



# The Difference You Made

2019/2020

We can't  
thank you  
enough.

## A year in review

Dear friend,

As you will be well aware, this year has been one of unprecedented change. Writing to share the achievements of the last year feels a little odd – they seem a world away from the new reality we are facing together.

But as I read over the reports from our teams across the world, I am struck by the ways in which our work over the last year has laid the foundations for some of the world's most vulnerable to survive and begin to recover from this pandemic.

From the farmers groups we've helped form in Bangladesh using their networks to distribute rice to their communities, to cooperative members drawing on their group savings schemes to support their families through lockdowns, the projects and campaigns you've supported have helped communities to get through these difficult months.

Your support over the last year has enabled thousands of people across the world to get more from the hard work they already do – increasing incomes, building resilience, and changing lives for the better.

Because that's really what is at the heart of transforming trade – supporting people to get the kind of fair deal which gives them choices – and helps them to invest in a brighter, fairer future. Whatever the future holds, we know that without the commitment of amazing people like you, our work would be impossible.

It's your campaigning, your generous donations, and the dedication you show year in, year out, which has made progress possible. I can't thank you enough. As we look to an unknown future post pandemic, we face unprecedented challenges – but our commitment to a fairer and more just world is unwavering.

Thank you, again, for your commitment to changing lives through trade. I hope you enjoy reading about the difference you've made.



With warmest wishes,

Charlotte Timson  
CEO, Traidcraft Exchange

Thank you  
for all your  
support

## Financial summary

We simply cannot function as an organisation without fundraising - none of our success would be possible without you, our kind donors and supporters who are making change happen every day.

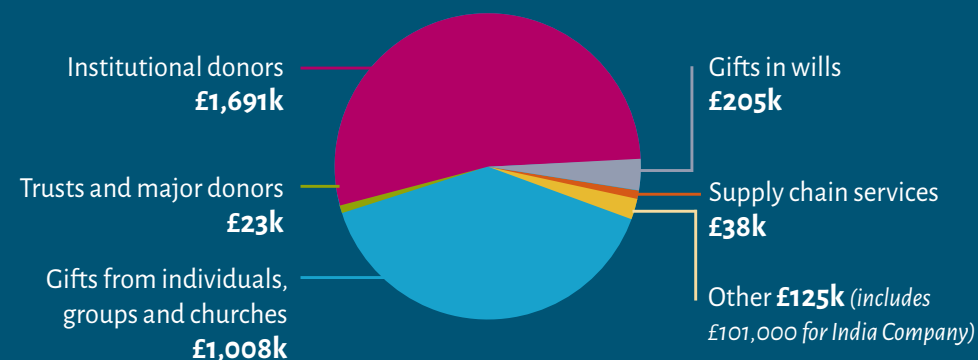
We do all we can to ensure our overhead costs are as low as possible so we can spend more directly on our life-changing work.

**Thank you for supporting us.**

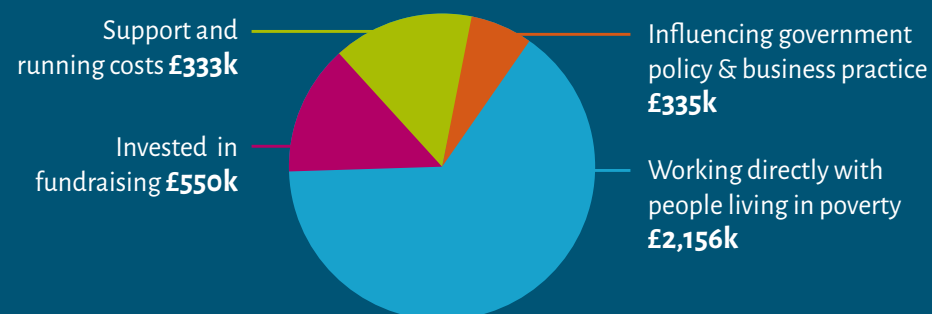


Credit Kevin Ouma/Traidcraft Exchange

### Income in 2019/20



### Expenditure in 2019/20



# The difference you've made

## Without you, none of this would happen

Over the last year, you've raised money, signed petitions, held coffee mornings and Big Brews, brought your communities together to campaign and made donations which have changed lives. We can't thank you enough.

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thank you  
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## Reaching out to new supporters

We welcomed **5600** new campaigners

**2700** people donated for the first time



**350** people  
joined the  
Small Steps  
Regular Giving  
Community

## Raising donations which change lives

Truly transformative change can only happen with consistent work. Sometimes it's unseen and unglamorous. Sometimes it's thousands of people coming together to donate to the causes they believe in. Traidcraft Exchange exists to make this change happen. But, to be frank, we can only do this work with support from generous people like you.

We raised **£1,008,000** thanks to the amazing support of people like you

**2800** amazing  
individuals are giving to  
us regularly, as part of  
our Small Steps Community

**15** people left a life  
changing legacy

**267** held a Big Brew  
event in their community



**28** people  
have taken on  
a challenge  
for Traidcraft  
Exchange

## Campaigning for Change

2019 saw a flurry of activity by Traidcraft Exchange campaigners, with emails and postcards sent to companies, government ministers, parliamentary candidates and the Prime Minister. Together we called for government to hold businesses accountable for their actions and for trade to be fair for everyone.



Credit: Derick Snyder/Traidcraft Exchange

Community meeting in Liberia, held as part of the 'Our Land Our Rights' Campaign

**4000**

'Our Land  
Our Rights'  
campaign  
cards sent  
to PM



**73**

new MEPs were asked to do 'Four  
things in four months': support fair trade,  
understand the impact of Brexit in trade  
policy, speak out against unfair trade and  
investment rules and sign a pledge on  
business and human rights.



**529**

people  
responded to a Home  
Office consultation  
to support creating a  
database of companies  
required to report on  
modern slavery.



Credit: HELM Studio/Traidcraft Exchange

**826**

people sent  
messages of  
support and  
solidarity to  
tea workers  
in Assam.



**6305**

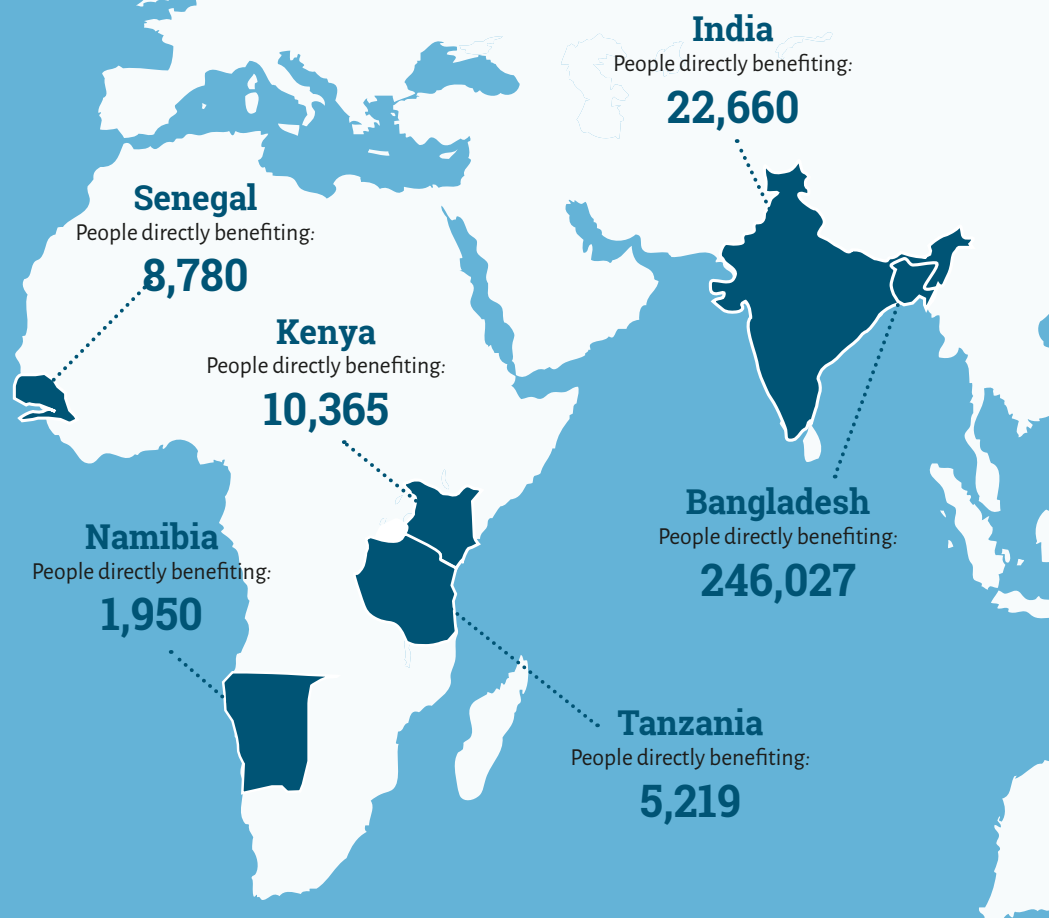
people signed a Traidcraft Exchange petition online  
or by postcard calling on the government to stop rolling out the  
red carpets and put a stop to businesses suing poorer countries  
when their humanitarian efforts threaten profits... which when  
combined with other organisations meant a total of...



**69804** signatures were handed in to the Department for International Trade



## Our impact in numbers



### Project Participants



## Transforming trade

From projects and campaigning to influencing policy, trade justice is the core of our projects, policy and campaigning work. Over the last year, we've continued working to combat injustice in trade and business and support people to get a fairer deal from trade—so they can earn a decent income, and live a life free from exploitation. Below are some highlights.



### Combatting Debt Bondage in India and Bangladesh

Right now, over 8 million people worldwide are living in debt bondage—the majority in South Asia. Adivasi and Dalit people in India and Bangladesh are some of the communities most vulnerable to forced labour due to extreme poverty and widespread caste-based discrimination. Many live hand to mouth—trapped in a cycle of high interest debt, which they repay through labour. This project, called MUKTEE, meaning 'Freedom', works to rescue and rehabilitate men, women and children from debt bondage and forced labour conditions in northern Bangladesh and Madhya Pradesh, India. By helping them to learn new skills which enable them to earn a decent income, they can break free of the debt cycle for good.

"My husband went to the village money lender and borrowed 1 thousand taka (about £9.50) on the condition that he would repay it within the next year by working on the lender's fields. The next year my husband and I had to work on the lender's field together to repay our loans. But due to working for repaying the loan, we couldn't work elsewhere on other fields to earn money to run the family. As a result, we had to borrow money again from the money lender. So it came down to having to work for 3 years straight for repaying our loans."

Anjani, MUKTEE participant

This ongoing project began in January 2019, and will last until December 2021, supporting 8,000 people to leave modern slavery behind for good.

Over the last year, the project has begun to establish people's institutions, like cooperatives, which focus on preventing exploitation and raising awareness of labour rights, alongside providing skills training and business support to help people secure new ways of making a living.

# Transforming trade in new and innovative ways



## Making real change to how companies operate

### What are Supply Chain Services?

As part of our mission to transform trade, we help businesses and other organisations change how they work to ensure trade benefits everyone who participates in it. Our experts work collaboratively with partners and clients so that they can change things for good – such as helping them to identify problems, design new products and to embed environmentally sustainable practices, as well as improve conditions for the most vulnerable in their supply chain. By charging for these services, we generate income for our broader charitable work whilst delivering sustainable change.

You can read more about some of the work the team have done in Namibia and Senegal on pages 10 and 11.



Ethical juices developed by the Supply Chains Services team in partnership with fruit growers, Senegalese firms and stocked by Traidcraft plc

## Transforming trade through our social enterprise in India

Traidcraft Services India was set up in 2015, and is wholly owned by Traidcraft Exchange the charity. Their work supports businesses looking to promote a sustainable, fair and inclusive supply chain.

As a social enterprise, Traidcraft Services offers paid-for consultancy services to a range of organisations, from small producers to government departments, helping them to embed social responsibility, fairness, and transparency into their business practices.

### CASE STUDY: The work of Traidcraft Services India - Backyard Garments Project

Between January 2019 - December 2019, Traidcraft Services India worked to help reduce the waste in the garments sector in South Asia. They worked alongside small businesses, helping them to make clothing from the scrap fabrics discarded from clothing factories.

As well as being an innovative way to reduce stress on the environment by re-using waste fabric, the 'backyard garments' sector is a pathway out of extreme poverty, especially for women. However, businesses face challenges due to a lack of market knowledge, necessary equipment and skills, which Traidcraft Services India helped to address by improving businesses' productivity and supporting them to expand.

**"Now, I can enjoy a fine meal every day, go to the government hospitals for health. And if I do not feel like going out with my rickshaw, I can afford not to. I think that's enough to tell us how we are these days"**  
Shahida, project participant (pictured left).



Credit: War on Want

'Stop ISDS' Petition is handed in at 10, Downing Street.

## Campaigning for changes in how companies act

We launched the \*Our Land Our Rights\* campaign in January 2020. The campaign called on the UK government to introduce a new law that would do three things:

1. Require British companies to assess the human and environmental impact of their activities.
2. Require companies to take action to prevent harm to people and the environment.
3. Hold companies legally accountable if they failed to make those assessments or adequately prevent harm.

Our campaign asked Traidcraft Exchange supporters to contact the Prime Minister to call for this law. Over 3,000 supporters contacted Number 10 by email.

In the lead-up to launching the campaign, we ran an opinion poll asking people, "Do you trust British businesses to act fairly abroad?" Only 35% said yes, compared to 62% in 2014 when we asked the same question, showing how much trust in British companies has declined in recent years.



# Empowering women and supporting the most vulnerable



We can't make trade fair unless we make it fair for everyone. Our campaigns and projects focus on making trade work for the most vulnerable. In many contexts, it is women who are among the most exploited, as their work is often invisible in supply chains. Women make up a vast proportion of the global workforce, yet they often face significant discrimination and unfair treatment.

Those with disabilities, too, are often excluded from trade, leaving them unable to make a decent living.

The projects featured right offer a snapshot into how our work can transform trade for the marginalized and empower them with the skills they need to demand a fair wage through a collective voice.

## Hidden Homeworkers



It's no coincidence that the majority of homeworkers worldwide are women—between domestic expectations of child and elder care, and cultural

disapproval on working outside the home, women are especially vulnerable to exploitation through home-based working. They have none of the rights they could expect in employment—no pensions, job security, maternity pay, or rights to set working hours.

Traidcraft Exchange's four year project, which began in April 2019, aims to benefit 21,000 homeworkers, across Nepal, Pakistan and India who are involved in the production of clothing and footwear.

We are supporting them to improve their working conditions, demand fairer rates of pay, and to help them gain formal recognition as part of the supply chain.

## Empowering women in Bangladesh

This year was the final year of our project working with women processing Jute in Bangladesh. The project has been incredibly successful, having exceeded all the targets set. All 4,320 women who participated successfully negotiated for a 30% pay increase from their seasonal employers, and more than 90% of these women set-up additional small businesses—increasing their incomes by 50% in total. But change isn't just about income—98% of participants reported they now have a greater say over how money is spent in their household, and now enjoy greater respect from their families and communities.

*"It feels so good inside when my husband acknowledges the fact that I make considerable contribution in running the family expenses... my husband and in-laws have opened up. Now they don't interrupt me like 'don't do it!' or 'you're not allowed!' rather they ask for my decision. Even sometimes when I get late coming home they take care of the children and finishes the chores that I was supposed to do!"*

Lucky, project participant



## Disability Inclusion in Tanzania

In Tanzania, two thirds of those with disabilities live in rural areas. Many face discrimination and abuse, which, coupled with physical limitations, makes earning a living extremely difficult. We began this project in September 2018, and are working alongside people with and without disabilities to combat stigma and encourage greater understanding of disability issues in the farming community.

By working together and setting up cooperatives, learning new farming techniques tailored to their disabilities and growing new crops, disabled farmers like Anangisye can earn more from their land, and develop skills to help them improve their incomes.

*"To be frank, most people who have disabilities here, we are excluded. When you apply for a job, they won't consider you. Many times I have tried to apply for jobs in the community. I applied to be a village treasurer and a voter registrar but was refused... Before the project I felt weak and excluded, now we are mobilised in groups and have the power to speak."*

Anangisye, Tanzania



# Climate Justice

The World Fair Trade Organisation says there 'Can be no trade justice without climate justice.' The impact of a changing climate will be felt first by those who live in the Global South – especially people who rely on farming or fishing for their livelihoods. The people and countries at the sharp end of the climate crisis are typically not major consumers of carbon or polluters of the atmosphere. Our projects focus on finding ways for people to earn a decent income in a way which doesn't cost the earth. Trade is one of the biggest contributors to climate change – but together, we can work to change this.



Invader bush

## Eco friendly charcoal? Not the contradiction it seems...

As part of our mission to transform trade, we've been working with the Co-operative to create a fair and environmentally-sound supply chain for charcoal. Climate friendly charcoal may sound unlikely, but in Namibia, the driest country in Africa, the aptly named 'invader bush' is a source of huge problems for cattle farmers. It's a huge and thorny bush, and prevents cattle and wild animals from roaming, as well as sucking up water supplies, and leaving soil arid.

Clearing the land to produce charcoal improves biodiversity, and makes water available for other plants and trees. The clearance of the bush is carefully managed and certified by the Forest Stewardship Council [FSC]. Once cleared, the invader bush will regrow, so charcoal workers can return there again in future years - ensuring they have a steady and well paid source of income.

Traidcraft Exchange's Supply Chain Services team have also supported the development of a Fair Trade Premium Committee who oversee the spending of the premium that is earned on all charcoal sold as Fairtrade. Workers in Namibia have used some of the premium money to buy books for local school children, to improve housing, and to invest in water provision, through a filtration system which has meant lots of 'grey' waste water is no longer wasted but used to water vegetable gardens.



Credit Ricci Shryock /Traidcraft Exchange

## Juicing Justice and protecting forests in Senegal

Juicing Justice, our fruit supply chain project in Senegal, came to an end in May 2020 – having supported over 2073 people to improve their incomes, and learn new skills to help them protect the forests they rely on. For fruit producers, income from baobab, ditakh and madd has increased by 31%.

Training in eco-friendly harvesting techniques ensures the forest is protected for future generations, and the income generated by the fruit trees can be relied upon. Many of the groups who took part in training are now growing their own saplings.

"Collecting fruit is important because it's our livelihood and how we earn money. Without the forest, we have less income. As part of the training, I learned new techniques about how to collect the fruit without damaging the trees. Instead of cutting down whole branches, we now take only the fruit which is ripe."

Yacime

Farmers and fruit collectors have formed into groups with more representative leadership, and are now engaging in transparent, open negotiations with local business partners. As a result, those business partners are reporting improved efficiency and are confident now supplies will arrive on time.

Juice products from the 'Karamba' range will be available for purchase from our sister business, Traidcraft plc, from Autumn 2020!





# Looking forwards to a new world



Credit Pawan Kumar/Traidcraft Exchange

Above and far right: Rice distribution in Jharkhand for the Pahariya Community, India.

Without a doubt, the year ahead is going to be challenging.

Coronavirus has changed how we live, work and trade. For many across the world, the economic and political aftershock of the coronavirus could be more damaging than the disease itself. Like so many people, we were unprepared for the devastation this virus would bring.

Normally, Traidcraft Exchange's work is about the long term - building livelihoods, increasing incomes for the poorest, and challenging unjust business practices. In recent months, however, we've had to respond to short term needs. It's

thanks to the amazing support of people like you that we have been able to supply food and basic help to those we work alongside.

**But we know the recovery effort has barely started.** Already, governments and businesses have begun to exploit the crisis, using it as a distraction whilst they cancel orders, remove hard-won labour rights, and sign trade deals with little public scrutiny. The climate crisis may not be headline news at the moment, but changing



Credit Traidcraft Exchange

Women socially distancing in a queue for emergency rice distribution in Bangladesh.

weather patterns are still having a devastating impact on farmers and fishermen in some of the world's most vulnerable communities. We face an economic recession, the depths of which are unknown, but which will hit the very poorest the hardest.

In amongst all this is an opportunity – a once-in-a-generation chance to harness the power of trade done well, to build the world we want to give to our children. But big change, the kind that transforms the world, doesn't happen overnight.

**It happens when many people take many actions and give many times to ensure that together we can create the kind of systemic change that protects people and planet for generations to come.**

Over the year ahead, we need to continue to push those in power to make the right decisions. We need to ensure this pandemic isn't used as a cover



Credit Pawan Kumar/Traidcraft Exchange

to sweep away hard-won freedoms, protections and rights for the most vulnerable.

We need to continue to work closely with the very poorest, and equip them with the skills they need to demand fair pay, decent working opportunities, and raise their voices to be heard by those in power. We need to challenge unfair laws, campaign to stop exploitation, and stand in solidarity with those who want to earn a fair wage for their hard work.

**It's the commitment of people like you which will enable us to do these things together.**

**We hope that whatever the challenges we face in the year to come, you'll continue to join us on our journey to a fairer and more just world.**

**Thank you for all your support**





*Credit GMB Akash/Traidcraft Exchange*

**We couldn't  
do this  
without you.**

Rumi, who took part in the JEWEL project,  
chats to her neighbours.

Front cover: Putul, from Bangladesh took  
part in our Backyard Garments work.

*Credit Syed Shoaib Hosen/Traidcraft Exchange*

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