



Gender as a cross-cutting topic in Fair Trade Enterprises__

The WFTO gender policy, last revised in 2016, sets out strategies for the **successful implementation of Fair Trade Principle 6**, and provides guidelines for **gender-sensitive employment approaches**. These can be adopted by WFTO Regions and their member organisations as well as other Fair Trade enterprises aiming at becoming a WFTO member.

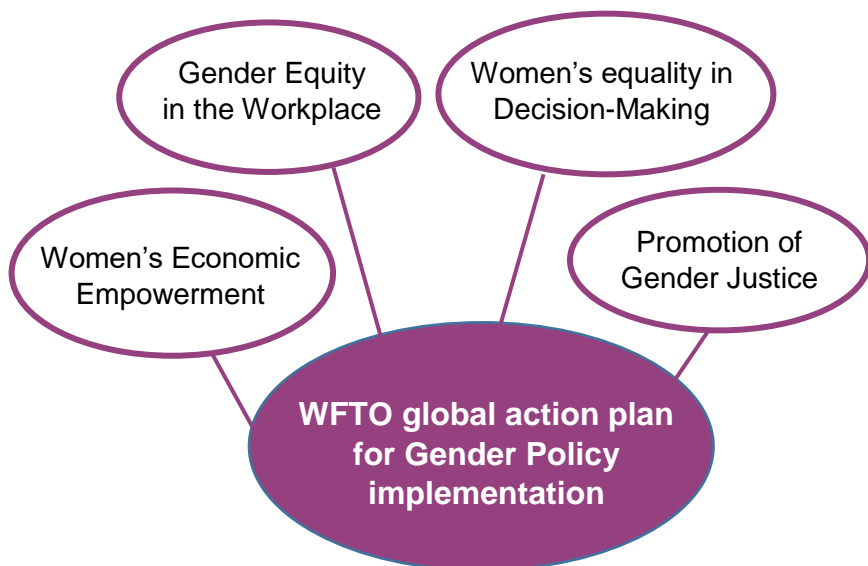


WFTO Fair Trade Principle 6:
Commitment to non-discrimination, gender equity and women's economic empowerment, and freedom of association.

Goals of the WFTO gender policy:

- 1) To improve the situation of women within membership organisations through **policies to ensure equality and equal rights**
- 2) To ensure that all Fair Trade relationships between organisations and workers are examined through a **gender and employment lens**, including identifying the differential impacts of business transactions on women and men and the gendered distribution of power
- 3) To **incorporate gender justice demands** into the advocacy, as a means to influence policy and decision-makers to address the structural barriers which keep women from realising their rights.

Implementing gender topics in your work_



Going beyond a general gender approach...

Even though most Fair Trade enterprises have gender equality in the mission of what they are doing, gender too often remains a complex and intangible topic. Raising **concrete awareness and action points** on gender issues is key to implement them into Fair Trade practices. Despite all the challenges of promoting gender equality, there are some **tools and tips to help making gender a cross-cutting topic** in your enterprise.

- **Powerful tools are the basis:** Start with **ambitious gender policies** and **gender inclusive language tool kits**. Then try to go beyond these tools.
- Establish an interdisciplinary **Gender Working Group**; its members should be participating voluntarily and be committed to gender issues.
- Establish compulsory gender trainings for **all** staff.
- Use **communication that highlights gender topics** and women in Fair Trade.
- Fair Trade is not only about the “global South”. Challenge yourself: How can we build stronger **links between women in the South and the North**? Bare this question in mind when communicating about gender.
- Do not just use women empowerment as a means of communicating with or about the “Global South” → Find collaborations in the North and aim at a **national and European approach**.
- If you are an enterprise with sales activities: Promote gender equality by selling **“gender sensitive” products** (this could be feminist books or magazines, products from suppliers who pay particular attention to gender topics, etc.)