

## Company Profile

<i>Company name, address</i>	Traidcraft plc Kingsway Gateshead NE11 ONE United Kingdom
<i>Contact Person (name, e-mail, tel.)</i>	<i>person being interviewed</i>
<i>City/Country</i>	
<i>Activity</i>	Fighting poverty in the developing world through trade
<i>Description of core business</i>	Traidcraft is the UK's leading fair trade organisation. Its trading company offers the UK's widest range of Fair-trade Marked and fairly traded products through a national network of "Fair Traders", retail outlets, mail order catalogue and an on-line shop. At the same time, its charity, Tradecraft Exchange, has built an international reputation for delivering small-business development in some of the poorest countries in the world, and, through its policy work, is an increasingly influential advocate of fairer practices and policies at government and boardroom level.
<i>Year of foundation</i>	1979
<i>No employees 2006</i>	156
<i>Annual turnover 2006 (in EUR)</i>	£16,460,000
<i>Website</i>	<a href="http://www.traidcraft.co.uk">www.traidcraft.co.uk</a>

## Good practice description

<i>Issue(s)</i>	Traidcraft's Foundation Principles are fundamental to our work and policies. To summarise: <ul style="list-style-type: none"> <li>• Tradecraft is a Christian response to poverty</li> <li>• Our mission is fighting poverty through trade</li> <li>• We respect all people and the environment</li> <li>• We abide by and promote fair business practice</li> <li>• We strive to be transparent and accountable</li> </ul>
<i>Description</i>	Traidcraft has been publishing social accounts since the early 1990s and was the first plc (Public Limited Company) to do so in the UK. Social accounting is a systematic means of accounting for the social impact of an organisation.

<i>Why did we take action and business benefit</i>	Traidcraft's vision is of "A world freed from the scandal of poverty, where trade is just and people and communities can flourish". We see our part in this as "fighting poverty through trade, practising and promoting approaches to trade that help poor people in developing countries transform their lives". Social accounting is an important way of demonstrating the wider impacts that a company has and Traidcraft's social accounts attempt to show both what we are achieving and what our various stakeholders think about the way we work with them.
<i>Benefit for society/stakeholders</i>	<i>in bullets (max 300 characters NS)</i>
<i>Awards, standards</i>	In 2006 Traidcraft won the 2005 ACCA UK Sustainability award for best social report. This was the fourth year we had won one of the ACCA top three awards.
<i>Communication with public</i>	<a href="http://www.traidcraft.co.uk/socialaccounts/">http://www.traidcraft.co.uk/socialaccounts/</a>
<i>Plans for the future</i>	<i>regarding CSR activities (max 1.500 characters NS)</i>

*Auxiliary table: ISSUES, COVERED BY CASES OF GOOD PRACTICE*

<i>Marketplace issues</i>	<p><i>Responsible supply chain management</i></p> <p><i>Quality</i></p> <p><i>Innovation</i></p> <p><i>Consumer satisfaction</i></p>
<i>Workplace issues</i>	<p><i>Workplace diversity</i></p> <p><i>Equal opportunities</i></p> <p><i>Work/life balance</i></p> <p><i>Health and safety</i></p> <p><i>Job satisfaction</i></p> <p><i>Job creation/job prevention</i></p> <p><i>Participatory organization model</i></p>
<i>Community issues</i>	<p><i>Social integration</i></p> <p><i>Healthcare</i></p> <p><i>Education</i></p> <p><i>Quality of life</i></p> <p><i>Economic regeneration and development/employment</i></p> <p><i>Cases on security</i></p> <p><i>Cases on civil society development</i></p> <p><i>Cases on children</i></p> <p><i>Cases on local infrastructure</i></p>
<i>Environmental issues</i>	<p><i>Cleaner production</i></p> <p><i>Environmentally sound product or service</i></p> <p><i>Environmental technology</i></p> <p><i>Environmental investments</i></p>