

TRADE INEQUALITY AND SDG10

—REDUCING INEQUALITY
IN JAPAN AND KOREA—

Team:Usshi 



SDG10:Reduce inequality within and among countries

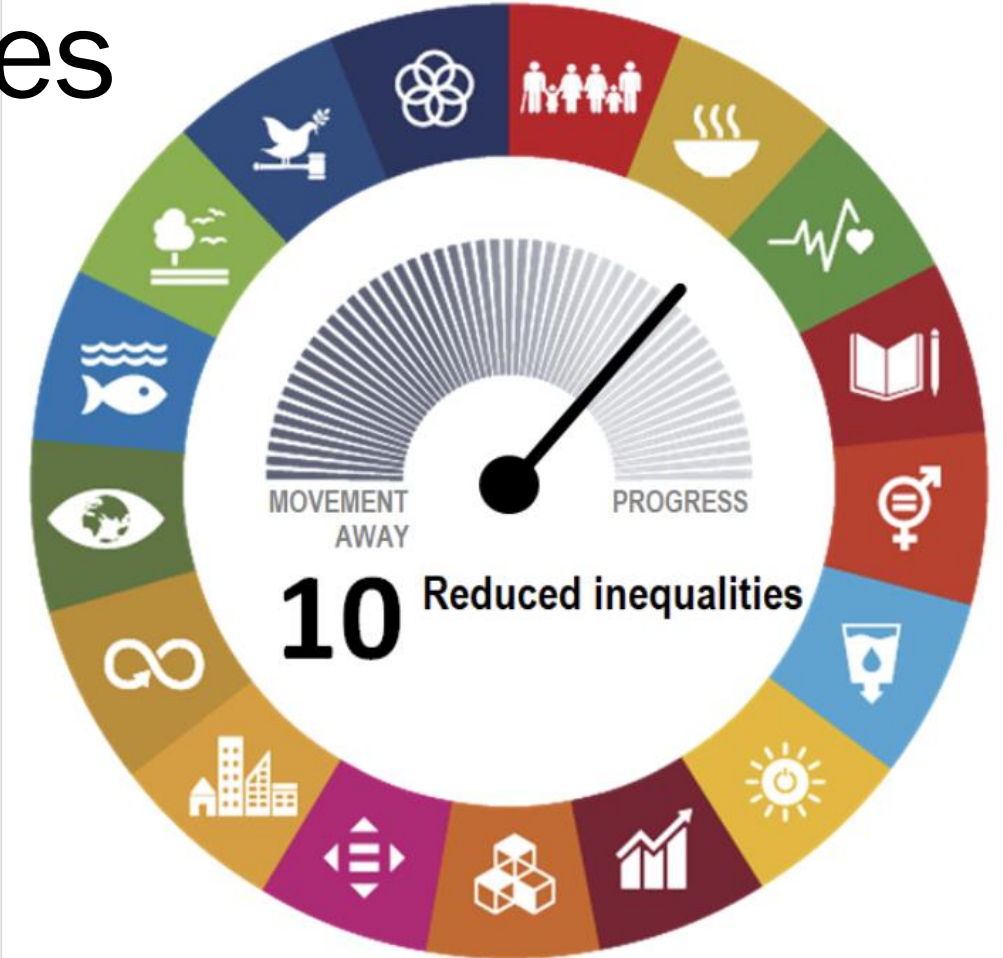
- Among countries



- Trade inequality



- Fair trade



EU trend of SDG 10 on reduced inequalities

https://ec.europa.eu/eurostat/statistics-explained/index.php?title=SDG_10_-_Reduced_inequalities

Outline

1. Trade inequality and fairtrade —
2. Problem with fairtrade
3. Suggestion/Recommendations



1. TRADE INEQUALITY AND FAIRTRADE

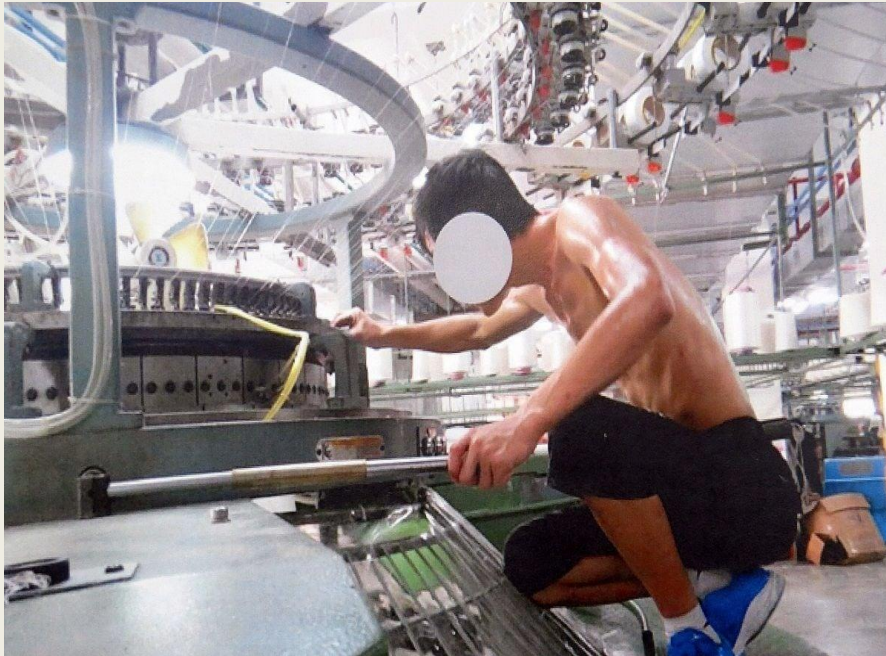
Example

UNIQLO



<https://www.fastretailing.com/employment/ja/uniqlo/jp/storestaff/about.html>

2015 In China



<https://toyokeizai.net/articles/-/58144?page=2>



<https://www.hrw.org/ja/news/2021/03/11/378139>

2021

In Xinjiang Uyghur
Autonomous Region

Fairtrade

A system of trade where lives of workers and producers in developing countries can improve.

(Fairtrade Japan. https://www.fairtrade-jp.org/about_fairtrade/course.php)



Three criteria(fairtrade international)

<https://www.fairtrade.net/standard/about>



ECONOMY



SOCIETY



ENVIRONMENT

Trade inequality is related to...



Economy

Fairtrade minimum price.

Long term & secure
partnership



Society

Workers get payed minimum
wage or more



Able to live decent life

World Fair Trade Organization(WFTO)

- Global community
76 countries.
- Verifies enterprizes that are
doing fair trade.



https://upload.wikimedia.org/wikipedia/en/d/dd/Ft_omark.png

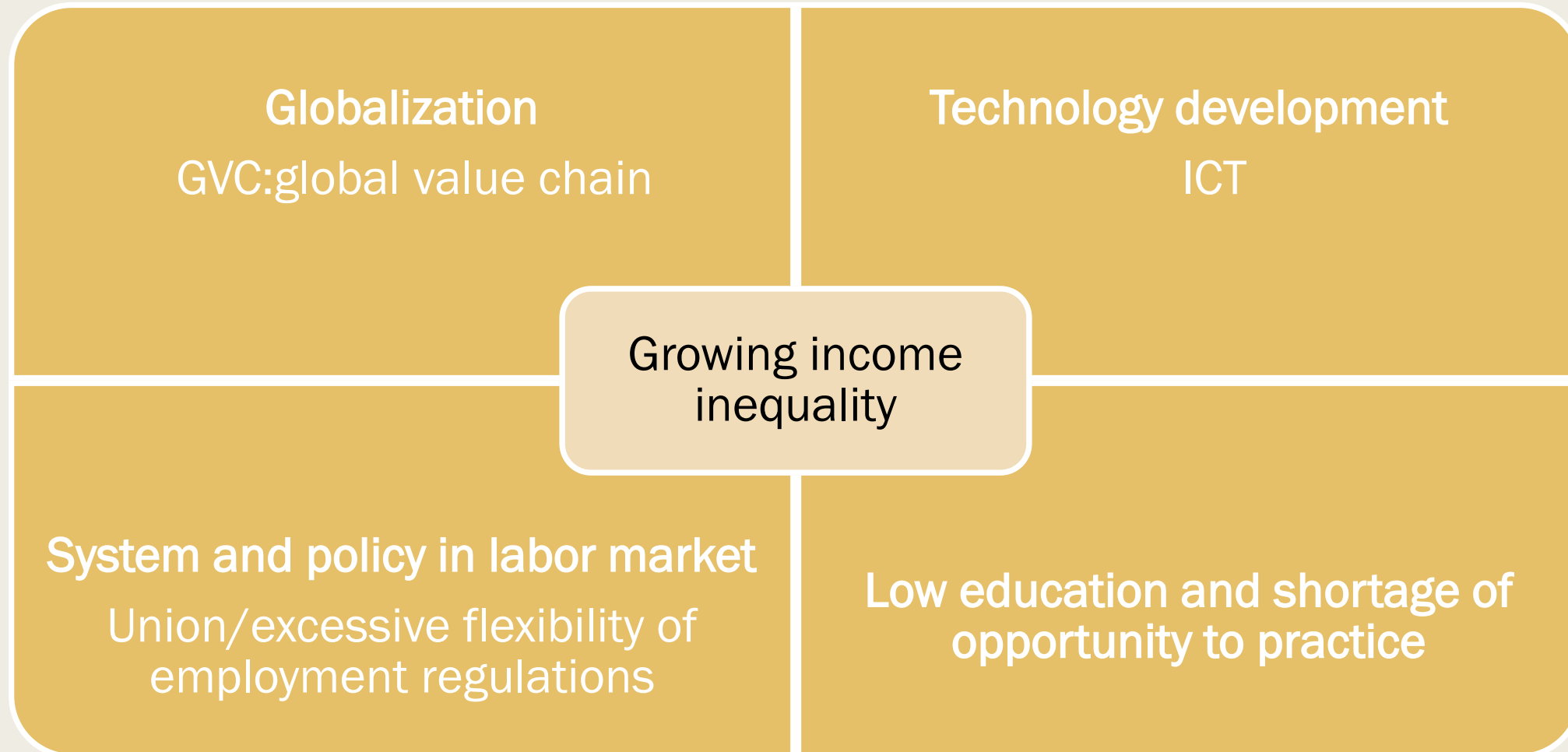
The FairTrade Label

- Put on products that pass some international standards
- Made to spread awareness
→ easy to spot



https://www.fairtrade-jp.org/about_fairtrade/img/course_cut_0111_1.jpg

Background of Fairtrade



However, Fairtrade has problems...

PROBLEM WITH FAIRTRADE

Awareness of Fairtrade~

Japan, Korea, UK

Japan

Awareness 32.8% <https://fairtrade-forum-japan.org/overview/resource>

Korea

Awareness 44% <https://www.reportshop.co.kr/socials/1582860>

UK

Awareness about 80% <https://www.fairtrade-jp.org/interview/07.php>

Fairtrade town map





Garstang

The World's First Fairtrade Town

Fairtrade town standards

- 1 Establishing Fairtrade Steering Organization and Broadening Support Base
- 2 Expanding the Fairtrade Town Movement and Raising Awareness of Citizens
- 3 Permeating into Civil Society
- 4 Contributing to Revitalization of Local Community
- 5 Making Fairtrade Products Available at Local Shops
- 6 Having Local Government Support Fairtrade

3.SUGGESTIONS

Suggestion

1.Community

2.Private company

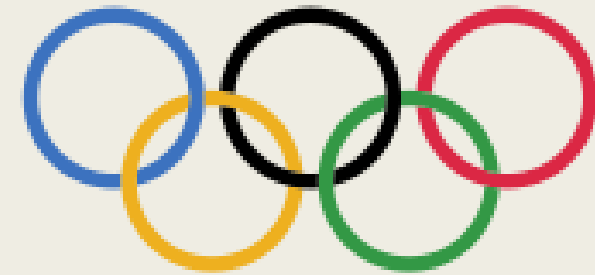
3.Fairtrade School

1. Community

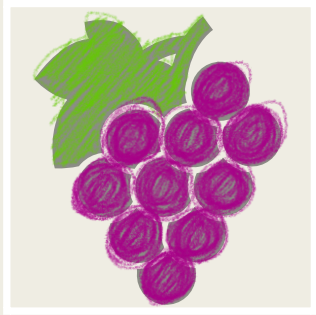
example: London



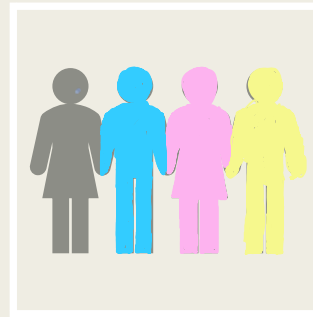
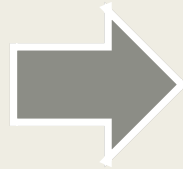
London 2012



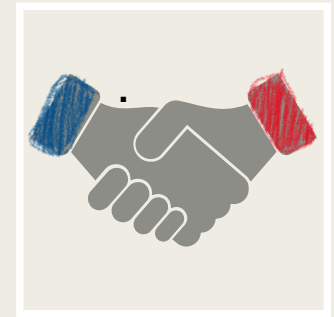
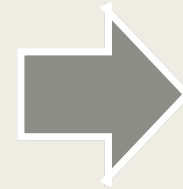
Suggestion for promoting Fairtrade town



Supermarket, restaurant,
Park, station,,,, instead of
church



Fairtrade products make it
accessible to citizens



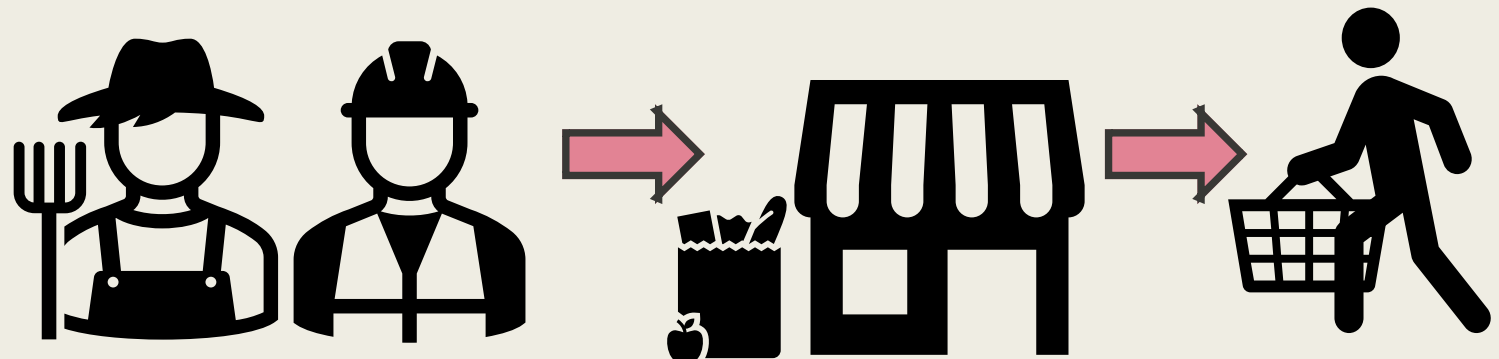
Cooperation with the whole city

2. Private companies

Retail (supermarkets, local stores...)

= connects producers & customers

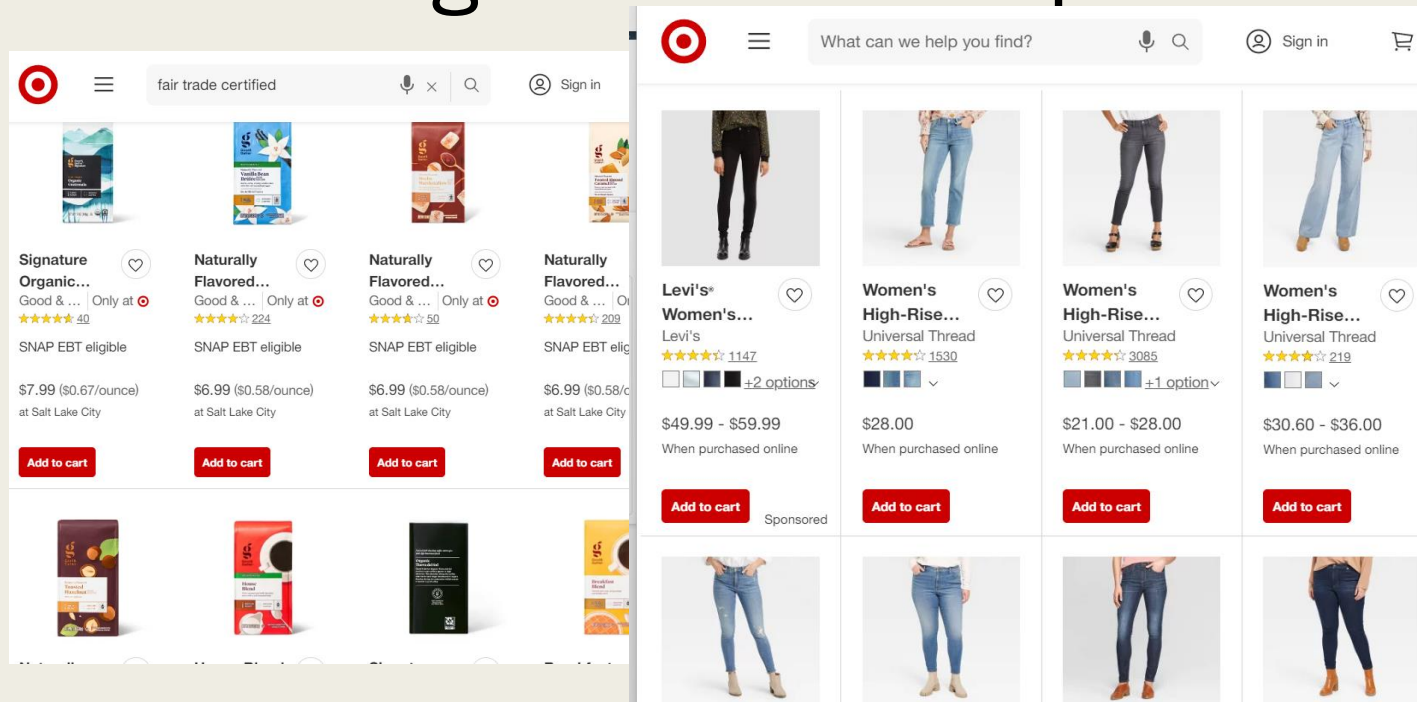
Important role in fair trade awareness.



Success in the US

TARGET; Major retailing company in US

- Active in fair trade.
- Wide range of fair trade products.



Active sustainability promotion

■ Partnerships

Collaborates with multiple NPO,NGOs ex)Fair Trade Certified

■ Goals like...

"100% of our suppliers will have policies and programs to advance gender equity. "

"100% of owned brand suppliers will pay workers digitally."



Japanese brands



AEON(popular supermarket)

- Fairtrade goods in their own brand "topvalu"
 - Collaborating with NGO for a campaign
- Not very well known?

<https://sozainavi.com/wp-content/uploads/2019/06/a0003.png>

https://www.topvalu.net/img/img_ogp_topvalu.jpg

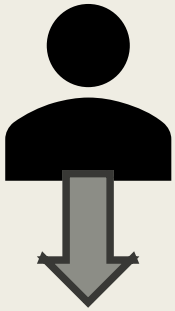


https://fairtrade-campaign.com/special_issues/images/5_1.jpg

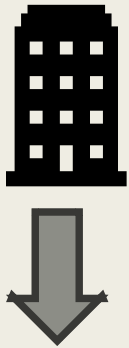
Ideal fair trade spreading cycle

- Customers value ethical, sustainable products

→ Not enough in Japan



- Companies can benefit from fairtrade



→ Not active

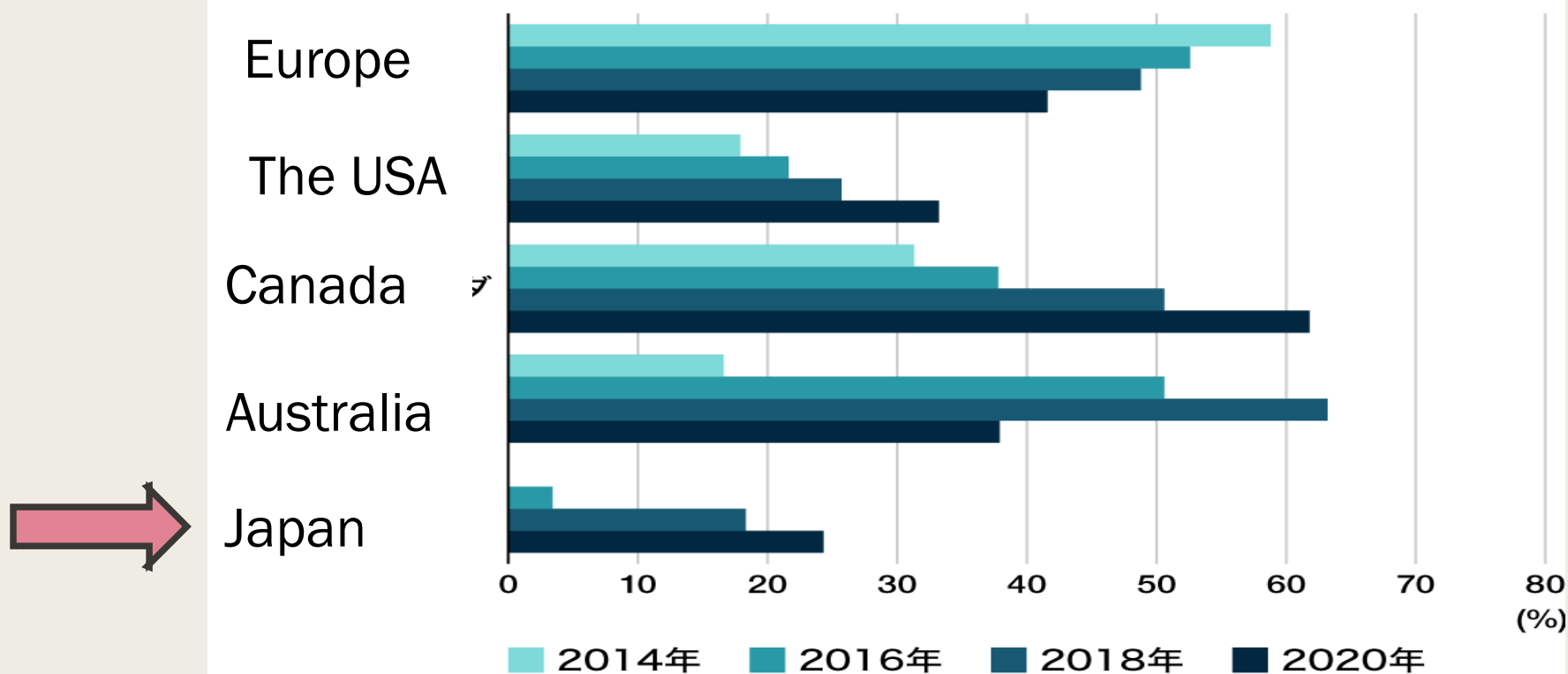
- Fairtrade spreads

ESG investments in Japan and the world

Percentage of ESG investments in total assets under management By GSIA

<https://www.nippon.com/ja/japan-data/h01082/>

運用資産総額に占めるESG投資の割合

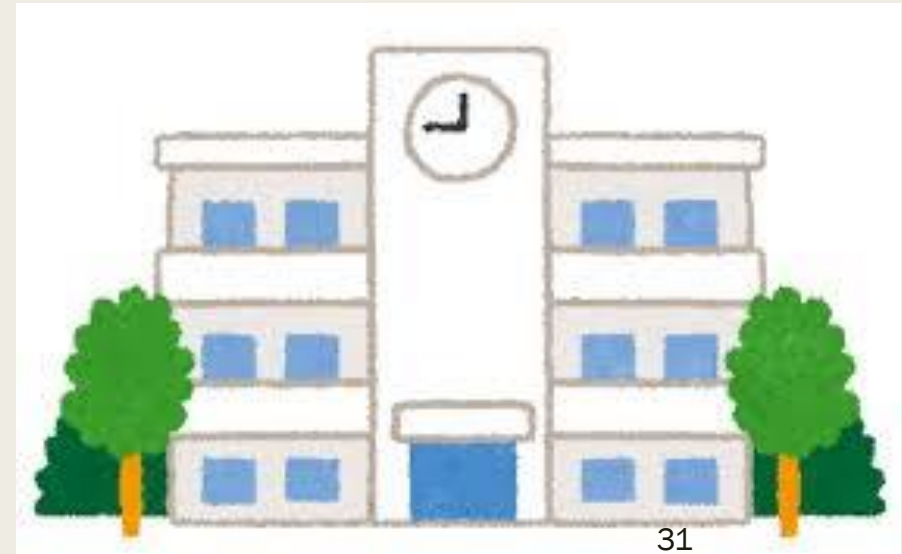


Suggestions

- Wider range of Fairtrade products
- Not just sell→advertise & inform

3. Fairtrade School

- Promote Fairtrade
- Increased awareness and knowledge of the younger generation
- Meet three standards



Three standard to be Fairtrade school

Fair aware	<ul style="list-style-type: none">• Survey of knowledge and awareness of fair trade• Conducting classes
Fair active	Specific activities related to fair trade
Fair achievement	Perform the above on a permanent basis

Successful Example

- UK – More than **80%** awareness
- Classes about Fairtrade
- Events and field trips
- More than **1000** schools



Current education Situations

Japan

- 2018.2 Japan's First Fair Trade School and University Accredited
- 2020～ Start carrying out ESD (Education for Sustainable Development)
- Number of Fairtrade School 5

https://www.mext.go.jp/content/20210528-mxt_koktou01-100014715_1.pdf

<https://fairtrade-forum-japan.org/fairtradeuniversity/details>

Current education Situations

Korea

- 2019.12 Korea's First FairTrade School and University

Accredited

Jin yang High School, Jeonju University, Gyeongnam National University of Science and Technology

- 2025 ESD will be started

- Number of Fairtrade School **3**

Compered to the UK...

Japan	5
Korea	3
UK	More than 1000

Education Suggestion

- More Fairtrade Schools and classes
- Use Products in School Lunch more
- Sale FT products in School Festivals



小学校給食

Elementary School



中学校給食

Junior High School

Conclusion to solve the Low Awareness

- 1.Accessible Fairtrade Community
- 2.Company's Efforts
- 3.Promote Fairtrade School

Thank you for Listening!

