



**Legal sciences Faculty**

**School of International Studies**

**SUCCESS FACTORS IN LATIN AMERICAN  
FAIR TRADE PROJECTS: A SYSTEMATIC  
REVIEW**

**Thesis to obtain the bachelor's degree in  
International Studies**

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**Cuenca – Ecuador**

**Year 2023**

## **DEDICATION**

To all the Latin American producers that look forward for a better economic and holistic future in a planet full of inequities and challenges

## **ACKNOWLEDGEMENTS**

To Luís Tonon, María Inés Acosta and Alexandra Bermeo for their important support and guide to make this investigation possible. Likewise, to my parents for their support to my education and Universidad del Azuay for the compromise to support research

## Content index

|  |     |
|--|-----|
| DEDICATION .....                                       | i   |
| ACKNOWLEDGEMENTS .....                                 | ii  |
| Content index .....                                    | iii |
| Tables index .....                                     | iv  |
| Figures index.....                                     | iv  |
| Appendixes index .....                                 | iv  |
| Resumen: .....   | v   |
| Abstract:.....   | v   |
| 1. Introduction .....                                  | 1   |
| 1.1 Objectives .....                                   | 2   |
| 2. Framework.....                                      | 2   |
| 3. Methodology.....                                    | 4   |
| 3.1 Strategy .....                                     | 4   |
| 3.2 Method application.....                            | 5   |
| 4. Results.....  | 7   |
| 4.1 Inclusion and exclusion criteria application ..... | 7   |
| 4.2 Quality assessment .....                           | 7   |
| 4.2 Demographic analysis.....                          | 8   |
| 4.3 Final results.....                                 | 9   |
| 5. Discussion .....                                    | 16  |
| 6. Conclusion .....                                    | 21  |
| 7. References.....                                     | 22  |

## INDEX OF TABLES, FIGURES AND APPENDIXES

### Tables index

|  |   |
|--|---|
| Table 1. Fair Trade principles-----    | 3 |
| Table 2. Data extraction criteria----- | 5 |

### Figures index

|   |    |
|---|----|
| Figure 1. Quality Assessment bar graph-----   | 8  |
| Figure 2. Map graph of published works per country-----   | 8  |
| Figure 3. Scatter graph of publication years of the included works-----   | 9  |
| Figure 4. Bubble plot of the export method and the success factors of Fair Trade-----   | 9  |
| Figure 5. Bubble plot of the relationship between Fair Trade certification with the impact of Fair Trade projects and their export method-----  | 10 |
| Figure 6. Bubble plot of the relationship between the impact of Fair Trade projects, the application of Fair Trade principles, and their success factors-----   | 11 |
| Figure 7. Bubble plot of the relationship between the impact generated by Fair Trade projects in Latin America and how do profitability and international market outreach affect it within the working areas of the projects----- | 12 |

### Appendixes index

|   |    |
|---|----|
| Appendix 1. Matrix of the systematic literature review----- | 27 |
|---|----|

**Resumen:**

Los proyectos de Comercio Justo en América Latina responden a la necesidad de mejorar las condiciones de vida por medio de participación justa en el mercado internacional. Los pequeños productores y trabajadores latinoamericanos se organizan en asociaciones y cooperativas de Comercio Justo en respuesta a su limitada participación de mercado. Esta revisión sistemática busca comprender cuáles son los factores de éxito para las iniciativas regionales de Comercio Justo. Las publicaciones incluidas y evaluadas corresponden al período 1958-2023, debido a la falta de publicaciones anteriores sobre el tema. Esta investigación identifica que los factores de éxito son la promoción de capacidades, el incremento de producción, el mayor alcance de mercado internacional y el apoyo gubernamental. Los factores principales se apoyan con factores complementarios para generar una serie de beneficios. Estos factores pueden aplicarse en proyectos con certificación de Comercio Justo o certificaciones alternativas y modelos de negocio equivalentes para generar éxito.

**Palabras clave:** Derechos sociales y económicos, comercio internacional, condiciones de vida, relaciones Norte-Sur, relación de intercambio.

**Abstract:**

Fair Trade projects in Latin America answer the need for better living conditions through fair international market participation. Latin American small producers and workers organize in Fair Trade associations and cooperatives as a response to their limited market participation. This systematic review seeks to comprehend what are the success factors for Fair Trade regional initiatives. Included and evaluated publications correspond to the period 1958-2023 due to the lack of previous publications about the topic. This investigation identifies that the success factors are skills promotion and capacity building, production increase, higher international market outreach and government support. The main factors are supported by a group of complementary factors to generate a series of benefits. These factors can be applied in certified Fair-Trade projects or alternative certifications and equivalent business models to generate success.

**Keywords:** International trade, North South relations, living conditions, social and economic rights, terms of trade.



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