

HREDD Advocacy Subgroup 2021-2022 Advocacy Plan + Priorities

Introduction

Responsible business conduct has been discussed and promoted for decades. However, today we can see that voluntary initiatives and unbinding international guidelines have proven to be on their own insufficient in addressing systemic human rights and environmental violations. For this reason, Fairtrade has shaped its positioning on mandatory HREDD, and in 2020 released its advocacy paper, [‘Fairtrade’s Vision for Human Rights and Environmental Due Diligence’](#).

The Vision notes that Fairtrade, that manages a voluntary instrument itself (the Fairtrade label), believes that **a smart mix of voluntary and mandatory measures** is needed to achieve global changes in addressing human rights abuses. As a global movement co-led by producers and workers, we aim to promote mandatory HREDD that would **benefit the most vulnerable in global value chains by strengthening farmers’ and workers’ rights**, prompting concrete changes in the purchasing practices of traders, manufacturers and retailers, and ensuring farmers’ and workers’ access to justice and remediation in case of corporate abuses. Fairtrade therefore calls for national, regional, and global regulations **covering trade and buying practices in order to reach decent livelihoods** for farmers and workers globally.

Fairtrade’s key [recommendations](#), where we have particular value added to bring to HREDD discussions, have been outlined in a joint paper with FTAO and WFTO. These include that HREDD regulation should

- Cover the entire value chain
- Address purchasing practices
- Prevent disengagement from vulnerable suppliers
- Support long-term sourcing relationships
- Aim at living wages and living incomes
- Require rightsholder consultation
- Encourage the adoption of mission-led business models

Further, Fairtrade will continue to **situate the role of certifications** within the HREDD debate and within the law. A position paper will be completed by mid-May, to confirm Fairtrade’s stand on how HREDD laws should refer to certifications.

This document presents Fairtrade’s plan of action for 2021-2022, to convey our Vision and recommendations for key policy makers around the world.

Our common goal for 2021-2022:

To ensure that Fairtrade’s key advocacy asks are included in the negotiations and final HREDD legislation/guidance by

1. the European Union (activity stream 1 below),
2. national governments in major Fairtrade consumer and producer countries (activity stream 2 and 3) and, to a lesser extent,
3. the OECD (activity stream 4).

Additionally, activity stream 5 focuses on capacity building and production of materials for all of the above activity streams.

Our key targets, in the order of priority, are:

- CSOs and multi-stakeholder coalitions most vocal in these policy processes,
- Governments and other public bodies preparing and deciding these policies,
- Companies and business organizations engaging in these policy processes.

Activity stream 1: EU advocacy

Goal: Fairtrade’s recommendations are reflected in EU’s HREDD regulations

Target group	Key partners	Activity	Budget	Responsible person/entity	Timeline	KPI
Key commissioners and DG Just Key ministers at national governments Key MEPs	Civil society actors at the EU and national levels. Fairtrade license holders in favor of HREDD	1) Continue to engage with the EU commission and the EU parliament on draft law 2) Organise an event for EU policy makers and/or businesses focusing on purchasing practices, supported by a social media campaign 3) Build relations to key ministers and officials at national level 4) Analyse legislative proposal (after June) and refine our demands on that basis		FTAO led, HREDD advocacy subgroup supports	2021 2022	1) Event on purchasing practices organized 2) Demands refined to reflect legislative proposal and disseminated to key CSO partners at the European level and at least seven EU countries and directly to officials and politicians in several countries

		<p>5) Share policy recommendations with CSO allies and coalitions and EU policy-makers, through direct lobbying and/or participation in events</p> <p>6) Collaborate with progressive companies</p>				<p>3) EU CSOs and EU policy makers incorporate our recommendations to their own points</p> <p>4) Joint public statement with progressive companies</p>
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Activity stream 2: National advocacy in North

Goal: Fairtrade's recommendations are reflected in national HREDD legislation

Target group	Key partners	Activity	Budget	Responsible person/entity	Timeline	KPI
<p>Key ministers, assistants and officials at national level</p> <p>National commercial partners</p> <p>NGO coalitions</p>	<p>Other Fairtrade NFOs</p> <p>NGO coalitions</p> <p>Fairtrade license holders</p> <p>Other certification schemes</p>	<p>1) Participate and contribute to the inputs of national campaign coalitions and stakeholder consultations by the governments</p> <p>2) Peer support among Fairtrade NFOs</p> <p>3) Joint activities with license holders</p> <p>4) Collaborative production of recommendations among Fairtrade organisations and national coalitions</p>	None (horizontal exchange)	Subgroup members with active or nascent HREDD campaigns in their country	2021	<p>1) Campaign coalition papers include FT's key policy positions in at least five countries</p> <p>2) National HREDD laws include or reference FT policy positions</p> <p>3) Advocacy materials and updates jointly produced by Fairtrade organisations (incl e.g. HREDD newsletter)</p>

Activity stream 3: National/Regional advocacy in South

Goal: Fairtrade's recommendations are reflected in National Action Plans

Target group	Key partners	Activity	Budget	Responsible person/entity	Timeline	KPI
CSOs in the Global South Southern Governments Fairtrade system	African coalition for corporate accountability (ACCA) RBCLAC project (CLAC) UNDP (Asia) OHCHR regional offices	1) Identify the NAP processes most significant for Fairtrade producers 2) Prepare recommendations 3) Identify and engage with key allies and/or target groups	None	Martin/FTA (Linda V/CLAC ?/NAPP) HREDD advocacy subgroup	2021	1) Policy recommendations produced for NAP's most significant for FT producers 2) Recommendations disseminated to 10 partners and target groups

Activity stream 4: OECD

Goal 1: Revised OECD MNE Guidelines include Fairtrade key asks

Target group	Key partners	Activity	Budget	Responsible person/entity	Timeline	KPI
OECD Working Party of RBC (=intergovernmental body) Governments which approve the guidelines at ministerial level	NGOs, particularly members of the OECD Watch	1) Participate and contribute to the inputs of the OECD Watch and stakeholder consultations by the OECD 2) Identify the key asks in this context and promote them 3) Identify further potential allies	None	TBC (Tytti is the current contact point)	2021	1) Fairtrade asks are included in the CSO inputs coordinated by the OECD Watch 2) Fairtrade asks are included in the revised guidelines

Activity stream 5: Fairtrade and HREDD

Goal 1: Within Fairtrade, achieve greater ability and capacity to respond to rising criticism on certification schemes.

Target group	Key partners	Activity	Budget	Responsible person/entity	Timeline	KPI
Current Fairtrade license holders Potential Fairtrade license holders Business organisations EU: Parliament, Commission National: policy makers Other CSOs (influencers)	Fairtrade NFOs	<ol style="list-style-type: none"> 1) Prepare a policy paper and presentation on Fairtrade as a certifier, its role (incl in terms of liability) 2) Organise a webinar to Fairtrade organisations reflecting our position (point 1) 3) Compile HREDD social media toolkit for FT system, to highlight our recommendations. Define when to launch the campaign. 4) Organise a webinar for external stakeholders, including potential allies among CSO coalitions, to mark our position and views 		Peter M, Tytti, HRDD Advocacy subgroup Meri, HRDD CoE	2021	<ol style="list-style-type: none"> 1) Paper is approved at the senior level 2) Webinar organized 3) Social media toolkit is used in a coordinated manner by at least 10 NFOs 4) Fairtrade led webinar organized, at least 30 participants 5) At least 5 significant CSO coalitions incorporate our points into their campaign coalition papers