



Sustainability Assessment Process

Fairtrade standards do not exist for many products, and the certification usually only applies to the basic raw material rather than the total supply chain. There are lots of codes of practice and certification marks

Our 'sustainability assessment process' involves the retailer and/or brand, their importers, and their suppliers working together to identify potential improvements that could both deliver economic benefits and address the social and environmental issues of most concern to stakeholders across the supply chain.

It should be stressed that the fair trader assessment is just a snapshot in time relating to current best practice ie what some of the best companies are achieving in terms of positive impacts and reducing negative ones. There is no 'good' or 'bad' as best practice may still have negative impacts (eg car manufacture). Neither is there a pass or fail against a standard or code of practice. We merely seek to **openly** report in layman's terms, the **most significant** impacts of a product's life cycle and supply chain based on the information we have access to. The relative importance of these is for the consumer to decide not us. The assessment is there to engage, inform, and improve-not make judgements. It is based on the views of our members' assessment panel having considered the information provided by the supplier and available in the public domain. We hope that suppliers, members, workers, and NGO's will comment on our views and this input can be used to stimulate future improvements in sustainability.

Consumers understand that there are usually negative impacts involved in any product purchase and that they themselves cause further damage in the items' use and disposal. Our aim is to make it easier for them to understand possible impacts and thus make a purchasing decision based on their personal values and priorities.