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FAIR TRADE TOWNSHIP

RESEARCH ON PERCEPTION ON CONCEPT OF FAIRTRADE IN ZEVENAAR

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Introduction

Context description

The municipality of Zevenaar is aiming to become a certified fair-trade town, however, there is uncertainty due to a lack of knowledge about the perception citizens, businesses and organizations have on fair trade. The municipality needs clarification if local businesses, organizations and citizens support the initiative of becoming a Fairtrade town.

Zevenaar's "Fairtrade-Team" is collaborating with VHL and VHL students to conduct research on the perception different target groups have on the use of Fairtrade and/or sustainable, ethical sourced products. Therefore, the aim of the research, upon which this report is based, is to assess whether there is enough public support within the community for Zevenaar to become a Fairtrade town.

Fair trade is a certification process where a producer, e.g. farmer in a developing country, receives a fair living wage for their produce. The fair living wage comes from the increased retail price, which is paid for by the consumer. The demand for Fair trade certified products is on the rise in the Netherlands. This is due to the increased awareness amongst people about unethical sourcing of products.

Right now, there are 89 'Fair trade towns' in the Netherlands that have the title of a fair-trade township. To become part of that initiative, a town must meet the following criteria.

1. Local council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade products (for example, in meetings, offices and canteens).
2. A range of (at least two) Fairtrade products are readily available in the area's retail outlets (shops, supermarkets, newsagents, petrol stations) and served in local catering outlets (cafés, restaurants, pubs).
3. Local workplaces and community organizations (places of worship, schools, universities, colleges and other community organizations) support Fairtrade and use Fairtrade products whenever possible. Populations over 100,000 will also need a flagship employer.
4. Media coverage and events raise awareness and understanding of Fairtrade across the community.
5. A local Fairtrade steering group is convened to ensure the Fairtrade Town campaign continues to develop and gain new support.

Towns whose businesses and organizations have made efforts to increase the usage of fair-trade products can be awarded with the title of “Fairtrade town” by the fair-trade town's international organization. (Fair Trade Towns International, 2020)

This report further includes a more detailed problem definition, which, together with the research objective, the research question and sub-questions as well as a literature review and the research’s methodology provide the theoretical outline of the research. It will also pay attention to its limitations, the findings and a discussion of those, resulting in conclusion and recommendation, which will eventually be presented to the municipality of Zevenaar.

Problem definition

As described in the context, the topic of the research addresses the awareness and attitude towards Fairtrade products in the municipality of Zevenaar, Netherlands. The council of Zevenaar lacks understanding of the perception of the citizens, organizations and businesses towards Fairtrade products and their view on the initiative “Fairtrade Town”. To become a Fairtrade town, the requirements, briefly elaborated in the context, need to be fulfilled. To do so, the council needs to get an insight on how many products there are present now, how people feel about them and also if they are willing to support the initiative and contribute by getting more involved in the fair-trade movement. This research is addressing the gap between the council’s knowledge and the citizens actual perception on Fairtrade in Zevenaar.

Research objective

Zevenaar is seeking to become a Fairtrade town. Through this transition the municipality of Zevenaar is hoping to increase the supply and demand of Fairtrade products and to become a more sustainable township.

The research objective of this study is to gain knowledge through quantitative research about the different perception on fair-trade in the town of Zevenaar. After this knowledge is obtained, the municipality of Zevenaar can use the data to decide whether there is the possibility to become a fair-trade town or not. For the municipality to justify the concept, the perception needs to be positive and the businesses and organizations need to be willing to support the initiative.

Research Question

What is the perception of businesses and organizations on the fair-trade movement and Fairtrade products in the town of Zevenaar?

Sub- questions

- Are organizations and businesses familiar with the fair trade concept?
- Do organizations and businesses trust Fairtrade products?
- Do organizations and businesses think that the fair trade movement is effective?
- Are they willing to participate in the fair trade movement?

Literature review

The literature review includes an in-depth desk research. This is a crucial step since through this process there is added authority, justification, focus and protection from duplication. Furthermore, it drives to avoid mistakes and helps to learn from already existing studies. Lastly it consists of conceptualization that identifies and defines what is being studied.

Fair trade, ethical and sustainable consumption

To give the reader an idea about the context of the study and define some of the concepts which are being studied the definition of fair trade and ethical consumption is given. This knowledge is necessary to understand the base of the study. Since the availability of certain products is mostly demand-driven this literature review focusses on the perception of consumers, although the survey for this research will be conducted by consulting businesses and organizations.

Ethical consumption means a broader spectrum than fair trade and includes a wide range of commodities- for instance ethically made clothes or phones. According to Micheletti and Stolle ethical consumption is defined as follows. *“actions by people who make choices among producers and products with the goal of changing objectionable institutional or market practices. Their choices are based on attitudes and values regarding issues of justice, fairness, or noneconomic issues that concern personal and family well-being and ethical or political assessment of favorable and unfavorable business and government practice.” (Micheletti and Stolle, 2008)*

Fair trade usually is more associated with agricultural products, since the tremendous effort needed for their production and the wages are in no acceptable relation. Fair trade dives into the deeper meaning of ethical consumption and offers a practical solution.

“The concept of fair trade proposes a model which is alternative with respect to a trading business partnership and aims at the sustainable growth and development of the disadvantaged producers and farmers, who are situated mainly in poor countries.” (De Pelsmacker et al., 2006)

Fair trade has a bigger focus on fair wages and fair payment opposed to ethical consumption which aims to ensure safe working conditions.

Fair trade movement, becoming a Fairtrade town.

The Fairtrade Towns movement represents a recent extension of Fairtrade marketing, driven by local activists seeking to promote positive change in production and consumption systems by taking initiative towards building a more sustainable future. (Peattie and Samuel, 2016)

Through this movement local communities are encouraged to be incentive, include all stakeholders to take part in this transition and contribute to fairer trade. It is a way to address global poverty by taking action in our own communities, thus creating a closer connection between farmers and consumers. (Reed and Crowther)

Furthermore, this way the voices of the consumers for more ethical production are joined, possibly resulting in greater impact on policy makers and companies. There are certain requirements that a town needs to follow to become a Fairtrade town. The five criteria have been mentioned in the introduction of this report.

Perception on Fairtrade in Europe, in the Netherlands.

Perception on Fairtrade in the world often differs due to several factors, for instance, economic, political and social development. Even though, this report only focuses on Zevenaar, to have a broader overview and comparison, the literature review includes consumers perception on Fairtrade in the EU and in the Netherlands.

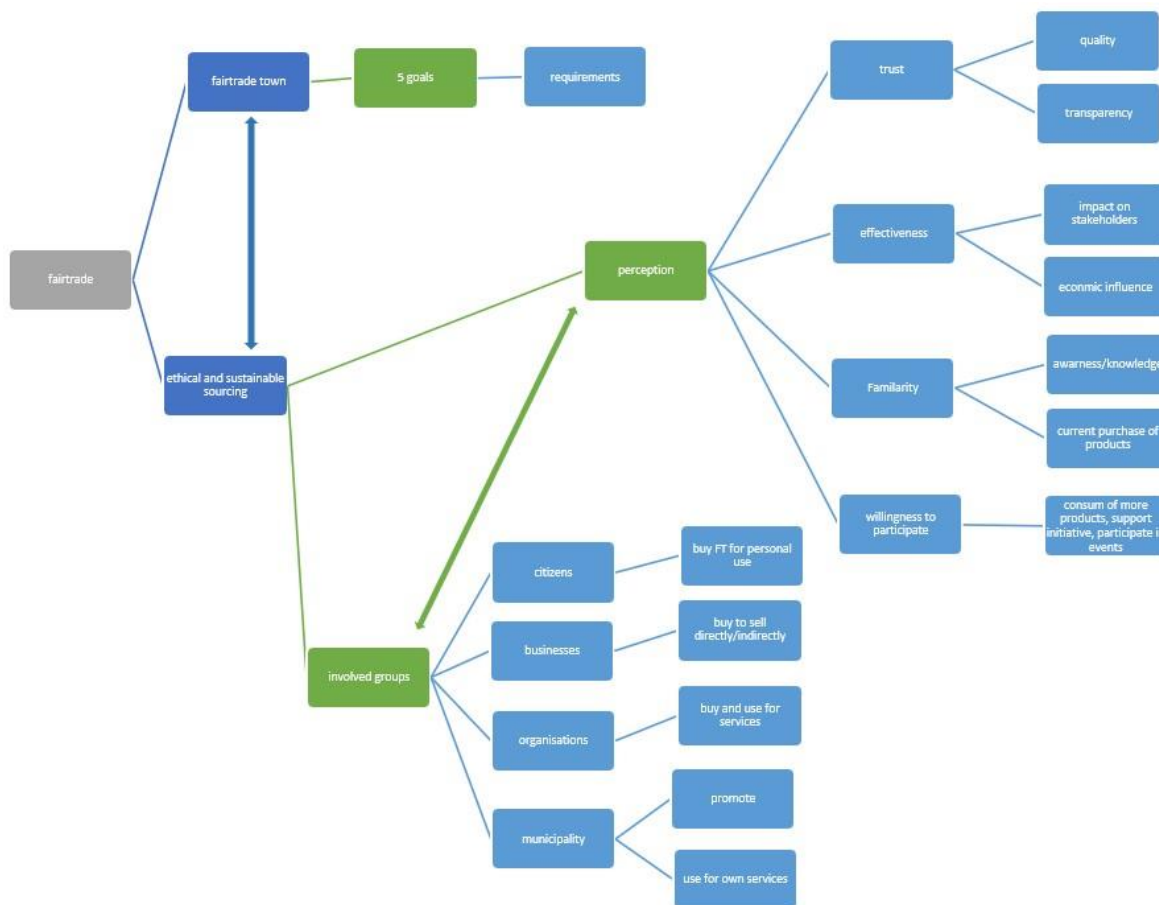
Rossing studied “the provision of Fairtrade products in stores of Dutch retailers”. According to his study, retailers claim that customers are mostly concerned about price and quality when they decide either to choose Fairtrade or conventional products. Furthermore, it is stated that Fairtrade is not perceived negatively, and it is widely known amongst customers. One reason for this is that the label is always visible on Fairtrade products causing high brand awareness amongst customers. Another important factor resulting from this study is the increasing number of customers who are interested in sustainable products.

However, the study also identified the following behavior amongst customers: They do not necessarily buy sustainable products but appreciate the possibility of choosing for instance between Fairtrade labeled products and non-labeled products when visiting a store. This trend results in the notion of sustainability becoming a ‘License to Operate’: proper social and environmental impacts of a product and related production methods become standard product aspects. (Rossing, 2011)

Meanwhile, a study conducted in Sweden stated that the general opinion among young adults in Sweden towards the actions of corporate social responsibility by firms, is skeptical in nature. However, the study found that the intentions of the organization Fairtrade had a significantly larger support than CSR activities by firms in general. Furthermore, the report claimed similarly to the study conducted in the Netherlands that quality and price are the first factors when choosing for Fairtrade or conventional products. The samples of the report are positive towards Fairtrade, but it is not enough to control their purchase decisions. They do sometimes pick Fairtrade-labeled products, mainly because it makes them feel good, as it indicates a feeling of helping people, and to take part in positive development on the earth. The most common reason why people do not choose Fairtrade is because its more expensive prices. Further common reasons are issues with availability or the decreasing awareness when actually buying groceries.

The majority of respondents answered that they do not believe they would choose Fairtrade more often if they had more detailed knowledge about the organization. Which indicates that they are either already aware or they do not see high importance in what fair trade stands for. (Nilsson and Eckerblad, 2014)

Conceptualization



To define the extent which the research will focus on, the conceptual framework above shows the dimensions and indicators that are of importance for the research and the questionnaires. The overall topic is fair trade, more specifically Fairtrade towns and therefore ethical and sustainable sourcing. Even though there are more factors that influence fair trade, for example the production, the workers, the market and the different products itself, the research focuses on the perception about ethical and sustainable sourcing of different involved groups in Zevenaar.

The dimensions that are important for the concept of Fairtrade towns are the requirements and goals of the idea. This is not directly part of the research itself but brings important knowledge on the main question. In order to gain information on the perceptions of the municipality Zevenaar, it is important to understand what the certificate "Fairtrade town" means. Further, the term perception has indicators which will be measured in a questionnaire, those indicators are:

Familiarity

Familiarity indicates knowledge and awareness that businesses and organizations have about the concept of fair trade; this is necessary to have an opinion about the movement and on the idea of becoming a Fairtrade town. Further, this indicates the current purchase or use of Fairtrade products within the businesses and organizations.

Trust

This includes the perception on the quality of Fairtrade products and the transparency of the processes a product is going through and what that means on the impacts. To measure the trust of businesses in Fairtrade products is an indication for their further perception within other indicators.

Effectiveness

The questions within the indication of effectiveness gives insight about the perception on how the concept of Fairtrade is seen; do they make an impact on the stakeholders involved in the production process and, important for businesses and organizations, what is the economic influence of Fairtrade products: is it seen as profitable?

Trust and effectiveness indicators are closely intertwined, they give information on the attitudes that businesses and organizations have towards Fairtrade and point out a direction for the last indicator:

Willingness to participate

In order for Zevenaar to become a Fairtrade town organizations and businesses have to participate, this means promote, sell and use Fairtrade products; therefore, the willingness to participate needs to be measured. The indicator involves more consume of Fairtrade products, participating in events etc. and supporting the initiative. A positive reaction to this indicator makes visual if the concept of becoming a Fairtrade town is viable and supported within Zevenaar

The perception is measured within four different stakeholder groups; however, the research will focus on two. Zevenaar's municipality is one involved group, how they promote Fairtrade and how they use it for their own services. As the municipality is the team's commissioner, the research problem focusses only on the perception of businesses and organizations; to measure the perception of citizens a different conceptualization and questionnaire is necessary; therefore, the groups are divided, and this team only analyzes the perception of the two stakeholders. Indicators for each group, besides the indicators that are defining the perception, involve the current state of the groups; do they buy or sell directly or indirectly?, and do they buy and use for their services?

Methodology

Research design

A combination of desk research and a survey (questionnaire) is used to answer the main- and sub-questions of this research.

The desk study is utilized during the entire research period to collect and review secondary data such as literature, statistical data and practical information about the region.

A survey, conducted face to face amongst organizations and various businesses in the Zevenaar region to map their perception on Fairtrade and their willingness to include Fairtrade products in their range of offers, consisting of 15 questions, will be conducted on the field visit day, on the 12th of December 2019 in a specific region in Zevenaar.

Several student groups of Van Hall Larenstein university of applied sciences with the major of Sustainable Value Chains will conduct surveys in the region of Zevenaar. Later, the data will be added together and used by two groups who analyze the perception of organizations and businesses on the fair trade movement.

Data collection

Sampling

For this research we aim to interview 20 businesses per group, however due to circumstances (will be mentioned in the limitations part) this number can differ. Respondents are selected by random sampling. The purpose of choosing sampling is because a small portion of the target population is being studied in order to find patterns and make predictions about the larger population.

Target population are organizations and businesses in the city of Zevenaar and villages around Zevenaar that are part of the municipality of Zevenaar.

During the field visit on the 12th of December the team will collect data from organizations and businesses. The team is going to conduct the survey with at least 2 employees of each of the organization/business, depending on their size.

When there is no time for the employee to fill in the survey, the team will propose to leave a survey at the business/organization and request the employee to send the survey to one of the team members email-address. Target groups are large businesses with many employees or small startups with only one, the units of analysis are the business owners, employees and organization members of (region) Zevenaar.

Data processing

Analysis plan

When all the surveys are returned, the collected data will be analyzed by using SPSS. Since the surveys will be conducted manually, first all the data from all the groups will be filled into an excel sheet and from there to the SPSS data base. After this, all groups individually can start the

analysis of the data that has been collected.

The team should be able to map the frequency of answers given on a certain question and determine the willingness of the respondent to start using fair trade products and their opinion on making Zevenaar a Fairtrade town. With this data the main and sub research questions can be answered.

Firstly, the found data will be described; later the data will be assessed in a correlation test. And lastly, the locations, meaning Zevenaar's centrum and the rural area, are being compared.

Limitations

There are some limitations regarding the research that needs to be identified. These limitations can alter the validity of results and it is therefore important to reflect on these limitations. Once the survey is conducted, no more follow up questions can be made, so the final draft of the questionnaire must be sufficient enough to answer the main and sub questions. Factors such as: weather, time, location, attitude of team, word choice and survey lay out, alone or combined influence the surveys results.

For the field visit, necessary for this report, we only had one day to conduct the surveys. This happened since the team's schedule did not give the room to conduct the research on multiple days. Therefore, not as many surveys were able to be conducted as it would have been preferred. Furthermore, the team consist of four people, three of them are non-Dutch, which turned out to be disadvantage compared to other groups, as only one person is able to communicate with the interviewees.

Findings

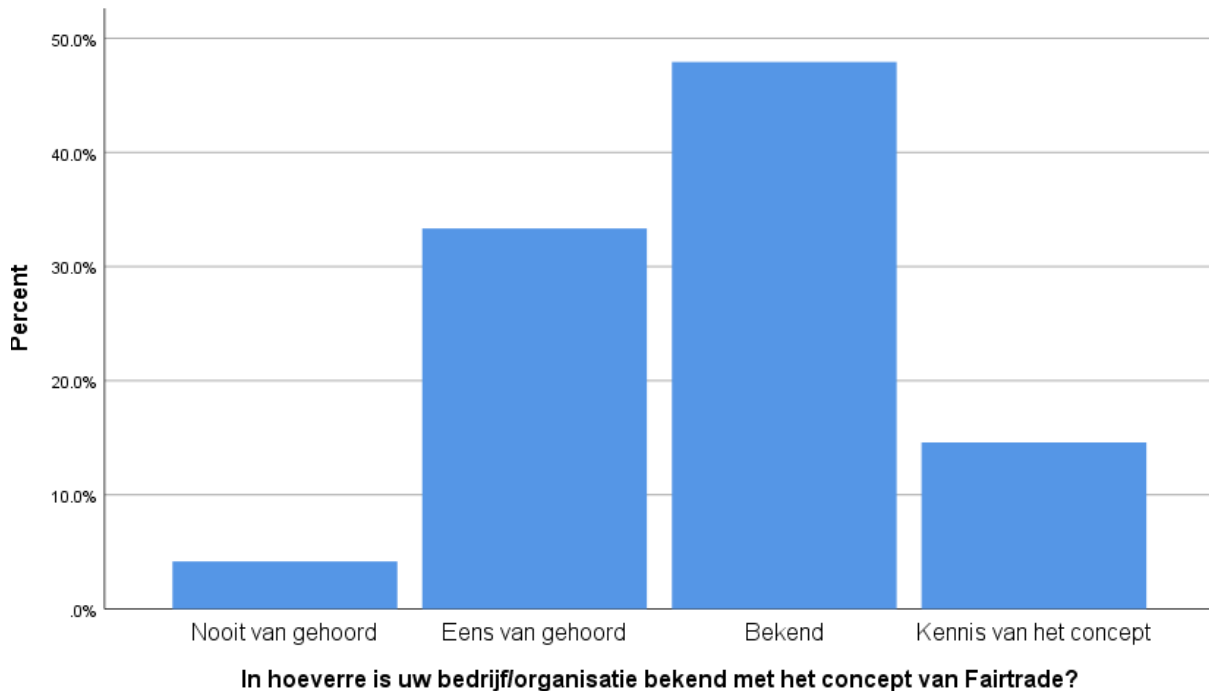
In this chapter, the findings from the quantitative study as well as the findings from the SPSS tests that were conducted, to further answer our research question, will be presented. The first part will be about the descriptive data gathered from the surveys, followed by the findings from the correlation test and lastly the findings from the comparison between the two locations (Zevenaar centrum and villages outside of Zevenaar).

In the total municipality 49 businesses and organizations participated in the survey, which were divided into four sub indicators, explained in the conceptualization, awareness, effectiveness, trust and willingness to participate. However, because the questions and therefore results of the dimension trust and effectiveness are very similar, they were combined in the description.

Awareness

When asked if the business/organization is aware of the concept of a Fairtrade town, out of the 49 organizations and businesses that filled out the survey, 55% are unaware about the concept and what it means, whereas the other 45% answered affirmatively. Related to that question it was inquired whether the company knew that the municipality of Zevenaar wants to become a Fairtrade town, 80% said they do not know, meaning only 20% have heard of it. Results on

familiarity with the Fairtrade concept show that less than 5% have never heard of it, 33% heard about it once, almost 50% are familiar with the concept and a mere 15% properly understand it.



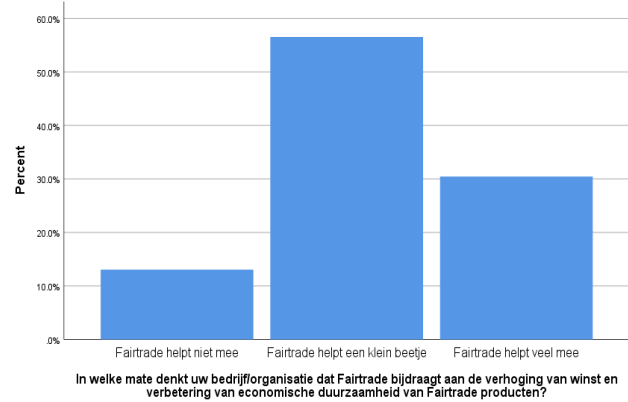
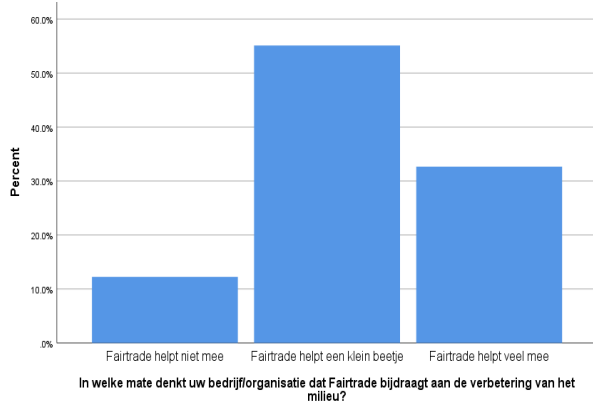
Over 15% do not know if their company uses or sells any Fairtrade products, close to 50% do not use them at all, over 20% use a few and 12% always use Fairtrade products if they are available. Concerning the involvement in fair trade projects, over 50% answered their company is not involved in any project of the sort, almost 40% are open for it and 10% have participated several times in projects revolving around fair trade.

To summarize, the awareness about Fairtrade, its concept and its usage, is less compared to recent studies.

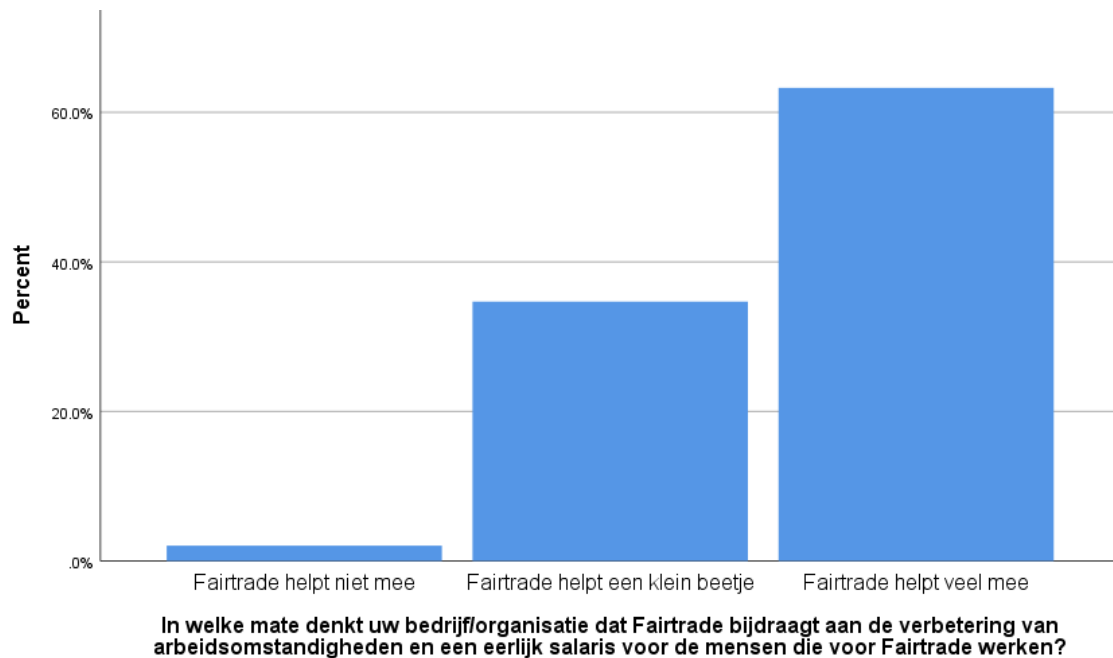
Effectiveness

“Do organizations and businesses think that the fair trade movement is effective?”

In terms of the quality of Fairtrade products, the majority of the interviewees has no experience or a neutral opinion (over 70%), around 5% believe them to be worse than a regular product and almost 20% consider them to be of higher quality. Generally, it is believed that the quality of the products is as good or even better than regular, non-Fairtrade, products. Concerning the issues if Fairtrade helps to create a better environment as well as helping to create economic sustainability the opinions are very similar, as can be seen in the graphs.



In both cases, little over 10% believed that the approach of Fairtrade was not helping at all, over 50% stated to think it helps at least a little bit and more than 30% were convinced Fairtrade helps to great extent to alleviate environmental impact as well as creating a sustainable economy. The most positive feedback to the concept of Fairtrade was given to the question of its effectiveness to improve working conditions. Less than 5% did not believe Fairtrade to have an impact at all, whereas around 35% thought it to help at least a little bit and the majority of over 60% were convinced it to have great impact.

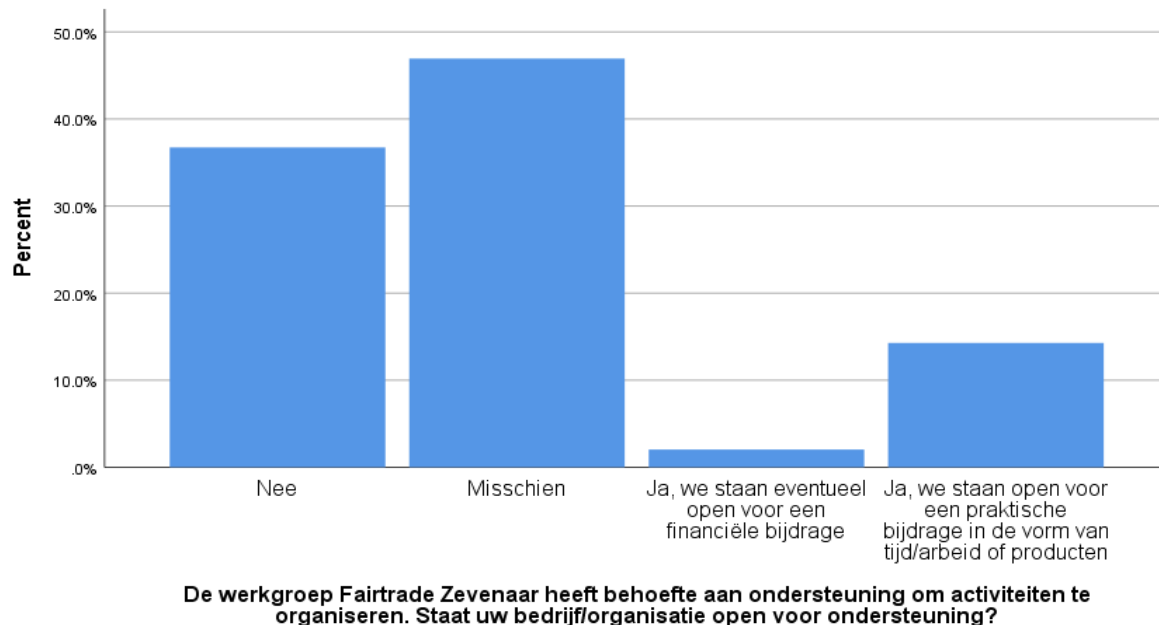


In conclusion, the majority of interviewees answered rather neutral but with clear positive connotations towards the concept. Overall, the feeling of effectiveness towards Fairtrade can be described as rather positive and well accepted.

Willingness to participate

“Are they willing to participate in the fair-trade movement?”

Less than 30% of the interviewed companies are not ambitious to sell or use Fairtrade products, around 40% are open to the idea but did not take any initiative yet, at least 18% try to use Fairtrade products and on the long term, around 12% want to use as many of these products as possible. The companies were further asked for their opinion about the annual costs of 1000 € that the municipality needs to invest in order to become a Fairtrade municipality; over 25% believe it to be unnecessary, while around 35% have no opinion at all and the same amount thinks of it as a good initiative. When asked about wanting to assist in organizing activities, 35% of the companies are not open to it, little over 45% may be willing to assist, only around 2% are willing to participate financially, nevertheless, around 15% offered to assist in in form of work, time and/or products.



In conclusion, it is important to state that, even though there is some support for the idea, the willingness to participate is very low, with a significant portion even believing the project to be unnecessary. So, the companies' support for this idea is moderate at best.

Correlations

To see the correlation between the three indicators and to be able to draw a conclusion of that in the following chapters, the Spearman test has been applied on the average mean of the dimensions.

Hypothesis 0: There is no correlation between the awareness-, the effectiveness- and participation mean.

Hypothesis 1: There is a correlation between the awareness-, the effectiveness- and participation mean.

Correlations

			Awareness_ Mean	Effectiveness_ _Mean	Participation_ Mean
Spearman's rho	Awareness_Mean	Correlation Coefficient	1.000	.582**	.372**
		Sig. (2-tailed)	.	.000	.008
		N	49	49	49
	Effectiveness_Mean	Correlation Coefficient	.582**	1.000	.293*
		Sig. (2-tailed)	.000	.	.041
		N	49	49	49
	Participation_Mean	Correlation Coefficient	.372**	.293*	1.000
		Sig. (2-tailed)	.008	.041	.
		N	49	49	49

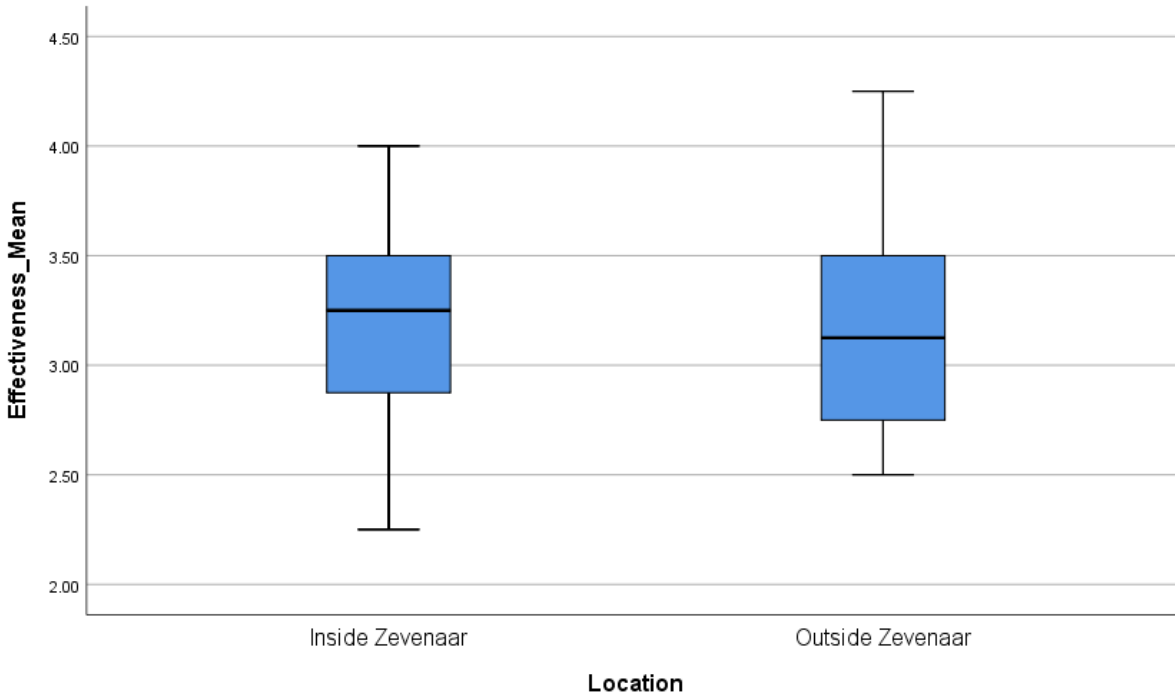
** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

The results show that between the mean of familiarity/awareness, which results from the average mean of every survey question within the category, and the mean of effectiveness there is a correlation of almost 60%; between familiarity and participation the correlation decreases to 37.2%. and between participation and effectiveness further to 29.3%. What this means for the general perception and opinion about the Fairtrade concept in Zevenaar will be addressed in the discussion.

Location

The research has been done in the urban area of Zevenaar centrum and its rural area which includes ten small villages. A comparison in form of a Box plot graph has been made to give insight on the difference of urban and rural areas.



As an example, the comparison is shown on effectiveness, in general, awareness and participation comparisons are similar, and the results do not differ within the dimensions. The graph shows that the average mean inside and outside Zevenaar is not significantly different, in the rural area it is slightly lower which might indicate a more negative perception of effectiveness. However, 25% of the rural businesses and organization are between a higher positive range and the lower 25% are not as negative as the lower 25% of the urban area.

In conclusion, the effectiveness mean does not significantly differ between urban and rural Zevenaar; similar results are given for the familiarity and participation mean. What needs to be mentioned is the difference in number of businesses between the areas: in Zevenaar centrum are way more businesses and organizations than in the urban villages; as the graph is in percentages this has no influence on the results.

Discussion of findings

This chapter will consist of the findings (previous chapter) compared to the literature review. Furthermore, it will address the qualitative information we obtained during data collection. Lastly, it will identify some of the validity and reliability aspects of the study.

In general, the findings are fairly similar to what has been addressed in the literature review; the familiarity with the concept Fairtrade itself is given and seen as positive. However, the trust and believe in the effectiveness is not that high for businesses and organizations, whereas in the literature the tendency was in high belief of effectiveness. Even though, most participants claim their knowledge on the concept of Fairtrade, many questions on effectiveness were answered neutral; it can be assumed that reason for this is the high familiarity with the logo

and the concept, but low knowledge on the in-depth impact Fairtrade has. The literature describes in chapter two was more focused on the perception of citizens, therefore, factors like price and quality do not play a key role when asking businesses about their perception and the results in general are not directly comparable. However, the results in general are similar and show a positive perception on Fairtrade products themselves.

For Zevenaars perception it can be said that they also stand positive towards the movement, however they are not aware of the concept "Fairtrade town", the municipalities intension of becoming such and what consequences that has on their company. This can be the result of missing communication from the municipality (absence of marketing and spreading awareness). However, talking to the responsible representative of Zevenaars municipality it is indicated that the project is still in the starting phase and therefore not widely communicated yet.

Discussion of qualitative data

Even though the data collected is quantitative, in conversations with the business owners or employees, independent from the survey, it has been seen that indeed the perception is positive and there is no issue with the initiative "Fairtrade town". However, and that is not clear through the surveys due to the questions asked, most people do not really see the importance of it, nobody has a problem with the idea but it has been addressed multiple times that there are more important issues that the people want to have addressed and changed. This concerns mostly the communication, and demographic change. Especially in the villages around Zevenaar, many young people are leaving; farms and businesses are struggling to survive. It was visual that many businesses are closing or about to in the near future.

The "Fairtrade town"-initiative is not seen as first priority and even though the results are positive and the municipality will get support, other issues, separately from the researches' focus have been addressed and are therefore asked to be considered, which will further be concluded in the following chapters.

Conclusion

In this chapter the research question and sub questions will be answered based on the results mentioned in the previous chapter. To recall, they will be listed again before being answered. Furthermore, the sub-question “Do organizations and businesses trust fair trade products?” is included in the question which focusses on the businesses’ perception of effectiveness of Fairtrade since the concepts are too similar to separate them, as it has been stated before.

Research Question

What is the perception of businesses and organizations on the Fair-trade movement and fair-trade products in the town of Zevenaar?

Sub- questions

- Are organizations and businesses familiar with the Fairtrade concept?
- Do organizations and businesses think that the Fairtrade movement is effective?
- Are they willing to participate in the fair-trade movement?

Based on the results of the findings, the sub-questions are being answered and it will be evaluated if the main research question has been solved satisfyingly.

It has been stated above that the awareness about Fairtrade, its concept and its usage, is less compared to recent studies. However, a big part of the interviewed companies is to some extent aware and familiar with the concept of Fairtrade, which allows to give an affirmative answer to the first sub-question; familiarity and awareness is to some extent visual but not as common as elsewhere.

The question “Do organizations and businesses think that the Fairtrade movement is effective?” can also be concluded in a confirmative way. The overall perception can be described as positive, the businesses feelings towards the effectiveness of Fairtrade concept as mostly convinced.

Both, the first and second sub-question give more insight on the perception of Fairtrade but does not give information about the municipalities main interest – involvement and support for the project and concept of becoming a Fairtrade town. To give that insight, the third sub-question is most relevant. The tendency, however, might not be as satisfying for the municipality since only a small portion of interviewed organizations and businesses are willing to actively participate and some even argue becoming a Fairtrade municipality is unnecessary. Stated in the previous chapter, for many businesses, organizations and citizens the communication from the municipality is not very expanded to all parts of the town and other issues besides Fairtrade seem more important and not taken care of.

In conclusion, the main research question can be dealt with satisfyingly: The overall perception of the concept can be described as rather positive, with some limitations, especially in the form of active involvement and participation. For this purpose, further education on the topic might

be needed and give the municipality more support from their citizens and local businesses. This, however, will be explained in the following section of recommendations.

The conclusion of the qualitative data has been drawn in the discussion in the previous chapter and will get focus in the following recommendations.

Recommendation

The municipality of Zevenaar plans on becoming a Fairtrade town, in order to do so, they need the support not only of citizens but also participating businesses and organizations. The results of the research have shown that there is a positive attitude towards and perception of Fairtrade in general. However, becoming a Fairtrade town is not one of Zevenaar's first priority, further they are not properly informed about what it is and includes. Therefore, as a result of the research, this team recommends strengthening the connection and communication between municipality and its citizens. They want more information about what is happening and a better platform to communicate different issues. Recommendations regarding the concept of becoming a Fairtrade town have a similar view to it. Businesses want more concrete information what their role is and what benefits it has for them and the municipality., nevertheless is the perception positive and the municipality of Zevenaar is supported by its businesses and organizations.

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Annex1

Survey used regarding business and organizations

Enquête voor bedrijven en organisaties

Bedrijf/organisatie:

1. Weet uw bedrijf/organisatie wat een Fairtrade Gemeente inhoudt?
2. Weet uw bedrijf/organisatie dat de gemeente Zevenaar een Fairtrade Gemeente wil worden?

Bewustzijn

3. In hoeverre is uw bedrijf/organisatie bekend met het concept van Fairtrade?

Nooit van gehoord

Eens van gehoord

Bekend

Kennis van het concept

4. In welke mate gebruikt/verkoopt uw bedrijf/organisatie Fairtrade producten?

Niet bekend of wij Fairtrade producten gebruiken of verkopen

We gebruiken/verkopen geen Fairtrade producten

We gebruiken/verkopen een paar Fairtrade producten

Als er een Fairtrade product beschikbaar is, gebruiken/verkopen we dat

5. Welke factoren beïnvloeden volgens u de keuze om Fairtrade producten te kopen?
(meer dan een antwoord mogelijk)

Kwaliteit

Prijs

Eerlijke werkomstandigheden

Aandacht voor de natuur en het milieu

Anders: _____

6. Is uw bedrijf/organisatie betrokken bij een initiatief wat te maken heeft met Fairtrade?

- Nee
- Nee, maar we staan er wel open voor
- Ja, we financieren er een of meerdere
- Ja, we zijn betrokken bij een of meerdere

Vertrouwen

7. Hoe denkt uw bedrijf/organisatie over de kwaliteit van Fairtrade producten?

- Slechter dan reguliere producten
- Geen ervaring
- Hetzelfde als reguliere producten
- Beter dan reguliere producten

8. Gelooft uw bedrijf/organisatie dat Fairtrade zijn principes nastreeft betreft betere werkomstandigheden en eerlijk loon.

- Nee, Fairtrade maakt de situatie erger
- Nee
- Ja, een beetje
- Ja, zeker weten

9. Gelooft uw bedrijf/organisatie dat Fairtrade zijn principes nastreeft betreft het produceren op een milieuvriendelijke manier?

- Nee, Fairtrade maakt de situatie erger
- Nee
- Ja, een beetje
- Ja, zeker weten

Effectiviteit

10. In welke mate denkt uw bedrijf/organisatie dat Fairtrade bijdraagt aan de verbetering van het milieu/planeet?

- Fairtrade maakt de situatie slechter
- Fairtrade helpt niet mee

Fairtrade helpt een klein beetje

Fairtrade helpt veel mee

11. In welke mate denkt uw bedrijf/organisatie dat Fairtrade bijdraagt aan de verbetering van arbeidsomstandigheden en een eerlijk salaris voor de mensen die voor Fairtrade werken?

Fairtrade maakt de situatie slechter

Fairtrade helpt niet mee

Fairtrade helpt een klein beetje

Fairtrade helpt veel mee

12. In welke mate denkt uw bedrijf/organisatie dat Fairtrade bijdraagt aan de verhoging van winst en verbetering van economische duurzaamheid van Fairtrade producten?

Fairtrade maakt de situatie slechter

Fairtrade helpt niet mee

Fairtrade helpt een klein beetje

Fairtrade helpt veel mee

Bereidheid om te participeren

13. Heeft uw bedrijf/organisatie de ambitie om meer Fairtrade producten te gebruiken/verkopen?

Nee

We staan er open voor maar hebben nog geen initiatief genomen.

Ja, we proberen om Fairtrade producten te gebruiken/verkopen

Ja, op de lange termijn streven we ernaar om zo veel mogelijk Fairtrade producten te gebruiken/verkopen

14. Om meer aandacht voor en bewustzijn over Fairtrade, willen de gemeente i.s.m. de werkgroep Fairtrade Zevenaar de titel Fairtrade gemeente behalen? De kosten voor de gemeente bedragen hiervoor € 1.000,- per jaar. Wat vindt u hiervan?

Niet nodig

Geen mening

Goed initiatief

15. De werkgroep Fairtrade Zevenaar heeft behoefte aan ondersteuning om (bewustwording) activiteiten te organiseren. Staat uw bedrijf/organisatie open voor ondersteuning?

Nee

Misschien

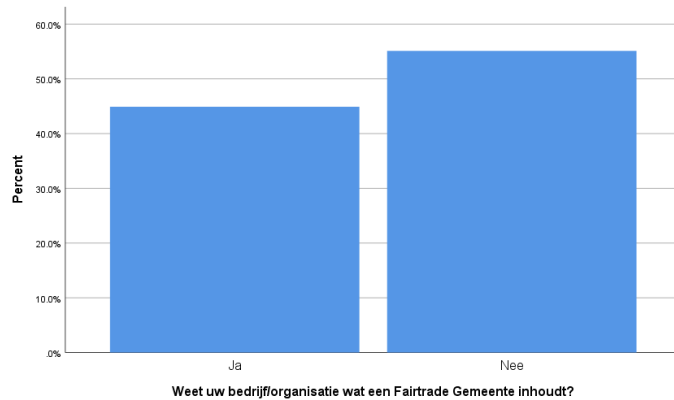
Ja, we staan eventueel open voor een (kleine) financiële bijdrage: bijvoorbeeld € ____ per jaar

Ja, we staan open voor een praktische bijdrage in de vorm van tijd / arbeid of producten)?

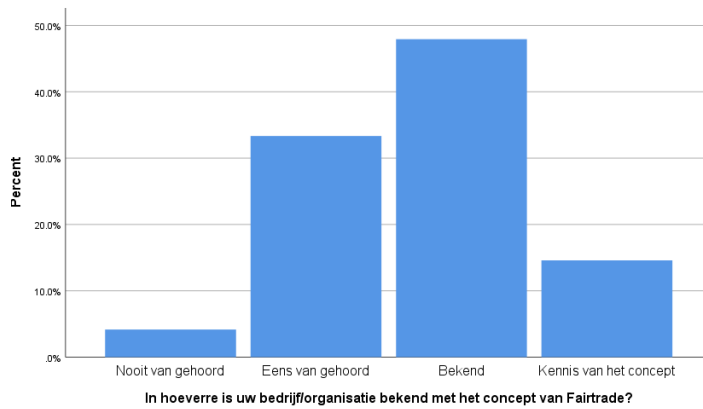
Annex2

Quantitative findings from SPSS:

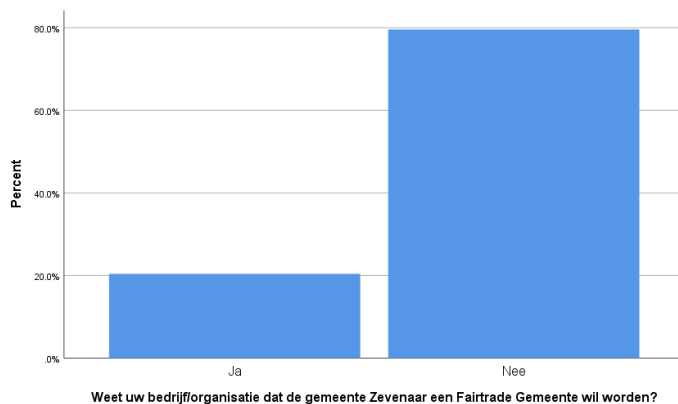
Familiarity



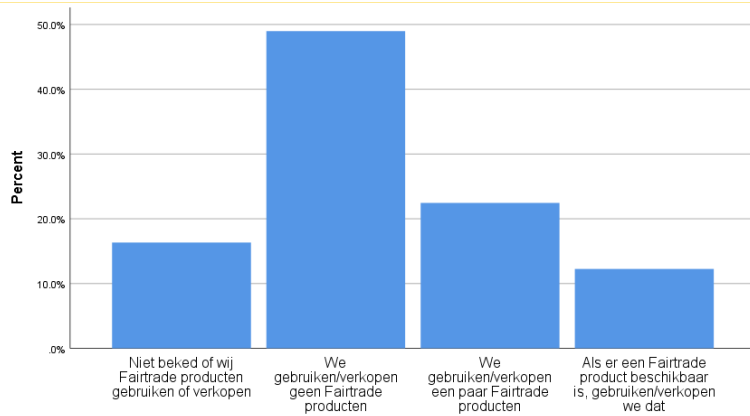
Does your company/organization know what a Fairtrade municipality is?



Is your company familiar with the concept of Fairtrade?

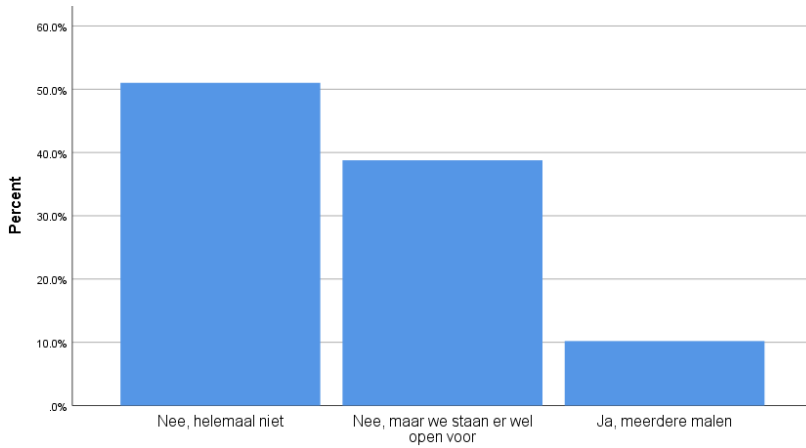


Does your company know that the municipality of Zevenaar want to become a Fairtrade municipality?



In welke mate gebruikt/verkoopt uw bedrijfsorganisatie Fairtrade producten?

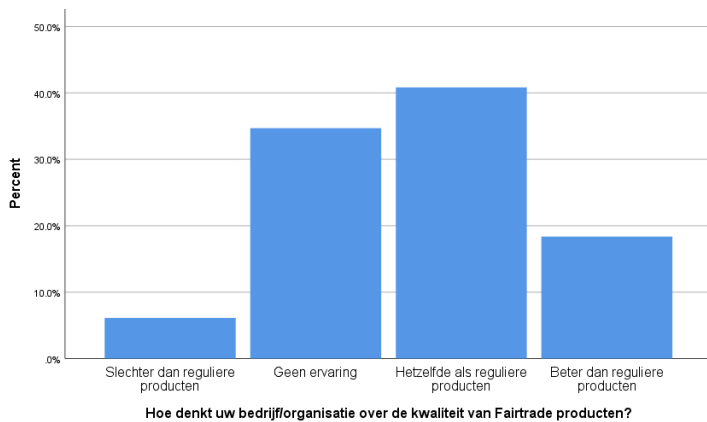
Does your company use or sells any Fairtrade products?



Is uw bedrijfsorganisatie betrokken bij een initiatief wat te maken heeft met Fairtrade?

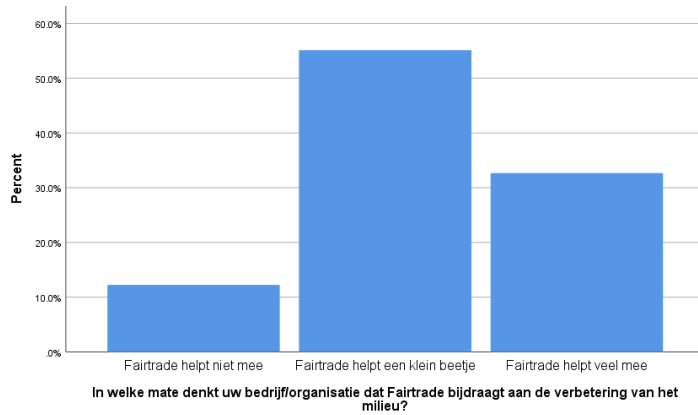
Is your company involved in any Fairtrade projects?

Effectiveness

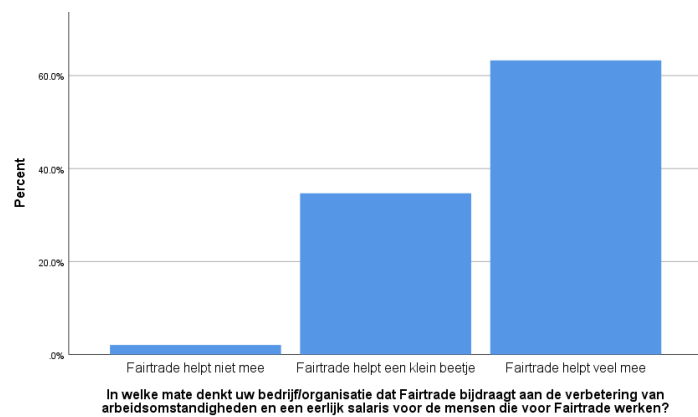


Hoe denkt uw bedrijfsorganisatie over de kwaliteit van Fairtrade producten?

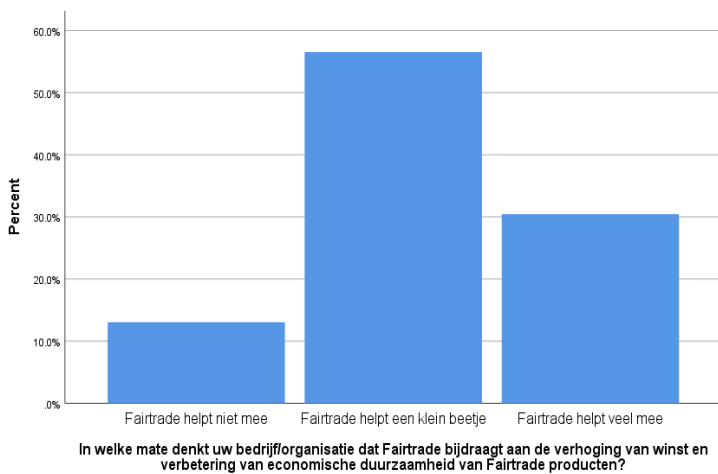
How does your company think about the quality of Fairtrade products?



To which extent does your company believe that Fairtrade contributes to a better environment?

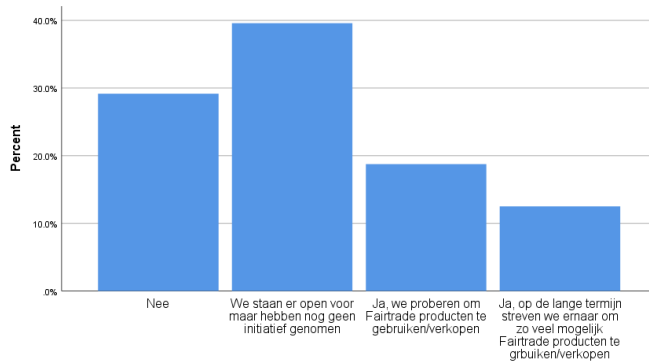


To which extent does your company think that fair trade contributes to better working conditions?



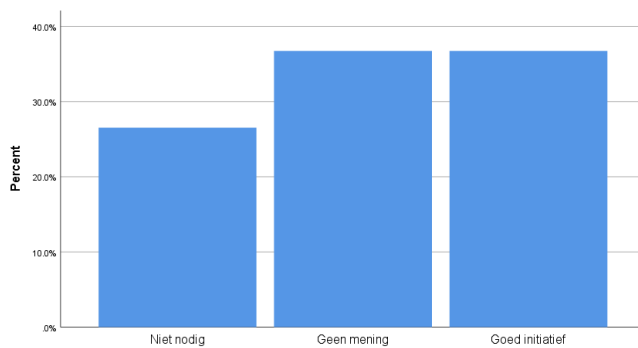
To which extent does your company believe that fair trade contributes to higher profits, increasing economic sustainability of Fairtrade products?

Willingness to participate



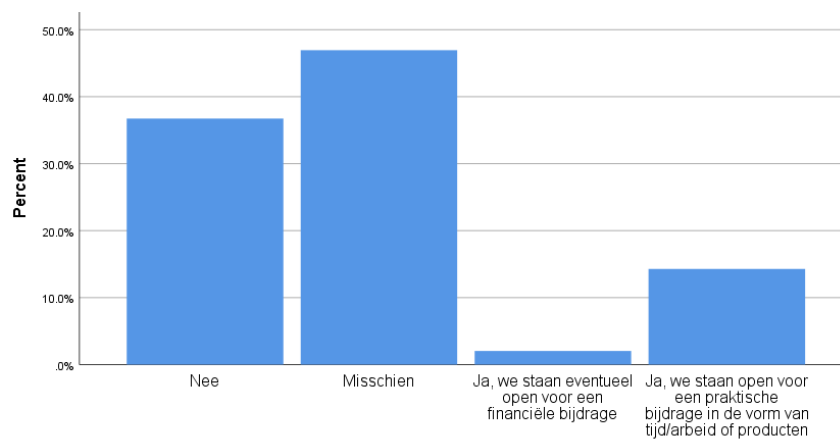
Heeft uw bedrijfsorganisatie de ambitie om meer Fairtrade producten te gebruiken/verkopen?

Does your company have the ambition to sell / use more Fairtrade products?



De kosten voor de gemeente om een Fairtrade gemeente te worden bedragen 1000 euro per jaar. Wat vindt u hier van?

The costs for the municipality to become a Fairtrade government is 1000 euros per year, what do you think of this?



De werkgroep Fairtrade Zevenaar heeft behoefte aan ondersteuning om activiteiten te organiseren. Staat uw bedrijfsorganisatie open voor ondersteuning?

The working group of the municipality of Zevenaar needs assistance for organizing activities. Is your company open to provide this assistance?