RESEARCH FOR THE MUNICIPALITY OF ZEVENAAR

FAIRTRADE TOWN ZEVENAAR

International Development
Management
Sustainable Value Chains
Year 2, Term 2

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1. Introduction

Nowadays, the world is becoming smaller, and international business has never been easier to do. In fact, it is possible to go to the closest grocery store and buy a banana that comes from the other side of the world. Nevertheless, it is probably the case that the consumer does not even know the history behind the product they bought. This has left room for unethical practices that especially affect the poorest and smallest producers in developing countries. Here is where Fairtrade comes in and tries to make a difference. Fairtrade is all about ethical and sustainable production (Fairtrade International, n.d.). By helping small farmers in developing countries through getting better prices for their products and optimal working conditions, Fairtrade has granted the opportunity for consumers to buy ethically correct products that empower their producers. A consumer is able to recognize the products through the Fairtrade label that distinguishes Fairtrade products from conventional products. After years of dealing with Fairtrade, a new movement surge to promote the concept.

After years of promoting ethical sourcing, the local government of Garstang and many active members of the community pledged to promote, buy and use Fairtrade products in the year 2000. As a result, the first Fairtrade town was established which marked the beginning of a new movement where communities could work together to promote ethical responsibly produced products. (Fairtrade Town, 2019) Currently, more than 2000 communities have obtained the title of Fairtrade town in more than 30 different countries all around the world. In the Netherlands itself, 89 municipalities called themselves Fairtrade Towns as they are endorsing sustainable production by raising awareness and creating beneficial policies. (Fairtrade Gemeenten, 2019) In other words, the concept of Fairtrade Towns means that communities agree to make Fairtrade products the standard products to tackle unethical production.

As the movement became stronger and larger, six criteria were developed which have to be met by the local government in order to obtain the title of Fairtrade Town. For the matter of clarity, the criteria are briefly mentioned in Table 1. Each criterion is then further divided into more specific requirements that turn the criteria into clear actions. (Fairtrade Gemeenten, 2019).

1.	A local working group actively working and promoting Fair Trade concept.
2.	The city council refers to Fairtrade and endorse the idea through policies.
3.	A number of local stores, restaurants, etc. sell Fairtrade products.
4.	A number of local companies and social organisations buy and use fair trade products.
5.	Strategic plan to campaign for Fairtrade on the long run, and actively organizing events related to the topic.
6.	The working group supports or undertakes initiatives that contribute to sustainability.

Table 1: Criteria that have to be met to obtain the title of Fairtrade Town (Fairtrade Gemeenten, 2019)

Keen on this idea, the municipality of Zevenaar has decided to become a Fairtrade Town in the following years. Although the municipality is actively exploring this opportunity, they lack information on the perception of Fairtrade by the local population to create a strategic plan to achieve the title of Fairtrade Town. If the information is obtained, the municipality of Zevenaar will be able to develop an ideal plan for the following months.

Problem Statement
The municipality of Zevenaar lacks information on the perception of local businesses and organisations on Fairtrade even though this information will support the initiative of the council of Zevenaar to invest in ethical and sustainable sourcing.

Research Objective
The objective of this research is to obtain insights on the perception of businesses, and organisations in the community of Zevenaar on Fairtrade. In order to contribute to the planning phase of becoming a Fairtrade Town by the local municipality.

Research Question
What is the perception on Fairtrade of businesses and organisations in the community of Zevenaar looking at their awareness, motivation and effectiveness?

Sub-questions
- How aware are the businesses and organization in the municipality of Zevenaar about/on Fairtrade?
- How willing are businesses and organisations in the community of Zevenaar to cooperate on Fairtrade initiatives?
- What is the opinion of businesses and organisations in the community of Zevenaar regarding the effectiveness of Fairtrade?

2. Literature Review

The following chapter further explains the fundamentals of this research. The first section contains a conceptual framework that shows a clear overview of the concepts studied. The second section further explains the concepts found within the conceptual framework to describe what the research is trying to find. In addition, literature found about related topics is integrated into both sections.

2.1 Conceptualization

Perception is a concept that can be interpreted in many different ways. In order to do proper study, the topic, it is necessary to define what the research understands by perception, and more specifically, perception of Fairtrade. Taking in to account the research objective and the criteria needed to achieve the title of Fairtrade Town, perception on Fairtrade is divided into 3 dimensions (see figure 1).
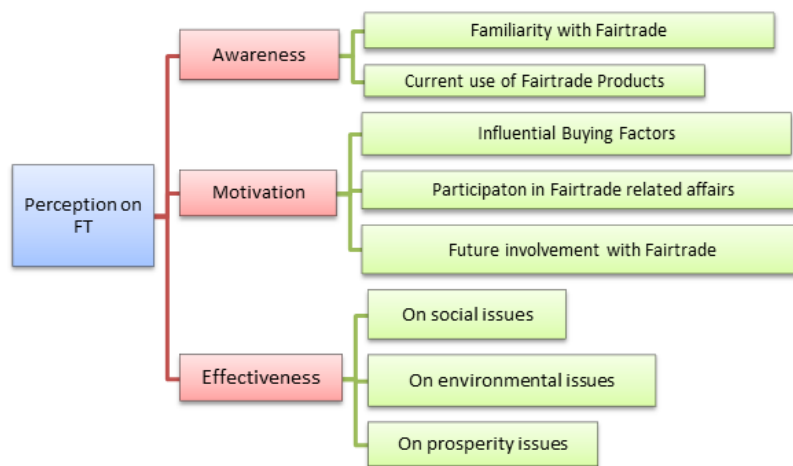

Figure 1: The conceptual framework

The three dimensions chosen are awareness, motivation, and effectiveness, which will be further explained in the following sections. Each dimension is related to one or more criteria. For example, awareness is related to criteria 3 and 4 (see table 1 in chapter 1. Introduction) that will hopefully prove useful for the commissioner. Then, it is important to remark that when referred to Fairtrade, Fairtrade products and any element related, the research is talking about the Fairtrade International Labeling Organization (FLO). (See Image). Couple with it, the Fairtrade Town initiative is a movement organized by FLO to promote ethical sourcing. Moving on, the first dimension defined is awareness.

Image 1: Fairtrade International Logo

2.1.1 Awareness

Awareness is defined as ''knowledge that something exists or the understanding of a situation or subject at the present time based on information or experience.'' (Awareness, n.d.) Awareness is a significant dimension of perception, because it indicates whether the respondent knows a certain concept before going on with how they perceive that concept. To increase the sale of Fairtrade products in Zevenaar, organisations and businesses should be aware of Fairtrade in the first place. Even when an organisation or business does not sell products, they can still be aware of Fairtrade by providing and using Fairtrade products in the canteen. Awareness is hard to measure. For this research, we have set up 2 indicators that measure awareness of Fairtrade;

1. Familiarity with Fairtrade: This concern whether the respondent knows Fairtrade. The respondent might only have heard of it, or he/she can roughly explain the concept.
2. Use of Fairtrade products: Indicate the current use of Fairtrade products such as chocolate, tea, coffee, etc.

2.1.2 Motivation

The concept of motivation is important for the research, since it shows what the participation is on Fairtrade related subjects and it makes a prediction for the use of Fairtrade products in the future.

During the interviews in municipality Zevenaar, questions will be asked about the ambition of diverse businesses and organisations to sell or buy more Fairtrade products in the future and if the business/organisation is willing to participate in diverse initiatives that have to do with Fairtrade. The held survey can be found in the annexes of this report. To get a better overview on how the respondent perceives Fairtrade, the interviewee is asked to name characteristics that come in mind with the thought of Fairtrade. These questions represent the desire of the organisations and businesses of municipality Zevenaar to sell, purchase and use Fairtrade products.

2.1.3 Effectiveness

The last dimension of this framework is effectiveness. Divided into social, environmental and prosperity, it measures how well consumers think Fairtrade delivers on their promises. Fairtrade calls these 3 aspects the 3 P's: People, planet and profit, and aims to improve the following aspects:

- Social: Child labour, forced labour, human and worker's rights and gender equality.
- Environmental: Climate change, deforestation, desertification, excessive use of toxic pesticides.
- Prosperity: Living wage, minimum and premium price.

Measuring how well consumers think Fairtrade delivers on effectiveness, reveals one aspect of the consumers perception of the brand. A Princeton study from 2012 showed customers see brands as persons and judge them not just by their products, but by their perceived intentions and abilities. (Kervyn, Fiske, & Malone, 2012) A better perception of the brands intentions and abilities will create a more positive perception of the brand.

When it comes to Fairtrade impact in general, Sally Smith, Independent Research Consultant, stated that the impacts of Fairtrade vary quite a lot. It includes improvement of working conditions, empowerment of producers, etc. (Smith, 2013). According to the definition of this research team on social issues, the impacts are mostly related to this indicator. Although findings relating to the other indicators are also mentioned, impact on social issues is the most seen.

Furthermore, Peter Griffiths stated in the conclusion of his research that "…his system is only possible because the Fairtrade industry makes false claims and suppresses significant information…" (Griffiths, 2012) To explain, he believes that Fairtrade is manipulating the facts about its impacts to give working. It can be implied that Fairtrade is then not effective as it seems it is. However, many other scholars such as Sally Smith differ with his opinion. In the case of this research, it will be relevant to find out if businesses and organisations think positively or negatively about Fairtrade effectiveness.

3. Methodology

In the following chapter, the methodology of the research will be represented. This research for the municipality of Zevenaar is an open research combined with quantitative research methods. The concerned outcomes will be gathered through desk study and surveys that will be taken in Zevenaar. This will make the outcomes of the research more reliable. The set target group for this research will concern organisations and businesses that are located in the municipality of Zevenaar.

In total, five groups of research teams from Van Hall Larenstein – University of Applied Sciences – did research on the perception on Fairtrade in the municipality of Zevenaar. The research team from this report focussed on the town Zevenaar itself during their fieldwork, not the smaller villages around Zevenaar. However, other research teams did focus on these smaller villages. Two research teams focussed on consumers in the municipality of Zevenaar, and the three other research teams focussed on the businesses and organisations. All outcomes of the surveys were shared with the other research teams when the fieldwork was done, so the results could be included in this research.

All five the project teams aimed for 20 interviews with businesses and organisations and 40 interviews with consumers. The interviews for businesses and organisations were selected through the database we received from the commissioner. The interviewees were selected through random sampling during the fieldtrip. To increase the reliability of the research outcomes the research team interviewed businesses and organisations in many different sectors.

Figure 2: Sample selection (van den Houten, 2020)

The obtained data was finalized after the fieldwork. Firstly, the data was uploaded into a statistic processing tool called SPSS. This tool helped to find correlations, make comparisons and presented results in a clear way. Some data was analyzed by comparing the business sectors. In other cases, data was analyzed without taking into account the sectors. Moreover, each dimension's results are separately presented in chapter 4 and analyzed in Chapter 5. Different display methods such as Crosstab, tables, bar graphs, and pie graphs are used to show relevant findings. After processing all data collected, conclusions will be made, and recommendations will be presented for the commissioner.

Target population:
The targeted population are the local businesses and organisations of the municipality of Zevenaar. In the database provided by the commissioner there are over 1000 local businesses and organisations.

Study population:
The study population are all the organisations and businesses within the following sectors: catering industry, retail, fashion & styling, tourism, remaining other services. Some of the surveys filled in by the organisations and businesses are filled in anonymous. Therefore, the category anonymous has been included as well.

Sample:
The sample we took for our research consist of 49 organisations and businesses within the sectors named above. The outcomes of these surveys are used for answering the research question.

4. Results

Following on, the next chapter will present the data found through the surveys. For the sake of clarity, the chapter was divided into four sections, general data, awareness, motivation, and effectiveness. How data is presented will be explained further in the corresponding section. After performing the field work, a total of 49 surveys (as mentioned in the previous chapter) were filled in by different businesses and organisations within the municipality of Zevenaar. In addition, it is important to restate that data was not manipulated in any way, and that it was fully processed in the SPSS tool. Categories were created to analyse the data more efficient. However, if no relevant difference was found, the data was presented not in categories but as a whole.

4.1 General Data

To begin, Frequency Table 1 shows how many businesses and organisations knew what the concept of "Fairtrade Municipality" means. As shown below, 22 (44.9 %) businesses and organisations responded "yes" while the rest (27 cases, 55.1%) responded "no".

Weet uw bedrijf/organisatie wat een Fairtrade Gemeente inhoudt?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ja	22	44.9	44.9	44.9
	Nee	27	55.1	55.1	100.0
	Total	49	100.0	100.0	

Frequency table 1 (N=49)

Next, frequency Table 2 shows how many businesses and organisations already knew that the Municipality of Zevenaar wanted to become a Fairtrade Town. As shown below, ten (20.4 %) businesses and organisations responded "yes" while the rest (39 cases, 79.6%) responded "no".

**Weet uw bedrijf/organisatie dat de gemeente Zevenaar een Fairtrade Gemeente wil worden?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ja	10	20.4	20.4	20.4
	Nee	39	79.6	79.6	100.0
	Total	49	100.0	100.0	

Frequency Table 2 (N=49)

Furthermore, in order to analyse in a more efficient way, the sample was divided into six different clusters. Bar Chart 1 presents the number of cases found per category. Furthermore, the six categories are catering, Fashion and styling, Tourism, Unknown, Retail, and other services. The category "Unknown" was included as different surveys were not properly filled in or the data is missing in what sector the business/organisation befit. The category with the most cases was "Retail" (12 cases). The category with the least cases is "Tourism" (3 cases). Afterwards, categories are presented based on the percentage of cases each one represents. This was done with Pie Chart 1. Both charts can be found on the next page of this report.

Number of Cases per Category

Bar Chart 1 (N=49)

Percentage of Cases per Category
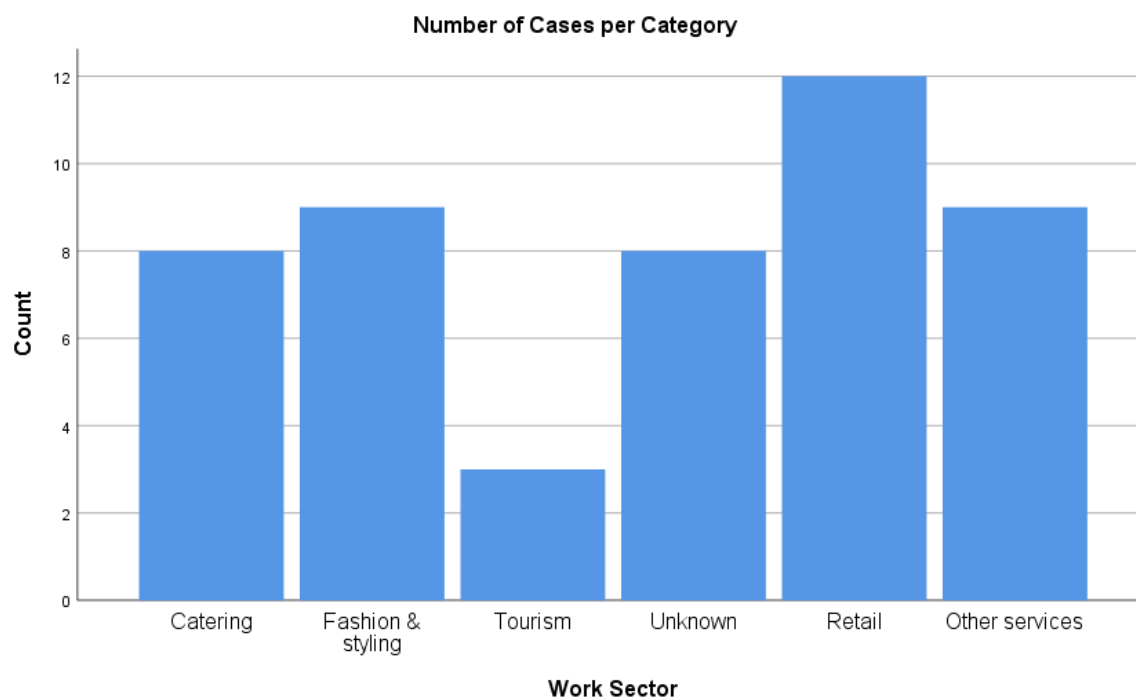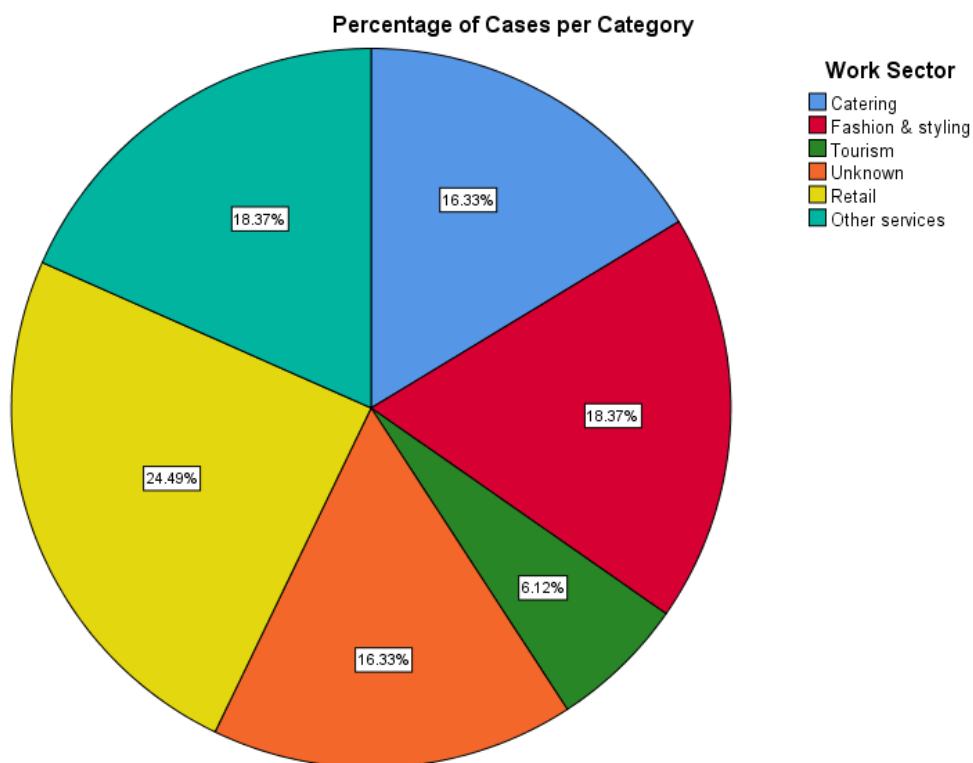
Pie Chart 1 (N=49)

4.2 Awareness

Looking at the first dimension, it is divided into two indicators which are familiarity with Fairtrade and Current use of Fairtrade products. Bar graph 2 display the results of question 3 in the survey relating to familiarity with the Fairtrade Concept. Most cases fall under "Bekend" (Known) followed by "Eens van gehoord" (Once heard about it), "Kennis van het concept" (Knowledge about the concept), and last "Nooit van Gehoord" (Never heard about it). Categories were not included due to irrelevant differences.
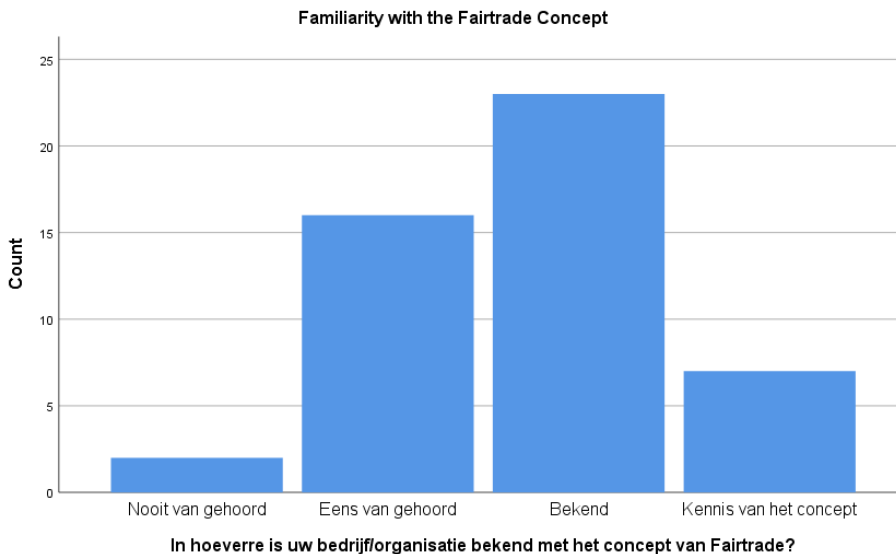
Bar Chart 2 (N=48, Missing=1)

### Work Sector * In welke mate gebruikt/verkoopt uw bedrijf/organisatie Fairtrade producten? Crosstabulation

|			In welke mate gebruikt/verkoopt uw bedrijf/organisatie Fairtrade producten?				
			Niet bekend of wij Fairtrade producten gebruiken of verkopen	We gebruiken/ver kopen geen Fairtrade producten	We gebruiken/ver kopen een paar Fairtrade producten	Als er een Fairtrade product beschikbaar is, gebruiken/ver kopen we dat	Total
Work Sector	Catering	Count	2	2	3	1	8
		% within Work Sector	25.0%	25.0%	37.5%	12.5%	100.0%
	Fashion & styling	Count	1	6	2	0	9
		% within Work Sector	11.1%	66.7%	22.2%	0.0%	100.0%
	Tourism	Count	1	2	0	0	3
		% within Work Sector	33.3%	66.7%	0.0%	0.0%	100.0%
	Unknown	Count	1	3	3	1	8
		% within Work Sector	12.5%	37.5%	37.5%	12.5%	100.0%
	Retail	Count	1	6	2	3	12
		% within Work Sector	8.3%	50.0%	16.7%	25.0%	100.0%
	Other services	Count	2	5	1	1	9
		% within Work Sector	22.2%	55.6%	11.1%	11.1%	100.0%
Total		Count	8	24	11	6	49
		% within Work Sector	16.3%	49.0%	22.4%	12.2%	100.0%

Crosstab 1 (N=49)

Regarding indicator number 2 "Current use of Fairtrade Products", Crosstab 1 was made to demonstrate to what degree each work sector uses Fairtrade products in their operations. Looking at Crosstab 1, 49% of business and organization do not use Fairtrade Products at all. However, the catering sector has the lowest percentage (25%) within the work sector.

4.3 Motivation

The first indicator in the Motivation dimension is the "Influential Buying Factors" (Bar Chart 3). Two charts were included in this bar chart, since two questions were related to this indicator. Bar Chart 3 shows the different factors that influence the buying decision (Quality, Price, Proper Working Conditions, Environmental protection, others). As seen in the bar chart, the working conditions had the most frequency from all. The next one was price followed by quality and environmental protection.
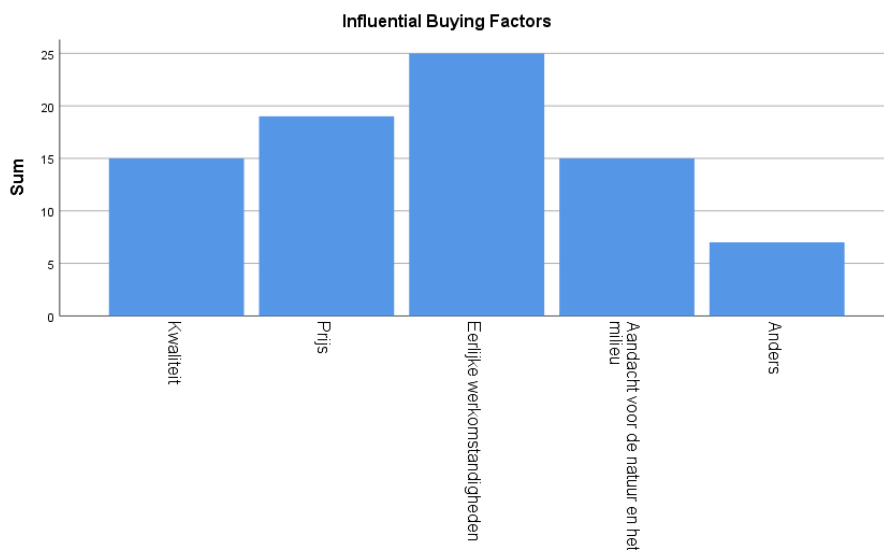

Bar Chart 3 (N=49, More than one answer per case)
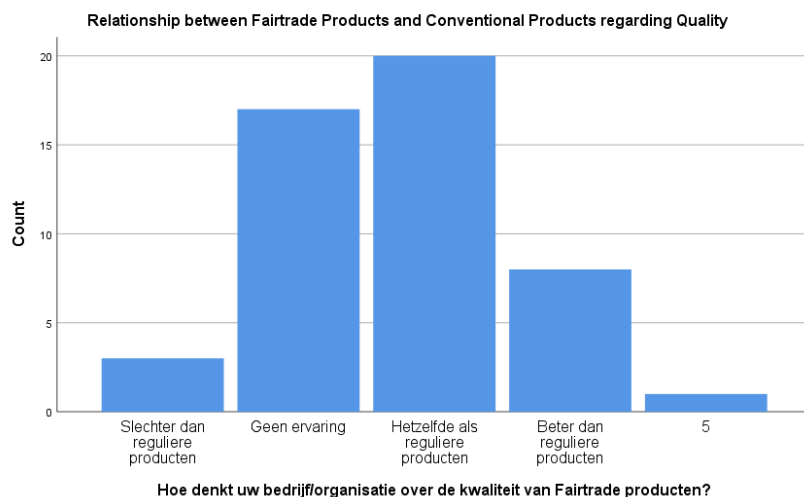
Bar Chart 4 (N=49)

Bar Chart 4, on the other hand, deals with the relationship between Fairtrade Products and conventional products regarding quality. Most cases thought quality was the same for regular and Fairtrade products. Both poles have the least number of cases. Both are seen as influential factor for the buying behaviour.

The next indicator is the participation of Fairtrade related affairs. To express the results, Bar Graph 5 was made. The three options were; "Nee, helemaal niet" (No never), "Nee, maar we staan er wel open voor" (No, but we are open for it), "Ja, meerdere malen" (Yes, more than one time). Results shows that most business and organization have not been involve in a Fairtrade Initiative. When looking at Frequency Table 3, it can be implied that 89% have never been involve and 11% have been involved.
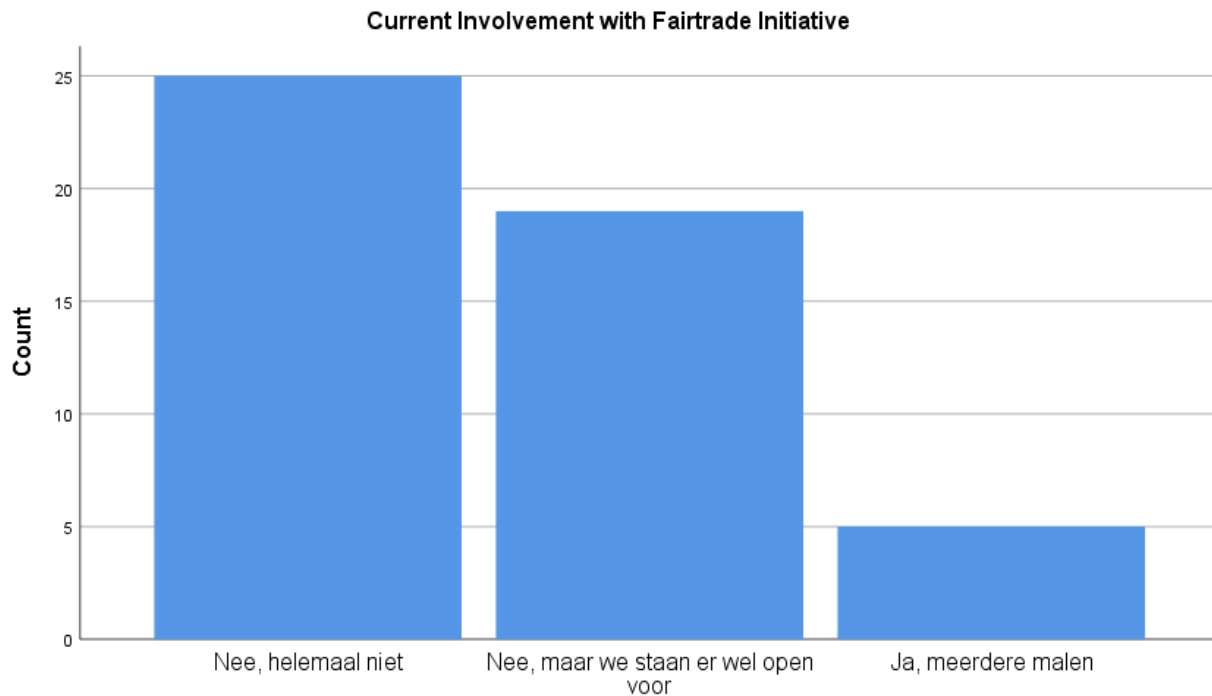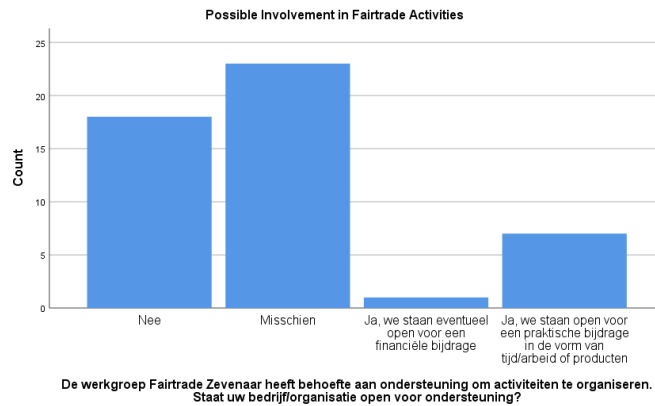

Bar Chart 5 (N=49)

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nee, helemaal niet	25	51.0	51.0	51.0
	Nee, maar we staan er wel open voor	19	38.8	38.8	89.8
	Ja, meerdere malen	5	10.2	10.2	100.0
	Total	49	100.0	100.0	

Frequency Table 3 (N=49)

Bar Graph 6 (N=49)

The third and last indicator of motivation is the future Involvement with Fairtrade. This was then split into two forms of involvement. The first form is possible involvement in Fairtrade activities. Bar Graph 6 displays the possible involvement in Fairtrade activities. The second form of involvement will be presented in Crosstab 2. Eighteen businesses and organisations said no, 23 said maybe, 1 said yes in a financial form, and 7 respondents said yes in the form of work or products.

Considering the second form of involvement, a Crosstab was created. It includes the different work sector in order to get a better image of what business/organisation is interested or not in getting involved with Fairtrade in the future.

| Work Sector * Heeft uw bedrijf/organisatie de ambitie om meer Fairtrade producten te gebruiken/verkopen? Crosstabulation			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/ver kopen	Ja, op de lange termijn streven we ernaar om zo veel mogelijk Fairtrade producten te grbuiken/verk open	Total
Work Sector	Catering	Count	2	3	1	2	8
		% within Work Sector	25.0%	37.5%	12.5%	25.0%	100.0%
	Fashion & styling	Count	3	4	1	0	8
		% within Work Sector	37.5%	50.0%	12.5%	0.0%	100.0%
	Tourism	Count	0	2	1	0	3
		% within Work Sector	0.0%	66.7%	33.3%	0.0%	100.0%
	Unknown	Count	2	2	3	1	8
		% within Work Sector	25.0%	25.0%	37.5%	12.5%	100.0%
	Retail	Count	5	3	2	2	12
		% within Work Sector	41.7%	25.0%	16.7%	16.7%	100.0%
	Other services	Count	2	5	1	1	9
		% within Work Sector	22.2%	55.6%	11.1%	11.1%	100.0%
Total		Count	14	19	9	6	48
		% within Work Sector	29.2%	39.6%	18.8%	12.5%	100.0%

Crosstab 2 (N=48, Missing=1)

4.4 Effectiveness

As seen in the conceptual framework, the dimension of effectiveness includes effectiveness in social, environmental, and prosperity issues. Although the question changed between the three categories, possible answers stayed the same. The first option was; Fairtrade "Helpt niet mee" (Fairtrade does not

help), the second option was "Fairtrade helpt een klein beetje" (Fairtrade helps a little bit) and the third option was "Fairtrade helpt veel mee" (Fairtrade helps a lot). Starting with effectiveness of social issues, Bar Graph 7 displays the data collected. Most respondents filled in that Fairtrade does contribute at least a bit on social issues. Only one respondent filled in that Fairtrade does not help at all.
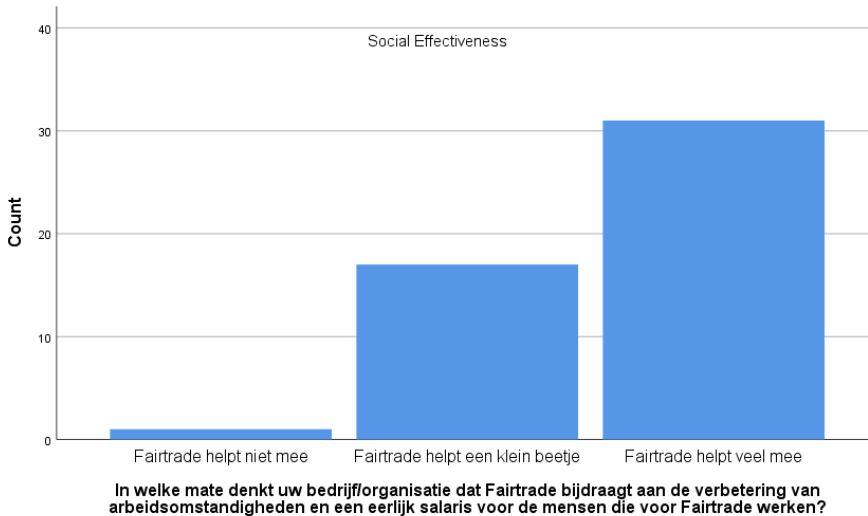

Bar Chart 7 (N=49)

The next indicator is the effectiveness on environmental issues. Bar Graph 8 presents the data. In this case, option 1 consisted of 6 cases. Option 2 had the most cases, almost 30. Option 3 had approximately 15 cases. A difference can be seen in Bar Chart 7, in the rightest column. It can be said that businesses and organisations believe that Fairtrade has a bigger impact on social issues than environmental issues. Bar Graph 9 (next page) shows the collected data on the effectiveness on prosperity issues. Surprisingly, data on environmental issues and prosperity issues is almost identical. The results follow the same patterns as in the environmental issues. By simple logic, it can also be implied that businesses and organisations believe that Fairtrade has a bigger impact on Social issues than prosperity issues.
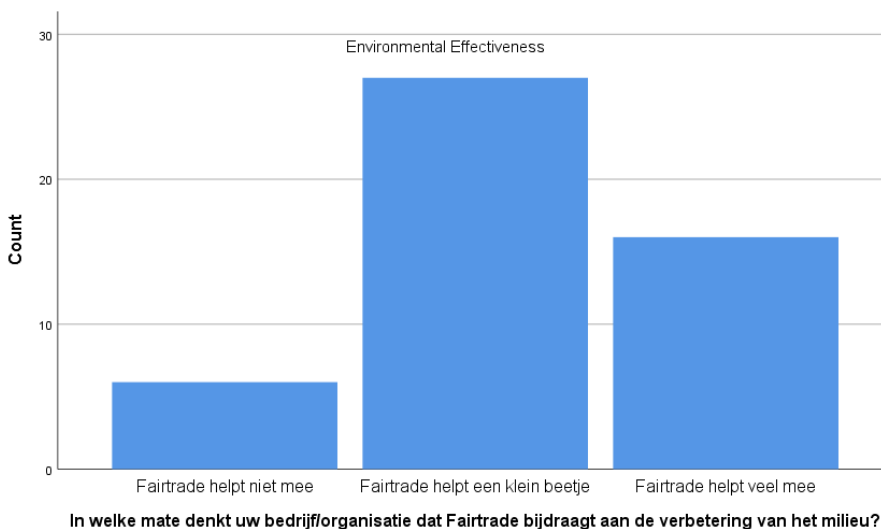
Bar Chart 8 (N=49)
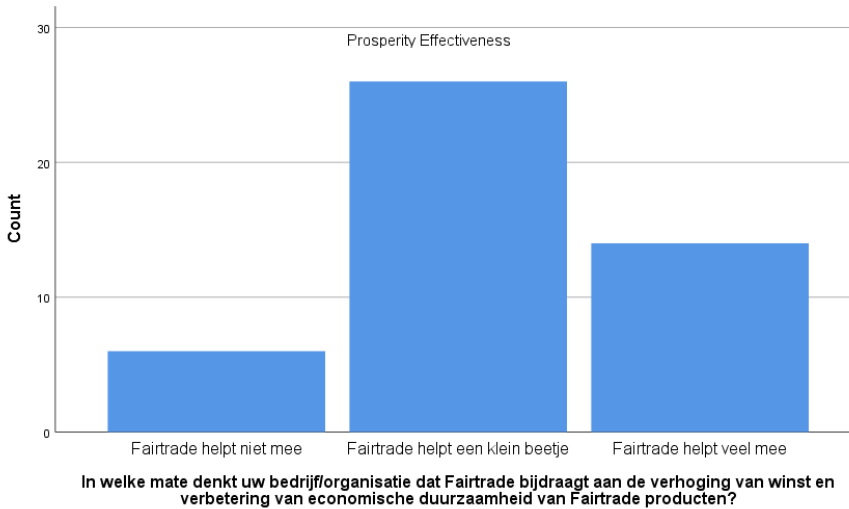
Bar Chart 9 (N=49)

To deal with the effectiveness dimension as a whole, a Fairtrade effectiveness index was created to measure the effectiveness dimension. For clarity, the Fairtrade effectiveness index is the mean of all the sums of each case in the three question regarding effectiveness. For example, if an organisation filled in three times that Fairtrade does not help, the sum of this organisation regarding the effectiveness questions is 3. The effectiveness index is then the mean of all the sums of each organization. With this said, the effectiveness index is 6.9 out of 9.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	46	93.9
	Excluded[a]	3	6.1
	Total	49	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.624	3

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
6.9565	1.865	1.36555	3

Figure 3: All variables

Options	Value
Fairtrade makes the situation worse.	0
Fairtrade does not help.	1
Fairtrade helps a bit.	2

Table 2: Values on effectiveness Fairtrade

5. Discussion/Analysis

In this chapter the results of the surveys will be discussed in the three categories; Awareness, Motivation and Effectiveness.

Successful implementation of social projects depends on several factors. One of the first steps is making people aware of such a project being undertaken. After having interviewed 49 businesses and organisations, the research team found out that 44.9% of these knew about the Fairtrade municipality concept. Only 20.4% of all respondents indicated they are aware of Zevenaar's aim to become a Fairtrade municipality.

5.1 Awareness

Dividing the businesses up into sectors allows for a deeper look in the data. After being asked how familiar businesses were with the Fairtrade concept, Bar chart 2 indicates the majority of them is familiar with the concept, the second largest group has at least heard of the concept once, and the third most picked option consider themselves to have knowledge about the concept. Only 1 case indicated they had never heard of the Fairtrade concept.

The difference in awareness between the Fairtrade concept and the Fairtrade municipality concept is striking. Less than 50% knew about the FT municipalities, while 97.9% knew about Fairtrade.

Knowledge on a concept does not necessarily mean any practical experience. Crosstab 1 shows to what extent the interviewed businesses actually use or sell Fairtrade products themselves. Over all the sectors, the most chosen option to the question: "To what extent does your company use or sell Fairtrade Products?" was; "We do not use any". With 49% of all businesses having chosen this option, it seems there is much room for improvement.

The results are divided up in sectors. Looking at sectors that use Fairtrade products, Catering comes out with the highest percentage of businesses using or selling Fairtrade with 37.5% choosing "We use or sell a few Fairtrade products" and a further 12.5% indicating that if a Fairtrade version of a product is available, they are using it.

Tourism and Fashion have the lowest percentages of Fairtrade engagement. 66.7% of businesses in the Fashion and styling category, as well as the Tourism category indicated that they do not use or sell any Fairtrade products. The difference between the sectors could be explained by the availability of Fairtrade products on the market. The catering sector uses more food products that can be sourced with a Fairtrade certification than service-oriented businesses like tourism. However, further data to support this claim was not gathered through the survey.

5.2.1 Indicator 1 – Influential buying factors

The first indicator in the motivation dimension is the influential buying factors. There are two charts included, each chart related to one question of the survey.

Bart chart 3 in the previous chapter shows the different factors that influence the buying decisions. From this chart, we can conclude that for organisations and businesses the fair working circumstances (eerlijke werkomstandigheden) the main reason is for buying Fairtrade products. This seems logical because one of the principles of Fairtrade is about fair working circumstances. Fair working circumstances are the most frequent. However, the price of Fairtrade products is according to the findings import as well.

The second bar chart within this dimension deals with the relationship between Fairtrade products and conventional products (bar chart 4). 20 Organisations or businesses think the quality is the same. According to the graph, 17 organisations and businesses have no idea about whether the quality is better or not.

5.2.2 Indicator 2 – Participation in Fairtrade related affairs

The next indicator is the participation of Fairtrade related affairs. In this dimension, the project team made two bar charts and two frequency tables.

From the first bar chart with the frequency table, we can derive that 51% of the businesses and organisations are not involved in Fair trade-related affairs. However, 38.8% is interested in participating, this is a big group where the municipality of Zevenaar can focus on.

5.2.3 Indicator 3 – Future involvement with Fairtrade

The third and last indicator of motivation is future Involvement with Fairtrade.

Organisations and businesses in the municipality of Zevenaar are not truly open for financial or practical help according to the findings. However, 23 organisations and businesses said that they are maybe open for help.

Afterwards, the project team included a Crosstab, from this Crosstab the different work sectors are shown. This gives a better image of which sector is interested or not. From this Crosstab, the researcher concluded that especially the retail sector is less interested. An interesting finding is that 50% of the Fashion & styling sector are open to sell Fairtrade products but they did not take the initiative themselves.

To sum up, organisations and businesses in the municipality of Zevenaar are open for future involvement with Fairtrade, but currently, not many organisations or businesses are working with Fairtrade. There is a big group of businesses that are willing to participate in Fairtrade activities. However, not many businesses or organisations are open for a financial or physical contribution.

5.3 Effectiveness

As stated in the literature review, one of dimensions was effectiveness which was divided into three different indicators which were effectiveness on social, environmental and prosperity issues. These were derived from the well-known 3 P's: people, planet, profit. Each one was clearly defined in Section 2.1.3. the results obtained from the three-question showed interesting facts. Not a single respondent thought that Fairtrade was making the situation worse. On the other hand, most respondents answered that Fairtrade is indeed helping either a little or a lot on all indicators. The highest effectiveness was associated with the indicator of social issues. This is probably the case because as other studies found, Fairtrade is associated with the social impact of empowering farmers, development of projects for the community, fighting child labour, etc. (Smith, 2013) Fairtrade is not directly associated with making a positive environmental impact. In general, Fairtrade is seen by businesses and organization in Zevenaar as an effective way of developing the 3 P's: people, planet and profit. This is a positive attribute companies could take advantage of. As stated by a Princeton study, the intentions and abilities of a brand create an image of the brand. Therefore, the association of Fairtrade with a brand would result in a better image for the brand itself.

The idea that of the high effectiveness of Fairtrade in Zevenaar is a direct contradiction to the opinion of many scholars. (Griffiths, 2012) It might be that businesses and organization are only exposed to the positive reviews and positive advertising of Fairtrade. It is important to remark that there are many different opinions about Fairtrade's impacts, both positive and negative, and for the validation of this research, it is tried to be viewed from a neutral perspective.

Furthermore, the Fairtrade Effectiveness index was 6.9 out of 9. This says a lot about the opinion of businesses and organisations. They believe to a certain point that Fairtrade is effective from a general point of view. However, it is relevant to state that the Cronbach's alpha was relatively low (.624). In other words, the Fairtrade Effectiveness index is not totally reliable but due to the low number of questions asked, the researchers consider this a relevant finding.

To sum up, Fairtrade effectiveness is seen as relatively positive among the businesses and organisations of the Municipality of Zevenaar especially when it comes to social issues. In addition, the Fairtrade Effectiveness Index expresses again the same finding in a more elegant way.

6. Conclusion

This research group has done open research with quantitative research aspects to find out what the perception on Fairtrade of businesses and organisations is in the community of Zevenaar by looking at their awareness, motivation, and effectiveness. From the findings, we can conclude that:

It can be implied that a large majority of businesses and organisations are aware of the Fairtrade concept; when it comes to awareness about Zevenaar's aim to become a Fairtrade Town, businesses and organisations lack this knowledge. Likewise, businesses and organisations are not involved in the usage and sale of Fairtrade products as our findings showed only one-fifth of businesses and organisations use or sell Fairtrade. To sum up, the awareness of businesses and organisation is high regarding familiarity with the concept; yet low regarding the use of it.

Going on with motivation dimensions, we can conclude that currently not many businesses and organisations participate in Fairtrade related events, but they are motivated and willing to participate in future events. The same applies to selling or buying of Fairtrade products. This is an opportunity for the municipality of Zevenaar to extend the Fairtrade involvement within the community. However, only a few are open to physical or financial contributions.

Businesses and organisations view Fairtrade as relatively effective when it comes to social issues, rather than environmental or prosperity issues. This can be seen back in their motivation to buy Fairtrade products as well; fair working conditions (which is most likely to be included to social issues) is their main reason for buying Fairtrade products. However, the majority of businesses and organisations view Fairtrade as only effective to a certain extent.

7. Recommendations

To the municipality of Zevenaar, we would recommend spreading awareness about their initiative to become a Fairtrade municipality. Eighty percent of the businesses and organisations did not know about the initiative to make Zevenaar a Fairtrade town, but almost 40% is willing to participate. This group might grow if more businesses and organisations at least know about the existence of the initiative.

Furthermore, we would recommend establishing trust in the effectiveness of Fairtrade. A large majority of the businesses and organisations believe that Fairtrade improves situations to a certain extent. By educating the businesses and organisations (in a meeting with all businesses and organisations in Zevenaar) on Fairtrade, their perception on effectiveness might change. This increases their motivation to become more involved.

8. Annexes

8.1 Table of Businesses and Organisations

Name	Location	Name	Location
Cafetaria Janssen	Pannerden	?	Zevenaar City
Kip Cornelissen	Pannerden	Lot Lifestyle	Zevenaar City
Henny de Groot Coleidoz	Vlagtwede	Pauw Telecom	Zevenaar City
Coccie vof	Tolkamer	Eet Lokaal	Zevenaar City
Anonymous	--	Vida Studio's	Zevenaar City
Horecagroep de kade, kade 7	Tolkamer	Bloemberg	Zevenaar City
Ditters Franssen makelaars	Zevenaar City	?	Zevenaar City
Paula's haarmode	Zevenaar City	Kranenburg	Zevenaar City
Kledingwinkel	Zevenaar City	Ijssalon Pisa	Zevenaar City
Stefanie modefornituren	Zevenaar City	Keiko Mode	Zevenaar City
Dier specialist Lucassen	Zevenaar City	Express Wear	Zevenaar City
Multihaar	Zevenaar City	Boek Buro	Zevenaar City
Terstal	Zevenaar City	Broodje Zevenaar	Zevenaar City
Cafetaria	Zevenaar City	Lijsten Centrale Zevenaar	Zevenaar City
Apotheek	Zevenaar City	Wentholt 1838	Zevenaar City
B.Z. Zevenaar	Zevenaar City	Rabobank	Zevenaar City
R.A. Accountants	Zevenaar City	Miss Etam	Zevenaar City
Wereldwinkel	Zevenaar City	Bonita	Zevenaar City
Garagebedrijf Maaike	Zevenaar City	?	Zevenaar City
?	Zevenaar City	Vers & Grillspecialist	Zevenaar City
Fotowinkel	Zevenaar City	?	--
ZZP	Zevenaar City	Kendor Poducts B.V.	Bahr
School	Zevenaar City	KBAV	---
Buurt etc.	Zevenaar City	Ebberg	--
Makelaar	Zevenaar City	?	--
Cafetaria Janssen	Zevenaar City		

8.2 Survey businesses and organisations Dutch

Enquête voor bedrijven en organisaties   **Naam:**

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?
[] We gebruiken/verkopen geen Fairtrade producten
[] We gebruiken/verkopen een paar Fairtrade producten
[] We gebruiken/verkopen veel Fairtrade producten
[] Als er een Fairtrade product beschikbaar is, gebruiken/verkopen we dat

5. Welke factoren beïnvloeden 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

Bereidheid om te participeren
7. 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

8. Staat uw bedrijf/organisatie open om deel te nemen aan Fairtrade gerelateerde initiatieven binnen de gemeente?
[] Nee
[] Misschien

[] Ja, we staan er open voor om het te financieren
[] Ja, we staan er open voor om deel te nemen?

Vertrouwen
9. 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

10. 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

11. 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
12.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

13.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

14.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

8.3 Survey businesses and organisations English

1. Does the company you work for know what a Fairtrade Town is?

2. Does your company know that the municipality of Zevenaar is trying to become a Fairtrade Town?

Familiarity

3. How familiar is your company with the concept Fairtrade?

[] Unfamiliar with the concept

[] It has heard of it

[] It is familiar with it

[] It knows the principles

4. To what extent does your company use/sell Fairtrade products?

[] We don't use Fairtrade products

[] We use some Fairtrade options

[] We use a lot of Fairtrade products

[] If a Fairtrade product is available, we use it

5. What factors influence your decisions of buying FT products? (More than one answer possible)

[] Quality

[] Price

[] Ethical background

[] Environmental

[] Other

6. Is the company you work for involved in projects related to Fairtrade?

[] No

[] Yes, we fund one or more

[] Yes, we work on one or more

[] Yes, we initiate and execute one or more

Willingness to participate

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

[] No

[] Yes, we are open to it, but haven't taken initiative yet

[] Yes, we aim to use Fairtrade products

[] Yes, in the long-term, we strive for the majority being Fairtrade

8. Would your company be willing to partake in initiatives, within the municipality of Zevenaar, related to Fairtrade?

[] No

[] Maybe

[] Yes, we are open to it, and want to work together with others

[] Yes, we are open to it and willing to operate alone

Trust

9. What does your company think of the quality of Fairtrade products?

[] It's worse than conventional products

[] We can't say, because we have never used/ sold Fairtrade products

[] Same as conventional products

[] Better than conventional products

10. Does your company believe that Fairtrade is living up to their principle of working on better working conditions and fair payment for the producers of Fairtrade products?

[] No, Fairtrade makes the situation worse

[] No

[] Yes, a little

[] Yes, definitely

11. Does your company believe that Fairtrade is living up to their principle producing in an environmentally friendly manner?

[] No, Fairtrade makes the situation worse

[] No

[] Yes, a little

[] Yes, definitely

Effectiveness

12. Internationally speaking, to what extend does your company think that Fairtrade is contributing to the improvement of the environment/ planet?

[] Fairtrade is making the situation worse

[] Fairtrade isn't contributing

[] Fairtrade is contributing a little bit

[] Fairtrade is contributing strongly

13. Internationally speaking, to what extend does your company think that Fairtrade is contributing to the improvement of working conditions and fair payment of the people working for Fairtrade?

[] Fairtrade is making the situation worse

[] Fairtrade isn't contributing

[] Fairtrade is contributing a little bit

[] Fairtrade is contributing strongly

14. Internationally speaking, to what extend does your company think that Fairtrade is contributing to improving the profitability and economic sustainability of Fairtrade products?

[] Fairtrade is making the situation worse

[] Fairtrade isn't contributing

[] Fairtrade is contributing a little bit

[] Fairtrade is contributing strongly

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