



## **CGR / CEGBI Workshop: 8 July 2011**

### **'Fairtrade, History and Governance'**

Organised jointly between:

CGR - Centre for Globalisation Research, Queen Mary, University of London  
and

CEGBI - Centre for the Evolution of Global Business and Institutions, University of York

Location:

**5 Dean Rees House, Charterhouse Square, Barbican  
London**

#### **Theme**

This workshop brings together practitioners and academics from different disciplines in economics, law, history, political sciences and management, to discuss the theme of 'Fairtrade, History and Governance'. It aims to answer key questions such as: What is the actual impact of globalisation and global consumerism on fairtrade? What are the implications of fairtrade certification on economic welfare? On what basis can the fairtrade phenomenon be genuinely considered ethical? Are governance modes employed in fairtrade relevant in explaining local and regional development? Is the impact of fairtrade very different when comparing distinct industries and countries? Who benefits more from fairtrade, the producers or other potential gainers such as the distributors? How important are governmental and legal institutions and non-governmental organizations in explaining success of fairtrade? How has the global brand 'fairtrade' developed, and what contributed to the enhancement of its reputation? Is fairtrade always beneficial for the different actors in the value chain in terms of welfare?

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### 'Fairtrade, History and Governance'

#### Programme

**10.00 - 10.30 am - Coffee**

**10.30 - 11.15 am – Opening Session**

'Welcome'

Brigitte Granville, *Queen Mary, University of London*

Teresa da Silva Lopes, *University of York*

'Fairtrade: Revolution or Foundation of a New Economic Model'

Jean Pierre Blanc, *CEO of Malongo*

'Fairtrade: A Unique Movement Transforming Trade'

Barbara Crowther, *Fairtrade Foundation*

**11.15 - 12.45 pm – The Economics of Fairtrade**

Chair: Saul Estrin, *London School of Economics*

'Fair Trade: Common Fallacies and their Debunking'

Sushil Mohan, *University of Dundee*

The 'Feel Good' Effect: Trust in Fairtrade

Brigitte Granville, *Queen Mary University of London*

'Fairtrade Farming and Welfare'

Steven Telford, *Queen Mary, University of London*

**12.45 - 1.45 pm – Lunch**

**1.45 - 3.15 pm – Global Business and Fairtrade**

Chair: Mark Casson, *University of Reading*

'Globalisation and the Evolution of Fairtrade Branding'

Teresa da Silva Lopes, *The University of York*

'Fairtrade and organic labels as certification standards and their contested usage: some reflections on the NZ example'

Simon Mowatt, *Auckland University of Technology*

'Fairtrade: Partners in Development? '  
Matthew Anderson, *University of Birmingham*

**3.15 - 3.30 pm – Coffee Break**

**3.30 - 5.00 pm – Fairtrade, Governance and Welfare**

Chair: Gary Jenkins, *Department for International Development (DfID)*

'Evolution of Governance Structures of Fairtrade International'  
Ian Bretman, *Fairtrade International*

'Fairtrade, Governance Structures and Impacts on Local Development'  
Martha Prevezer, *Queen Mary, University of London*

'Beyond Price: Fairtrade and Capacity Building?'  
Shannon Sutton, *Queen Mary University of London*

**5.00 - 5.15pm – Coffee Break**

**5.15 - 6.45 pm – Fairtrade, Economic Geography and and Ethics**

Chair: Ian Bretman, *Fairtrade International*

'*London as a Fairtrade City: An Entry Point into Community and Citizenship*'  
Jenny Kaldor, *Fairtrade London*

'Fairtrade: Institutional Design and Development'  
Elizabeth A, Bennett, *Brown University*

'Fair Trade and Ethical Trade Movements'  
Janet Dine, *Queen Mary, University of London*

**6.45 pm – End of Workshop**

**7.00 pm – Drinks and Dinner (Restaurant Moro)**

**For more information please contact:**

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THE UNIVERSITY *of York*

## How to Get to 5 Dean Rees House – Charterhouse Square:

### - Nearest tube station

Nearest stations on the London Underground are Barbican and Farringdon on Hammersmith and City, Metropolitan and Circle lines.

### - 5 Dean Rees House – Charterhouse Square

See number 5 on the map below

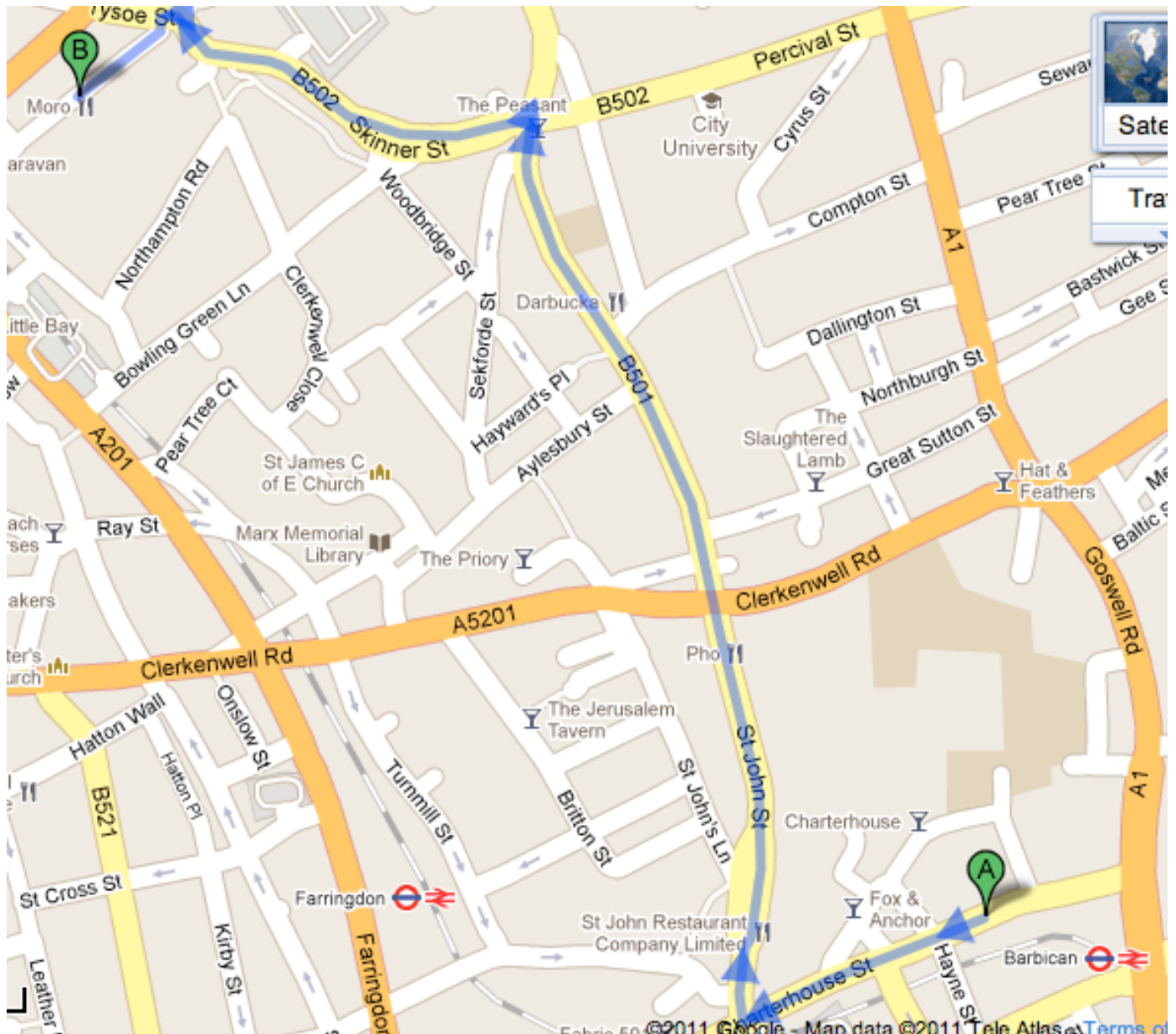


For further information (eg. about travel information) go to:

<http://www.qmul.ac.uk/about/campus/charterhouse/index.html>

## How to Get to Restaurant MORO:

34-36 Exmouth Market London EC1R 4QE



### - Nearest tube stations:

Nearest stations on the London Underground are Angel, Farringdon and Chancery Lane.

### - For further information about the restaurant go to:

<http://www.moro.co.uk/moro/restaurant/default.asp>