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Institution Name
Ibn Zohr University



Country
France/Morocco



Research Area
Economics, Business Ethics



Thematic Focus
Relationships between brands and consumers



Stakeholders involved
Oil producers, workers, fair-trade organizations, argan companies, female argan producers



Research Phase
Finalised

RESEARCH ASSET

If the integration of “marginalized producers and workers” (FINE) is essential to fair-trade organization, how does certification contribute to their participation in the governance of fair trade certified producer organizations? Theoretical stakeholder approaches, which base their classifications on leaders' perceptions, present ethical drawbacks insofar as they can appear as instruments for justifying the exclusion of marginalized stakeholders rather than instruments for integrating them into governance. The thesis proposes to cross this perspective with a territorial approach, in order to assess the place of marginalized stakeholders in the governance of certified cooperatives. An exploratory research was conducted from the longitudinal case study of certified fair trade argan cooperatives in the argan territory in Morocco, based on interviews within cooperatives as well as organizations directly concerned in the region by the argan activity. These interviews are contextualized

Ethics, Territory and Fair-Trade Certification: the case of the participation of marginalized stakeholders in the governance of argan oil production cooperatives in Morocco

through the analysis of official documents as well as internal documents. Additional data on the cooperatives were compiled by survey. The research results highlight two phases of development of the consideration of female argan oil producers through certification in the governance of certified cooperatives, both of which reveal perverse effects: exclusion of too marginalized women for the first phase, additional cost of “fair price” for the cooperative members for the second phase. These results invite further research on the emergence of marginalized women, as well as small cooperatives, as fair trade stakeholders.

POTENTIAL VALORISATION AREAS

- **Joint Research** - with researchers/scientist from other fields (multidisciplinary approach to topic);
- **Collaboration with industry** – any company or producer in the argan oil industry
- **Collaboration with government** – adopting private standard regulations and territorialising fair trade through private certification for small producers in the South and protecting local economy. Besides certification, calculation of value sharing in the argan oil chain is needed.



Valorisation of my research through joint collaboration on the research projects and policy development initiatives with academics and government officials can offer solutions to the fair trade in argan oil production.

DESCRIPTION OF VALORISATION POTENTIAL

- **New research**
- **New publications**
- **New research models and perspective**
- **Collaboration with government and industry** on the projects and initiatives resolving the issues of fair trade in argan oil production, but oil production in general as well
- **Adopting regulations** on the argan oil production through the standard certificates for SME producers

VALORISATION TARGETS/POTENTIAL FUTURE COLLABORATORS

- **Governmental stakeholders:** government representatives in Morocco
- **Non-government stakeholders:** representatives of the workers and producers, labour unions, trade unions, activists
- **Industry stakeholders:** agricultural companies, argan oil producers, forest owners, farmers
- **HEI stakeholders:** researchers and academics working in the Economics and Accounting Management research area