

# Impact Report

2022-2023



| Transform  
| Trade —

So everybody benefits.

# Dear friends

I'm delighted to share with you all that we have accomplished together – 'as I reflect on the last year, it's struck me just how much we've been able to achieve in a difficult global context, and I hope you're as proud as I am to see the impact your support is having across the world.

Whilst we continue to feel the impact of the global cost of living crisis – high fuel prices, and the increasing costs of staple goods, fuelled by the climate emergency and the ongoing conflict in Ukraine - there's much to be hopeful about, and I hope the inspirational stories we share here remind you that together, we really can change things for the better.

Over the last year, we've continued to commit to shifting the power to people who really matter – the workers, farmers and producers who are fighting for justice and a fair deal. On pages 6-7, you'll hear first-hand from home workers, who are documenting the struggles and opportunities they face in the fashion

supply chain, and on pages 14-15 you'll learn more about our focus on gender justice, and how we can use trade as a tool for empowerment – challenging gender norms in rural Bangladesh.

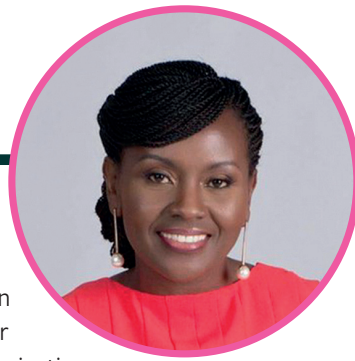
As you read this, I want you to remember that none of this would be possible without your steady and committed support. Every tea bush planted, every employee who can educate their child, and every woman who returns home with a fair days' pay – your support has helped make these things happen.

I hope you enjoy reading about the difference you've made – I can't thank you enough for your kind support.

With warmest wishes,

*Alice*

Alice Oyaró  
Deputy CEO, Transform Trade



**Cover photo: K. Kavitha, homemaker and leader of a Homemaker's Collective, India "Years back, I took out a loan, and started with the first machine. Now I own four machines, and I can give work to others. For ten years, I've employed the same set of people. I'm the leader of a collective and I work for the good of the entire workers, so they can have their rights. Even in my own factory, I want workers to have the rights they deserve."**

Photo: Transform Trade/K Kavitha

# Thank you

**We would like to thank all our supporters, partners, and donors for their generous contributions and unwavering support in 2022-2023. Your support has gone a long way in transforming trade, so everybody benefits.**

We are grateful to the following trusts, foundations and statutory funders who supported our work including:

- Arimathea Charitable Trust
- B E Rodmell Trust
- Be One
- David and Lynn Smith Charitable Trust
- European Union
- Halcrow Foundation
- Nelson New Forest Foundation
- Oak Foundation
- Persula Foundation
- Saxham Trust
- Soroptimist International of Great Britain and Ireland
- The Ann Jane Green Trust
- The Ashburn Charitable Trust
- The Benham Charitable Settlement
- The Blunt Trust
- The Bryan Guinness Charitable Trust
- The Carpenter Charitable Trust
- The Ceniarth Foundation
- The Fulmer Charitable Trust
- The Guy Fawkes Charitable Trust
- The P & FW Family Charitable Trust
- The Roger and Sarah Bancroft Clark Charitable Trust

- The Rothley Trust
- The Society of the Sacred Heart
- The Souter Charitable Trust
- The Squires Foundation
- The Tisbury Telegraph Trust
- UK Foreign, Commonwealth & Development Office
- Waylan Trust
- World Day of Prayer
- Wyatt-Spearman Charitable Trust

We are grateful to our business partners including:

- True Origin
- Spark Etail/Ethical Superstore
- The Ethical Shop
- Choose Liberation
- Premcrest and FairtradeWarehouse
- Shared Earth
- Rectella International
- Polyco Healthline
- Good Taste - The Sheffield Fair Trade Shop
- The Paget Charitable Trust

We appreciate the kindness and generosity of all the individuals who included Transform Trade in their wills. This year we received over £132,000 in unrestricted legacy income.





Photo: Transform Trade/GMB Akash

*“We learned about tea production and saplings production, where to sell them, how to take care of the tea garden and saplings, all this we learned from Traidcraft Exchange (Transform Trade). It has changed the fate of our village.*

*Earlier everyone was a day labourer, now everyone is a tea garden owner. Earlier people used to live in broken houses of one room with their 4 or 5 children, and now every house has four or even five rooms.*

*Earlier, people in our area did not have toilets, everyone used to toilet outside in the forest, and now every house has a toilet.”*

**Asinur Rahman,  
Bangladesh**

**Tea workers around the world face exploitation. Whether working on tea estates, which are often hidden from scrutiny due to remote locations and lack of access, or growing tea on small farms, workers in the tea supply chain rarely get a fair deal. However, the picture is not all bleak – tea growing, when done well, can help communities to thrive – it’s a profitable commodity, and thrives in soils which can’t support other crops.**

### ● India – Building Voices, Creating Choices

Transform Trade (formally Traidcraft Exchange) has a long history working in the tea sector in India, through a number of

projects across the country which have been running for decades.

We’re working alongside 95 new women’s groups from tea gardens in the state of West Bengal, supporting them to find alternative income sources, such as rearing livestock, as well as training 20 community-based paravets, 12 of whom are women, to offer vet care for small livestock to tea worker communities.

In 2022, we supported over 1,000 households along with our partners, Prasari. Alongside this, we are supporting communities to install safe drinking water systems with filtration units, which can be managed by the community.

With thanks to the Oak Foundation

### ● Fashion Watchdog

In 2020, when headlines were filled with fashion brands abruptly cancelling orders with their suppliers, we saw that there was a public appetite for change. But the order cancellations weren’t just a symptom of the pandemic - they’ve been happening for decades and are just one of the many unfair purchasing practices inflicted on factories by fashion brands.

Transform Trade has been building political support for a fashion watchdog which could stop these unfair purchasing practices. In June and November 2022 we held events in Parliament alongside academic researchers, starting some great conversations and because of the event Liz Twist MP, along with 12 supportive MPs, put forward a 10-minute rule bill in Parliament for the creation of a Fashion Watchdog.

To show the strength of support for a Fashion Watchdog we launched a pledge for MPs to sign up to. Thanks to your amazing campaigning (including the creation of fabulous handcrafted dogs **transform-trade.org/1000-dogs**) we’ve 57 MPs representing the whole political spectrum signed up. Now we’re working to change this support into manifesto commitments.



### ● Hidden Homeworkers

Across South Asia, millions of women are working as homeworkers for the global fashion industry. Typically employed informally by subcontractors and drawn from the poorest communities, women homeworkers are the sector’s worst paid and most insecure workers.

Despite this, for many women, particularly those with young children or elderly dependents, homeworking offers a vital source of family income and banning this practice only pushes it further underground.

Homework is often ignored by brands – who prefer to turn a blind eye to subcontracting or ban the practice entirely. But if home workers had formal recognition, from both brands and the state, they could demand basic benefits like fair pay, health and safety measures, and pensions.

Transform Trade has been working alongside home workers for four years, to map supply chains down to the homeworker level. This programme has helped fashion brands introduce simple systems that document homeworkers’ contribution and wages, and develop action plans that drive transparency, best practices and improve working conditions. Overleaf, you can read about one homeworker’s experience – in their own words and images.

With thanks to: The European Commission, The Souter Charitable Trust, World Day of Prayer, The Bryan Guinness Charitable Trust, The Scott Bader Commonwealth Ltd, The Evan Cornish Foundation, The Rainford Trust, The Society of the Sacred Heart, Cherrie Mansfield

# Hidden Homeworkers tell their own stories

Members of an all-female homeworkers cooperative took part in a five-month project documenting their experiences as home workers in the fashion supply chain.

Transform Trade worked with a photojournalist from Tamil Nadu, who trained 12 women in photography, image selection and storytelling. This way of documenting stories, known as participatory photography, puts the narrative back in the hands of those in the story. Rather than being interviewed by outsiders, participants document their own lives and share their stories on their own terms. They spent three months documenting their experiences as homeworkers – the challenges, the upsides, and the day-to-day struggle. They shared these stories with us but are also



Photo: Transform Trade/ Bhargav Shandilya

using them to inform their own campaigning work – demanding recognition as a formal category of workers by the state of Tamil Nadu, which would mean they could access state benefits, like sick pay and pensions.

Sathya, who is a home worker from Tamil Nadu, shares her experiences of the training:

*“I’d like to keep taking photos after this project. I’m happy we can continue to use the cameras. Before I just wanted pictures to look beautiful, but now I want to capture my work step by step. I want to take photos for income generation. Once I took the camera home, everyone wanted to join in – to get the same training. They asked me where I got the camera, how much it cost.”*



A woman dressed in dark colours sits in a doorway, in front of a pink wall, trimming red clothes patterned with teddy bears.

*“She’s threading the elastic through these clothes and trimming. It’s her home. The items are dropped at her home, where she completes them. She’s sat in the doorway. I like this photo a lot, it’s one of my favourites because it shows the story of the family. She has no husband and three daughters – it’s a small house. If she sits in the doorway, she doesn’t need to use the electric light and it’s easier to see. Of the three daughters, one goes out as a helper and the other daughter works with her. The third is at school.”*

We’ll be sharing more stories from this project over the coming months, alongside launching a new campaign asking British brands to create homeworker-friendly policies here in the UK, over the next year.

Photos: J Sathya



A woman with an injured wrist sews red clothes.

*“This elderly couple live three roads from me. Her son is married and living away with his wife, so it’s just her and her husband and they need to earn their bread. It is difficult for them. She told me ‘if my son doesn’t take care of me, I have to do this work as there is no other savings or pension to take care of me.’ Her wrist is twisted, and it initially hurt her a lot, but it’s less now and although not comfortable she can work. Her husband is doing the threading, which is the part which is most painful for her. She will have gone to a government hospital as there is no medical help from the contractor or any insurance provided for workers like her. They own the house, so they don’t have to worry about rent – only living costs.”*



Man at sewing machine unsharls threads from a black garment.

*“He’s also a homebased worker. In piece work don’t differentiate between men and women, so we are paid the same. This place is right next to my house, and there are five machines where people work on a per piece basis. The machine is provided by the owner of the small company. There are few men who work as homebased workers – he works here because it’s much more convenient. If he worked in an export company he’d have to travel to the factory. Three of the machines are operated by women, and two by men. I’ve worked here myself doing stitching and attaching sleeves. The company owner here is also part of Anukhadam (the homeworkers collective), which is why they were OK with me taking pictures! Because the company owner is part of our worker’s collective they are good to work for.”*

With thanks to: The European Commission, The Souter Charitable Trust, World Day of Prayer, The Bryan Guinness Charitable Trust, The Scott Bader Commonwealth Ltd, The Evan Cornish Foundation, The Rainford Trust, The Society of the Sacred Heart, Cherrie Mansfield.





## Coastal farming and new markets in a climate crisis

In 2022-2023 we worked with 1500 farmers with our partner, TANGSEN, in two coastal districts of Tanzania – Kisaware and Rufiji. As weather patterns become increasingly unpredictable, farmers are having to adapt to meet the challenge.

As part of our work, farmers have received training and attended practical demonstrations on regenerative practices and climate resilient farming to equip them with the knowledge and connections needed to produce quality crops in a volatile climate.

We also analysed local honey, sunflower, fruit tree, poultry and vegetable supply chains to connect these climate resilient farming practices with the right kind of markets. This work culminated in a business forum between farmers and buyers to negotiate better terms on contracting, prices and seed supply.

With thanks to generosity of the UK public and UK government's generosity



## The year we saved the Supermarkets Watchdog

In 2013, on the back of campaigning by Transform Trade and others, the Government set up the Groceries Code Adjudicator (GCA), also known as the Supermarkets Watchdog. The role of the GCA is to ensure supermarkets treat their suppliers fairly. And it works. The first year the GCA was created 80% of suppliers reported being treated badly by supermarkets, by 2021 this had dropped to only 30% of suppliers.

**You can imagine our shock in September last year when we heard that the Government was thinking of scrapping the GCA.** Transform Trade joined forces with other concerned organisations including Sustain and Friends of the Earth and sent a joint letter to all MPs asking them to share our concern with the relevant Minister.

Recognising that consumer experience would be lacking from the Government's consultation on the GCA, we helped supporter groups (including Fairtrade groups) to respond to the consultation. And these efforts worked! **In May the Government confirmed the GCA would not be scrapped.**



Photos: Transform Trade/Michael Goima

## Inclusive incomes

The Inclusion of People with Disabilities in Cocoa, Coffee and Palm Oil Value Chains (CCP) project in Tanzania came to an end in January 2023. In total 1,785 farmers were involved. Members found ways to grow their existing incomes and start new businesses such as coffee and cocoa processing units. This helped farmers retain more value from their product.

**The brilliant news is that all group members raised their incomes by at least 20% - with some increasing over 300%.**

We will continue to work with 26 of the 57 enterprises who are in the start-up phase to support them through this high-risk stage of business development.

With thanks to: National Lottery Community Fund, The Squires Foundation, The Society of the Sacred Heart, The Benham Charitable Trust, The Paget Charitable Trust, The Beatrice Laing Trust, The Southall Trust, Open Gate Trust.

## The weight of change - Pahariya, India

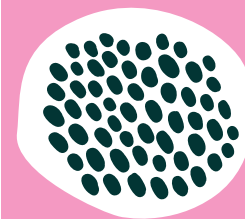
We measure impact in the way lives are improving, incomes are rising, and communities are progressing – and the volume of produce making its way to market to make all that happen is quite staggering...

These are just a few of the recent statistics coming in from farmers we work with through Pahariya in India, where we partner with Veterinary Laboratory and CAJAM.

**1400 seed bank members** have deposited **5600kg of seeds** of different cash crops like cowpea, rice, sorghum & maize for future seasons



**125 farmers** came together to trade **6200kg** of beans, grains and peas at market



A group of **450 households** have worked together to bring **550 tonnes** of mangoes successfully to market







# The Producer Fund

In March 2023, we launched the Transform Trade Producer Fund, to support marginalised producers facing an uncertain future with ethical trade under threat. This fund is designed to meet the needs of the fantastic small businesses transforming their communities so they can grow, prosper and continue to change lives.



## ● Kazi Yetu

In the Usambara mountains in Northern Tanzania, Kazi Yetu, a fair trade tea cooperative, have been awarded a grant through our Producer Fund. The grant will help them double the number of jobs in their factory, increase their production by 35% and invest in finding new markets.



Photo: Meru Herbs

## ● Meru Herbs

Meru Herbs is a social enterprise based in Kenya which produces teas, jams and sauces. Traidcraft were supplied Meru products by True Origin and were their largest UK buyer. After Traidcraft went into administration Meru Herbs received the first grant from the Producer Fund to:

-  Buy vital equipment like weighing scales
-  Provide health and safety training and equipment
-  Arrange Fairtrade training which will support their application for WFTO accreditation which will open up new markets

## ● Sadhna

Sadhna is a women led, artisan owned business training Indian artisans from disadvantaged backgrounds in handcraft production and they have also started to receive money from the Producer Fund - they plan to use it to support their ambition to provide work to 750 more marginalised women and train them in making products from waste textiles.

Sumitra holds up folders made by Sadhna artisans. Photo: Transform Trade/ Ruchika Jain



With thanks to our partners: True Origin, Ethical Shop and Shared Earth





**SPOTLIGHT ON:**  
**Women's Economic Empowerment project (WEE), Bangladesh**

***“My income has made me respectable in the eyes of my family and society.”***

Asia Begum

*A woman has no freedom, no economic freedom, no social freedom. A woman has to take her husband's permission to go out for 10 minutes, but a man doesn't.*

*But by connecting with WEE project, our women have gained earning capacity, we are now self-reliant and our appreciation has increased for that.*

*My income has made me respectable in the eyes of my family and society. I get a lot of appreciation from my husband for my income nowadays. Earlier I used to have to go to my husband for every expenditure now I can spend my own money without asking anyone.*

*The people of the village and my group members respect me more nowadays. They come to me for*

● **Challenging gender norms through the family approach**

*“Women have no value in our society, a cow is worth more than a woman. If a cow is sick, it is taken to the hospital and treated immediately, because if a cow dies, the loss is 1 to 1.5 lakhs, but if a woman dies, there is no loss. In our society where women are subjugated from birth to death, women are not valued as much as they should be.*

*various advice on how they can also make a healthy farm. These all help me to feel more confident and self-respected. I married off my daughter too young, but I regret it now. If the WEE project had been here a few years earlier and I had known the horrors of child marriage as I know now, I would not have married off my daughter so soon.”*

Asia Begum, who runs her household, is a mother of two and a chicken farmer in Jessore, Bangladesh.

In Bangladesh, Transform Trade has pioneered an innovative approach to challenging gender norms in patriarchal rural societies. Increased income alone doesn't always change things for women – unless cultural norms are challenged, their workload simply increases as they take on earning an income as well as the domestic load.

Working alongside communities and leaders, our team have developed ‘The Family Method’, which takes a holistic approach to empowering women alongside supporting them to grow their incomes – by getting men on board.

Workshops encourage men and women in the household swap roles for the day, with impressive results. Although it takes time and trust for people to engage and change their behaviour for the long term, men reporting a greater understanding of the challenges faced by women, and women reporting much greater domestic equality. Most importantly, women share stories of being listened to and heard for the first time – of having a voice in household decisions and feeling confident in challenging what are often oppressive gender norms. In 2022-2023, we worked with 1,500 women on this.

With thanks to:  
 The European Commission,  
 The Bryan Guinness Charitable Trust,  
 and The Society of the Sacred Heart

***‘A family is like a bicycle and it needs two wheels to make the bicycle move. Both husband and wife need to collaborate and work together to raise a healthy family, only one cannot be solely responsible to drive. Only one working wheel will break the bicycle.’***

Asia Khatun, Secretary of the Panchagarh Women Association and participant in the WEE project, which is currently supporting 15,000 families.



WEE Gender Training participants in the ‘The Family Method’ training in Bangladesh.

Photos: Transform Trade/GMB Akash



# 2022-2023 in numbers

Indicator	East Africa	India	Bangladesh	Total
Number of producer groups supported:	<b>186</b>	<b>235</b>	<b>556</b>	<b>977</b>
Number of grants given:	<b>71</b>	<b>4</b>	<b>24</b>	<b>99</b>
Total no. of people directly impacted:	<b>4,294</b>	<b>5700</b>	<b>16,004</b>	<b>25,998</b>
Total number of people indirectly impacted:	<b>30,058</b>	<b>2500</b>	<b>64,016</b>	<b>94,324</b>
Total value of grants given:	<b>£75,833</b>	<b>£100,000</b>	<b>£38,461</b>	<b>£214,294</b>

In line with our new strategy, we are shifting towards a focus on scaling up our direct grant making. We want to directly support more producer led businesses, and we will track the metrics shared below to measure our success going forwards.



Members of Ngarendare SAWA Project B community based organisation going through a leaflet during a training session on farm chemicals in Ngarendare, Meru County.

Photo: Transform Trade/Brian Otieno

# Looking ahead

## ● Seed Sovereignty



Photo: Transform Trade/  
Ajaya Behera

Farmers the world over have historically saved their seeds ready for the next planting season. Local plant varieties have evolved for their specific environments, are generally kinder to the soil and cost nothing for farmers to harvest. Seed sovereignty has long been a big issue in agriculture as large corporates seek to monopolise the seed market. Many modified varieties or hybrid seeds produce plants which don't reproduce - meaning farmers need to buy seeds annually - a fantastic business model for the seed companies, and not so great for farmers. Some trade agreements legally stop farmers saving seeds from local varieties. We think farmers should have a choice to save local varieties while still having choice to access hybrid seeds. We will be looking to fund advocacy work on seed sovereignty in 2024.

## ● The SWABOL Project - South Asia

85% of Bangladesh's population depend on agriculture for their livelihoods. However, despite being the backbone of the economy, most small-scale farmers live below the poverty line - their income is not enough to meet their basic needs. We will work with 46 Farmer-led Associations - they will sustainably support 47,000 vulnerable smallholder farmers to access fairer terms of trade. These Associations now strive to come together and become formally recognised, sustainable organisations who can continue to fight for and serve their members' needs long into the future. We will support Associations to register as legal entities, establish alliances, and advocate to local and national government. They will also build inclusion for women and marginalised groups and shape agricultural climate adaptation - two key issues. They will work together to, for the first time in history, establish a national platform for small-scale farmers in Bangladesh by the end of 2026.

## ● Producer Fund

In 2024 through our Producer Fund we will be looking to fund more innovative, fair trade businesses and the eco-systems which support them. We invest in businesses who are practicing people-centred trade and support them to thrive and grow -so they can show the world that a fairer way of doing business is possible.

We are looking to continue to grow and invest in this area of work, providing grants, accompaniment and facilitation to fair trade businesses, so they can expand, develop and increase their markets and impact.

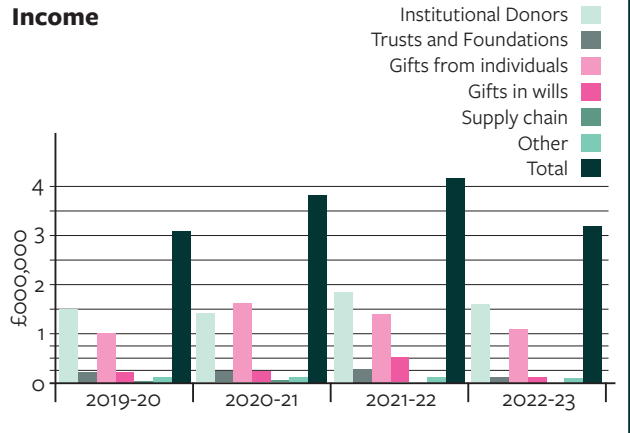
If you'd like to discuss any of our work please contact [hello@transform-trade.org](mailto:hello@transform-trade.org)



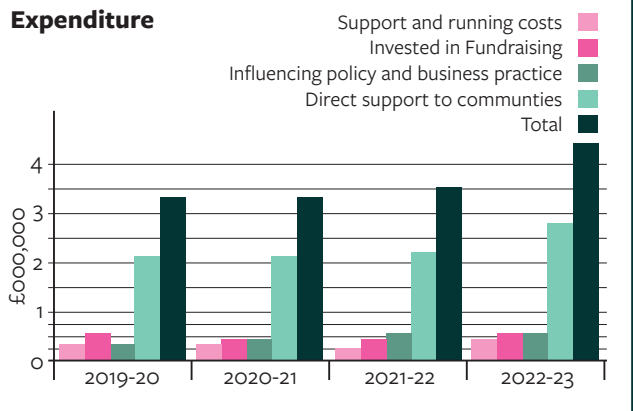
# Finances

Traidcraft, our long-term partner and a pioneer of Fair Trade sadly went into administration in January 2023 after a challenging few years through Brexit, Covid, and finally global inflation and the rising cost of living. Traidcraft was a huge loss to the movement and to Transform Trade. The impact on our unrestricted reserves in the coming year will likely be significant with around £250k of annual income lost, on top of a planned deficit budget. To recoup some of the expected losses Transform Trade will launch new activities and products over the next few years and will continue the work Traidcraft started in pioneering new fair trade supply chains working with businesses both in the UK and in our geographies. We are looking to engage with new progressive trust and foundations on our work with producers, and are confident that our supporter base is strong.

## Income



## Expenditure



# Transform Trade

**So everybody benefits.**

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