



## Fair Trade Tourism Certification



Sharing experiences from Uganda

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# Fair Trade Tourism (FTT) Certification

- Fair trade tourism is a concept that applies the principles of fair trade to the tourism industry.
- It aims to ensure that tourism benefits local communities, economies, and environments in a fair and sustainable manner.
- Fair trade tourism emphasizes ethical and responsible practices that promote social justice, empower local communities, and protect cultural and natural resources



# Recent studies by booking.com; “doubled the Pandemic effect.”



80%

- Confirm that travelling sustainably is important to them.

75%

- Seek authentic experiences that are representative of the local culture

73%

- Would be more likely to choose an accommodation if it has implemented sustainability practices.

# Principles of fair trade tourism



**Fair Trade Tourism Commitment & Communication**



**Good Business Practice**



**Local Social & Economic Benefits**



**Cultural Heritage**



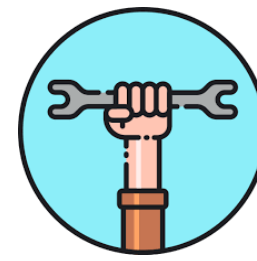
**Environmental Impact Management**



**Biodiversity, Ecosystems & Landscapes**

# Link of fair trade to decent work

- Fair Wages
- Safe and Healthy Working Conditions
- Job Security
- Social Protection:
- Respect for Workers' Rights



# FTT in Uganda

- Consultative process with stakeholders
- Engaged a consultant to develop the FTT Framework
- Launched in March 2024
- Trained 28 ambassadors
- Trained of 13 auditors
- Conducted Promotional events
- Recognized the first 10 early adopters during the POATE
- 22 registered members





# FTT-Uganda: How it Works



1. Member 

2. Engaged 

3. Certified 



**Register  
online**

**Membership  
profile  
activated**

(free membership  
for 50 businesses)



**Report on  
current  
operations  
against the  
FTT criteria**

**Adapt  
operations &  
update report**



**Independent  
verification of  
your report &  
evidence**

**Online + site  
verification**



**Achieve  
FTT-Engaged**



**Plan actions  
to improve &  
work towards  
FTT-Certified**





# FTT-Engaged & FTT-Certified Requirements



## FTT-Engaged ("entry level")

- 55 criteria (socio-economic, environmental, cultural heritage)
- 80% conformity to qualify
- verification of report and evidence uploaded online + telephonic interview
- renewed (and re-verified) every 2 years



## FTT-Certified

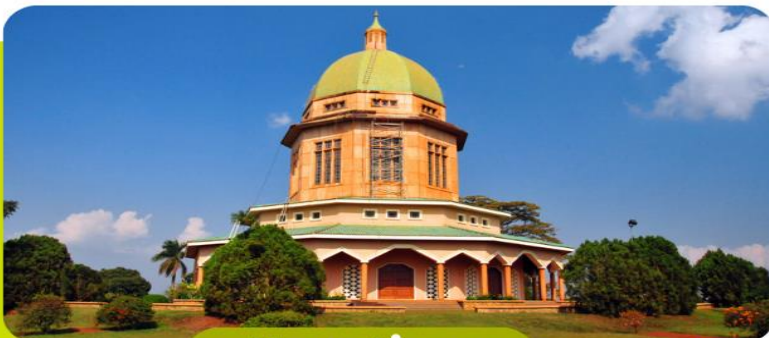
- 180 criteria (124 Mandatory, 56 General)
- Meet 100% of "M" and 75% of "G" to qualify
- verification of report and evidence uploaded online + site audit
- renewed (and re-verified) every 3 years







accommodation



attractions



activities



# Eligible Tourism Businesses

(must have been in operation for at least 1 year)

food services



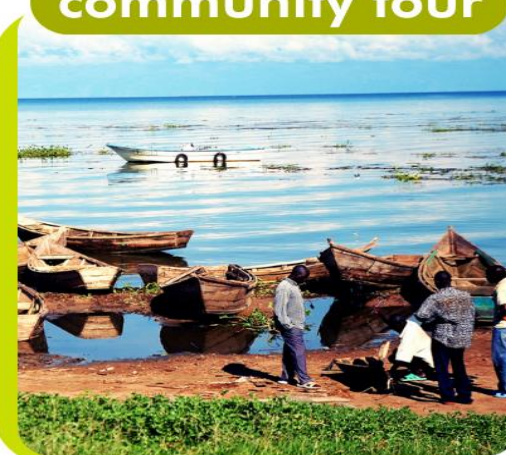
venues



voluntourism



community tour



## Annual Membership

(50 businesses receive year 1 free of charge)

1 FTE**	US\$ 80
2-10 FTEs	US\$ 160
11-25 FTEs	US\$ 270
26-50 FTEs	US\$ 320
51-100 FTEs	US\$ 550
100+ FTEs	US\$ 1000
Groups & multi-site - on quotation	



## Audit Fees

FTT-Engaged	FTT-Certified
1/2 day	2 days (minimum)
US\$ 100	US\$ 400+ ***
Every 2 years	Every 3 years

\* Participation fees are subject to exchange rate fluctuations and will be adjusted at the beginning of each year.

\*\* FTE = full-time employee / equivalent, e.g., 2 x half-time employees = 1 full-time employee (FTE)

\*\*\* Audits for larger businesses (over 50 FTEs) take longer and will, therefore, incur higher audit fees.



# Advantages of FTT in Uganda

- Global Recognition; Positions Uganda as a responsible tourism destination, appealing to conscientious travelers.
- Long-term Sustainability: Builds a foundation for sustainable tourism benefiting present and future generations, preserving natural and cultural heritage.
- Economic Empowerment: Engages local communities in tourism, boosting their economic opportunities.
- Decent Work and Social Inclusion: Ensures fair employment and wages for marginalized groups like women, youth, and indigenous communities.
- Enhanced Tourism Experience: Provides socially responsible, eco-friendly, and culturally immersive experiences for traveler.

# Limitations of fair trade

- Limited Awareness: Lack of understanding among stakeholders hampers widespread adoption of fair trade tourism principles.
- Access to Certification: Difficulty obtaining fair trade certification due to financial, technical, and compliance barriers for Ugandan tourism businesses.
- Capacity Building: Insufficient training and capacity-building programs hinder effective implementation of fair trade practices.
- Market Access: Challenges in accessing fair trade markets and promoting products to international travelers impede fair trade tourism growth.



## Call for action

Its not a Ugandan  
opportunity./problem but a  
regional issue