organizations have a deep level of commitment to fair trade practices and maintain long term relationships with small producer organizations.

You will also see some products in the marketplace that carry a fair trade certification seal. Fair trade certification involves a worksite audit and a 10% fair trade premium. These labels increasingly focus on large factories and farms. They are often used by multi-national brands who cannot be fully fair trade but wish to improve some of their practices.

#### **(3) Do fair trade goods cost more than comparable non-fair trade goods?**

Generally, goods sold by FTF members cost the same or a few percent more than similar quality, conventional goods. These fair trade products don't cost more because the large percentage taken by middle people is removed from the equation. The cost remains the same as conventionally traded goods; however, more of the sale price goes to producers.

#### **(4) In the case of agricultural goods, is the quality comparable to conventional products?**

In some cases the quality is actually higher because fair trade organizations factor in the environmental cost of production. For instance, in the case of coffee, fairly traded coffee is often organic and shade grown, which results in a higher quality coffee.

#### **(5) What is a fair wage?**

Producers receive a fair wage when they are paid fairly for their products. This means that workers are paid a living wage, which enables them to cover basic needs, including food, shelter, education and health care for their families. Paying fair wages does not necessarily mean that products cost the consumer more. FTF members bypass exploitative middle people and work directly with producers.

#### **(6) How much money (percent of sale price) do the artisans make?**

Living wages vary widely between regions of the world and individual communities. Therefore, there is no set percentage given to artisans. Rather, open communication ensures that pricing is transparent and meets the full needs of artisans. A fair trade relationship is a true partnership, allowing all to make a fair profit margin.

### **(7) Why do FTF members support cooperative workplaces?**

Cooperatives and producer associations provide a healthy alternative to large-scale manufacturing and sweatshop conditions, where unprotected workers earn below minimum wage and most of the profits flow to foreign investors and local elites who have little interest in ensuring the long term health of the communities in which they work. FTF members work with small businesses, worker-owned and democratically run cooperatives and associations which bring significant benefits to workers and their communities. By banding together, workers are able to access credit, reduce raw material costs and establish higher and more just prices for their products. Workers earn a greater return on their labor, and profits are distributed more equitably and often reinvested in community projects such as health clinics, child care, education, and literacy training. Workers learn important leadership and organizing skills, enabling self-reliant grassroots-driven development.

### **(8) How do FTF members offer financial support to producers?**

Small-scale farmers and artisans in the developing world lack access to affordable financing, impeding their profitability. FTF members buy products directly from producers and provide advance payment or pre-harvest financing. Unlike many commercial importers who often wait 60-90 days before paying producers, FTF members ensure pre-payment so that producers have sufficient funds to cover raw materials and basic needs during production.

### **(9) How do FTF members offer technical support to producers?**

FTF members provide critical technical assistance and support such as market information, organizational development and training in financial management. Unlike conventional importers, FTF members establish long term relationships with their producers and help them adapt production to changing trends.

## **B Corp: Why does it matter?**

Certified B Corporations are a new kind of business that balances purpose and profit. They are legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment. This is a community of leaders, driving a global movement of people using business as a force for good.

Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.

Society's most challenging problems cannot be solved by government and nonprofits alone. The B Corp community works toward reduced inequality, lower levels of poverty, a healthier environment, stronger communities, and the creation of more high quality jobs with dignity and purpose. By harnessing the power of business, B Corps use profits and growth as a means to a greater end: positive impact for their employees, communities, and the environment.

B Corps form a community of leaders and drive a global movement of people using business as a force for good. The values and aspirations of the B Corp community are embedded in the B Corp Declaration of Interdependence.

## THE B CORP DECLARATION OF INTERDEPENDENCE

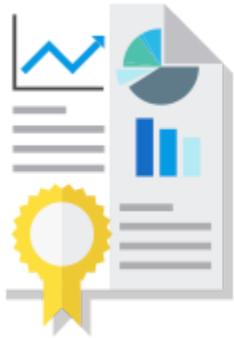
We envision a global economy that uses business as a force for good.

This economy is comprised of a new type of corporation - the B Corporation - Which is purpose-driven and creates benefit for all stakeholders, not just shareholders.

As B Corporations and leaders of this emerging economy, we believe:

- That we must be the change we seek in the world.
- That all business ought to be conducted as if people and place mattered.
- That, through their products, practices, and profits, businesses should aspire to do no harm and benefit all.
- To do so requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.

### B Corp Certification



#### Verified Performance

#### Legal Accountability

#### Public Transparency

B Corp Certification doesn't just evaluate a product or service; it assesses the overall positive impact of the company that stands behind it. And increasingly that's what people care most about.

Certified B Corporations achieve a minimum verified score on the B Impact Assessment—a rigorous assessment of a company's impact on its workers, customers, community, and environment—and make their B Impact Report transparent on [bcorporation.net](https://bcorporation.net). Certified B Corporations also amend their legal governing documents to require their board of directors to balance profit and purpose.

The combination of third-party validation, public transparency, and legal accountability help Certified B Corps build trust and value. B Corp Certification is administered by the non-profit B Lab.

Go here to see our B Corp profile: <https://bcorporation.net/directory/better-way-designs>

## **Freedom Business Alliance (<https://www.freedombusinessalliance.com/>)**

We are a global network of enterprises creating healing jobs for survivors of human trafficking and exploitation.

The problem: 40+ Million people are trafficked worldwide. 80% of those rescued are re-trafficked if they lack life-giving employment.

### **The SOLUTION: FREEDOM BUSINESS**

#### **Freedom Businesses employ survivors of human trafficking and exploitation.**

To fight human trafficking and exploitation we need a strategy that includes more than rescue. We need a strategy that addresses the economic roots of the problem. Freedom Business is that strategy, but it is not without incredible challenges.

Freedom Businesses create jobs needed by survivors. The support of our Allies ensures these businesses gain access to the resources they need to grow and create more transformational jobs. Together, we can end the cycle of trafficking for good.

Employing survivors is a pioneering endeavor fraught with challenges that must be overcome. As an industry facilitator for 100+ Freedom Business around the world, FBA removes the many barriers to growth and scale that no single business can address on their own. We envision a job for every person trapped in modern slavery and exploitation.

**“One is too small a number to achieve greatness”**