People Tree
Sustainable and Fair Trade Fashion
Seventh Biennial Social Review 2011 - 2012

For every beautiful garment People Tree makes, there is an equally beautiful change happening somewhere in the world.

Safia Minney, Founder of People Tree
Contents
About People Tree...............................................................................................................3
People Tree’s Mission...........................................................................................................5
What is Fair Trade?..............................................................................................................7
WFTO’s 10 Fair Trade Principles........................................................................................7
Introduction to the Social Review ......................................................................................8
Principle 1: Creating Opportunities for Economically Disadvantaged Producers...............................10
Principle 2: Transparency and Accountability........................................................................15
Principle 3: Fair Trading Practices.......................................................................................17
Principle 4: Payment of a Fair Price.....................................................................................22
Principle 5: Ensuring no Child Labour and Forced Labour..................................................24
Principle 6: Commitment to Non Discrimination, Gender Equity and Women’s Economic Empowerment, and Freedom of Association.........................................................26
Principle 7: Ensuring Good Working Conditions................................................................28
Principle 8: Providing Capacity Building.........................................................................29
Principle 9: Promoting Fair Trade......................................................................................32
Principle 10: Respect for the Environment.........................................................................35
Action Plan for 2013 - 2014..............................................................................................38

Acronyms
CAOS Creative Arts of Soul
FLO Fairtrade Labelling Organization
GOTS Global Organic Textile Standard
IMS Internal Monitoring System
KTS Kumbeshwar Technical School
WFTO World Fair Trade Organisation
About People Tree

People Tree is the pioneer in Fair Trade and sustainable fashion, and prides itself on continually working towards meeting Fair Trade standards throughout its supply chain and trading operations. When you shop with People Tree, you can trust that your goods were made ethically and sustainably.

People Tree is a different kind of fashion business. We give customers an alternative to fast fashion. The fast fashion industry is fuelled by an insatiable demand for cheap clothing and accessories. Fast fashion has a devastating impact, from sweatshops and child labour to pollution and global warming. Slow Fashion means standing up against exploitation, family separation, slum cities and pollution – all the things that make fast fashion so successful.

We make beautiful garments that are a living proof of our values: people and the planet are central to everything we do. Our garments are hand crafted in organic cotton and sustainable materials, using traditional skills that support rural communities.

People Tree is recognized by customers and the fashion industry as a pioneer in Fair Trade and environmentally sustainable fashion. For over twenty years, People Tree has partnered with Fair Trade artisans and farmers in the developing world to produce a collection of Fair Trade and sustainable fashion and accessories. Fair Trade is about creating a new way of doing business, creating access to markets and opportunities for marginalised people in the developing world.
Fair Trade Fashion
In the past, ethical, Fair Trade, organic and sustainable were not words people link to fashion. People Tree has transformed ethical fashion and Fair Trade fashion into something that is desirable and glamorous. We design and produce high quality, fashionable products for women and men. We also collaborate with leading high profile designers to produce unique collections.
We provide customers with well-designed fashion while at the same time we improve the lives and environment of the artisans and farmers in developing countries. Whilst many fashion brands talk about corporate social responsibility or ethical codes of conduct, we go further. We follow the principles of Fair Trade in every aspect of our business. All of our products are made by artisans and producers who work to Fair Trade standards. In 2011 and 2012, People Tree has piloted certification for Fair Trade under the World Fair Trade Organisation (WFTO), and became the first clothing brand to be certified Fair Trade throughout its supply chain.
Fair Trade makes a powerful difference. People Tree is helping to alleviate poverty in the world’s most marginalised communities.

Sustainable Fashion
People Tree developed the first integrated supply chain for organic cotton from farm to final product and we were the first organization anywhere to achieve GOTS (Global Organic Textile Standard) certification on a supply chain entirely in the developing world.
We work hard to ensure that we pioneer sustainable methods of production to minimise environmental impact. Not only is most of our cotton certified organic and Fairtrade, our clothes are manufactured to Fair Trade standards too. We source yarns, fabrics and accessories locally, choosing natural and recycled products over toxic, synthetic and non-biodegradable materials wherever we can. We ship our products by sea instead of air. Hand knitting and weaving fabric by hand, rather than by machine, reduces CO2 emissions. CO2 emissions are a major contributor to global warming.

Symbols of Change

*Fairtrade Certified Cotton*
*World Fair Trade Organization*
*Soil Association Organic Textile Standard*
*Certified Organic Cotton*
*Hand Printed*
*Hand Embroidered*
*Hand Knitted*
*Hand Woven*
People Tree’s Mission & Reason for Being

Our Reason for Being
People Tree aims to be 100% Fair Trade throughout its supply chain (in everything we buy) and guarantees the majority of all our purchasing is Fair Trade. We practice, and are committed to, the World Fair Trade Organisation (WFTO) Fair Trade principles throughout our supply chain and business practices.

Mission
To support producer partners efforts towards economic independence and control over their environment and to challenge the power structures that undermine their rights to a livelihood.

To protect the environment and use natural resources sustainably throughout our trading and to promote environmentally responsible initiatives to create new models to promote sustainability.

To supply customers with good quality products, a friendly and efficient service, and build awareness to empower customers and producers to participate in Fair Trade and environmentally sustainable solutions.

To provide a supportive environment to all stakeholders and promote dialogue and understanding between them.

To set an example of a Fair Trade model of business based on partnership, people-centred values and sustainability.

Prize giving in Swallows, 2011
How Do We Ensure That This Happens?

• People Tree aims to maintain long term relationships with Fair Trade Groups
• People Tree works with producer’s craft skills and capabilities in mind throughout the design process
• People Tree recognises the importance of capacity building, technical training and work with Fair Trade groups to help them overcome market barriers
• People Tree will share details of all Fair Trade Groups in our Fair Trade supply chain
• People Tree has an Internal Monitoring System (IMS) to ensure that Fair Trade as defined by the 10 principles of WFTO is maintained throughout our supply chain
• People Tree aims to provide 50% advance payments to producers on orders

Agrocel organic cotton farmers, India
What is Fair Trade?

Fair Trade as defined by the World Fair Trade Organisation: “Fair Trade is a trading partnership based on dialogue, transparency and respect that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the Global South.

Fair Trade organizations have a clear commitment to Fair Trade as the principal core of their mission. Backed by consumers, these organizations are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade. They can be recognised by the WFTO logo. Fair Trade is more than just trading: it proves that greater justice in world trade is possible. It highlights the need for change in the rules and practice of conventional trade and shows how a successful business can also put people first.”

10 Standards of Fair Trade

1. Creating Opportunities for Economically Disadvantaged Producers
2. Transparency and Accountability
3. Fair Trading Practices
4. Payment of a Fair Price
5. Ensuring no Child Labour and Forced Labour
6. Commitment to Non Discrimination, Gender Equity and Freedom of Association
7. Ensuring Good Working Conditions
8. Providing Capacity Building
9. Promoting Fair Trade
10. Respect for the Environment

More details on these principles can be seen on www.wfto.org
Why does People Tree do a Social Review?

People Tree is a pioneering Fair Trade company. We pride ourselves on social and environmental best practice. This means we continually work towards meeting the Fair Trade principles throughout our supply chain and trading practice and aim to deepen our long term partnerships.

People Tree carries out a Social Review every two years to evaluate the impact of People Tree’s Fair Trade work, based on responses to questionnaires sent out to our Producer Groups.

The 7th biennial People Tree Social Review evaluates People Tree’s Fair Trade work against the 10 WFTO Principles, and focuses on People Tree’s relationship with the Producer Groups. The information in this review came from an extensive survey sent out to producer partners in October 2012. An Action Plan was made for the next two years based on the responses received from the survey. People Tree became a member of WFTO in 1996. People Tree started Social Reviews in 2000 and completes a full review every two years. The previous action plan for 2010 and progress against it is reported at the end of this review.

In this 7th Social Review we focus on the detailed feedback gathered from the eight Fair Trade groups that produce garments for People Tree UK: Artisan Hut, Assisi Garments, Creative Arts of Soul, Creative Handicrafts, Dev Tech, Kumbeshwar Technical School, Kumudini Welfare Trust and Thanapara Swallows, in 2012 this represented 92.62% of all our purchasing. There is a ninth Fair Trade group, SASHA, that we will not be including in this Social Review. People Tree UK only orders a small amount of handicrafts from Sasha, so for this reason we will not be including their results in future analysis of our garment producers. To read more about each of these groups please see the ‘Who Makes Our Products’ section of our website, www.peopletree.co.uk

The high quality of complete, comparable data gathered is due to the strength in communication between People Tree and our producer partners. Results are displayed as a percentage and, unless specified, all the data includes every Fair Trade group mentioned above.

This report follows the definition of Fair Trade as defined by WFTO and is ordered to reflect the 10 principles of Fair Trade.
Summary of Action Plan 2013-2014

1. Outreach & Awareness
People Tree is to further communicate its core values and raise the profile of Fair Trade fashion more to consumers and all stakeholders.

2. Internal Monitoring System
People Tree is to improve Internal Monitoring Systems, increase reporting transparency and reporting on Fair Trade Standards.

3. Environment
People Tree is to build on significant progress to date with environmental initiatives and reducing negative environmental impacts in the countries of our partner producers, with a particular focus on development of Effluent Water Treatment Plants.

4. Sales & Customer Service
People Tree aims to grow the business to ensure the well-being of all stakeholders and long term commercial success of the company.

Production of hand woven Spring / Summer 2012 Gingham Ruffle Dress
Creating Opportunities for Economically Disadvantaged Producers

Poverty reduction through trade forms a key part of the organization’s aims. The organization supports marginalized small producers, whether these are independent family businesses, or grouped in associations or co-operatives. It seeks to enable them to move from income insecurity and poverty to economic self-sufficiency and ownership. The organization has a plan of action to carry this out.

Fair Trade is a strategy for poverty alleviation and sustainable development. Its purpose is to create opportunities for producers who have been economically disadvantaged or marginalised by the conventional trading system.

The People Tree Producer Groups make up a network of over 4560 artisan producers, including hand weavers, hand knitters, embroiderers, tailors and group leaders. This is the total number of artisans working with our eight Producer Groups, but they are not necessarily all working on People Tree orders all year round. This figure includes both producers working in onsite production (often tailors and managers) and those working in subgroups (usually weavers, bobbiners, printers and embroiderers). The new producers Creative Arts of Souls and Creative Handicrafts accounts for 381 new producers.

Production of SS11 Orla Kiely Lattice Flower Tote bag
100% of producers said they have a policy for actively including disadvantaged or vulnerable people. At least 23% of the producers have come from the most marginalised groups: indigenous people, disabled people, refugees, lower caste people and people of a rural and very economically disadvantaged background.

We monitored the rate of inflation for a basic commodity for the first time in this review. By monitoring all the producers against inflation rates for the staple starch in their diet, producers are increasingly marginalised as a result of inflation. Our producers in India, Bangladesh and Nepal reported an average inflation rate of rice of 17% and an average increase of $0.13 per kilogram. We will be monitoring this against their wages in the future.

**Producer Commitment to Fair Trade**

“WFTO members are organisations differentiated by their 100% Fair Trade commitment to eradicate poverty through sustainable economic development; pioneering social and environmental policy and practice and continual reinvestment in marginalised artisans, farmers and producer communities in some of the most fragile places on earth.” – *World Fair Trade Organisation, ‘Who We Are’*

Currently half of People Tree’s producer partners are WFTO members and 66% of People Tree’s orders in 2011/2012 were produced by WFTO members. People Tree supports partners to apply for WFTO membership to help them strengthen their organisations. Currently, the remaining four producers are monitored through People Tree’s ‘Internal Monitoring System’ (IMS). The IMS is an extensive procedure to measure, monitor, manage and strengthen all parts of the People Tree supply chain. Through the IMS each producer group is obliged to embed the WFTO 10 Principles of Fair Trade. The embedding of the 10 Fair Trade principles is key to empowering producers and ensuring they are aware of their rights in the work place. People Tree verifies that this process has taken place through carrying out wage interviews during production visits. These wage interviews are also required to fulfil People Tree’s IMS.

All our Producer Groups are 100% committed to Fair Trade, and all their workers are aware of WFTO’s 10 Principles of Fair Trade. The wide spread awareness of the Fair Trade principles in the supply chain is due to the regular training sessions with People Tree, introduction of Workbooks and capacity building on the 10
Principles. For more information on producer Workbooks and capacity building please see sections under Principle 4 and Principle 8.

“In the context of the rapid globalisation, People Tree is always promoting us and protecting the cultural identity of our tradition.”

Prodip Gomes – Dev Tech, Bangladesh

Poverty Alleviation and Sustainable Development

By designing using handicraft skills People Tree is keeping traditional skills alive, creating unique products and generating livelihoods for people in rural areas. Contemporary fabrics and designs are appreciated by our customers, and have helped partners to win awards locally for design excellence. 7 out of 8 producers stated they were very satisfied with the way People Tree promotes cultural identity. Only one respondent stated “we respect the requirement and taste of garments in the overseas market, but we feel Indian culture and tradition should be a choice for the customers in the market”.

People Tree’s range includes a large quantity of hand woven clothing, creating nine times more work than producing fabric by machine. This method of weaving is also environmentally friendly and carbon neutral. By not using electricity the production of fabric using a hand loom rather than a power loom saves one tonne of CO2 per loom, per year.

Creating Opportunities

Marginalised producers supplement the family income through their work. 63% of all producers work part-time, up from 55% in 2009/2010. We have been monitoring the work days of female bobbiners in Bangladesh, and our research has shown that a mother or wife can maintain her family duties whilst earning and economically providing for her family. People Tree enables women to work part-time while caring for their families/communities.
People Tree Orders

All eight key groups saw a steady growth in orders compared to the 2005/2006 baseline. Three Producer Groups who received smaller orders saw a decrease or end of orders over the reporting period:

- **Folk, Bangladesh** - When People Tree started working with Dev Tech many of the artisans were the same as Folk. So support to artisans continued through a new Fair Trade organisation.
- **SASHA Handicraft, India** - Orders for SASHA decreased in 07/08 but improved in 09/10 to almost original 05/06 levels. People Tree will continue to buy accessories from Sasha. People Tree Japan stepped up garment sales to support producers.
- **Minka, Peru** - order shrinkage has been a problematic trend. Their beautiful hand spun alpaca knitwear is very expensive and People Tree are finding it difficult to market.

In terms of actual order value the comparison on the 2005/2006 baseline for 2011/2012 we have compared all producers but CAOS, Creative Handicrafts, Dev Tech and Sasha. For the comparison on the 2009/2010 baseline for 2011/2012 we have compared all producers but CAOS and Creative Handicrafts. The reason for this is we were not working with these producers during these baseline years, and thus they cannot be compared. They will be added to the next Social Review calculations.

The 2005/2006 comparison shows a 53% increase in order volume (based on the UK and Japan orders combined). If you break this down for each producer – all five Producer Groups have significant growth in order volume (see graphs).

There has been positive growth achieved, however producers would still like to
see bigger orders. We’re looking forward to growing together: building capacity with our producers to improve production, fulfil bigger orders and investing in our sales and marketing to do that.

**Satisfaction with Order Values**

- **very satisfied**: 13%
- **satisfied**: 69%
- **neutral**: 12%
- **not at all satisfied**: 0%
- **not really satisfied**: 6%

**Satisfaction with Order Volume**

- **very satisfied**: 13%
- **satisfied**: 81%
- **neutral**: 6%
- **not at all satisfied**: 0%
- **not really satisfied**: 0%

---

*Agrocel - Rappa, Gujarat – Organic cotton farmers gather to discuss with People Tree how to market their cotton*
PRINCIPLE TWO

Transparency and Accountability

The organization is transparent in its management and commercial relations. It is accountable to all its stakeholders and respects the sensitivity and confidentiality of commercial information supplied. The organization finds appropriate, participatory ways to involve employees, members and producers in its decision-making processes. It ensures that relevant information is provided to all its trading partners. The communication channels are good and open at all levels of the supply chain.

Transparency

Transparency and accountability is the ‘Reason for Being’, behind People Tree’s Social Review. At People Tree, we strive to be fully transparent and accountable to all stakeholders and the Social Review is one important mechanism to do this. The Social Review Questionnaire allows the producers to send either positive or negative feedback to People Tree. From this feedback, People Tree develops a two year action plan on how to improve business relations, Fair Trade capacity building and sales and marketing strategy and execution.

Artisan & Producer Feedback

As well as the Social Review questionnaire, People Tree holds face to face meetings with Producer Groups normally every six months. In this meeting an action plan is drawn up as to how to improve business plans, producer relations, capacity building as well as environmental sustainability. During these meetings People Tree discusses barriers to business growth and how to solve these, and also looks at the results of the most recent training or ‘embedding’ of the WFTO’s 10 Principles of Fair Trade. Embedding of these principles is part of People Tree’s Internal Monitoring System and Producer Risk Assessment. Producer artisans are asked to mark the Principles out of 10, grading highest to lowest which Principle their organisation implements most effectively. People Tree analyses these results with the Producer Groups and works with them to make improvements.

“People Tree shares all information openly and together we make valuable decisions with mutual understanding and concern for both materials and production.” - Anjali Schiavina, Founder of Creative Arts of Soul apparels (CAOS), India

“We get regular visits from the People Tree team, where they give us training in pattern cutting, fabric development and advice on our work” – Monju Haque, Artisan Hut, Bangladesh
People Tree takes supporting our producer partners very seriously and so we have dedicated design and technical teams looking after producer relationships: when not visiting producers in person People Tree staff are in contact daily by email or phone.

**Accountability**
Consistent with our 2009 - 2010 Social Review, 100% of producers felt People Tree UK and People Tree Japan shared information openly and involved them sufficiently in decision making. At People Tree we hold ourselves accountable to the WFTO’s 10 Fair Trade Principles, in particular ‘creating opportunities for economically disadvantaged producers’.

With this in mind, we developed the People Tree ‘Market Exposure Program’ which has been running for over 10 years.

**Market Exposure Program**
Through this program, representatives of Producer Groups are funded to visit the UK and Japan to see stockists, meet customers and journalists as well as work hands on with the People Tree teams in the office.

On the program the representatives learn about the market and build an understanding of the importance of packaging and design, quality and timing, market expectations, fashion retail and distribution. This is also a valuable opportunity for Producer Groups to raise their profile and the profile of Fair Trade fashion.

This insight into ‘western’ markets empowers producers. The improved understanding of the trading process enables them to improve quality of their products and encourage more effective marketing. The program helps improve skills, strengthen businesses, and in turn deepen the social impact through Fair Trade.
PRINCIPLE THREE

Fair Trading Practices

The organization trades with concern for the social, economic and environmental well-being of marginalized small producers and does not maximize profit at their expense. It is responsible and professional in meeting its commitments in a timely manner. Suppliers respect contracts and deliver products on time and to the desired quality and specifications.

Fair Trade buyers, recognizing the financial disadvantages producers and suppliers face, ensure orders are paid on receipt of documents and according to the attached guidelines. For Handicraft FT products, an interest free pre-payment of at least 50% is made on request. For Food FT products, pre-payment of at least 50% at a reasonable interest is made if requested. Interest rates that the suppliers pay must not be higher than the buyers’ cost of borrowing from third parties. Charging interest is not required.

Where southern Fair Trade suppliers receive a pre-payment from buyers, they ensure that this payment is passed on to the producers or farmers who make or grow their Fair Trade products.

Buyers consult with suppliers before cancelling or rejecting orders. Where orders are cancelled through no fault of producers or suppliers, adequate compensation is guaranteed for work already done. Suppliers and producers consult with buyers if there is a problem with delivery, and ensure compensation is provided when delivered quantities and qualities do not match those invoiced.

The organization maintains long term relationships based on solidarity, trust and mutual respect that contribute to the promotion and growth of Fair Trade. It maintains effective communication with its trading partners. Parties involved in a trading relationship seek to increase the volume of the trade between them and the value and diversity of their product offer as a means of growing Fair Trade for the producers in order to increase their incomes. The organization works cooperatively with the other Fair Trade Organizations in country and avoids unfair competition. It avoids duplicating the designs of patterns of other organizations without permission.

Fair Trade recognizes, promotes and protects the cultural identity and traditional skills of small producers as reflected in their craft designs, food products and other related services.

Fair Trade Practices

Advance Payments

Many of our Fair Trade partner producers find it difficult to access finance and so rely
on People Tree advance payments for purchases of raw materials and expanding their business. This is due to a number of factors. Firstly, given the nature of Fair Trade and working with economically disadvantaged producers, small producers are often not in a position to take loans with high interest rates or to use land as collateral. Secondly, as many of our Fair Trade partners are also social businesses, they reinvest profit back into their local communities, and thus do not have extra working capital. For these reasons People Tree offer advanced payments to Producer Groups.

Fair Trade Producer Groups often struggle to get by in the conventional market as banks offer high interest rates, and conventional fashion brands often do not pay until 30 – 90 days after delivery of the product.

Assisi Garments and KTS are two Producer Groups that People Tree has given advance payments to over the years. Both Assisi and KTS are social businesses. With the profit Assisi makes from its business with People Tree, they run a cancer hospital and a mobile medical clinic, and invest in infrastructure to expand their business and promote livelihoods.
KTS is a grass roots, not-for-profit organisation who are fully dependant on advance payments. KTS use the advance payments to buy raw materials, and use their profit to run a school for 260 children and an orphanage, as well as offering training to knitters, carpenters and carpet weavers. If KTS were to accept a loan from the bank with interest rates as high as 18% they would struggle to keep prices competitive. Already KTS’s beautiful hand knit jumpers struggle to compete on price against conventionally produced machine knit products.

**Long Term Partnerships**
People Tree aims to build partnerships for the long-term. In this way producers can plan for the future knowing they will have stable orders and income. Where conventional factories often have to lower prices in order to stay competitive in the market, People Tree has a policy of building long term relationships allowing producer partners to focus on capacity building and improving on social and environmental practice instead of cost cutting.

The average length of partnership with current producers is 9 years and our trading relationships are cemented through two kinds of agreement: ‘Key Producer Agreement’ and ‘Standard Agreements’. We have a Key Producer Agreement with all eight garment Producer Groups for the UK. And a standard Producer Agreement with other groups.

**Key Producer Agreement**
A Key Producer Agreement is made when People Tree becomes a significant proportion of a partner’s orders. We then develop a three year action plan to strengthen our relationship through:

Artisan Hut, Bangladesh - Hand weaving SS12 Beatrice Check Shirt Dress
• A programme of capacity building, quality and technical assistance – between 10-30 days training a year
• Assistance with environmental production methods and procurement
• Participation in the ‘Market Exposure Programme’, which pays for producers to visit London to learn about the market
• In addition to this all of the 10 Fair Trade Principles must be met
• People Tree aims to increase orders by 10% every year and does not allow orders to fall below 75% of the previous years.

**Standard Producer Agreement**
The Standard Producer Agreement runs for 3 years. People Tree commits to making regular orders and to providing the partner with design and technical support in addition to meeting Fair Trade Standards.

**Cultural Identity and Traditional Skills**
In order to protect the cultural identity and traditional skills of our producer partners, People Tree have dedicated design and garment technicians who work to incorporate traditional crafts into People Tree collections. Fast becoming an obsolete practice due to mechanisation and widespread use of synthetics, People Tree focusses on hand weaving, hand knitting and hand embroidery in People Tree designs. Our designers and garment technicians work closely with producer artisans to develop skills and share knowledge to develop traditional craft skills and incorporate them into contemporary design. In 2011 and 2012 these traditional skills were incorporated into almost 30% of all our garment collection.

**Craft skills are incorporated into People Tree designs to support livelihoods to artisans in rural areas with fair prices, training and regular orders to support communities.**

Hand Block Printing  Hand Embroidering  Hand Weaving  Hand Knitting
Cotton Farmers at Agrocel
People Tree has partnered with Agrocel to grow organic cotton for more than ten years. Agrocel was the first certified supplier of Fairtrade (FLO) cotton to the United Kingdom and supports over 40,000 organic and Fairtrade farmers in India.

Agrocel provides Indian cotton farmers with a new way of farming cotton by helping farmers to go organic. At Agrocel, women are paid the same as men and given paid maternity leave. Farmers receive a pension, health insurance and good medical facilities. Farmers are paid a premium for organic and Fair Trade cotton. These premiums make a huge difference, funding clean water for drinking and bathing and improving the local schools. The premiums also support a savings scheme for female farmers that trains women in financial literacy, helping them save and plan for the future.

In 2011 and 2012, over 40% of our cotton clothing was 100% FLO Certified Fairtrade, and over 60% of our cotton was organic. For more information on our use of organic cotton see, ‘Principle Ten: Respect for the Environment’.

Craft skills are incorporated into People Tree designs to support livelihoods to artisans in rural areas with fair prices, training and regular orders to support communities.


**Payment of a Fair Price**

A fair price is one that has been mutually agreed by all through dialogue and participation, which provides fair pay to the producers and can also be sustained by the market. Where Fair Trade pricing structures exist, these are used as a minimum. Fair pay means provision of socially acceptable remuneration (in the local context) considered by producers themselves to be fair and which takes into account the principle of equal pay for equal work by women and men. Fair Trade marketing and importing organizations support capacity building as required to producers, to enable them to set a fair price.

**Pay**

One of the basic requirements that People Tree demands of its partner producers is the payment of a living wage. This must always be equal or above the industry minimum. Defining minimum wage standards can be quite a complex task given for example, in India there are over 1,200 minimum wage rates depending on region, then per region there is a breakdown of minimum wage by skill, and not every skill is listed in every region. For this reason, at People Tree we do a lot of research on minimum wages and see it as imperative that we enter into dialogue with our producer partners to ensure living wages are paid. To verify this we carry out wage interviews on regular visits, and also ensure regular training or ‘embedding’ of the 10 Principles of Fair Trade is carried out so that producers are aware of their rights in the workplace. A living wage needs to be appropriate given the living costs of the area in which producers live whatever the legal minimum wage is.

The Fair Trade groups were asked this year to calculate how many equivalent full time employees worked to produce for People Tree, in total there were 705 full time workers working directly with our 8 garment Producer Groups. The wage calculation of these 705 workers was made using the detailed wage information that the producers supplied. Calculated by work hours spent on each garment and process, number of pieces then divided by an 8 hour day. This enabled the calculation to include data for all producers including subgroups. People Tree’s producers receive more than the standard government minimum
wage for all the different skills that People Tree uses, ranging from weaving to printing to embroidery. The lowest paid producer in Bangladesh receives 9% over the national minimum wage and the highest paid producer receives 235% over the national minimum wage. In India, the lowest paid, a sweeper, receives 3% over the regional minimum for tailors, and the highest is paid receives 81% over the minimum. In Nepal, the lowest paid producers are paid 10% over the national minimum wage and the highest is paid 42% over the national minimum wage. These percentages are an indication that People Tree closely monitors the wages paid to producer partners throughout the supply chain, including all the craft skills of each sub-group. People Tree is looking at ways to increase the wages of the lowest paid people in their Fair Trade groups.

Producer Workbooks
In order to carefully monitor the rates of pay, ‘workbooks’ have been introduced to all producers in Bangladesh. This enables producers working part time and on piece rate to carefully monitor their rates of pay. Each producer and Fair Trade Group is responsible for keeping track of his or her hours in their workbook.

Supply Chain Monitoring
Bobbiners were identified as the workers with the lowest wage. Bobbiners put the yarn on to the shuttles for weaving. These are women who often work at home and can be invisible in conventional supply chains. Time in-motion studies have verified the working hours of these women as many of them work from home supporting their families. People Tree will continue to monitor producer’s wages as closely as this in the future.

Advance Payments
Access to finance can be a challenge for Fair Trade Producer Groups. Where needed People Tree endeavours to make a 50% advance payment on orders enabling groups to make sure raw materials can be bought and producers are paid on time. See more on advance payments under Principle 3: Fair Trading Practices.
Ensuring no Child Labour and Forced Labour

The organization adheres to the UN Convention on the Rights of the Child, and national / local law on the employment of children. The organization ensures that there is no forced labor in its workforce and / or members or homeworkers. Organizations who buy Fair Trade products from producer groups either directly or through intermediaries ensure that no forced labor is used in production and the producer complies with the UN Convention on the Rights of the Child, and national / local law on the employment of children. Any involvement of children in the production of Fair Trade products (including learning a traditional art or craft) is always disclosed and monitored and does not adversely affect the children’s well-being, security, educational requirements and need for play.

Low prices for products and low wages for workers can mean that parents need to send their children to work to supplement the household income just for survival. Fair Trade creates the opportunities to earn a fair wage, especially for women who can improve the economic situation of the whole family, and can afford to send their children to school, rather than to work. People Tree was actively involved in writing the WFTO 10 Fair Trade principles. Key to these principles is ‘Principle 5’, ‘Ensuring no child labour and forced labour’.

Awareness Raising
As part of their contract with People Tree, Producer Groups are obliged to educate their producers every two years on the Fair Trade Principles and maintain day to day practice to respect these. Key documents are translated into the local language of the producers and are distributed and displayed around the workplace.

Safia Minney with pupils from the school at Swallows, Bangladesh, Miki Alcalde
The biennial workshop which embeds the Fair Trade principles ensures all producers are aware of their rights and unacceptable practice. At the end of the training the producers rank their own organisation against each of the Fair Trade principles using counters to vote anonymously.

**Monitoring**

To ensure no child labour in our supply chain People Tree technicians and designers visit the garment and craft Fair Trade producer groups every three months for extended periods. This has been verified both by the individual producers in anonymous participatory monitoring against the Fair Trade principles and by external auditing. Our long partnerships and deep knowledge of our partners and supply chain is one key element in ensuring no forced, bonded or child labour occurs in the production of our clothes and fashion accessories.

We also promote our own Internal Monitoring System that states that each producer group is expected to have compliance to their national labour organisation. People Tree promotes the UN Convention on the Rights of The Child within its Producer Group network.

Through Fair Trade premiums we support schools in many of our artisan’s communities.

![Agrocel, Gujarat – Fair Trade supports parents to enable them to send their kids to school](image-url)
Commitment to Non Discrimination, Gender Equity and Women’s Economic Empowerment, and Freedom of Association

The organization does not discriminate in hiring, remuneration, access to training, promotion, termination or retirement based on race, caste, national origin, religion, disability, gender, sexual orientation, union membership, political affiliation, HIV/AIDS status or age.

The organization has a clear policy and plan to promote gender equality that ensures that women as well as men have the ability to gain access to the resources that they need to be productive and also the ability to influence the wider policy, regulatory, and institutional environment that shapes their livelihoods and lives. Organizational constitutions and by-laws allow for and enable women to become active members of the organization in their own right (where it is a membership based organization), and to take up leadership positions in the governance structure regardless of women’s status in relation to ownership of assets such as land and property. Where women are employed within the organization, even where it is an informal employment situation, they receive equal pay for equal work. The organization recognizes women’s full employment rights and is committed to ensuring that women receive their full statutory employment benefits. The organization takes into account the special health and safety needs of pregnant women and breast-feeding mothers.

The organization respects the right of all employees to form and join trade unions of their choice and to bargain collectively. Where the right to join trade unions and bargain collectively are restricted by law and/or political environment, the organization will enable means of independent and free association and bargaining for employees. The organization ensures that representatives of employees are not subject to discrimination in the workplace.

Marginalised producers are often denied recognition on the basis of gender, caste, ethnicity or disability; through Fair Trade they gain a new sense of dignity, self-confidence and participation in the trading process. All our Producer Groups commit to paying male and female producers equally.

In addition to increasing the number of women in leadership roles, People Tree has made a marked improvement in developing workbooks for producers. This scheme is to formally record handicraft working hours and wages. It gives a great sense of purpose to women and acknowledges their contribution to their communities and society alongside their work looking after their homes and children.
In 2011/2012, 78% of people that benefited from People Tree’s Fair Trade programme were women with 56% of women in leadership roles (147 out of 263 total).

Producer Group Showcase: Creative Handicrafts
Creative Handicrafts based in India, employs unqualified women from the slums in Mumbai. Initially, employed in training, the women become qualified tailors. Creative Handicrafts has grown from strength to strength, originally starting in a small workshop based in the Mumbai slums in 1984, today it has grown to 12 textile cooperatives spread in different slums around Andheri. Creative Handicrafts goal is to build ‘sustainable communities where respect for human person is held high and no differentiation based on caste, gender or religion is prevalent’.
Ensuring Good Working Conditions

The organization provides a safe and healthy working environment for employees and/or members. It complies, at a minimum, with national and local laws and ILO conventions on health and safety.

Working hours and conditions for employees and/or members (and any homeworkers) comply with conditions established by national and local laws and ILO conventions.

Fair Trade Organizations are aware of the health and safety conditions in the producer groups they buy from. They seek, on an ongoing basis, to raise awareness of health and safety issues and improve health and safety practices in producer groups.

By definition, the most marginalised producers often do not initially have access to good working conditions. By paying a fair price for our orders, Producer Groups have the means to invest in their people and workplaces. As many of our Producer Groups are also social businesses, not only does profit filter back into development of the workplace and staff welfare, it also filters back in to the community through social projects.

Our garment technicians, production coordinators and designers visit Producer Groups up to every three months. These visits enable People Tree to regularly monitor working conditions at our producer’s workplaces and to be aware of any weaknesses in the workplace. Improvements are made and monitored.

On production trips People Tree holds a business meeting with Producer Groups. In this meeting production issues, business relationship and working conditions are discussed. We discuss the scope and limitations for improvement, which is then drafted in to an action and improvement plan, with long and short term goals. Plans for addressing the issues that arise are followed up on by People Tree on a regular basis, where possible People Tree provide support, capacity building and funding to help these improvements. People Tree works with Producer Groups on continuously improving working conditions and site facilities.

Equipment has been introduced to improve safety at work. To date this has been addressed as the needs arise. People Tree plan to undertake more extensive risk assessment next year.

Three of our Producer Groups voiced concern over safety at work. Issues highlighted were the noise of the hand looms and the effect of dust from wool for workers with allergies. In order to remedy these problems People Tree are working with the groups to implement the use of ear protectors and masks.
Providing Capacity Building

The organization seeks to increase positive developmental impacts for small, marginalized producers through Fair Trade. The organization develops the skills and capabilities of its own employees or members. Organizations working directly with small producers develop specific activities to help these producers improve their management skills, production capabilities and access to markets - local / regional / international / Fair Trade and mainstream as appropriate. Organizations which buy Fair Trade products through Fair Trade intermediaries in the South assist these organizations to develop their capacity to support the marginalized producer groups that they work with.

People Tree and Capacity Building

The People Tree Fair Trade development team, which consists of experienced garment technologists, production coordinators and designers, visit producers up to four times each year. The team work together with partner Producer Groups on product development, cost accounting and improving their skill base through training in quality, product development, dyeing, pattern cutting and grading. In 2010, People Tree UK hired their first Production Manager who will visit producers four times a year with a special focus on improving quality and production systems to strengthen their capacity help them develop their business and further promote Fair Trade Principles.

People Tree staff spent on average 34 weeks each year (based on a 5 day working week) with its producer partners in the field, this is a 14% increase on 2009/2010. People Tree staff spent on average 26 weeks each year with just our Bangladesh producer partners as part of projects funded by Responsible and Accountable Garment Sector, a total of 495 hours on average/year was spent providing our producers with direct capacity building in the field. These staff included, Safia Minney, Founder, CEO & Head of Fair Trade Development, Kate Wakeling - Production Manager, Ruth Valiant - Garment Technologist, Christine Gent – Fair Trade Consultant and Isabel Browton – Designer.

Producer Groups and Capacity Building

People Tree has been working extensively with Bangladesh producers to develop capacity building to reach a level whereby they can train other buyers using the learnings and experience of working with People Tree.
75% of our producers have held their own training workshops on the importance of the following:

- Environmentally friendly production and waste water management.
- Dye quality improvements
- Quality management
- Fair Trade awareness
- Tailoring and pattern cutting

The staff of the Producer Groups also travel extensively to facilitate capacity building. For example KTS, the hand knitwear producer group in Nepal, held 11 meetings at 7 different locations in 2011 and 2012. These meetings aimed to build awareness of the WFTO principles, review quality issues and health and safety and also inform the producers more about KTS.

As part of People Tree’s Market Exposure Program in 2011/2012, four of our producer partners from Bangladesh and Nepal visited People Tree in London. Colleagues from Artisan Hut, Swallows, KTS and Kumudini spent time totalling over 4 weeks duration in total (based on a 5 day working week). This program provides producers with a good understanding of quality expectations for the UK and European markets. We also train them in design and quality skills. It offers the producer the chance to visit our wholesale customers and view their products in stores as part of market research. For more information on our Market Exposure Program please see Principle 2.

Charity
The People Tree Foundation is an independent charity launched in 2009. The Foundation has enabled capacity building efforts to be brought to an even greater number of farmers and artisans.

“I’m very happy to know that the knitting work I do is also supporting the school and education of children from lower income families.” – Ratan Devi Bajracharya a knitter who works with KTS
helps to showcase progress and share tools to help implement Fair Trade practice in rural and small scale craft and garment businesses.

Benefits to farmers and artisans has been achieved by scaling up training, capacity building, technical support and environmental initiatives and through raising awareness and campaigning for Fair Trade.

**Responsible Accountable Garment Sector (RAGS) Project**

In 2011, the People Tree Foundation led a, ‘Ukaid, Department for International Development’ funded project aimed at improving conditions of vulnerable workers in the ready-made garment (RMG) production sector. This project enabled People Tree to step up its work on Capacity Building for Fair Trade producer groups and workers in Bangladesh and Nepal and share best practice.

The Foundation worked with five Fair Trade partner organisations: Dev Tech, Artisan Hut, Kumudini Welfare Trust of Bengal (BD) Ltd, Thanapara Swallows Development Society, and Kumbeshwar Technical School (KTS). The tools that are being developed through this project will be used to strengthen other Fair Trade groups in the People Tree supply chain.

**Joint Yarn Procurement Project**

For example, through the RAGS Project the Foundation enabled and facilitated the ‘Joint Yarn Procurement Project’ with Bangladeshi based producers. The aims of this project are:

1. **To improve the quality of hand-woven fabric and regularity of fabric dyeing**
2. **To reduce waste fabrics due to poor quality and thus keep hand-woven clothing prices competitive**
3. **To improve delivery time – so far this has been brought forward by 4 weeks.**

Small Producer Groups were having difficulty buying quality yarn due to their small order quantities. Through the ‘Joint Yarn Procurement Project’, smaller sized producers were able to order larger quantities of yarn, giving them more affordable prices and also access to better quality cotton. This improved the quality of their finished product, and makes the product more marketable.
PRINCIPLE NINE

Promoting Fair Trade

The organization raises awareness of the aim of Fair Trade and of the need for greater justice in world trade through Fair Trade. It advocates for the objectives and activities of Fair Trade according to the scope of the organization. The organization provides its customers with information about itself, the products it markets, and the producer organizations or members that make or harvest the products. Honest advertising and marketing techniques are always used.

In 2011 and 2012 People Tree worked hard on getting the Fair Trade message out to more consumers and the general public. As well as raising the awareness for the importance of Fair Trade, we also focussed on campaigning for improved workers’ rights in the conventional garment industry, responsible business and buying practice and also the importance of environmental sustainability.

Campaigns/Outreach

World Fair Trade Day
People Tree initiated World Fair Trade Day (WFTD), endorsed in 2001 by WFTO members. People Tree is seen as a driving force in campaigning for Fair Trade.

Naked Fashion – The New Sustainable Fashion Revolution
In September 2011 People Tree Founder and CEO Safia Minney published ‘Naked Fashion - The New Sustainable Fashion Revolution’. Naked Fashion details a journey through fashion issues and solutions. The book details the problems with the conventional fashion industry as well as how consumers can be part of the solution to make fashion fairer for everybody. Leading thinkers and actors in the field of ethical fashion are interviewed to showcase how fair fashion is possible. The book aims to promote the growing ethical fashion sector and inspire others to join it.

Garment Workers’ Rights
People Tree have been a long-time supporter of the National Garment Workers Federation (NGWF), Bangladesh. We help fund activities and relief work. We regularly promote their campaigns and their work through our Social Media with an audience of 40,200 cumulatively on Twitter and Facebook.
**Talks and Events**
Safia gave a series of five talks to encourage business professionals to adopt a Sustainable Business during the 2012 London Olympics.
In November 2012, Safia travelled to Berlin to give a presentation on People Tree as an example of sustainable fashion, showcasing best practices and possibilities for new, ethical and product innovation.

For the launch of the People Tree AW12 collection People Tree organised a launch party at the People Tree office, welcoming customers to engage in a retail experience.
People Tree also hosted Sample Sales and talks by designer Zakee Shariff, Sanita Khadgi from our Producer Group KTS and John Hilary of War on Want.

**Collaborations**
In 2011 we collaborated with Emma Watson, Orla Kiely and Bora Asku to create new and unique lines of clothing. Collaborations with Orla Kiely and Bora Asku continued into 2012, with the addition of collaborative lines with Zakee Shariff and Peter Jensen. Designer collaborations has enabled People Tree to bring Fair Trade Fashion to a wider audience and more ‘fashion’ customer, helping to strengthen our partner producer’s skills and help bring increased orders. Working with Emma Watson helped bring the message to a younger audience and a new generation. The video of Emma’s visit to meet People Tree producers and compare it to the lives of garment workers living in the slums in Dhaka received over 225,000 online views.

**Retail Partnerships**
In 2009/2010 People Tree was stocked in three major retailers, Anthropologie, John Lewis and Topshop as well as one major online retailer ASOS. In 2011/2012 despite the partnerships with Anthropologie and Topshop ending we have developed new retailer partnerships and are currently stocked in nine retailers. ASOS, New Look, John Lewis, Zalando, ModCloth, Amazon and Atterley Road.

**Awards**
- **2012** - Safia was a finalist in the Guardian Sustainable Business Awards
- **2012** - Safia won the SOURCE award (co-ordinated by the Ethical Fashion Forum) for ‘Outstanding Contribution’, the award recognises outstanding contribution to furthering sustainability in the fashion sector.
Agents and Trade Shows
In order to better promote Fair Trade, the People Tree brand and our Producer Groups, our wholesale team attended the following trade shows, in London, Amsterdam and Berlin:
• 2011: Pure, Mint, Premium
• 2012: Pure, Mint, Premium

Through having direct contact with our key stockists, it further developed our relationships and helped in getting the message of the benefits of Fair Trade to a wider industry audience. The acquisition of European agents in Germany, Benelux and Ireland has allowed for the expansion of current accounts as well as new accounts, within the UK and internationally. The differing geographical markets of the agents and trade shows allowed People Tree to target potential new accounts by researching customer profiles prior to our visits, we then reviewed prospective growth in these areas as an outcome of the trade shows.
PRINCIPLE TEN

Respect for the Environment

Organizations which produce Fair Trade products maximize the use of raw materials from sustainably managed sources in their ranges, buying locally when possible. They use production technologies that seek to reduce energy consumption and where possible use renewable energy technologies that minimize greenhouse gas emissions. They seek to minimize the impact of their waste stream on the environment. Fair Trade agricultural commodity producers minimize their environmental impacts, by using organic or low pesticide use production methods wherever possible.

Buyers and importers of Fair Trade products give priority to buying products made from raw materials that originate from sustainably managed sources, and have the least overall impact on the environment.

All organizations use recycled or easily biodegradable materials for packing to the extent possible, and goods are dispatched by sea wherever possible.

People Tree is a long standing supporter of better environmental practice. CEO Safia Minney is a passionate ecologist and proposed the adding of the Principle 10 ‘Respect for the Environment’ as one of the WFTO Principles over ten years ago.

The effect of climate change is a growing issue for marginalised people in low-income countries such as India and Bangladesh, also the majority of People Tree’s partner Producer Groups are there. Climate change has the potential to enormously impact their lives, with an every growing number of ‘Climate Change Induced Displacement’ or ‘environmental refugees’.

People Tree’s Production and Raw Materials

Hand Weaving
People Tree’s range includes a large quantity of hand woven products. The production of this fabric is carbon neutral as looms are powered by hand and not run on electricity. The production of fabric using a hand loom rather than a machine saves one tonne of CO2 per loom, per year.
Hand Knitting, Hand Embroidery and Hand Printing
Through the use of these hand craft production, not only is People Tree protecting traditional crafts, it is also saving energy and reducing CO2 emissions that are produced by the use of machines.

Organic Cotton
People Tree were the first ever company to be awarded GOTS certification for garments made in the developing world. Promoting and using organic cotton protects farmers’ soil and water from pollution. It also protects the farmer and his family from the health-risk of toxic chemicals. All our organic fibre is certified at the farm level and through fabric production and tailoring. All organic cotton is also free of Genetically Modified (GMO) seeds.

In 2011/2012 over 60% of our clothing was organic, and over 40% was FLO Fair Trade certified, guaranteeing the small-scale cotton farmers a fair and stable price and environmental protection. These farmers also receive a premium payment for community development projects such as promoting health awareness and access to clean water in schools.

Avoiding damaging chemicals and using environmentally friendly dyes is also important, therefore 67% of our organic cotton was Global Organic Textile Standard (GOTS) certified in 2011/2012. This means not only is the cotton 100% organic but the ginning, spinning, weaving and tailoring are also certified organic.

We help small scale Producer Groups switch to safer and more environmentally friendly materials and finishing processes in all products. Hand woven and hand knitted fabrics are made by hand not on power machines and are therefore carbon neutral certified. They are also not ‘finished’ with chemicals that are farmful to the environment and our health.

Making low carbon or carbon neutral choices, People Tree chooses sea freight over CO2-intensive air freight wherever possible. Our goal is 98% of product volume to be moved by sea freight.
By choosing hand production, we are using the only energy source in plentiful supply – people’s hands. Hand production reduces the need for oil-based energy. Each handloom saves 1 ton of CO2 per year. Each ton of cotton sequesters 1.5 tons of CO2 into the soil each year.

We use locally available, natural, recycled and biodegradable materials where possible. People Tree garments are all made of natural materials: cotton, wool or silk. People Tree accessories, such as buttons, are also made with eco-friendly biodegradable materials where possible.

Each People Tree garment is sealed individually in cellophane to prevent damage at sea. Risking damaging a handmade piece of clothing on the sea voyage to save a plastic bag just doesn’t make sense, although reducing waste is something we are constantly looking at.
Review


Looking Back

2009 -2010 Action Plan

1. To increase and sustain producer orders we will develop the web and ecommerce, recruit agents and develop key stockists in UK and EU. We will also attend trade shows in different countries.
2. To improve delivery of orders and service to customers.
3. To develop new designer collaborations to bring customers interesting products and promote Fair Trade fashion within the industry and continue upgrading producer partners skills.
4. Over the next two years People Tree will be piloting the new WFTO Fair Trade Standard (FTS): an on the ground worker-focused system resulting in the first certification for artisanal, Fair Trade groups. We will implement further Capacity development focusing on partners in Bangladesh – upgrading skills in pattern cutting, quality control, grading etc. We will review our supply chain, particularly yarn procurement with the aim to improve quality and transparency.

Achievements

1. Order value growth
   Our garment order values grew 20% from 2009/2010 to 2011/2012.
2. Improve delivery of orders and service to customers
   - During 2011 and 2012 we worked hard to improve customer service and delivery of orders. We worked with the warehouse to identify problems with deliveries by developing a system to track issues and thus improve on areas highlighted such as timing on exchanges and returns.
   - Our standard delivery changed from second class mail to first class mail. This was received by regular customers with very positive feedback allowing for quicker delivery of purchases.
   - We worked on improving customer communications and avenues for customers to express feedback via the People Tree website. For example we introduced email notifications to customers whose purchases were out
of stock since purchasing, instead of ‘out of stock’ postcards being sent with the rest of the customers’ orders.

- The ‘check out’ experience on the website was improved and systems changed. Through this customer feedback we sourced new and more environmentally friendly packaging, we now use paper envelopes instead of jiffy bags.

3. Develop new designer collaborations

In 2011 & 2012 we developed three new designer collaborations helping to bring the Fair Trade awareness to new audiences, as well as expanding our market. Please see Principle 9 for more information on this. We hope to continue these collaborations in 2013 and 2014.

4. WFTO Guaranteed Member Pilot

People Tree UK are delighted to report that along with People Tree Japan and our partner Producer Groups Kumbeshwar Technical School, Thanapara Swallows Development Society and Creative Handicrafts we have all passed the WFTO Guaranteed Member Pilot. This will enable all groups to use the ‘WFTO Guaranteed Fair Trade’ Label. We hope to start using this label in 2014, and will report on it in the 2013-2014 Social Review.

This further highlights People Tree’s pioneering work with its partners and in developing new Fair Trade systems. People Tree has continued to embed WFTO’s 10 principles across our supply chain since March 2011, the video of the process can be viewed here: www.vimeo.com/23363692. There is also further information on the People Tree Foundation website http://www.peopletreefoundation.org/.

5. Capacity Development

People Tree has focused on Capacity Development with our Bangladesh producers. People Tree staff spend a total of 168 days/year working with all our producers, and with our Bangladesh producers specifically 66 days/year with a total of 495 hours directly in their workplace. This is a 14% increase on the previous Social Review. The aim is to work towards a system whereby our producers teach and train others nearby in country.

6. Joint Yarn Procurement Project

The Joint Yarn Procurement has worked across many Fair Trade groups to buy good quality yarn and reduce waste. It was in SS12 and continues in SS13. The project has brought producers good quality yarn and dyeing consistency, leading to fewer quality control issues and reduces financial losses. Key Performance Indicators (KPIs) are being developed and monitored against.
Moving Forward

Action Plan 2013-2014

1. Outreach & Awareness
   People Tree is to further communicate its core values and raise the profile of Fair Trade fashion to more consumers and all stakeholders.
   **We hope to achieve this by:**
   - further developing the People Tree website
   - narrowing the gap between producer and consumer by better showcasing of the Producer Group information and story
   - improving communications and outreach via online social media outlets and blogs
   - hosting and participating in events on Fair Trade and sustainability
   - creating and partaking in special projects such as designer collaborations
   - further engagement with opinion leaders and like-minded organisations

2. Internal Monitoring System
   - People Tree will improve Internal Monitoring Systems, increase reporting transparency and reporting on Fair Trade Standards.
   - People Tree will start to use the new WFTO mark on products in 2014.
   - People Tree will hire a ‘Fair Trade and Sustainable Supply Chain Coordinator’ to specifically oversee the monitoring and implementation of the Internal Monitoring System.

3. Environment
   People Tree is to build on significant progress to date with environmental initiatives and reducing negative environmental impacts in the countries of our partner producers, with a particular focus on development of Effluent Water Treatment Plants, after the dying process.
   In order to develop the above points, People Tree aims to grow the business to ensure the well-being of all stakeholders and long term commercial success of the company.
We hope to achieve this by:
- Development of customer services by offering free returns and improved methods of payment such as Paypal and general functional improvements to the website
- Encouraging customer feedback through online reviews to enable us to improve products and customers to improve purchase choices,
- Targeted e-marketing
- Development of tablet apps to enable customers to shop using their tablet/ touchscreen devices and phones
- To continue to work with Fair Trade groups on new fabrics, tailoring techniques to improve overall quality, fits and customer satisfaction
- To exhibit at trade shows to win more stockists in the UK and Europe
- To further develop PR and media relations to raise the profile of People Tree and Fair Trade and sustainable fashion as genuine alternatives to fast fashion

Production of ‘I ♥ Fair Trade’ Tee, Emma Watson collaboration Spring / Summer 2011