

# FAIR TRADE RESEARCH IN SCHOOLS

Estonia, Latvia, Lithuania  
Data collected: February – March 2022

Estonia: research organised by Kristina Mänd and Jana Jesmin, Mondo NGO; data analysed by Rõõt Kampus

Latvia: research organised by Ariana Apine, Green Liberty; data analysed by Ruta Beinare

Lithuania: research organised by Tomas Kurapkaitis; data analysed by Neringa Kurapkaitiene

Comparative summary: Rõõt Kampus



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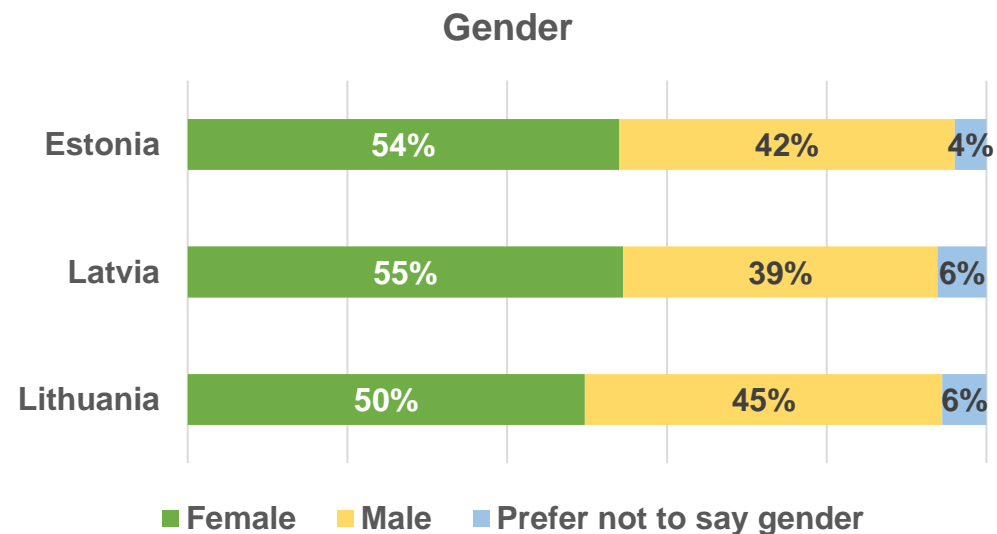
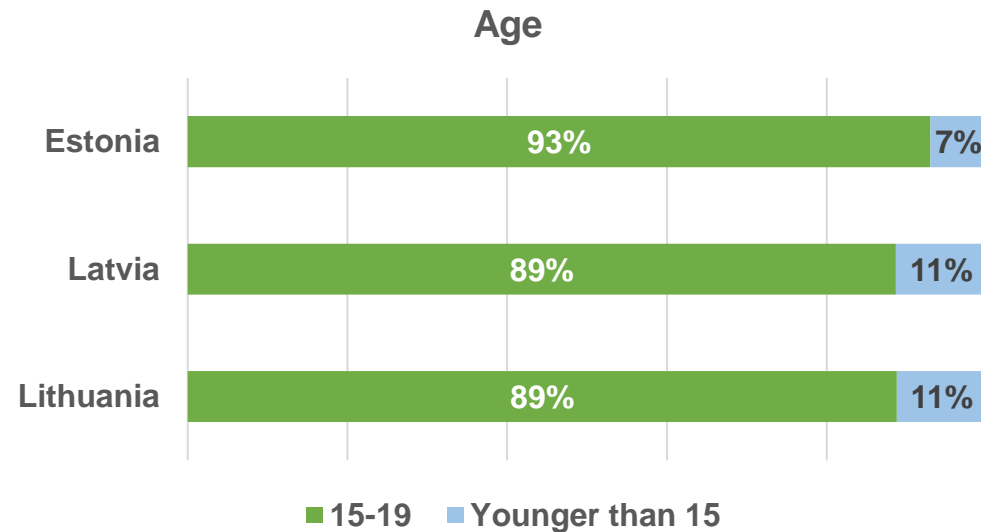
Zaļā brīvība



# Survey

- Carried out among Estonian, Latvian, Lithuanian students.
  - 1969 respondents from Estonia
  - 828 respondents from Latvia
  - 740 respondents from Lithuania
- All schools in Estonia, Latvia and Lithuania got invitation to participate in the survey:
  - 35 schools from Estonia participated (the school with the highest number of respondents accounted for 10% of respondents)
  - 18 schools from Latvia participated (the school with the highest number of respondents accounted for 16% of respondents)
  - 21 schools from Lithuania participated (the school with the highest number of respondents accounted for 16% of respondents)
- 79% of Estonian students, 89% of Latvian students and 55% of Lithuanian students went to school in the city or town.
- Three errors occurred during the survey:
  - On two occasions, one of the questionnaires was missing one answer option.
  - A translation error have occurred for one of the answer options.

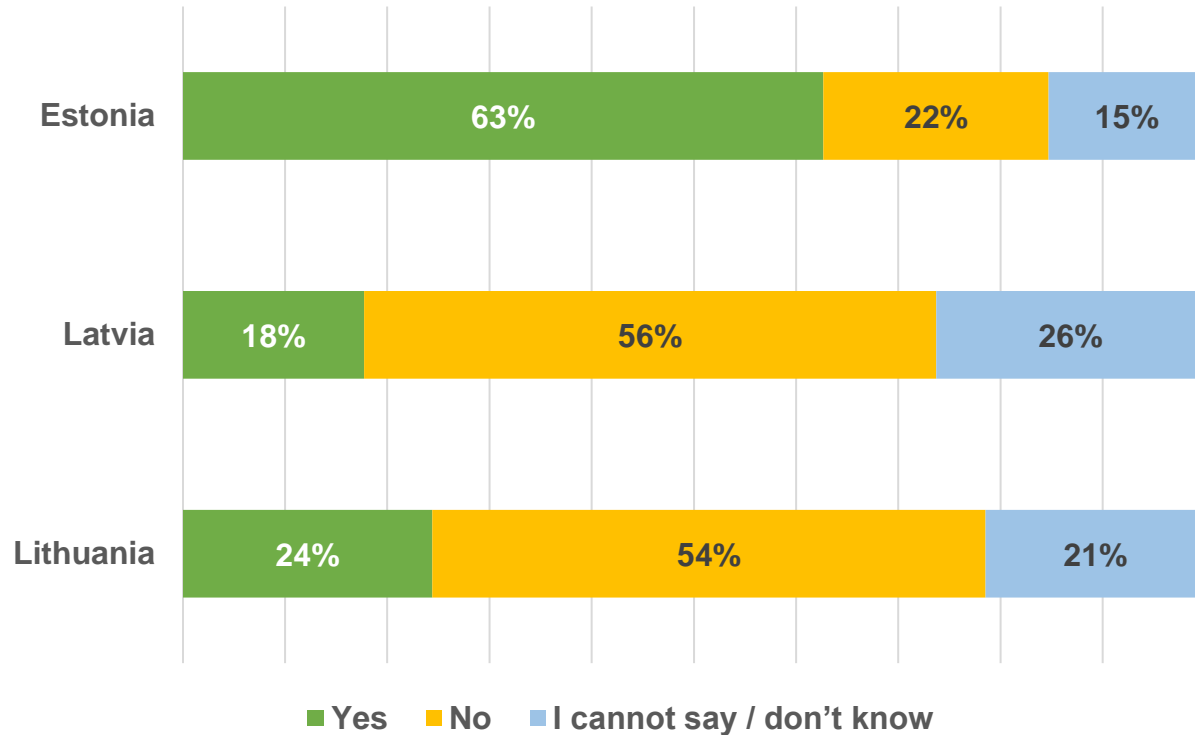
# Respondents



- Most of the respondents were aged 15-19 (93% in Estonia, 89% in Latvia, 89% in Lithuania)

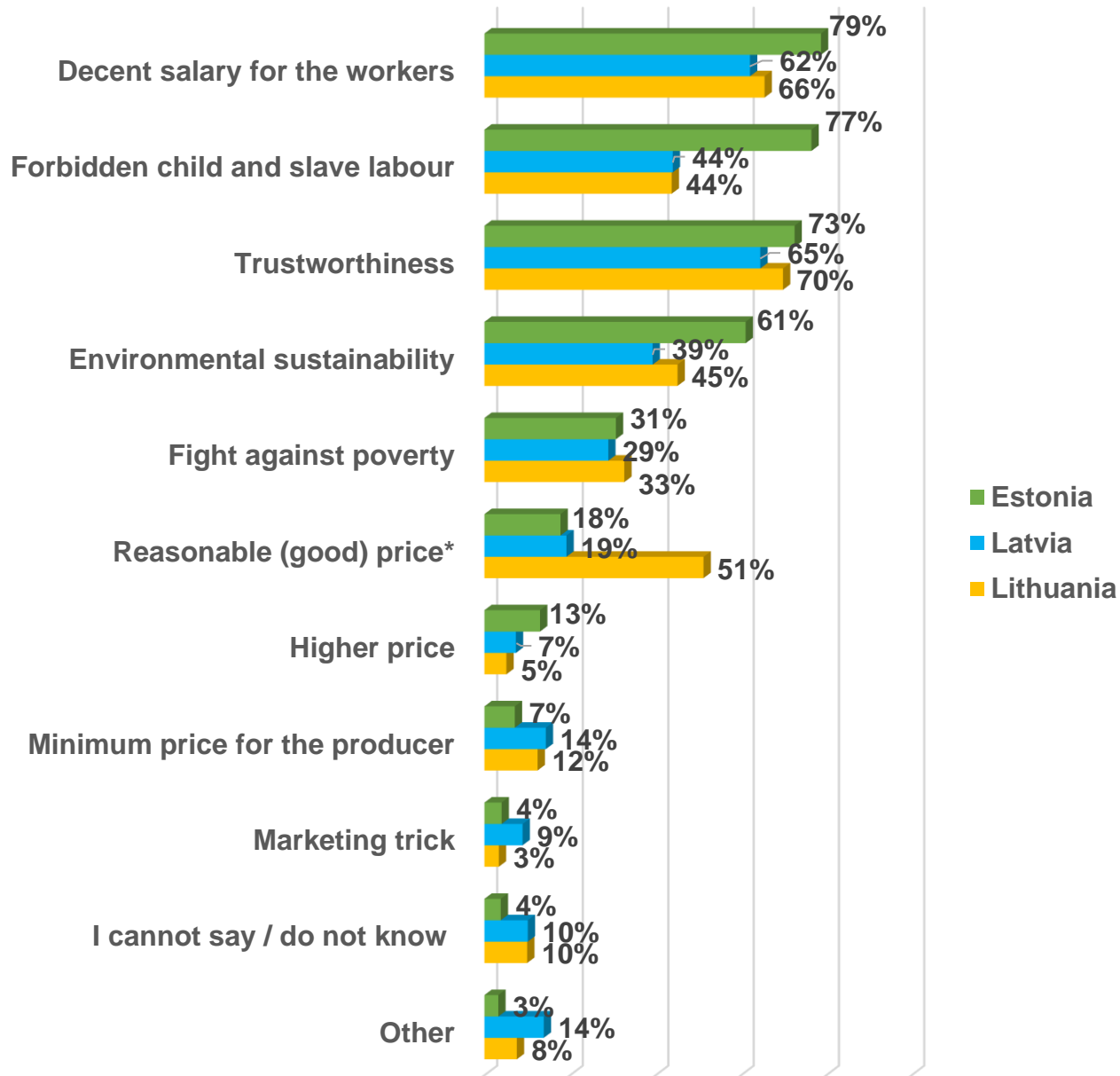
- Gender distribution varies between the countries. On an average, 50%-54% of participants were female, 39%-45% male and 4%-6% of respondents preferred not to mark their gender.

### Have you seen the Fairtrade label on products?



- There's a big difference between countries. Students in Estonia have seen the Fairtrade label the most (63%), while only 24% have seen the Fairtrade label in Lithuania and 18% in Latvia.
- If 15-19 y.o. students in Estonia have seen Fairtrade label little more, then in Latvia and in Lithuania it is the opposite – especially in Lithuania 15-19 y.o. students have seen Fairtrade label the least.
- There do not appear to be major gender gaps in Latvia and in Lithuania in this matter, only in Estonia where females seem to have seen more Fairtrade label on products.
- Fairtrade label has been seen more by students whose family, or family and friends use Fairtrade labelled products.

## What does fair trade mean to you?



- Fair trade means more different aspects to Estonians than to Latvians or Lithuanians.
- The most important aspects to all countries are trustworthiness and decent salary for the workers, also forbidden child and slave labour for Estonia.
- The biggest gaps between the countries:
  - 1) Reasonable (good price) – is chosen/mentioned most by Lithuanians (51%) but only 19% by Latvians and 19% by Estonians. The difference may be due to the translation differences.
  - 2) Forbidden child and slave labour- is chosen most by Estonians (77%), but only 44% by Latvians and 44% by Lithuanians.
- The biggest age differences are in Latvia, then in Estonia and the least in Lithuania.
- Fair trade means more different aspects to females than to males (especially in Estonia and in Lithuania) and those whose family and friends or family buy fair trade.
- Fair trade means more aspects to those who are informed about Fairtrade - who have seen the Fairtrade label on products, those who believe that the fair trade system is beneficial and those who believe that consumers can make a difference.

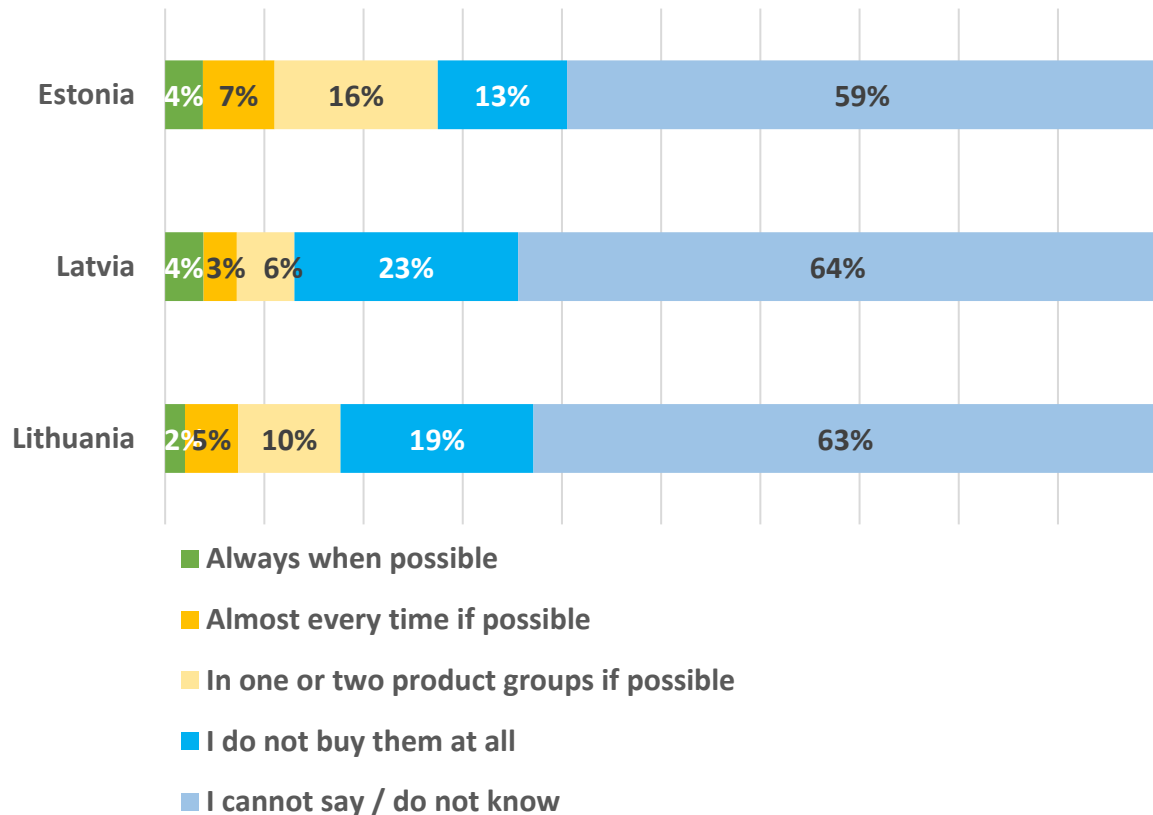
\* This answer may have had a slightly different meaning in different countries. In Estonia and Latvia it had more of a 'cheap(er) price' meaning, but in Lithuania it was translated more like a 'good price'.

Do you believe that the fair trade system is beneficial for the farmers and workers from the developing countries?



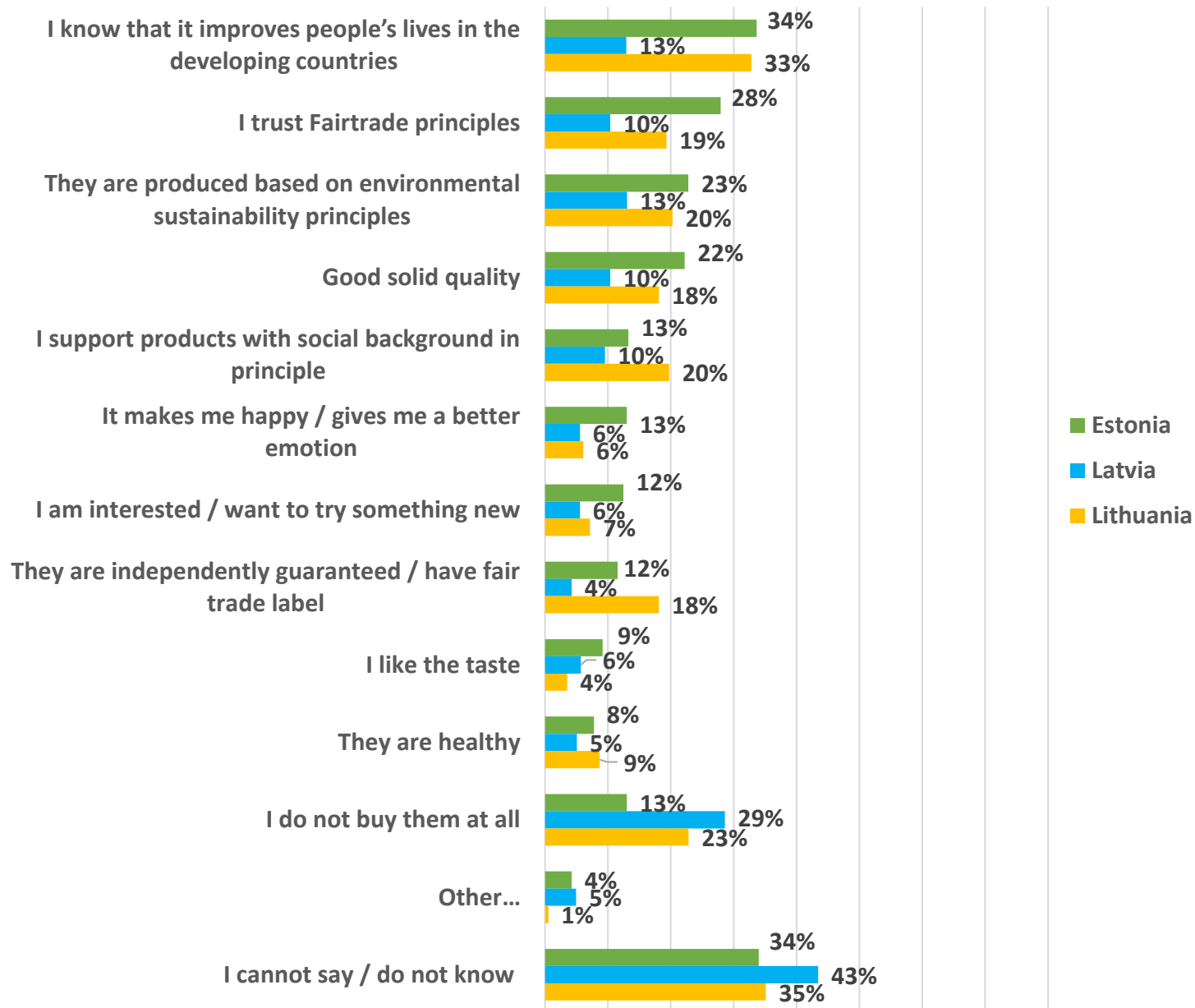
- Lithuanians trust the fair trade system the most (73% believes or rather believes that the system is beneficial); 56%-57% of Estonians and Latvians believe in its benefit.
- It can be said that Estonians (29%) are even more skeptical than Latvians (17%) in this matter. Quite a lot of Latvians also don't have opinion on that or it's hard to tell.
- It seems that females and younger people believe slightly more in the fair trade system.
- Those students who have a family and/or friends who use Fairtrade labelled products believe more in the fair trade system (especially in Latvia).

How often do you buy Fairtrade labelled products if you have a choice?



- Although Estonians are the most skeptical about the fair trade system, they buy Fairtrade labelled products the most (27% of them buy), whereas 17% of Lithuanians buy them and 13% of Latvians.
- 28% of Estonian students in urban areas and 26% of students in rural areas buy Fairtrade labelled products (in Latvia 12% and 18% respectively; in Lithuania 20% and 15% respectively).
- 15-19 y.o. students in Estonia and in Latvia seem to buy more Fairtrade labelled products than younger people, but in Lithuania younger people seem to buy more often Fairtrade labelled products than older students.
- The biggest gender gap is in Estonia (females tend to buy more Fairtrade labelled products), followed by Lithuania. (However, the same cannot be said of Latvia, perhaps even the opposite).
- Those whose family or family and friends use Fairtrade labelled products tend to buy Fairtrade labelled products more often .
- Those who believe that consumers can influence the lives of the people in the developing countries, buy also Fairtrade labelled products the most.

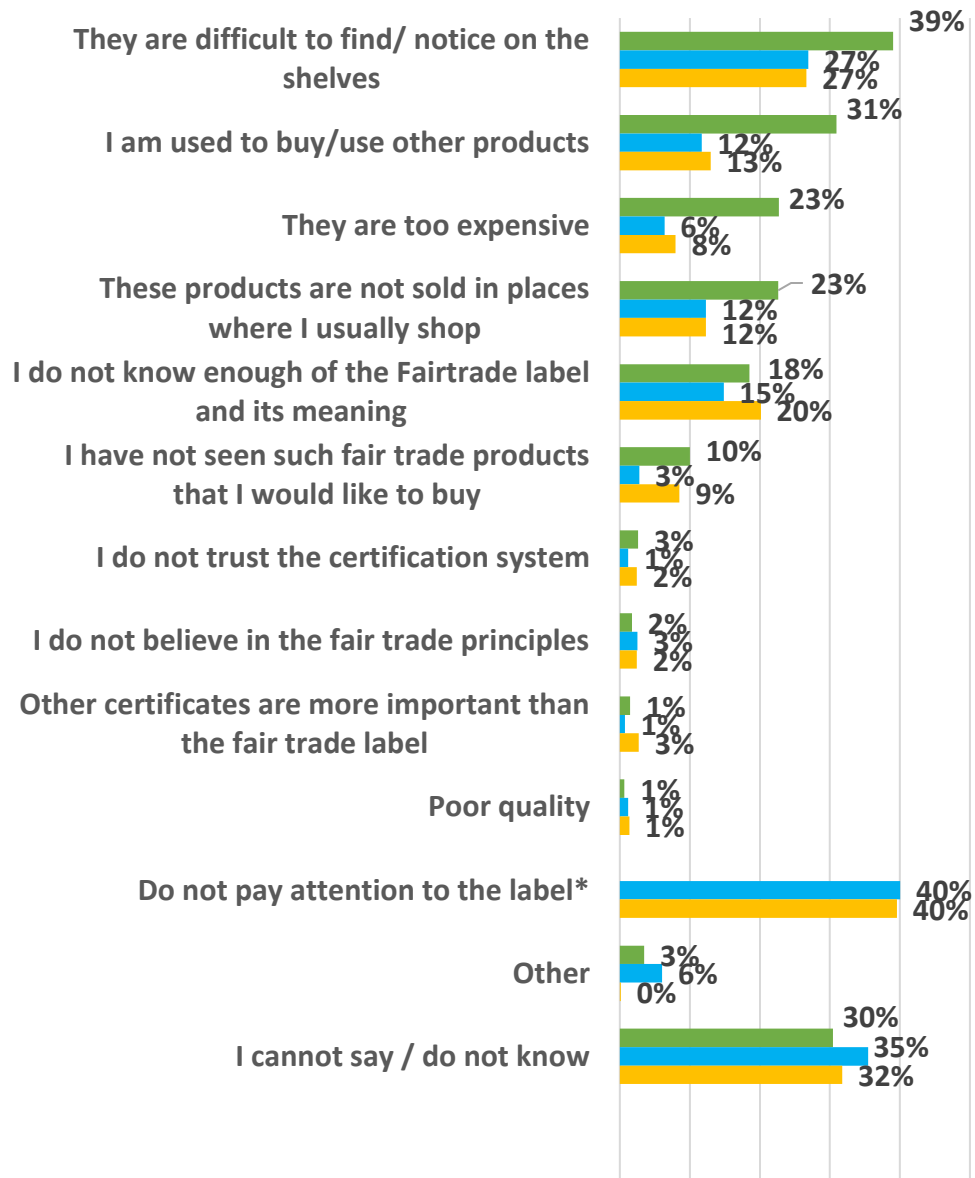
## What are the reasons for you to buy Fairtrade labelled products?



- Estonians and Lithuanians had the most different reasons why to buy Fairtrade labelled products.
- 'I know that it improves people's lives in the developing countries', 'They are produced based on environmental sustainability principles' and also 'I trust Fairtrade principles' are one of the most popular reasons why to buy Fairtrade labelled products.
- Many Latvians do not buy Fairtrade labelled products or cannot say / do not know why they do not buy them.
- The biggest differences in age groups were in Lithuania, the biggest differences in gender were in Estonia.



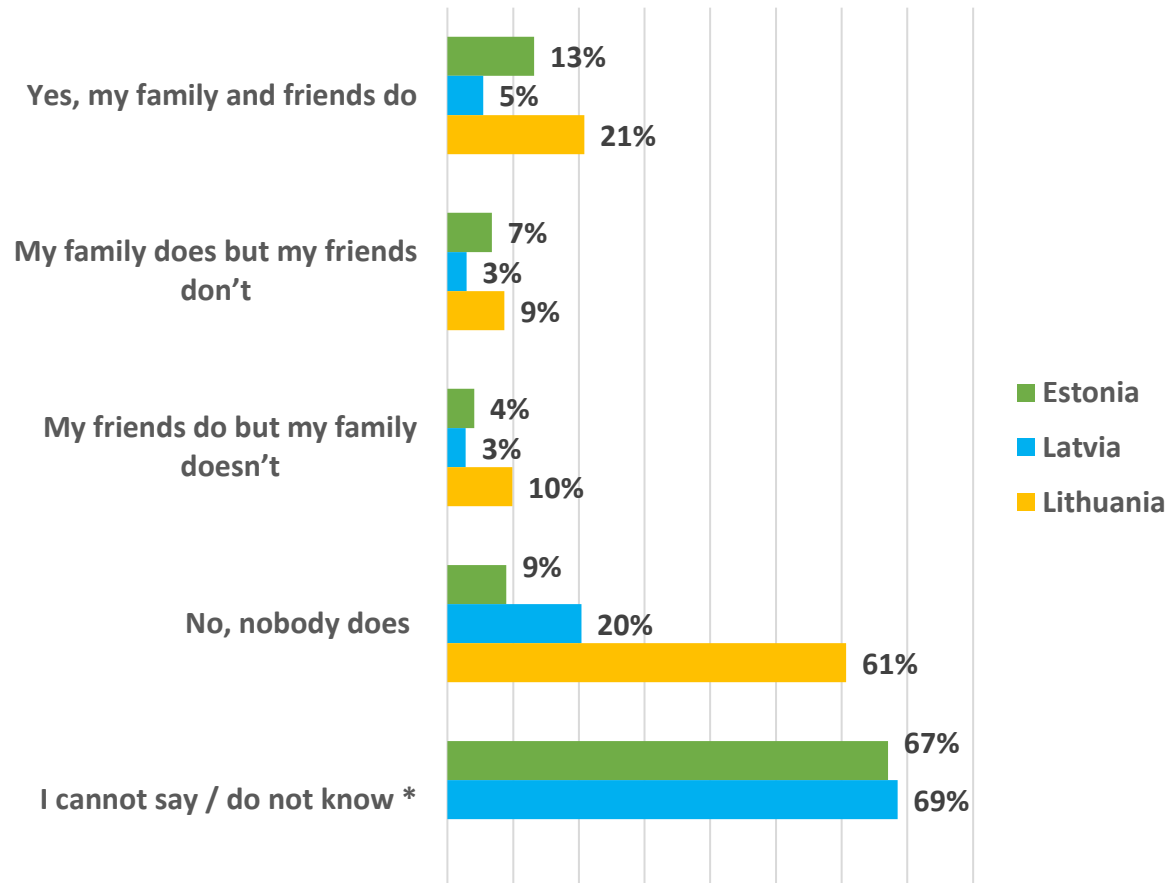
If you do not buy Fairtrade products either never or sometimes, then why?



- The most popular reasons not to buy seem to be “They are difficult to find/notice on the shelves” and “Do not pay attention to the label”
- Again, Estonians pointed out the most reasons why they (sometimes) don't buy Fairtrade products.
- Mainly females pointed out different reasons.
- 15-19 y.o. students in Estonia and in Latvia had more different reasons why (sometimes) not to buy Fairtrade labelled products, but in Lithuania, there were more younger students who pointed out different reasons.

\* This answer option was missing from Estonian questionnaire

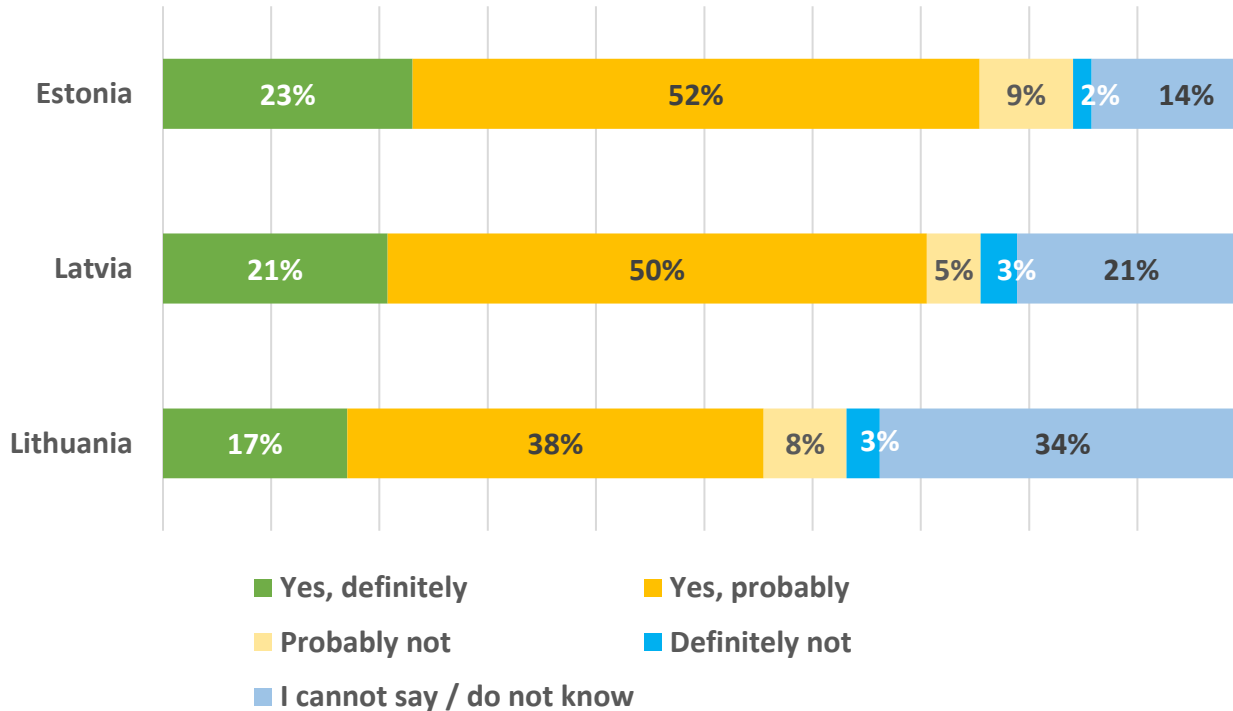
**Does your family or do your friends use Fairtrade labelled products?**



- As one of the answers was missing from the Lithuanian questionnaire, we do not know how much it affected the answer options “Yes, my family and friends do”, “My family does, but my friends don’t” and “My friends do but my family doesn’t”. If it didn’t (almost) at all, then we can say that friends and families of Lithuanian students buy Fairtrade labelled products the most compared to other Baltic countries (but we cannot say for sure).
- However, we can say that it seems that Estonian friends and/or families buy more Fairtrade labelled products (24%) than families and/or friends (11%) from Latvia.
- Nevertheless, most Estonian and Latvian students chose “I cannot say/ do not know” answer.
- There seems to be no gender gap in this issue in Latvia, but in Estonia and in Lithuania female respondents have said more that their family/friends use Fairtrade labelled products.

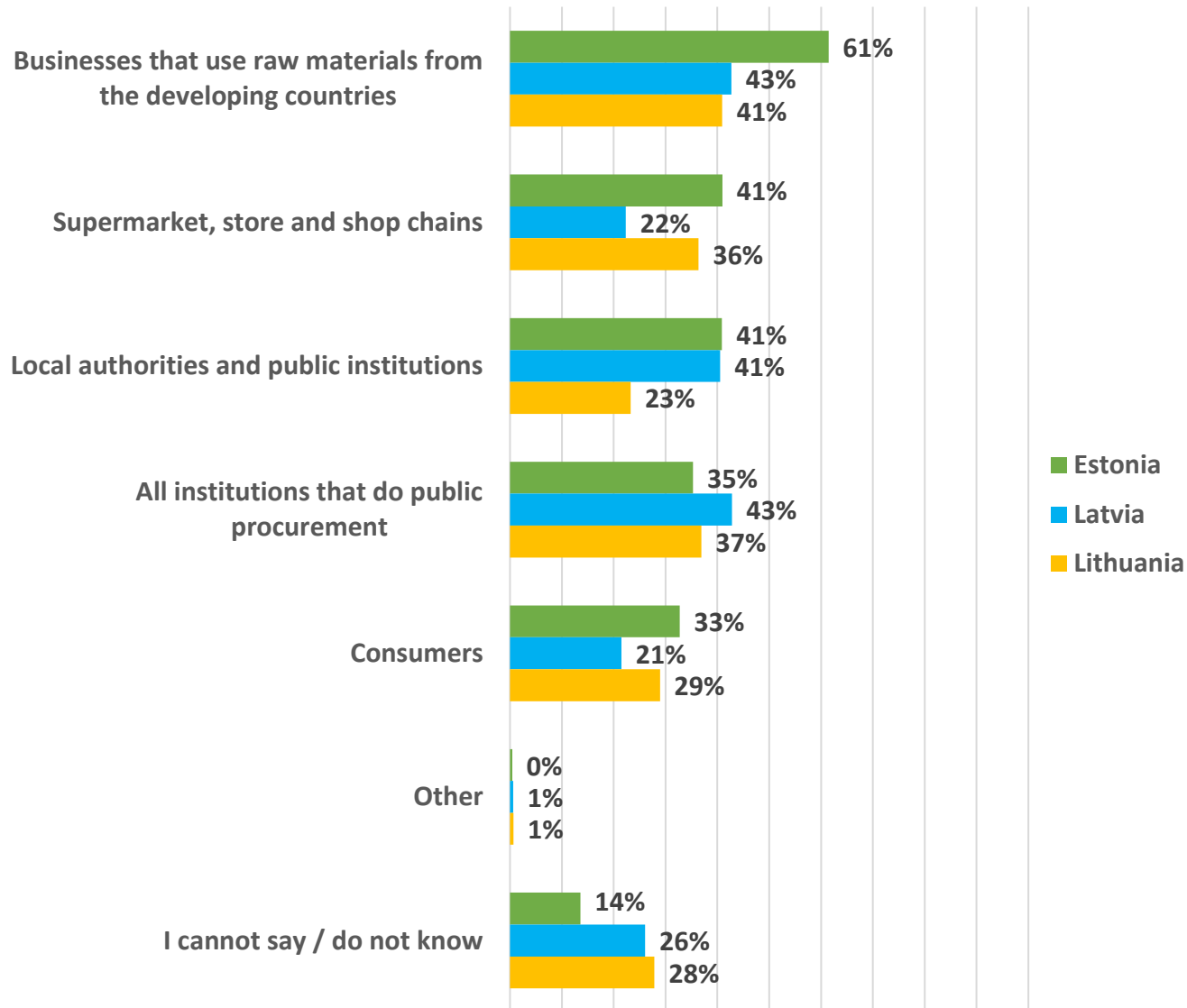
\* This answer option was missing from Lithuanian questionnaire

Are you ready to buy fair trade products in the future?



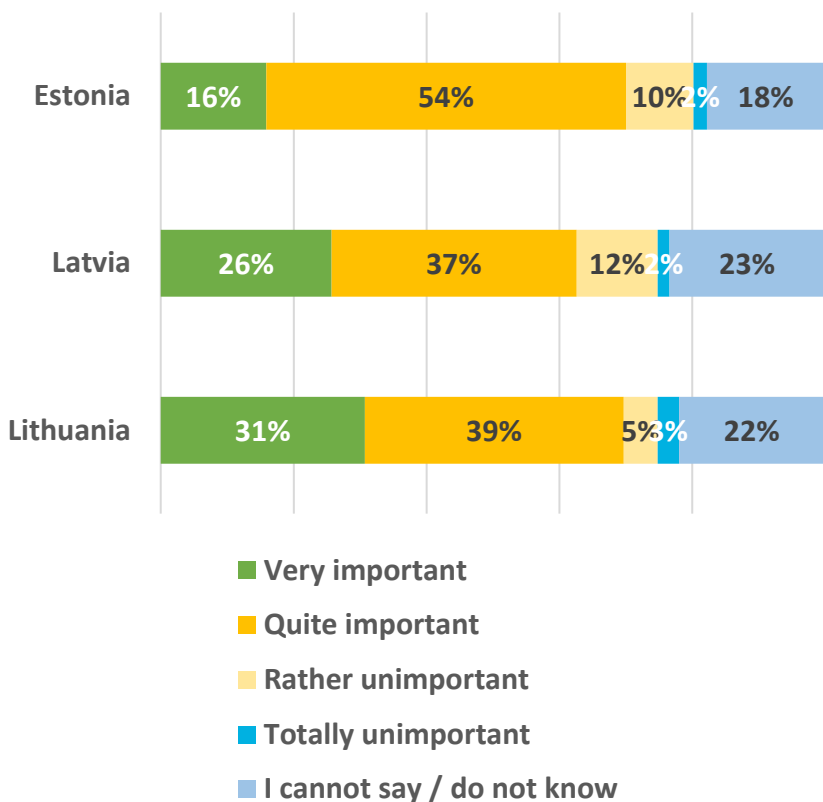
- Estonians and Latvians are more ready to buy fair trade products in the future, 75% and 71% respectively. Lithuanians have more people who have not decided.
- It seems that females in all countries are more ready to buy fair trade products in the future.
- Biggest age difference is only in Estonia, where 15-19 y.o. are little bit more ready to buy fair trade products in the future than younger students.
- Those who are already buying Fairtrade products are also more ready to buy them in the future than those who don't.
- Those who believe in the fair trade system and that consumers can make a difference are also more ready to buy those products in the future.
- Family or family and friends seem to play positive role in all three countries.

**In your opinion, who must support the concept of fair trade the most?**

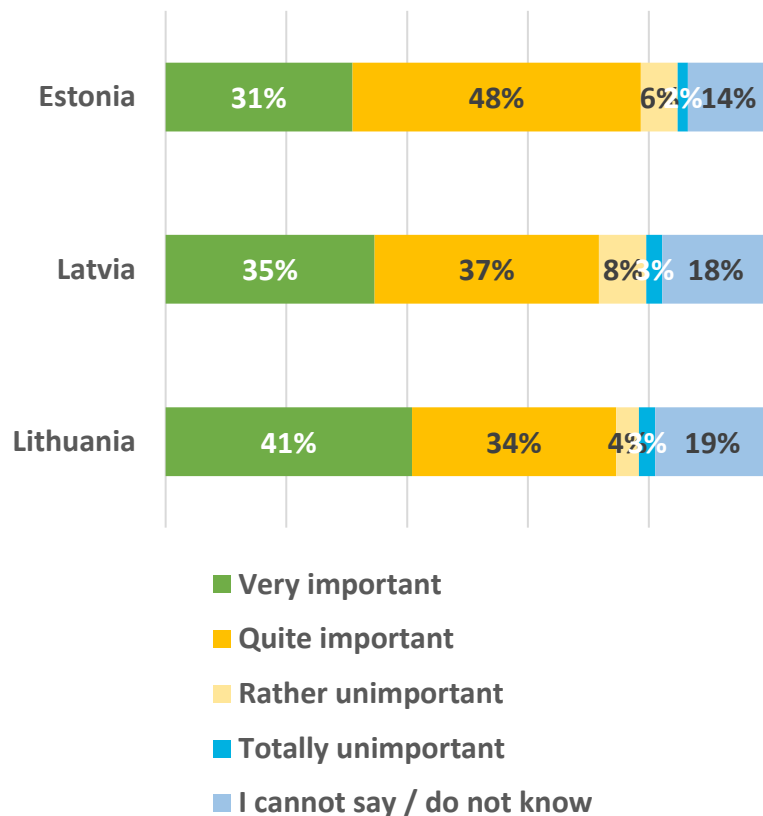


- All countries consider that businesses that use raw materials from the developing countries must be one of the main supporters of the concept of fair trade (it is also important for Latvians that all institutions that do public procurement support the concept of fair trade).
- Estonians have the most opinion on this issue and easily distribute responsibility to all parties. The same goes for females.
- There are mostly young students in Latvia and Estonia who cannot answer this question, but Lithuanian younger people do not seem to have such a problem.
- Those who believe that consumers can make a difference, those who have seen Fairtrade label on products, those whose families and/or friends use Fairtrade, those who believe in the fair trade system and those who buy Fairtrade products, distribute responsibility to more parties.

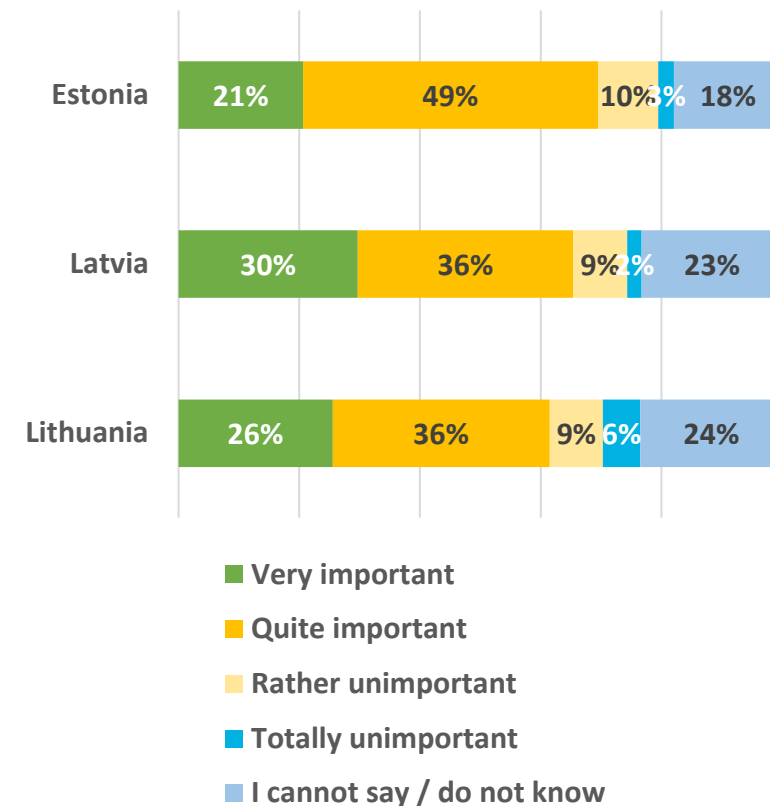
**How important is the social responsibility of local authorities/municipalities and that they consider the small farmers and farm workers in their work?**



**How important is it for you that the businesses consider the small farmers and farm workers in their work?**

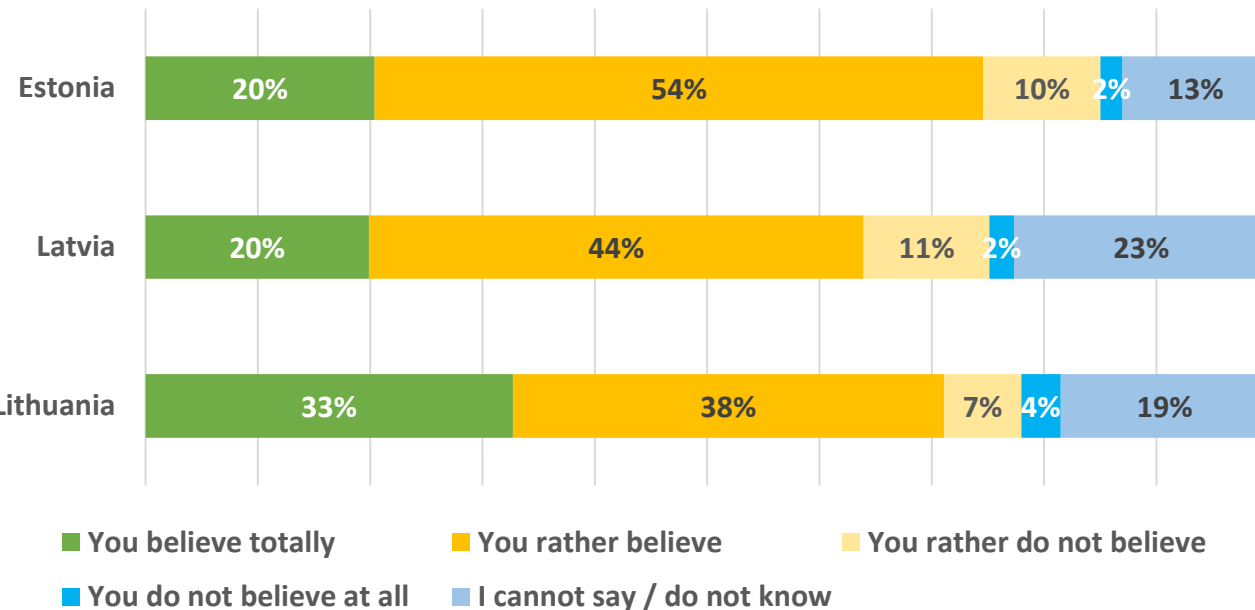


**How important is it for you that the businesses use ethically certified (e.g. Fairtrade) raw materials?**



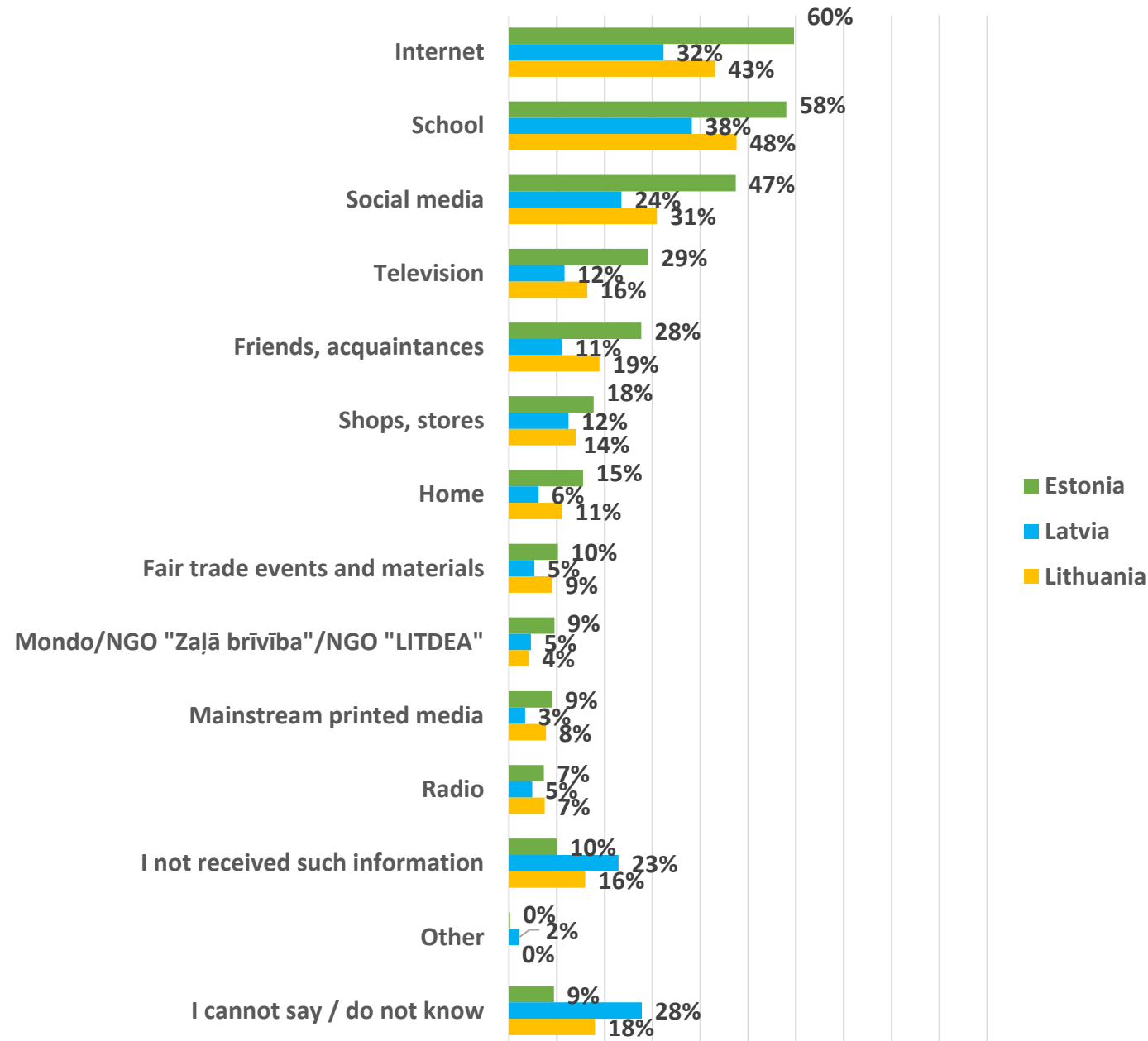
- Students in all countries consider the most important that the businesses would consider the small farmers and farmer workers in their work.
- Although both Estonian and Lithuanian students consider the responsibility of local authorities and businesses' to be relatively important, then Lithuanian students seem to have the strongest opinion on these issues (have most 'very important' answers). On the other hand, Latvians seem to have stronger opinion than other peers in Baltic countries about the use of ethically certified raw materials (but Estonians also consider it very important or rather important).
- There were some differences between younger and older students in Estonian and Latvia. Lithuania had the smallest differences,
- The biggest gender differences were among Estonian and Lithuanian students (and less among Latvians). Male respondents chose more "rather unimportant" or 'totally important' answers.

**Do you believe that consumers/citizens can influence the lives of the people in the developing countries with their purchasing behaviour?**



- Estonians (74%) and Lithuanians (71%) seem to believe the most that consumers/citizens can make a difference, followed by Latvians (64%). Latvians also have more “I cannot say /do not know” answers.
- 15-19 y.o. students are slightly more pessimistic in this matter than younger students.
- Female respondents tend to believe more that consumers can make a difference.
- There is no single link between this question and family and friends who use Fairtrade. For example, in Estonia, people who have family or friends and a family who use Fairtrade seem to believe that consumers can make a difference, while in Latvia it is opposite. Also Lithuania responses are more diverse.
- Respondents who buy Fairtrade labelled products in Estonia and in Lithuania believe more that consumers can make a difference than the peers who don't buy. This cannot be said about Latvian respondents.

## From which channels have you received information on fair trade and responsible consumption?



- The channels where students have received the most information on fair trade are schools and the Internet, followed by social media.
- Latvians have received the least information on this topic, and Estonians the most.
- The fair trade system is trusted the most by students who have received this information from fair trade events and materials (also Internet for Latvians).
- It can be said that those Lithuanians and Estonians who have received information from fair trade events and materials, buy also the most Fairtrade products (but for Latvians such a source is home).
- Those Latvians and Lithuanians who have received information from the Internet (and Lithuanians who have received information from mainstream printed media), believe the most that consumers can make a difference (such a source for Estonians is home).

# Summary

- Estonians have seen the Fairtrade label (63%) the most, whereas only 24% students have seen it in Lithuania and 18% in Latvia.
- The most important aspects to all countries are trustworthiness and decent salary for the workers.
- Lithuanians trust the fair trade system the most (73% believe or rather believe that the system is beneficial), whereas only 56%-57% of Estonians and Latvians believe it.
- Estonians buy Fairtrade labelled products the most (27% of them buy), whereas 17% of Lithuanians buy them and 13% of Latvians.
- People buy Fairtrade labelled products mainly because of the same reasons: they know it improves people's lives in developing countries, it is produced based on environmental sustainability principles and also because they trust Fairtrade principles.
- The most popular reasons not to buy seem to be "They are difficult to find/notice on the shelves" and "Do not pay attention to the label".
- One answer option was missing from one questionnaire, but still it seems that students really don't know, whether their families/friends use Fairtrade labelled products or their families/friends do not use Fairtrade labelled products at all.
- Estonians (75%) and Latvians (71%) are most ready to buy fair trade products in the future, followed by Lithuanians (55%).
- All countries consider that businesses that use raw materials from the developing countries must be one of the main supporters of the concept of fair trade, followed by institutions that do public procurement, local authorities and public institutions and supermarkets, stores and shop chains.
- Estonian and Lithuanian students believe the most that consumers can influence the lives of the people in the developing countries.
- The channels where students have received the most information on fair trade are from schools and the Internet, followed by social media.



# Summary

- Estonian students didn't have strong opinions and often chose "rather..." answers. Nevertheless, they usually agreed with the statements the most (whether the statements were about social responsibility or whether consumers can make a difference or etc.). They also have seen Fairtrade label much more than their peers from other Baltic countries and also buy Fairtrade labelled products the most. They are also the most willing to buy fair trade products in the future. But they didn't believe in the fair trade system as much as others.
- Latvian students have received less information on fair trade topic and seen Fairtrade label the least and also they buy those products the least. They are often a bit more skeptical than Estonians and Lithuanians: especially in the matters whether consumers can influence people in developing countries or together with Estonians whether the fair trade system is that beneficial or whether social responsibility is that important. But on the other hand, they are willing to buy more fair trade products in the future than Lithuanians and also it was rather important to them that businesses would use ethically certified raw materials.
- Lithuanians trust the fair trade system the most. In general, they have a lot of strong opinions. They often support statements almost as much as Estonians and many of them are very convinced (more convinced about the topic than Estonians, for example). They buy Fairtrade labelled products more than Latvians and less than Estonians, but they are the least willing to buy fair trade products in the future.
- It seems that females in all three countries believe in fair trade slightly more than males and are also more willing to buy them in the future. The biggest gender differences seems to be in Estonia and the least in Latvia.
- 15-19 y.o. in all three countries are a bit more pessimistic, whether consumers can influence people lives in developing countries, younger students believe slightly more in fair trade. But otherwise the habits and beliefs of 15-19 y.o. and under 15 y.o. might vary a lot from country to country. For example, 15-19 y.o. students in Estonia have seen Fairtrade label more, whereas in Latvia and Lithuania younger students have seen Fairtrade the most; 15-19 y.o in Latvia and in Estonia buy products the most, but in Lithuania younger students buy products the most. Lithuania seems to have the smallest age differences.

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