



Together for Responsible Business Conduct in Global Supply Chains

Ethical Trade Norway's Strategy 2026–2030



Ethical Trade Norway's ambition towards 2030 is to be our members' go-to place for holistic, responsible business conduct based on "the gold standard" within corporate responsibility: the UN Guiding Principles on Business and Human Rights (UNGPs) and the OECD Guidelines for Multinational Enterprises on Responsible Business Conduct. Trade, done the right way, has the potential to uplift people, societies and the environment, towards a better world for us all. We look forward to continuing the important sustainability journey together with our members and strategic partners.

Kind regards,
Heidi Furustøl,
Managing Director, Ethical Trade Norway

Strategic member benefits

Towards 2030, Ethical Trade Norway will be our members' go-to place for responsible business conduct in global supply chains. Through relevant member benefits – such as personal advisory support, training and tools, collaboration forums and joint projects – we will together increase the positive impact on conditions in global supply chains. Ethical Trade Norway will continue to be a clear voice on rights-based responsible business conduct in the public arena, in Norway and internationally.

Multi-stakeholder collaboration

Ethical Trade Norway is a multi-stakeholder initiative with members from business, trade unions, employers' organisations, civil society and the public sector, established in the year 2000. Together we work to translate rules and principles into practical action – into real improvements in complex global supply chains that individual actors cannot achieve alone. Our vision is therefore: Together for trade that pays off for people, society and the environment. The goal of ethical trade is responsible business conduct as defined by the OECD. To achieve RBC, companies must conduct systematic, risk-based due diligence.

More relevant than ever

Ethical Trade Norway's purpose – to promote responsible supply chains so that international trade helps safeguard human and labour rights, society, animals and the environment – has never been more relevant: In a world marked by war, conflict, polarisation, trade wars and protectionism, human rights and the rules-based international order are under serious threat. The asymmetric power relations in global supply chains reinforce the enormous inequality of resources. One billion of the world's workers do not earn enough to cover basic needs², around 28 million people are trapped in forced labour³ – four million of them state-imposed – and 138 million children are forced to work⁴. The consequences of human-induced climate change are escalating, a low-emissions society by 2050 remains far off, and only 35% of indicators for the UN Sustainable Development Goals are on track for the 2030 deadline⁵. Technological development and artificial intelligence threaten jobs as well as civil and political rights but can also offer solutions to global challenges.

Front page image Union representatives in Bangladesh, photographed by Ethical Trade Norway during a project visit in 2023.

1 [From the Ethical Trade Norway Declaration of Principles](#)

2 [Living Wage | Forward Faster](#)

3 [Global Estimates of Modern Slavery: Forced Labour and Forced Marriage | International Labour Organization](#)

4 [2024 Global Estimates of Child Labour in figures | International Labour Organization](#)

5 [United Nations | The Sustainable Development Goals Report 2025](#)

New legal requirements

In recent years, new legal requirements such as Norway's Transparency Act and the EU's sustainability regulations have had a positive effect on companies' work with responsible business conduct. The Paris Agreement remains in place and the EU is still a driver of the transition through its Green Deal, but the simplification processes adopted in December 2025 create uncertainty about the progress achieved. The unpredictability in the world and in relation to legal requirements makes it even more important to have more level playing fields based on the agreed and verifiable frameworks for responsible business conduct: the UN Guiding Principles on Business and Human Rights (UNGP) and the OECD Guidelines for Multinational Enterprises on Responsible Business Conduct.

Fundamental rights

With a rights-based approach – our 13 principles – Ethical Trade Norway stands firm as a driver of responsible trade and responsible business conduct. Trade has been a key factor in reducing extreme poverty – and still has great potential to improve conditions for people, animals, society and the environment, provided it meets the expectations of the UNGP and the OECD Guidelines. As Nobel Prize-winning economist Joseph Stiglitz wrote: “Trade has the potential to be the most powerful force for reducing poverty – if managed well.”⁶

6 Fair Trade for All: How Trade Can Promote Development, 2005, by Joseph E. Stiglitz and Andrew Charlton.



Ethical Trade Norway Secretariat. Photo Nicolas Turrenc.

“In the period 2026–2030, we will emphasise Ethical Trade Norway’s core expertise: fundamental human rights and decent work in global supply chains. At the same time, we will promote a holistic approach to responsible business conduct for people, climate, environment and animal welfare in line with the OECD Guidelines.”

Strategic Priorities 2026–2030

Ethical Trade Norway's Mission:

To promote responsible supply chains so that international trade helps safeguard human and labour rights, society, animals and the environment.

Main Strategy Goal

Towards 2030, Ethical Trade Norway will be members' go-to place for responsible business conduct in global supply chains, as well as Norway's leading competence centre and advocacy organisation.

Strategy Goal 1

Members achieve improvements for people, society, animals and the environment through systematic, risk-based due diligence.

Strategy Goal 2

Members use the multi-stakeholder collaboration to increase joint influence and create positive impact in global supply chains.

Strategy Goal 3

Authorities, business and political decision-makers promote responsible business conduct in policy and in implementation.

Strategy Goal 4

Ethical Trade Norway maintains a stable membership base and a sound financial position.

Key Deliverables

Member value: personal member advisory services, relevant training offerings, tools and resources.

Collaboration: forums and projects with sectoral and thematic focus, among members and in global supply chains.

Advocacy: active advocacy towards authorities, politicians and business.

Competence environment: professional collaboration in Norway and internationally.

Key Frameworks

Ethical Trade Norway's Declaration of Principles

UN Guiding Principles on Business and Human Rights

OECD Guidelines for Multinational Enterprises on Responsible Business Conduct

Strategy Goals and Sub-goals for 2026–2030

Strategy Goal 1

Members achieve improvements for people, society, animals and the environment through systematic, risk-based due diligence.

To achieve this, we will:

- 1.1 Strengthen our core offer to members on due diligence, consisting of: personal member advisor, training, sector forums, and tools and resources.
- 1.2 Emphasise Ethical Trade Norway's core expertise: fundamental human rights and decent work in global supply chains. At the same time, we will promote a holistic approach to responsible business conduct for people, climate, environment and animal welfare in line with the OECD Guidelines.
- 1.3 Assist members with heightened due diligence in situations of crises, war and conflict.
- 1.4 Emphasise freedom of association, collective bargaining and social dialogue in our member offering – both as an end in itself and as a prerequisite for the fulfilment of other human and labour rights.
- 1.5 Integrate the principle of equality and non-discrimination – based, for example, on gender, ethnicity, age, marital status, sexual orientation, trade union activity or political affiliation – across all our activities.
- 1.6 Further develop our focus on responsible purchasing practices and living wages as tools to drive improvements.
- 1.7 Strengthen our member offering on principles 11–13: climate and environment, including circular economy, anti-corruption and animal welfare, through partnerships with expert communities.
- 1.8 Help members understand and comply with new legal requirements.
- 1.9 Maintain member reporting as a commitment for all members, with annual feedback and level assessment.



Project visit to Bangladesh in 2023. Participants included members Brav and Varner, as well as Virke and Norway's National Contact Point for Responsible Business Conduct. **Photo** Ethical Trade Norway.

Strategy Goal 2

Members use the multi-stakeholder collaboration to increase joint influence and create positive impact in global supply chains.

To achieve this, we will:

- 2.1 Facilitate meaningful stakeholder engagement and be a meeting place where different parties – including affected groups – come together to find common solutions.
- 2.2 Strengthen our offer of projects with sectoral and thematic focus.
- 2.3 Further develop the membership offer within public procurement.
- 2.4 Continue and develop our international project portfolio.



Panel discussion at Arendalsuka 2025 with *Framtiden i våre hender* (*The Future in Our Hands*), H&M and Bergans. Photo Ethical Trade Norway.

Strategy Goal 3

Authorities, business and political decision-makers promote responsible business conduct in policy and in implementation.

To achieve this, we will:

- 3.1 Be a clear voice in the public sphere on the responsibilities of business and the state for responsible business conduct – even in times of crisis.
- 3.2 Develop a communications strategy and public affairs plan with clear objectives and instruments for how and whom we will influence.
- 3.3 Conduct active advocacy towards politicians and other decision-makers, together with and through our members. Our most important policy objective in the period will be to preserve the Transparency Act and to expand it to also cover climate and environment.
- 3.4 Strengthen our professional collaboration with Norwegian authorities on ethical trade and maintain ongoing contact with ministries, government agencies and supervisory bodies.
- 3.5 Develop new knowledge and solutions together with expert communities such as research institutions, industry associations and sustainability schemes.
- 3.6 Contribute to international professional development in the field of Responsible Business Conduct together with our sister organisations in JETI and other multi-stakeholder collaborations.



Member workshop on strategy, 15 October 2025. Photo Ethical Trade Norway.

Strategy Goal 4

Ethical Trade Norway maintains a stable membership base and a sound financial position.

To achieve this, we will:

- 4.1 Clarify member value and maintain high quality in the member benefits.
- 4.2 Recruit more members from existing sectors, including the public sector.
- 4.3 Target new audiences and sectors to increase geographic and thematic diversity in the membership base.
- 4.4 Retain today's business model with membership fees.
- 4.5 Seek external funding for projects from Norad and other funding sources.
- 4.6 Further develop our offer of additional services.
- 4.7 Maintain the requirements of the contingency fund for prudent equity.
- 4.8 Further develop the Secretariat's competence.
- 4.9 Maintain Eco-Lighthouse (Miljøfyrtårn) certification and report on Ethical Trade Norway's own due diligence.

Our Members



Join the Community!

Our member benefits:

- Individual follow-up and tailored guidance from a dedicated advisor.
- Access to a reporting template for due diligence, adapted to the Transparency Act's requirements for due diligence statements.
- Access to a member portal with updated resources, templates and a digital risk-mapping tool to work on responsible business conduct and due diligence.
- Free or discounted access to courses, seminars and member forums with a focus on the practical implementation of sustainability work in Norway and in the supply chain.
- Overview of legal requirements and expectations related to responsible business conduct.
- Access to a national network through the multi-stakeholder initiative: trade unions, civil society organisations, employers' organisations, companies, public entities, county authorities and municipalities.
- Access to an international network of strategic partners, civil society and Ethical Trade Norway's sister organisations in Bangladesh, Denmark, Sweden and the United Kingdom.
- Opportunity to participate in – and learn from – projects in production countries.



Member forum on follow-up of Chinese suppliers, 8 January 2026.

Key Partners



**Ethical
Trading
Initiative**



**Ethical
Trading
Initiative**

Bangladesh



**ETISK
HANDEL**
DANMARK



**ETISK
HANDEL**
SVERIGE



**Direktoratet
for forvaltning og
økonomistyring**



Ethical Trade Norway's Board 2025–2026

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Norwegian Confederation of
Trade Unions (LO)
Board Member

Rikke Mohn Halvorsen
Ethical Trade Norway
Board Member elected by staff

Our 13 Principles



1. Forced labour



2. Freedom of association and collective bargaining



3. Child labour



4. Discrimination



5. Harsh or inhumane treatment



6. Health, safety and environment



7. Wages



8. Working hours



9. Regular employment



10. Marginalised groups



11. Environment



12. Anti-corruption



13. Animal welfare

Contact us
Ethical Trade Norway
Hausmanns gate 19
0182 Oslo
info@etiskhandel.no
www.etiskhandel.no



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