

Analyzing the Conditions for Encouraging Fairtrade by Investigating Companies Handling Fairtrade Products

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Fairtrade is a trading system that aims to improve the quality of life of producers and workers in developing countries and to promote their independence by trading at fair prices. However, Fairtrade isn't widely known in Japan.

Therefore, this research focuses on companies and examines the economic impact of Fairtrade.

This study will encourage Fairtrade by making it easier for companies to engage in new Fairtrade businesses.

INTRODUCTION

- Fairtrade is a trading system for developing countries **at fair prices**.
- Fairtrade is **not widely known** in Japan.

RESEARCH

- We had a meeting with **Professor Tsujimura Hideyuki** and received his advice.

What we asked :

1. His research on Fairtrade
2. Current Fairtrade market
3. Advice for our research

- To encourage them to hold Fairtrade businesses, we interviewed companies in order to investigate **what the companies do for Fairtrade**

What we asked :

1. Basic approaches
2. The certification system
3. How to use the budget
4. The period and the scale of Fairtrade
5. Future outlook
6. Business method
7. The role of Fairtrade
8. Benefits and challenges

RESULT

Key Findings from Company Interviews

| Similarites | Differences |
|---|---|
| <ul style="list-style-type: none">• Deep understanding of Fairtrade philosophies• Maintaining quality and stable supply• Keeping brand value• Recognizing of pricing challenges• Willingness to continue their business | <ul style="list-style-type: none">• Certification system• Fairtrade commencement date• How to import Fairtrade products• Scale of Fairtrade businesses |

CONSIDERATION

We propose that companies selling Fairtrade products should

- ensure products **quality and stable supply**
- recognise **the socially positive impact** of the Fairtrade system
- build **long-term relationships** with producers

FUTURE OUTLOOK

- We conduct **further surveys** to more companies.
- We analyze conditions for successful Fairtrade businesses by the industry and the company size.

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