

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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Programme

10.00 - 10.30 am - Coffee

10.30 - 11.15 pm – 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 Enough ? Who Benefits and How from Fair Trade?'
Christopher Cramer, *SOAS, University of London*

'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*

12.45 – 1.45 pm – Lunch

1.45 – 3.15 pm – Global Business and Fairtrade

Chair: Mark Casson, *University of Reading*

'Chocolate Nations: Living and Dying for Cocoa in West Africa'
Orla Ryan, *Financial Times*

'Globalisation and the Evolution of Fairtrade Branding'
Teresa da Silva Lopes, *The University of York*

'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)*

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

'Fairtrade Farming and Welfare'
Steven Telford, *Queen Mary, University of London*

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

5.00 – 6.00 pm – Fairtrade, Law and Human Rights

Chair: Brigitte Granville*, Queen Mary, University of London*

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

'Human Rights and Capitalism'
Andrew Fagan, *University of Essex*

6.00 pm – End of Workshop

6.00 pm – Drinks and Dinner (Charterhouse Square)

For more information please contact:

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or

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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