

Abstract

This thesis primarily focuses on analyzing the strategies used by the Fair trade social movement in fulfilling its vision of fair trade. The main objective is to understand these strategies, to reveal the factors influencing their selection, to map their implementation in practice and to examine how these strategies evolve over time, thereby provides a detailed perspective on how the movement aims to reduce inequalities in global trade. The thesis also explores the classification of the Fair trade movement within the broader context of social movements and seeks to answer whether Fair trade can truly be considered a social movement, and if so, what type of movement it represents. The findings not only provide a comprehensive overview of its strategies, their implementation and impact, but also contribute to understanding the dynamics of the Fair trade movement and its ability to adapt to changing conditions.

Keywords:

Fair trade, Fairtrade, social movements, strategies, choice factor, tactics, justice, reform, identity, alternative, transnationalism, fair trade.