

**Ministry of Education and Science of Ukraine  
Sumy State University  
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Economics and Business  
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# **"ECONOMICS FOR ECOLOGY"**

*("EU practices of education for sustainable  
development")*

*Materials  
International scientific-practical conference  
(Ukraine, Sumy, May14–17, 2024)*

*Sumy  
Sumy State University  
2024*

УДК: 330.15:502/504  
Авторський знак: S70

The conference is held within the Jean Monnet Modules “Fostering EU Practices of Education for Sustainable Development through the Brand Language: Interdisciplinary Studies” (101085708-ESDbrandEU-ERASMUS-JMO-2022-HEI-TCH-RSCH), Jean Monnet Module “Youth and Business: EU Practices for Cooperation” (101126538 — YouthBEU — ERASMUS-JMO-2023-HEI-TCH-RSCH) (2023-2026) and “Disruptive technologies for sustainable development in conditions of Industries 4.0 and 5.0: the EU Experience (101083435 — DTSDI — ERASMUS-JMO-2022-HEI-TCH-RSCH)”



Co-funded by  
the European Union

Editor-in-Chief Prof., Dr. Oleksandra Karintseva, head of the economics, entrepreneurship and business administration, Sumy State University

Approved by the Academic Council of SSI BIEM of Sumy State University  
(protocol №2, 5 September 2024)

Economics for Ecology : Proceedings of the International Scientific and Practical Conference, Sumy, May 14–17, 2024 / edited by Karintseva Oleksandra and Kubatko Oleksandr . – Sumy : Sumy State University, 2024 – 103 p. (*electronic edition*)

For scientists, scientists, students, graduate students, representatives of business and public organizations and higher education institutions and a wide range of readers.

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## FAIR-TRADE AS A TREND FOR SOCIAL SOLIDARITY ECONOMY DEVELOPMENT

*Yuliia Chortok, PhD., As.Prof.  
Solodovnyk Oleksandra, student  
Sumy State University, Ukraine*

The fair-trade system can be considered one of the most successful real experiments of alternative economies. However, compared to other economic approaches, it relies excessively on mass market mechanisms and selling products through conventional distribution channels and retail. In order to gradually transform the “unfair” mechanisms of world trade and achieve social and environmental goals, the fair-trade system needs constant sales growth. It also means that fair-trade marketing in consumer countries is subject to established capitalist mechanisms of advertising and demand promotion. Although fair-trade brand building aims to distinguish itself through the alternative values of cooperation, trust, and fairness, it also operates within the constraints of simplistic advertising messages [5].

According to [2], fair trade is an easy way to make an impact on the lives of the people who grow and create the things we love. In addition, it is about the users of such things. Therefore, fair trade offers fair for:

- *producers*. In the global trading system, small rural farmers and workers are the most marginalized. In the fair-trade concept, they are at the center of everything. Producers have an equal voice in the running of fair trade, which makes it unique among certification schemes, and they are involved in all decisions;

- *farmers and workers*. Fair trade means: (1) fairtrade prices covering the average cost of producing the crops in a sustainable way and providing a safety net when market prices fall; (2) fairtrade premium, i.e. an extra amount of money paid on top of the sale price that is invested in businesses or projects of communities of their choice; (3) decent working conditions and prohibition of discrimination, forced and child labor; (4) access to pre-harvest subscriptions; (5) opportunity to plan more for the future with greater security and stronger relationships with buyers;

- *consumers*. Every fair-trade product a consumer chooses or campaign a consumer supports helps farmers and workers invest in their lives and take more control of their future. A “fairtrade” labeled product means that producers and businesses meet fair trade's strict social, economic, and environmental standards.

The modern global fair-trade system consists of:

- three regional producer networks representing over 2 million farmers and workers in Africa and the Middle East, Asia, and the Pacific, and Latin America and the Caribbean (more than 70 countries);

- over 25 national fair-trade and marketing organizations that promote fair-trade products in consumer countries;
- an independent non-governmental organization Fairtrade International that creates international fair-trade standards and coordinates fair-trade activities worldwide;
- FLOCERT, the main independent fair-trade certifier that verifies producers and traders for compliance with fair-trade standards [2].

To confirm the compliance with fair-trade principles, many companies certified their products and activities.

After establishing a fairtrade minimum price for most products, the fair-trade approach also includes a fairtrade premium. Farmers and workers decide together how to spend the fairtrade premium to reach their goals, such as improving their farming, businesses, or health and education in their community [3].

The top 7 fair-trade products include coffee, cocoa, bananas, sugar, flowers and plants, tea and cotton, which represent more than 90% of the farmers and workers in the fair-trade system.

Fair-trade practices in the EU are comprehensive and operate within a framework that emphasizes ethical, sustainable, and socially responsible trade. The EU promotes fair trade through various mechanisms, policies, and initiatives aiming to ensure fair treatment for producers in developing countries, protect the environment, and raise consumer awareness about ethical consumption.

**Acknowledgement.** *The publication was prepared within the project Jean Monnet Module "Social Solidarity Economy: implementing EU experience for Sustainable Development" (SSExpEU-101047518-GAP-101047518) (2022–2025), funded by the European Union.*

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