



Fair Trade International Symposium: Portsmouth 26-28 June 2018



# Fair Trade International Symposium

*FAIR TRADE AND THE SDGS: INVESTIGATING THE FAIRNESS OF SUSTAINABLE DEVELOPMENT*

**26-28 June 2018**

University of Portsmouth  
Eldon Building  
Winston Churchill Avenue  
Portsmouth  
PO1 2DJ

26-28 June 2018

## Tuesday 26 June

9.00 – 10.00: Registration

### **10.00 – 10.45: Opening session – Lecture Theatre W1.11, Eldon Building**

10.00 – 10.15: Prof Graham Galbraith, Vice-Chancellor of the University of Portsmouth

10.15 – 10.30: Prof Gioia Pescetto, Dean of Portsmouth Business School

10.30 – 10.45: Presentation of the conference, FTIS Steering Committee

**10.45 – 11.20: Coffee break** - Eldon Building (ground floor)

### **11.20 – 13.00: Plenary session: *Engaging Business & Governments to Achieve the SDGs*** **Lecture Theatre W1.11, Eldon Building**

11.20 – 11.40: Nancy Mureti, Fairtrade Africa

11.40 – 12.00: Representative from the Co-operative Group (TBC)

12.00 – 12.20: Laura Kelly, Head of Business Engagement at DFID

12.20 – 13.00: Panel Discussion and Q&A

### **13.00 – 14.00: Lunch**

*Poster presentations* – Boutique Espresso café, Eldon Building (ground floor)

### **14.00 – 15.15: Parallel sessions**

Room W 1.04 - **SDG 8 - Decent work and economic growth** (*Sustainability Certifications*)

**Chair: Darryl Reed**

Room W 1.08 - **SDG 10 - Reduced inequalities** (*Inequality and Social Resilience*)

**Chair: Eileen Davenport**

Room W 1.09 - **SDG 12 - Responsible consumption and production** (*Consumer Behaviour*) **Chair: Matthew Anderson**

Room W 1.10 - **Refugee Crisis and Fair Trade** (*Humanitarian Aid & Market Access*)

**Chair: Marie-Claude Desjardins**

**15.15 – 15.30: Coffee break** - Eldon Building (ground floor)

### **15.30 – 17.00: Workshops**

Room W 1.08 **“Integrating the ‘Global Goals’ across Higher Education”**

Room W 1.09 **“Learning principles of effective collaboration between practitioners and academics through gameplay”**

Room 1.10 **“What could the Fair Trade Nation concept look like in the future?”**

## Wednesday 27 June

### 10.00 – 11.15: Parallel sessions

Room W 1.04 - **Labour Rights and Justice** (*Certification Standards and Workers' Rights*)

**Chair: Will Low**

Room W 1.08 - **SDG 8 - Decent work and economic growth** (*Impact Evaluation*)

**Chair: Christine Gent**

Room W 1.09 - **SDG 12 - Responsible consumption & production** (*Market Developments in the North & South*) **Chair: Arisbe Mendoza-Escalante**

Room W 1.10 - **SDG 17 - Partnerships for the Goals** (*Fair Trade Towns*)

**Chair: Adam Gardner**

**11.15 – 11.30: Coffee break** - Eldon Building (ground floor)

**11.30 – 13.00: Plenary session: *Embedding Fairness in Sustainable Development***

**Lecture Theatre W1.11, Eldon Building**

11.30 – 11.50: Darío Soto Abril, Chief Executive Officer of Fairtrade International

11.50 – 12.10: Dr Rudi Dalvai, President of the World Fair Trade Organization

12.10 – 12.30: Kate Chapman, Founder of Midori Consulting and B Leader

12.30 – 13.00: Panel Discussion and Q&A

**13.00 – 14.00: Lunch**

*Poster presentations* – Boutique Espresso café, Eldon Building (ground floor)

**14.00 – 15.30: Plenary session – Lecture Theatre W1.11, Eldon Building**

14.00 – 15.00: Dr Vandana Shiva, “Fair Trade and sustainable food production”

15.00 – 15.30: Q&A with Dr Vandana Shiva

**15.30 – 16.00: Coffee break** - Eldon Building (ground floor)

**16.00 – 17.30: Workshops**

Room W 1.08 “**Publication workshop - special issue opportunities and book proposal**”

Room W 1.09 “**Implementing E-learning platforms for Fair Trade**”

Room W 1.10 “**The Fairtrade Universities and Colleges award pilot**”

**19.00 – 23.00: FTIS 2018 Gala Dinner**

*Location: [Queen's Hotel](#), Clarence Parade, Southsea, Portsmouth, PO5 3LJ*

## Thursday 28 June

### 10.00 – 11.15: Parallel session

Room W 1.04 - **SDG 1 & 2 No poverty/ Zero hunger** (*Community Action & Sustainable Livelihoods*) **Chair: Anne Tallontire**

Room W 1.08 - **SDG 10 - Reduced inequalities** (Power & Empowerment)  
**Chair: Agatha Herman**

Room W 1.09 - **SDG 12 - Responsible consumption & production** (*Mainstreaming & Resistance*) **Chair: Matthew Anderson**

Room W 1.10 - **SDG 17 - Partnerships for the Goals** (*Mainstreaming & Institutional Networks*) **Chair: Erinch Sahan**

**11.15 – 11.30: Coffee break** - Eldon Building (ground floor)

### 11.30 – 12.45: Parallel session

Room W 1.04 - **SDG 12 - Responsible consumption & production** (*Fair Trade at work and in supply chains*) **Chair: Peter van Dam**

Room W 1.08 - **Sustainable Development in Latin American** (*Market Deregulation & Decolonialism*) **Chair: Jesse Hastings**

Room W 1.09 - **SDG 17 - Partnerships for the Goals** (*Narratives of Development and Collaboration*) **Chair: Laura Reynolds**

Room W 1.10 - **Fair Trade Innovation** (*Future Concepts & Platforms*)  
**Chair: Darryl Reed**

### 12.45 – 13.30: Lunch

*Poster presentations* – Boutique Espresso café, Eldon Building (ground floor)

### 13.30 – 15.00: Workshops

Room W 1.08 “**Youth as critical change makers for Fair Trade**”

Room W 1.09 “**Building a Fair Trade Research Consortium**”

Room W 1.10 “**Assessing the consequences of Brexit for Fair Trade (or Trade Justice)**”

**15.00 – 15.15: Coffee break** - Eldon Building (ground floor)

### 15.15 – 16.00: Wrapping-up and looking forward

**Chair: Richard Adams, Fair Trade Advocacy Office**

# Parallel Sessions

Tuesday 26 June

	<b>SDG 8 - Decent work and economic growth</b>	<b>SDG 10 - Reduced inequalities</b>	<b>SDG 12 - Responsible consumption and production</b>	<b>Refugee Crisis and Fair Trade</b>
	Room: W 1.04 Chair: Darryl Reed	Room: W 1.08 Chair: Eileen Davenport	Room: W 1.09 Chair: Matthew Anderson	Room: W 1.10 Chair: Marie-Claude Desjardins
	<i>Sustainability Certifications</i>	<i>Inequality and Social Resilience</i>	<i>Consumer Behaviour</i>	<i>Humanitarian Aid &amp; Market Access</i>
14.00	Towards decent work in the tea value chain? The role of Fairtrade certification in South Asian tea plantations  Karin Astrid Siegmann, Sajitha Ananthakrishnan, Karin Fernando	Community Benefits of Fair Trade: Usefulness and Measure of the Attractiveness of a Territory in Cameroon  Jean-Louis Pernin, Raoul Djamen, Laurent Georges	Is questioning consumers about their behavioural intentions useful? Answers from a study of members of an organic produce basket system  Ivan Dufeu, Magali Jara, Laurent Legrel	Fair Trade: From humanitarian to sustainable development  Alexandre Salha
14.20	When Sustainability Certifications Mandate Living Wages: Fair Washing or Fair Trade?  Elizabeth Bennett	Inequality and Fair Trade: inspiring the broader transformation of business  Erich Sahan, Jette Ladiges	Fair trade buying attitudes of Hungarian consumers  Eszter Tóth	Back to the Future: can Fair Trade renew its role working with refugees?  Eileen Davenport, Will Low
14.40		Addressing Inequality: Fairtrade and developing social resilience.  Agatha Herman	A Fair Trade coffee please!  Nina Langen	Made51 bringing market access to refugee artisans  Heidi Christ, Christine Gent

	Labour Rights and Justice	SDG 8 - Decent work and economic growth	SDG 12 - Responsible consumption & production	SDG 17 - Partnerships for the Goals
	Room: W 1.04 Chair: Will Low	Room: W 1.08 Chair: Christine Gent	Room: W 1.09 Chair: Arisbe Mendoza-Escalante	Room: W 1.10 Chair: Adam Gardner
	<i>Certification Standards and Workers' Rights</i>	<i>Impact Evaluation</i>	<i>Market Developments in the North &amp; South</i>	<i>Fair Trade Towns</i>
10.00	Bolstering Labor Rights in Global Production Networks: Fairtrade International Certification in Theory and Practice  Laura Raynolds	Impacts of fair-trade-based projects on SDG's: A case study of Mayan communities in Mexico  Pedro Gamboa	Does Fair Trade change Society? Study on Impact of Fair Trade on German Society between 2000 and 2015  Sandra Baethge, Stefan Silvestrini	Fair Trade Town Movement: Multi-Stakeholder Partnership to Promote Responsible Consumption and Build Sustainable Societies  Tatsuya Watanabe
10.20	Access to Justice for Workers and Fairtrade International Certification  Marie-Claude Desjardins	What about fair trade in a high prices' context?  Stephane Fournier, Elisabeth Rasse-Mercat	Domestic Fair Trade developments: innovations emerging in South and North  Julie Maisonhaute, Julie Stoll, Emilie Durochat	Who Enables the Sustainable Fair Trade Practice?  Seonyoung Hwang, Sunhwa Kim, Jihyun Jeong
10.40		Does certification play an ambiguous role in Fair Trade governance? Insights from the case of Moroccan Argan oil cooperatives  Anne Marchais-Roubelat, Lahcen Benbihi	The construction of a fair price in an alternative food system: organizing alternative economies  Marion Maignan	Fair Trade twin towns Pondicherry and Auroville: A fresh look at activism  Aurélie Carimentrand, Jérôme Ballet

## Thursday 28 June

	<b>SDG 1 &amp; 2 No poverty/ Zero hunger</b>	<b>SDG 10 - Reduced inequalities</b>	<b>SDG 12 - Responsible consumption &amp; production</b>	<b>SDG 17 - Partnerships for the Goals</b>
	Room: W 1.04 Chair: Anne Tallontire	Room: W 1.08 Chair: Agatha Herman	Room: W 1.09 Chair: Matthew Anderson	Room: W 1.10 Chair: Erinch Sahan
	<i>Community action &amp; Sustainable Livelihoods</i>	<b>Power &amp; Empowerment</b>	<i>Mainstreaming &amp; Resistance</i>	<i>Mainstreaming &amp; Institutional Networks</i>
10.00	Fair trade and Measuring livelihood changes in artisans with disabilities  Gabriel Rajsingh, Jacqueline Bonney, Kay Sharp	The issue of power in fair trade approaches: Exploring the conditions for empowering producers and artisans  Allison Marchildon	Fair trade for whom? How mainstreaming strategies transformed the fair trade, 1980s- present.  Peter van Dam	Education, Local Development and Social Equity from Fair Trade  Alejandra María Gordillo, Mariano Salerno
10.20	Modelling sustainability and community action  Vincent Carragher, Hugh O'Reilly	Addressing Developments in the Fetishisation of Fairtrade through Historic Materialism  Scott Jowett	Ethical consumption and the process of neutralization: the case of equitable products  Mantiaba Coulibaly-Ballet, Nadine Tournois, Lilia Righi	The role of the public authorities in the development of social capital of fair trade organizations  Marion Maignan, Claire Edey-Gamassou
10.40	Can Fair Trade resolve the "hungry farmer paradox"?  Ninon Sirdey, Sylvaine Lemeilleur	Can Fair Trade promote the empowerment of Independent small farmers in Peru?  Diana Cordoba, Ninon Sirdey, Martha Del Rio Duque	The Fair Trade Consumer as a "Citizen-consumer" Responsible Consumption not Dependent on Responsibility  Yosuke Hatayama	Mainstreaming Fair Trade? The case of South Korea  Sunhwa Kim



## Thursday 28 June

	SDG 12 - Responsible consumption & production	Sustainable Development in Latin America	SDG 17 - Partnerships for the Goals	Fair Trade Innovation
	Room: W 1.04 Chair: Peter van Dam	Room: W 1.08 Chair: Jesse Hastings	Room: W 1.09 Chair: Laura Raynolds	Room: W 1.10 Chair: Darryl Reed
	<i>Fair Trade at work and in supply chains</i>	<i>Market Deregulation &amp; Decolonialism</i>	<i>Narratives of Development and Collaboration</i>	<i>Future Concepts &amp; Platforms</i>
11.30	Ethical purchasing decisions in the workplace: exploring individuals' sense of moral responsibility in professional and personal contexts  Liz Cooper	Where there is no Label  Jan Braunholz	Fair Trade as a Means for Promoting Sustainable Development (and the Sustainable Development Goals): The Case of the Small Producers' Symbol  Darryl Reed	The Fairwork Foundation: Strategies for platform work  Jamie Woodcock, Mark Graham
11.50	Linking fair trade and supply chain management sustainability: A literature review and research agenda  Jamal El Baz, Matthew Anderson	Communitarian Organising: Maya Women 'Speaking Back' from the Margins  Jennifer Manning	The Illusion of Communication. Discourse and Sustainable Development Partnerships  Simon Adderley, Jill Millar	The future of Fairtrade  Jamie Hartzell
12.10	Marketing Fair Trade, Sustainable, and Ethical Fashion  Andrea Reyes	The role of Fair Trade in the coffee rust crisis in Latin America and Mexico  Marie-Christine Renard	Towards a collaborative approach between practitioners and academics  Anne Tallontire, Arisbe Mendoza, Joy Justice	Fair Trade in the Digital Age: Fair Trade Software  Andy Haxby, Stephen Ndungu Maina, Dennis Wachira Gichangi, Noah Mohamad Al Niema

# Venue Information

The Conference is taking place in the Eldon Building, home of the Faculty of Creative and Cultural Industries.



## **Fire Alarms**

Fire alarms are located on each floor and are tested every Wednesday morning. Should the fire alarm ring at any other time, please proceed to a fire exit.

## **Fire Exits**

Fire exits are clearly labelled throughout the building.

## **Fire Assembly Point**

The fire assembly point is behind the building in the car park.

## **Luggage**

Can be left at your own risk in room 1.05.

## **Multi-Faith Room**

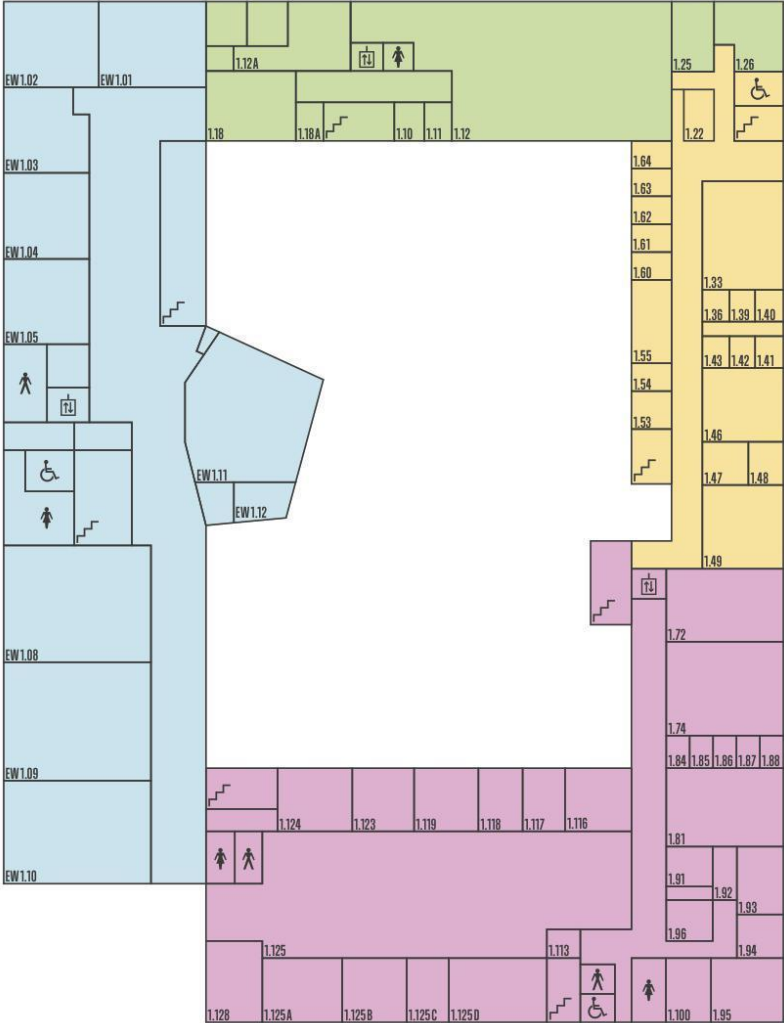
Please speak to a member of staff who will be happy to help.

## **WIFI – UoP GUEST**

To connect to UoP GUEST, simply select it from the available list of networks on your device. Once you have registered, you will be connected.

# Eldon Building

## FIRST FLOOR



# University Quarter

- University buildings
- University car park
- City buildings
- Halls of residence
- Public car park
- One way street
- Pedestrian route

**P**  
To Historic Dockyard  
← Queen Street

To Gunwharf Quays, Spinnaker Tower and Portsmouth Harbour station  
**P** ⇄



## University buildings

- 6-8 Hampshire Terrace
- Anglesea Building
- Buckingham Building
- Burnaby Building
- Burnaby Terrace
- Dennis Sciama Building
- Dental Academy
- Eldon Building
- Halpern House
- James Watson West
- King Henry Building
- Lion Gate Building
- Mercantile House
- Milldam
- Nuffield Centre
- Park Building
- Portland Building
- Purple Door
- Ravelin House
- Richmond Building
- Rotunda
- Spinnaker Building
- Spinnaker Sports Centre
- St Andrew's Court
- St George's Building
- St Michael's Building
- St Paul's Sports Centre
- Union Building

- University House 19
- University Library 26
- White Swan Building 32
- Wiltshire Building 20

## University halls of residence

- 4 Bateson Hall 34
- 9 Burrell House 39
- 3 Harry Law Hall 35
- 13 James Watson Hall 36
- 11 Margaret Rule Hall 33
- 1 Rees Hall 38
- 18 Trafalgar Hall 37
- 7

## City buildings

- 16 Central Library F
- 10 Civic Offices D
- 2 City Museum I
- 5 Courts G
- 29 Guildhall E
- 17 New Theatre Royal J
- 22 Police station H
- 15 Portsmouth and 28 Southsea station C
- 12 Post Office B
- 21 St John's Catholic A
- 24 Cathedral A

0 200 metres