



4th Fair Trade International Symposium and GeoFairTrade Final Conference

Connecting producers and consumers through fair and sustainable value chains

www.fairtradeinternationalsymposium.org

2-4 April 2012 – Liverpool Hope Business School, United Kingdom

CALL FOR PAPERS

Following the success of the first three Fair Trade International Symposiums held in Montreal (2002 and 2006) and Montpellier (2008), a 4th symposium will be held at Liverpool Hope Business School on 2-4 April 2012. For this 4th edition, the symposium gathering academics and practitioners will also host the final conference of the EU-funded “GeoFairTrade” project.

The question explored during the 4th Fair Trade International Symposium is the following: how can Fair Trade concretely connect producers and consumers, as well as other stakeholders, along fair and sustainable supply chains? As the Montpellier symposium explored, Fair Trade has known an unprecedented growth and mainstreaming over the last decade, translating into dramatic increases in sales and public awareness. However, many questions remain for both practitioners and academics about the potential of Fair Trade to continue growing, whilst at the same time, achieving its aims of transforming globalisation. A specific question in this debate concerns the ability of Fair Trade to grow and institutionalise without increasing the distance between the different stakeholders involved, especially between producers and consumers. Indeed, one of the primary promises of Fair Trade was to better (re)connect (ethical) consumers and (small-scale) producers through fairer and more sustainable value chains. It has been suggested that certain developments in terms of certification and mainstream trading practices have increased, rather than decreased, the distance between consumers and producers – for example, by including non-producer-owned businesses such as plantations and by imposing barriers that may disable the participation of the most marginalized producers.

On the other hand, one may point at recent developments which have tried to bridge the gap, not only between producers and consumers, but also within these groups, as well as with various stakeholders linked with the Fair Trade field. The increased participation of producers in the governance of international Fair Trade institutions, the emergence of national and continental networks in both the South and the North, the development of producer-led certification schemes and the connection of Fair Traders with local (North or South) trading systems are a few of the many initiatives designed to intensify global connections. The development of ethical tourism has also enabled producers and consumers to meet, thereby creating concrete North-South links. Finally, one of the most recent and innovative devices enabling direct North-South connections has been the implementation of specific traceability systems. A recent and promising example of such systems is the GeoFairTrade project, which will be presented as a core element of the symposium.

Based on geo-localisation, GeoFairTrade aims to trace products from the market place to their origin to bring producers and consumers closer and to reinforce the latter's motivation for purchasing.

Themes

The general theme of the symposium is broken down into six themes which will provide its structure. It should be noted that Fair Trade is considered here in the broad sense, including a wide array of products and services (e.g. tourism), whether certified or not, and from a variety of conceptual and cultural perspectives. Here is a non-exhaustive list of challenging questions for each theme. Authors submitting an abstract should select one of the following themes, or two maximum in the case of a transversal issue.

A. **From North to South and vice-versa**

- How can supply chains enable producers and consumers to interact?
- How is supply chain governance organised? How is information exchanged?
- How is value distributed along the supply chain? What are the opportunities for producers to capture more value?
- What are the power relations of Fair Trade at the sites of production, retail and consumption?

B. **Certification and standard-setting**

- What consequences do standards and their implementation have on the relationships between producers, consumers and other actors within fair trade supply chains?
- What is the possible role of public regulation/procurement schemes in relation to standards?
- How can Fair Trade be linked to local standards and promotion initiatives (e.g. support for small farmers, local trading systems, promotion of regional foods)?

C. **The organisational and entrepreneurial dimension of Fair Trade**

- Which organizational/business models are best suited for Fair Trade practitioners in the North and the South? Do Fair Trade organizations evolve towards one dominant model, following "best practices", or is there room for a diversified landscape?
- How can Fair Trade entrepreneurs achieve social, economic and environmental success?
- Are there lessons to be learned from the South by the North and vice versa?

D. **Producers and Fair Trade**

- Does the impact on producers depend on the type of supply chain?
- How can impact be adequately assessed to take tangible (quantifiable; outcomes) and less tangible (qualitative; process; relationships) features into account?
- Does Fair Trade provide real empowerment or just access to global markets?
- How can Fair Trade foster equality and inclusiveness among producers and producer groups in local and global contexts?

E. **Fair Trade consumption**

- Are Fair Trade consumers segmented into an ethical niche or networked within a social movement?
- Does Fair Trade consumption correspond to a feel-good effect or to a citizen commitment?
- To what extent is 'the consumer' an appropriate unit of analysis for analysing people's engagement with Fair Trade in the North?
- What are the opportunities and challenges of Fair Trade consumption in the South?

F. **Global connections in a broader context**

- How can we conceptualise Fair Trade's relationships with market, state, and civil society?
- How does Fair Trade connect to corporations? How do we go beyond traditional debates on 'mainstreaming'?
- How does Fair Trade connect to public institutions and public policy at different levels?
- To what extent is Fair Trade (still) anchored in civil society and can it (still) be considered as a social movement?

- How is Fair Trade affiliated to concepts such as sustainable development, social entrepreneurship, the social/solidarity economy, cooperativism, etc.? How does it relate to religion and faith?
- How should we conceptualise the role of place and institution-based Fair Trade schemes in the global connections (e.g. Fairtrade Towns, Fairtrade Schools, Fairtrade Nations)?

General information

The 4th Fair Trade International Symposium and GeoFairTrade final conference will be held at Liverpool Hope Business School. It will bring together researchers, Fair Trade practitioners (producers, importers, certifiers, retailers, etc.), and all those who are interested in, and who wish to share their opinion and experience about Fair Trade. The objectives of the symposium are to present the most recent research associated with Fair Trade, to share information about on-going and coming research projects, and to confront important questions about the future of the movement.

The symposium will feature plenary sessions, parallel sessions, poster sessions and roundtables with practitioners. The main language of the symposium will be English. Limited translation will be provided during the plenary sessions; and a small number of workshops will take place in French and in Spanish.

Registration will be opened by September 2011 on the conference website: www.fairtradeinternationalsymposium.org. In the case of early registration (before **31 December 2011**), the cost of attendance at the event will be £200 for standard delegates and £100 for concessions (which include a limited number of students and staff representing organisations with a turnover below £100,000). The cost of attendance covers entry to all presentations and discussions, as well as midday lunch during the three days and one evening dinner. After 31 December 2011, this cost will be increased to respectively £250 and £150.

Procedure for papers and posters

Researchers and practitioners who want to present a paper will be requested to submit an extended abstract (5 pages) by **30 September 2011** although the organisers would appreciate earlier submissions. Participants are also given the opportunity to submit a 1 page abstract for poster presentations. All abstracts will be evaluated through a process of double-blind peer review. Notification of acceptance or refusal will be sent within two months, no later than **30 November 2011**. Reviewers may formulate suggestions, or in some cases require specific conditions, which will need to be taken into account for the acceptance of the full paper.

The abstract can be written in French or in Spanish, but English is encouraged as the main language of the conference and most likely to enable sharing with an international audience. The abstract should include the theme addressed (A to F), the applied theory and methodology, the results obtained and the main bibliography. The abstract should **not contain any reference to the author's name**, either in the text or in the bibliography. The email containing the abstract as an attachment must **not mention the paper title** in the 'subject line'. The proposal will not be considered if these two conditions are not respected.

Submissions should be sent by e-mail to the specific address below, ordered by theme:

- ThemeA@fairtradeinternationalsymposium.org for "From North to South and vice-versa"
- ThemeB@fairtradeinternationalsymposium.org for "Certification and standard-setting"
- ThemeC@fairtradeinternationalsymposium.org for "The organisational and entrepreneurial dimension of Fair Trade"
- ThemeD@fairtradeinternationalsymposium.org for "Producers and Fair Trade"

- ThemeE@fairtradeinternationalsymposium.org for “Fair Trade consumption”
- ThemeF@fairtradeinternationalsymposium.org for “Global connections in a broader context”
- Other@fairtradeinternationalsymposium.org for a proposal that doesn’t fall into one of the themes or that crosses several themes

The full version of the accepted papers/posters must be submitted by **31 January 2012** and be approved by the reviewers to be included in the programme. For each theme, a “Best Paper Award” will be granted; an overall “FTIS 2012 Best Paper” will then be selected among the six theme winners. Please note that appropriate full paper submissions to FTIS 2012 will be invited for publication in one of the special issues which will be hosted by several academic journals. Authors should thus mention, when submitting their full paper, whether it is under consideration for publication in other locations.

Organisation

This symposium is organised by a committee composed of representatives from:

- the Fairness network (scholars and PhD students working on Fair Trade) – www.fairness.on-web.fr (French-speaking) and www.fairnessuk.ning.com (UK)
- the GeoFairTrade project – www.geofairtrade.eu
- Liverpool Hope Business School – www.hope.ac.uk

Operational Scientific Committee

Each theme within the event is organised by two or three scholars from the Fairness network:

- Mathew Anderson, University of Birmingham (UK)
- Lucy Bartlett, University of Oxford (UK)
- Amanda Berlan, University of Manchester (UK)
- Aurélie Carimentrand, Université de Bordeaux 3 (France)
- Mantiaba Coulibaly, ESC Amiens (France)
- Iain Davies, University of Bath (UK)
- Eleanor Ficher, Swansea University (UK)
- Benjamin Huybrechts, HEC-Ecole de Gestion de l’Université de Liège (Belgium)
- Ann Le Mare, Durham University (UK)
- Benoît Petitprêtre, Université Paris 2 Panthéon Assas (France)
- Alastair Smith, Cardiff University (UK)
- Didier Tagbata, Université de Caen (France)
- Isabelle Vagneron, CIRAD (France)
- Jos Van Hal, Wageningen Universiteit (Netherlands)
- Matthias Zick Varul, University of Exeter (UK)

Honourary Scientific Committee

Scholars endorsing the event and responsible for the majority of refereeing are:

- Jérôme Ballet, Institut de Recherche pour le Développement (France)
- Stephanie Barrientos, University of Manchester (UK)
- Leonardo Becchetti, Università di Roma Tor Vergata (Italy)
- Amina Béji-Bécheur, Université de Paris-Est (France)
- Mick Blowfield, University of Oxford (UK)
- Aurélie Carimentrand, Université de Bordeaux 3 (France)
- Eileen Davenport, Royal Roads University (UK)
- Ian Davies, University of Bath (UK)

- Bob Doherty, Liverpool Hope Business School (UK)
- Catherine Dolan, University of Oxford (UK)
- Corinne Gendron, Université du Québec à Montréal (Canada)
- Michael Goodman, King's College London (UK)
- Mark Hayes, University of Cambridge (UK)
- Benjamin Huybrechts, HEC-Ecole de Gestion de l'Université de Liège (Belgium)
- Daniel Jaffee, Washington State University (USA)
- Ronan Le Velly, INRA Montpellier (France)
- Ann Le Mare, Durham University (UK)
- Will Low, Royal Roads University (UK)
- Geoff Moore, Durham Business School (UK)
- Alex Nicholls, University of Oxford (Chair) (UK)
- Nil Ozcaglar-Toulouse, Université de Lille 2 (France)
- Laura Reynolds, Colorado State University (USA)
- Darryl Reed, York University (Canada)
- Marie-Christine Renard, Universidad de Chapingo (Mexico)
- Lucie Sirieix, SupAgro INRA (France)
- Sally Smith, Mancester University, (UK)
- Anne Tallontire, University of Leeds (UK)
- Isabelle Vagneron, CIRAD (France)
- Jos Van Hal, Wageningen Universiteit (Netherlands)
- John Wilkinson, Federal Rural University, Rio de Janeiro (Brazil)
- Matthias Zick Varul, University of Exeter (UK)