



Annual Report 2014/2015



“Together building a fair world economy”

www.wfto-europe.org

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A Word From the WFTO-Europe President

Dear friends of fair trade, dear WFTO-Europe members,

I hope that this Annual Report¹, can really show you that after a long period of “unstable waters”, this has been the first “normal” year for WFTO-Europe. Normal means: no office transfer from one European country to another², no short-term changes of the Coordinator, no adaptation of our working plan to important changes coming from the WFTO Global level. We are so extremely happy now to be able to ask to our members to assess our annual work, as the Board of Directors, without having to consider any “special situation”.



This is highly important if we consider that the Annual Report is not only a legal requirement to prove our accountability, but also a crucial tool to strengthen our relationship with our members, and to ask them to: “not just raise your hand to vote pro/contra at the AGM; but express your opinion and share your assessment of your regional Fair Trade network, consider the work that has been done and the results achieved”. This participatory approach is indeed of extreme relevance for the future of WFTO Europe, and supports – also through criticism and proposals – us as the WFTO-Europe Board. Taking into account the volunteering status of the Board members and the limited staff of the organization, which includes only one full-time employee and interns, we do consider the closeness with our members as fundamental to keeping our motivation high.

Thanks to the stability gained this year, we were able to plan and achieve important objectives for our future, such as:

- the approval of a Communication Strategy and Working Plan, which will be (briefly) presented at the next Milan 2015 AGM;
- a plan to elaborate a 3-year Strategic Plan to drive our organisation with a medium term vision and goals, which will be voted by our members at the 2016 AGM.

These efforts together with all the other achievements that you will find in this Annual Report, are steps towards our main ambition for the future which is to make WFTO-Europe the main reference for Fair Trade in Europe. Whatever you may think about it, whether it is too ambitious or perhaps not appropriate, please do consider that what you find in the following pages is part of this vision. As representatives of the European Fair Trade Organization, we have made great efforts over the last year to push forward some specific topics at the Global level, stressing once again the important role that advocacy plays for our network. More specifically, we presented several letters to WFTO Global, strongly encouraging them to return to the Fair Trade Advocacy Office (FTAO), to reinforce the Guarantee System, especially with regards to the use of the label for first buyer and to reiterate the need for a revision of the Charter of Fair Trade Principles. We are happy now to see all our efforts being rewarded, with the decision of WFTO to financially contribute to the FTAO and to make positive changes in the “First Buyer’s contract”. In the last year, WFTO-Europe has also kept its direct commitment to the Fair Trade Towns Campaign (FTTC), with a WFTO-E Board member as the European representative on the FTTC International Steering Committee. Moreover, we have also started reflecting more on the Fair Trade Retailers Standard and how to better support members in this area.

In order to guarantee our accountability and complete transparency in all of our activities, to our members and the general public, in 2014 WFTO-Europe passed to a double-entry accounting

¹ The Annual Report considers the period from the last WFTO-Europe AGM in June 2014 to, whether it is possible, April 2015.

² WFTO-Europe was initially based in Cordoba, Spain.

system, also relying on the support of an external accountant to fully comply with Belgian laws and our own transparency requirements.

Last but not least, WFTO-Europe, with my own personal participation as well in the WFTW Working Group at Global level, has been strongly contributing in the organization of the largest Fair Trade event ever: the 2015 Milan World Fair Trade Week.

Thanks to all of these actions, we now look towards the future with confidence and enthusiasm, presenting you a small, but healthy and sustainable organization: YOUR organization.

A handwritten signature in blue ink that reads 'Dal Fiume Giorgio'.

Giorgio Dal Fiume.
WFTO-Europe President

I. WFTO-Europe at a glance



WFTO-Europe is the representative of Fair Trade organizations in Europe. The network currently counts **74 members** across **15 European countries** and is mainly composed of three types of organizations: **Fair Trade Organizations** (FTOs - organisations directly engaged in Fair Trade through their trading activity e.g. importers, exporters, wholesalers, etc.); **Fair Trade Networks** (FTNs - legal entities whose primary function is to serve as national or international associations of Fair Trade producers and/or Fair Trade Organisations); **Fair Trade Support Organizations** (FTSOs - organisations indirectly engaged in Fair Trade through activities that promote and support Fair Trade. These activities can include business counselling, finance, advocacy or networking).

WFTO-Europe is one of the five regional branches of the World Fair Trade Organization (WFTO), which also include WFTO-LA in Latin America, WFTO-Africa, WFTO-Asia, and North America and the Pacific Rim. WFTO is the largest global organization gathering over 370 members and 40 individual associates from more than 70 countries across five continents.

The WFTO-Europe office is strategically located in Brussels, Belgium. Being in the heart of Europe, the organization is very close to the European institutions and works closely with the **Fair Trade Advocacy Office (FTAO)**, which speaks on behalf of the Fair Trade movement for Fair Trade and Trade Justice.

1. Our Values

Vision

WFTO-Europe has a vision of a world in which trade structures and practices have been transformed to eradicate poverty and social exclusion as well as to promote sustainable

development and justice. WFTO-Europe advocates for trade justice in order to improve the livelihoods of marginalised producers and workers in the South.

Mission

Our main mission is to be the top reference for Fair Trade in Europe and to be recognised as a network of credible FTOs committed to Fair Trade and trade justice. To fulfil this mission WFTO-Europe aims to:

1. Be the representative organization of Fair Trade organizations on a European level.
2. Promote the concept of Fair Trade in Europe.
3. Foster collaboration and exchanges between member organizations.
4. Provide support services to its member organizations and to the Fair Trade movement in general.
5. Be the link between Europe and WFTO Global, and to co-operate with other regional WFTO networks in the world.

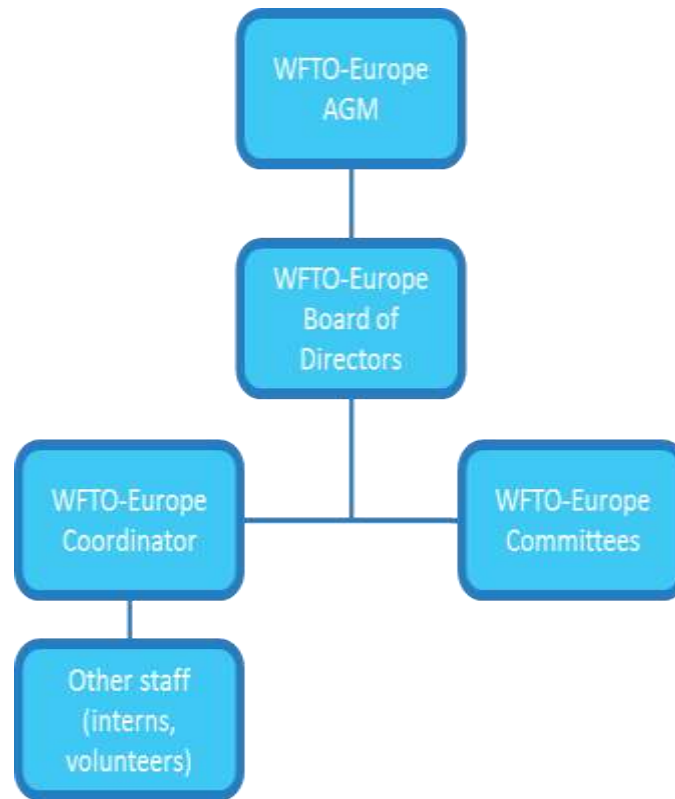
Goals

WFTO-Europe keeps the same goals as WFTO Global while shaping each of them under its own European perspective, in order to guarantee the coherence of the network and stress, at the same time, the specificity of the Region.

1. CREDIBILITY & IDENTITY	<i>To be recognized as the European membership body for all Fair trade organisations in Europe that implements the WFTO Guarantee System and its labels and promotes social justice in international trade.</i>
2. LEARNING	<i>To be a space where members connect with each other to work together, to cooperate, create synergies, and share innovative ideas and learning.</i>
3. VOICE	<i>To create a common voice that speaks out loudly for Fair Trade and trade justice and is heard.</i>
4. MARKET ACCESS	<i>To enable members to access tools and training to improve market access.</i>
5. CAPABILITY	<i>To have the internal leadership, capacity, resources and structure/s for proper network governance which enable WFTO-Europe to be dynamic, flexible and healthy.</i>

2. Our Governance

WFTO-Europe's Governance Structure



The WFTO-Europe governance structure includes the Annual General Meeting (AGM) of its members, the Board of Directors, the Office's Coordinator and staff.

[Some insight into our governance system](#)

- The AGM has the highest political mandate and sets the strategic priorities of WFTO-Europe.
- The AGM also elects the Board of Directors (composed of 7 or 9 directors). Members of the Board can hold office for a three-year mandate, renewable only once for consecutive terms.
- The Board of Directors of WFTO-Europe is responsible for the common objectives and responsibilities. Its main objective is to facilitate the dialogue between WFTO members and takes relevant decisions to implement the AGM mandates, striving for consensus among its membership base. A specific task of the Board of Directors is to reach out to countries without representatives, and members that have yet to join WFTO-Europe.
- The President of the Board is the external voice of WFTO-Europe.
- WFTO-Europe's Office Coordinator and staff are responsible for the efficient daily management of the organization, the implementation of all AGM & Board decisions, and all

other tasks necessary to accomplishing WFTO-Europe's goals (which are not already assigned to another body).

Members of WFTO-Europe can also set up working groups or permanent committees to further discuss specific topics. So far there is only one committee at the European level: the Worldshops and FT Retailers Committee, which brings together 6 European members who aim to exchange views and harmonise the different Retailer Standards at the national level.

One of the Board members of WFTO-Europe is also part of the FTAO Board and one is elected by the AGM to sit on the WFTO Global Board.

All members of WFTO-Europe are members of WFTO (Global) whose headquarters are located in Europe. Resignation or termination of membership at WFTO global level is automatically considered as resignation from WFTO-Europe, and vice-versa.

In addition to the AGM, WFTO-Europe organises a biennial conference where several workshops are held for members to discuss strategic issues and the future of the organization. These biennial conferences are unique occasions for members to meet in person, network, share ideas and experiences, develop B to B opportunities, discuss urgent matters, and simply inspire each other.

3. Our Network in 2014/2015

The Board of Directors

The Board is currently composed of 7 members from 6 European countries:



1



2



3



4



5



6



7

1. Giorgio Dal Fiume, President, CTM Altromercato, Italy, elected the 14-06-2014, 2nd mandate
2. Sophie Tack, Administrator, Oxfam-Magasins du monde, Belgium, elected the 14-06-2014, 2nd mandate
3. Marijke Visser, Administrator, Centrum Mondiaal, The Netherlands, elected the 14-06-2014, 2nd mandate
4. Tadeusz Makulski, Secretary, Polish Fair Trade Association, Poland, elected the 06-10-2012, 1st mandate
5. Bertil Högberg, Treasurer, The House of Fair Trade, Sweden, co-opted the 09-10-2014
6. Gabriella D'Amico, Administrator, Associazione Botteghe del Mondo, Italy, elected the 26-05-2013, 1st mandate
7. Emilie Durochat, Administrator, Plate-Forme pour le Commerce Equitable, France, elected the 14-06-2014, 1st mandate

WFTO-Europe's Office Staff



Francesca Giubilo, WFTO-Europe coordinator

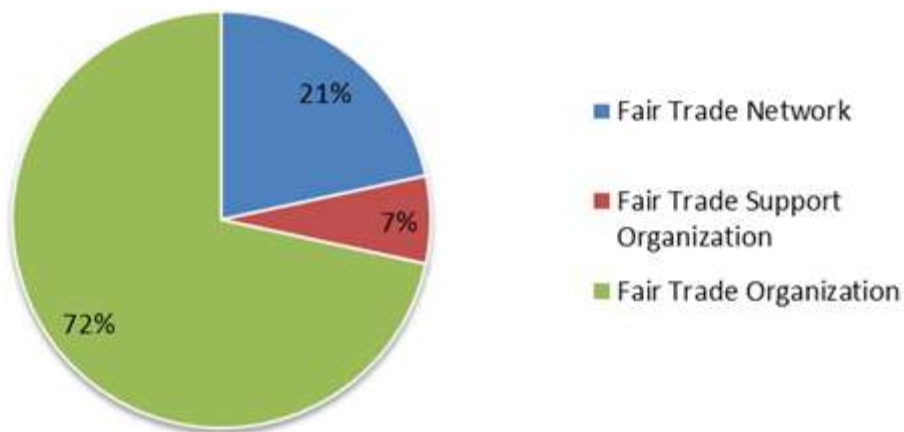
The WFTO-Europe Office is located in the center of Brussels, in the International Association Centre (MAI) building shared with other NGOs.

[Francesca Giubilo](#) coordinates the European office since October 2013. She regularly manages several volunteers and interns. Between April 2014 and April 2015, Francesca supervised 5 young people from 5 different countries who spent some time learning about Fair Trade, improving their skills and helping the European WFTO Office.

WFTO-Europe Members

WFTO-Europe is composed of [74 members as of April 2015](#). Please look at the [Annexe 1](#) to have a complete list of members across Europe.

WFTO-Europe membership category



II. Our achievements and activities in 2014/2015

This section aims at highlighting the main achievements and activities that WFTO-Europe realized over the past year. They are listed by goal in order to give a better overview of the impact of each activity on the overall objectives of the organization.

1. Credibility and Identity

To be recognized as the European membership body for all Fair trade organisations in Europe that implements the WFTO Guarantee System and its labels and promotes social justice in international trade

Throughout the year, WFTO-Europe has remained the 'ear and voice' of Fair Trade in Europe, both internally and externally, by supporting the European members through the new Fair Trade Guarantee System (GS) and enhancing a stronger cooperation with WFTO Global, the other Regional offices and the Fair Trade Advocacy Office.

Membership and Monitoring: Implementation of the New Guarantee System

As mentioned above, WFTO-Europe has 74 members as of April 2015.

In accordance with the decentralization process agreed upon at the 2011 WFTO Global AGM, WFTO-Europe has continued to perform tasks on behalf of WFTO Global.

Among these are **membership tasks**, such as handling new European membership applications. WFTO-Europe answers enquiries from potential new members and welcomes those who are interested in joining the network, carrying out the initial screening of their application and sending recommendations to WFTO Global. Despite the withdrawal of some members in 2014, mainly due to financial constraints, several potential members have shown interest in joining the network, raising the hope to see the Fair Trade family grow in the near future.

In addition to the membership aspect, WFTO-Europe continues to carry out some **monitoring tasks** under the New FT Guarantee System.

The Fair Trade Guarantee System

The WFTO Guarantee System (GS) was officially approved by the WFTO General Assembly in May 2013 in Rio de Janeiro and is currently in its 2nd year of the implementation phase. The Guarantee System has five major components: new membership admission procedure, the Self-Assessment Report (SAR), the Monitoring Audit, the Peer Visit and the Fair Trade Accountability Watch (FTAW). The FTAW is a participative monitoring mechanism that allows the public to report compliance issues regarding Fair Trade Organisations. The primary goal of the Guarantee System is to improve Fair Trade practices along the supply chain. It is tool for organisations to improve their accountability and development. Members that pass the GS process obtain the 'Guaranteed Fair Trade Organisation status and may use the WFTO Label on their products.

Since the implementation of this new Guarantee System, WFTO-Europe's role has consisted mainly in making sure members submit their Self-Assessment Reports (SAR) on time and in

screening and checking files completeness. In 2014, processing new SAR forms has been one of the busiest activities of the organization. The 18 SARs was screened; while in 2015, 6 SARs have been processed so far.

Stronger Cooperation with WFTO, the other Regions and FTAO

Over the past year, WFTO-Europe has advocated for European FTOs priorities within the WFTO network, by representing European positions in the existing WFTO Global Committees and Working Groups (table below) as well as implementing an action plan on the European Worldshops and FT Retailers Committee to promote FT Retailers Standards.

Working group or Committee	European Representative
Worldshops and Fair Trade Retailers Committee (European level)	Gabriella D'Amico
Fair Trade Towns Representative (European & Global level)	Tadeusz Makulski
Milan 2015 Conference Working Group (Global level)	Giorgio Dal Fiume, Tadeusz Makulski
Social Economy Working Group (Global level)	Emilie Durochat (PFCE)
Fair Prices and Fair Wages Working Group (Global level)	Marijke Visser, Bertil Hogberg
Fundraising Committee (Global level)	Francesca Giubilo
Advocacy and Campaigning Committee (Global level)	Sophie Tack, Francesca Giubilo,



Regional meeting, Culemborg (NL), November 2013

Europe, the network has also invited FTAO to the 2014 Biennial Conference to foster advocacy discussions amongst members.

WFTO-Europe has also greatly increased its cooperation with the other [WFTO Regions](#). In addition to the annual training organized by WFTO for the Regions, all of the 5 offices have set up regularly bi-monthly Skype calls to discuss various topics and start harmonising all our practises in several areas.

Moreover, WFTO-Europe has also strengthened its relations with the [Fair Trade Advocacy Office \(FTAO\)](#), by continuing to play an important role on the FTAO Board, participating in FTAO internal meetings, sharing opinions and attending events. Considering the importance of advocacy activities within WFTO-

2. Learning

To be a space where members connect with each other to work together, to cooperate, create synergies, and share innovative ideas and learning.

WFTO Europe's Biennial Conference and AGM



WFTO-Europe Biennial Conference 2014, Elspeet

From the 12th to the 14th of June, WFTO-Europe held its Annual General Assembly and Biennial Conference in Mennorode, (the Netherlands).

The conference took place in a very positive atmosphere, with a total of 26 attendees. WFTO-Europe welcomed two special guests: Sergi Corbalán from the FTAO and Chitra Bahadur KC from WFTO Asia as well as two representatives from WFTO Global: the Chief Executive Natália Leal and the President Rudi Dalvai.

The conference was a key moment for WFTO-Europe and its members to coordinate their activities and take important decisions regarding the future of Fair Trade in general and more

specifically for WFTO-Europe and the Global movement. During those three intense days, various workshops were organized on:

- **Advocacy: FTAO and Southern prospects:** tools and priorities for the coming years in order to see how advocacy activities can be better coordinated across the regions.
- **Domestic Fair Trade:** How to take into account the changing balance between North AND South and possible competition between Fair Trade and local production.
- **Fair Trade Towns Campaign:** updates on the campaign and the way forward.
- **Role of National platforms:** importance of their role and need of a greater collaboration and coordination.
- **Retailers' Standard:** the importance of sharing experiences in order to harmonize the Standards in different countries.
- **WFTO Guarantee System:** how to promote the new GS and the label.
- **Fair Prices and Fair Wages:** how to estimate the living wage rate and what methodology to use.

WFTO-Europe Board and its staff have also been actively involved in the preparation of the most important Fair Trade event of the year: the 2015 World Fair Trade Week (23rd-31st May), which will include the WFTO Global Biennial Conference and AGM (more information at page 18).

Internal and External Communication

Over the past year, WFTO-Europe has been specifically working on improving the quality of its communication, trying to give greater visibility to Fair Trade and WFTO-Europe's identity and to better inform its members and the general public about Fair Trade.

In the summer of 2014, WFTO-Europe launched a survey on communication to assess the impact of its internal and external communication channels as well as the quality of its tools and the expectation of the members.

Based on its outcome, evaluated in October 2014, which brought light on our strengths and weaknesses in the area, the WFTO-Europe Board came up with a new 3 year communication strategy (2015-2017). The overall aim is to become the main reference on Fair Trade in Europe. This goes hand in hand with the following steps:



WFTO-Europe's website

WFTO-Europe has been working on redesigning its website and content. Creating WFTO-Europe's identity has been one of the priorities, all the while aligning its website with WFTO Global, which is a priority.



WFTO-Europe on Social media

WFTO-Europe tries to use the social media as a tool for promoting Fair Trade in general, being a visible agent for change as well as connecting with our members. In the future, WFTO-Europe would like to become more engaged with its members. By April 2015, we had 2227 likes on Facebook, 1074 followers on Twitter and 225 people connected to WFTO-Europe's profile on LinkedIn.

WFTO-Europe's Newsletter

WFTO-Europe has an internal monthly newsletter, available for all its members. Its design has changed over time, but WFTO-Europe is still working towards making its Newsletter as interactive as possible.

In December 2014, a new Guarantee System Training session was added to the Newsletter. The main goal is to get WFTO-Europe members more familiar with the new FT Guarantee System and to answer their questions.

3. Voice

To create a common voice that speaks out loudly for Fair Trade and trade justice and is heard.

As a European network, WFTO-Europe has always given particular importance to this goal, by advocating for fair trading justice together with the FTAO, supporting campaigns or developing projects aimed at promoting Fair Trade.

Advocacy

WFTO-Europe: main Fair Trade advocate within WFTO

In 2014/2015 WFTO-Europe played an important role in protecting and strengthening the WFTO FT Guarantee System, by advocating for the application of a more robust system to deal with the **first buyers of WFTO members, who are not members of the network**. Our 2 letters sent to WFTO Global over the course of 2014 and a constant exchange of emails, WFTO-Europe succeed in getting WFTO to make changes to the contract with non WFTO member first buyers. More specifically, buyers are required to respect more FT principles in order to be able to co-brand products from WFTO members and a stronger monitoring system including an assessment mechanism have been put in place.

Taking into account the crucial role that FTAO plays in pushing forward the advocacy objectives of WFTO, in 2014 WFTO-Europe strongly encouraged WFTO to have a greater role within FTAO's governance, by increasing its contribution to the organization. This proposal was finally accepted by WFTO, who is officially part of the Board of the FTAO as of January 2015.

The Close Cooperation with the FTAO



Photo credit: FTAO

Left to right: Florence Sonntag (PFCE), MEP Paul Brennan (S&D, UK), Sergi Corbalán (FTAO), MEP Dennis de Jong (GUE, NL), host MEP Catherine Stihler (S&D, UK), Claire Bury (DG Internal Market).

Advocacy is a key tool to encourage positive policy change at the European level. Bearing this in mind, WFTO-Europe has been actively engaged on the FTAO Board, its Expert meetings and activities.

More specifically, WFTO-Europe has actively participated in the FTAO project team focused on the fight against the Power in the Supply Chain and the elaboration of a European Strategy for FT, by giving input to the main documents and attending relevant events.

For instance, on the 18th of December, WFTO-Europe attended the meeting at the European Parliament for the launch of the report “Who’s got the power” as well as other meetings with the European Commission and with other Civil Society Organizations.



Sergi Corbalán (FTAO) and Francesca Giubilo (WFTO-Europe)

WFTO-Europe also continues to encourage members to implement appropriate actions in support of FTAO advocacy activities. As mentioned above, the Executive Director of the FTAO was also invited in the WFTO-Europe Biennial Conference together with the President of WFTO-Asia to see how to best coordinate the different activities across the world and achieve the common advocacy objectives.

As part of the Vote4FT campaign, WFTO-Europe also actively participated at the capacity-building and Fair Trade Breakfast organised by the FTAO in October 2014. (More information in the section below)

Campaigns and Projects

[The Vote for Fair Trade \(Vote4FT\) campaign](#)



2014 was the most important year for this EC project “Advocating together for FT policies”, mainly focused on advocacy activities around the EP elections held in May 2014.

The campaign kicked off in 2013 and aims at bringing Fair Trade organizations from around Europe to advocate together for Fair Trade to be included in the policy agenda of the European Union. WFTO-Europe is one of the main partners of this 3-year project, led by the Fairtrade International (FLO) and FTAO and co-financed by the European Commission.

In addition to its own project activities, WFTO-Europe’s office is mainly responsible for liaising and coordinating with 4 European associates - namely Coordinadora Estatal de Comercio Justo (ES), the Swedish Fair Trade Retailers Organisation (SE), Tilingo-Neptra (NL) and Vedegylet-Protect the Future (HU) which between 2013 and 2014 held their own project related activities in Spain, Sweden, Netherlands, and Hungary respectively.

More specifically, the main activities developed under this project are intended to promote Fair Trade awareness in general but are more importantly aimed at mapping and (re)building a significant basis of (legislative) support for Fair Trade among members of the European Parliament. Towards this aim, WFTO-Europe contributed to the elaboration of the [Fair Trade Manifesto](#), which summarizes the main demands of



Giorgio Dal Fiume, WFTO-Europe President, FT Breakfast at the EP, Brussels, 2014

the Fair Trade movement for the legislative term 2014-2019 of the European Parliament and was widely spread across the countries. The campaign collected 512 candidates' signatures, of which 118 were elected Members of the new European Parliament for the term 2014-2019.

In 2014 the project activities culminated in the organization of a Fair Trade Breakfast at the European Parliament which brought together 50 Members of the European Parliament (MEPs) from all major political groups, officials from Permanent Representations of European Union Member States, as well as actors of the Fair Trade movement and network representatives to discuss the main challenges ahead for Fair Trade in the European Parliament. On this occasion, the President also gave a presentation of WFTO-Europe and its activities. 2015, being the final year of the project, is a very important opportunity to ensure that commitments taken during this two previous years will be kept and the results of the campaign will be durable.

World Fair Trade Week 2015



In 2014, WFTO-Europe started making its contribution to the organisation of the World Fair Trade Week (WFTW) 2015 which will take place in Milan from 23rd to 31st of May 2015 and will be the most important international Fair Trade event of the year. A wide range of international activities will make this event a unique occasion for artisans, farmers, marketers, promoters and advocates from all over the world, to share their experiences. The city of Milan will be nominated the 'Global Capital of Fair Trade' during the celebration as it will host hundreds of global fair traders and Fair Trade Organisation. The 8-day event will focus on the innovative meaning of Fair Trade, through the concept of "responsibility", The Universal Exposition EXPO Milano 2015, whose official theme is 'Feeding the Planet, Energy for Life', will create an important opportunity to discuss topics connected to the Fair Trade movement: the global production and distribution of food as

well as sustainable development.

The World Fair Trade Week 2015 will include:

- **The WFTO Biennial Conference (24th – 27th May):** During the conference several workshops will be held. WFTO-Europe, together with WFTO Global, is specifically contributing to the organisation of a discussion about the [revision of the Charter of Fair Trade principles](#), dated 2009. [The 8th Mohamed Islam Design Award ceremony](#) will also take place during the WFTO conference. This competition, which was held for the first time in 2001, recognizes the talented hands that give each product unique value and market potential. The idea is to encourage innovation and cultural identity in product design. The prize is named in memory of the late Mohammed Islam who contributed substantially to build the network of Fair Trade Organisations in Bangladesh and worldwide.
- **WFTO-Europe's AGM (26th May):** will also take place in Milan during the World Fair trade Week in order to approve legal documents and discuss the most important challenges and future action.

Other events include the World Fair Trade Exhibition (28th – 31st May), the Fair Trade International Symposium (29th – 31st May), A Fair Cuisine Week (16th – 31st May) and a Fair and Ethical Fashion Show (22nd – 24th May).

European Year for Development

2015 is the first year dedicated to this theme since European years have been thematically characterized since 1983. Officially launched on the 9th of January 2015 in Riga, the main aim of this year is to increase awareness on development issues among European citizens as well as to show how development aid works and demonstrate its lasting and far-reaching impact.



WFTO-Europe, together with WFTO Global, FTAO and Fairtrade International, is also involved in the support of the European Year for Development as representatives of European and Global Fair Trade networks. The main objective of the year is to ensure that citizens, Member of European and National Parliaments are aware of unfair trading practices as obstacle to the development process and of the potential of Fair Trade as a tool to foster the development processes. With this objective in mind, WFTO-Europe's contribution to the EYD 2015 will be focused on communication activities designed to raise awareness on Fair Trade and development related topics.

World Fair Trade Day



The World Fair Trade Day, started in 2001 by WFTO members, is an initiative of the World Fair Trade Organization (WFTO) that takes place on the second Saturday of May each year. It is an inclusive worldwide festival of events celebrating Fair Trade as a tangible contribution to the fight against poverty and exploitation, climate change and the economic crisis that has the greatest impact on the world's most vulnerable populations.



In May 2014 a Fair Trade lunch with a puzzle competition on the theme of "FT People" was organised by WFTO-Europe while several events took place in different European countries.

Between 2015 until 2017, WFTO will develop an overall theme for World Fair Trade Day celebrations: **'Be an Agent for Change'**. This theme allows an agent (WFTO member, FT Town, person, etc.) to define the change they want to see or deliver, and the change they can commit to.



For the upcoming **World Fair Trade Day 2015**, the 9th of May WFTO-Europe's office, together with Oxfam - Magasins du Monde, will participate in the **Open Doors Day** at the European Parliament in Brussels.

Belgian Fair Trade Week

On the 7th of October, a public debate between young people and Fair Trade national actors was organised in Brussels in collaboration with Oxfam-en-action. The discussion focused on four topics which reflect the main concerns and challenges that the Fair Trade movement is currently facing.

In this sense, this debate was extremely interesting to exchange opinions and views that need to be further analysed in the future.



*"Let's build together the Fair Trade puzzle" Brussels,
7.10.2014*

- **Domestic Fair Trade:** How to deal with North Fair Trade products?
- **Fair Trade at local level:** How can we convince citizens to buy Fair Trade? How can Fair Trade be promoted at local level?
- **Fair Trade in supermarkets:** Should Fair Trade products be sold in supermarkets?
- **Public regulation of Fair Trade:** Should the governments/international institutions keep their hands off or should they promote Fair Trade? What is our role here?

Based on this fruitful discussion, WFTO-Europe also elaborated an analysis³ on the importance of organizing this space of debate for the FT movement.

Fair Trade Towns Campaign (FTTC)

In 2014, WFTO-Europe continued to financially contribute to the Fair Trade Towns campaign: a grassroots campaign started in 2000 in the UK and quickly adopted across the world. The international mission of the campaign is to enable local actors to raise awareness as well as increase capacity for mobilization and the sale of Fair Trade products.



*FTT conference in Kumamoto, Japan, 2014
Photo credit: PFTA*

In 2014 the number of Fair Trade Towns increased from just below 1,400 to 1,607 (a 15% increase globally). Fair Trade towns now exist in **25 countries**, having an indirect, positive impact on producers by increasing demand and consequently the sale of Fair Trade products in all countries involved. Campaigns in another eight countries including South Korea, Taiwan, Hong Kong and Lebanon are going to result in their first Fair Trade Town declaration. Other highlights from the past year include the declaration of the first Fair Trade Town in Estonia, Amsterdam becoming a Fair Trade capital city, one half of all

³ [November 2014, Analysis WFTO-Europe and Oxfam Magasins du Monde.](#)

municipalities in Flanders, Belgium becoming Fair Trade Towns and the first annual conference to be held outside Europe. Fair Trade Towns in the global South serve to increase awareness and understanding of Fair Trade within the 'producer communities'; this has been reported for example in Bolgatanga and measured through classroom surveys in New Koforidua, both in Ghana.

The next objectives for the FTT international movement are to inspire, learn and collect best practices, develop and protect the concept of Fair Trade Towns and to build an international movement of Fair Trade Town campaigns. The WFTO Representative on the FTT Steering Committee and the WFTO President took part in the International FTT Conference, held in Kumamoto, Japan, in March 2014. The FTT Steering Committee also worked on new guidelines for the FTT Campaign, concluding that the Charter of Fair Trade Principles, which defines FT products, is not updated anymore. In 2015, the FTT Steering Committee will meet in Milan in May 2015 while the International FTT conference will take place in Bristol, UK, the 4th and 5th of July to celebrate its 15th anniversary. This campaign is extremely important for WFTO-Europe members for several reasons:

- Promote Fair Trade with different stakeholders (local authorities, local communities, media)
- Raise awareness on the Fair Trade movement and its products
- Public procurement
- Advocacy (ex. strong contribution to the Fair Trade Beyond 2015 campaign)
- FTT development in the South with possible participation of existing trading partners

The WFTO-Europe representative on FTT Campaign remains Tadeusz Makulski, the Secretary of the Board.

Other Events/Campaigns Over the Year

WFTO-Europe is a supporting organization of the [Beyond 2015 Fair Trade Campaign](#), started by the FTAO in November of 2012 and whose aim is to advocate for the inclusion of Fair Trade and Trade Justice into the United Nations (UN) new global sustainable development framework beyond 2015.

In 2014 the organization also participated in the [petit-dejeuner](#) (breakfast) organized by Oxfam Magasins-du-monde, the 12-13 of October 2014, and each year it supports and widely promotes [International Women's Day](#). Inspiring change in women's lives is a driving force in WFTO work and gender equality and women's empowerment are part of the core principles of Fair Trade.

In order to celebrate this day, In March 2015 WFTO-Europe worked on three different levels:

- sharing stories from successful women from some of our European members;
- participating in a twitter campaign event on the 6th of March;
- attending an event focused on the promotion of women's leadership.

4. Market Access

To enable members to access tools and training to improve market access.

The WFTO-Europe Worldshops and FT Retailers Committee and the Implementation of the FT Retailers Standard

WFTO-Europe supports its members to improve their market access mainly through an appropriate communication strategy together with WFTO Global but also through the WFTO-Europe Worldshops and FT Retailers Committee. Bearing in mind that WFTO-Europe is not a marketing organization, in 2014 it started its reflection on how to better support members in this area and promote the WFTO label.

Thanks to a survey launched in summer 2014, the WFTO-Europe Worldshops and FT Retailers Committee collected the first information regarding the different national FT Retailers' Standard present in the countries in order to harmonize them.

The WFTO Fair Trade Retailers Standard are Standard to which the Retailers have to comply if they want to use the WFTO Fair Trade Retailer Organisation Brand in their shops and therefore show their compliance with FT criteria. In 2014, two WFTO-Europe members (Agices-equo garantito and Weltladen Dachverband e.V.) signed the agreement with WFTO Global to use the WFTO organization brand for retailers.



In order to help members and the general public to have a better understanding of the WFTO Retailers Standard, in 2014 WFTO-Europe began work on a factsheet on this topic to be distributed in 2015.

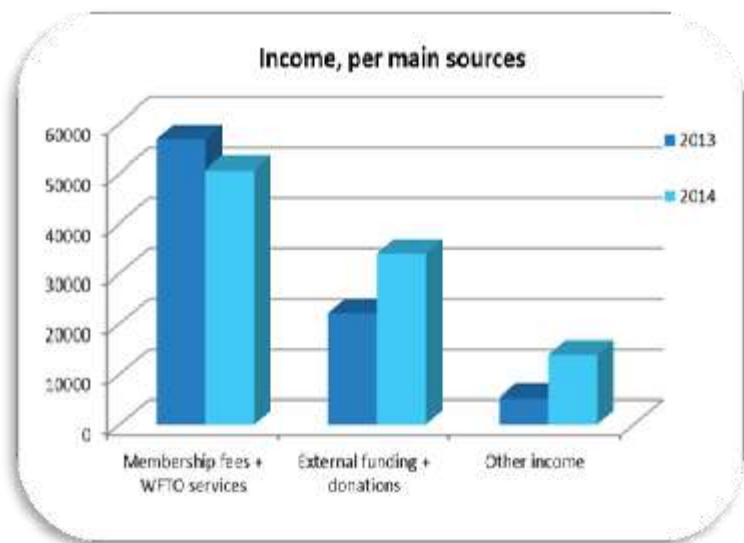
Moreover, to further address the issue of the use of the label for non WFTO member first buyers as well as to get more insight into the new WFTO Product Label, WFTO-Europe began work on another analysis on first buyer to be published in 2015.

5. Capability

To have the internal leadership, capacity, resources and structure/s for good network governance which enable the WFTO-Europe to be dynamic, flexible and healthy.

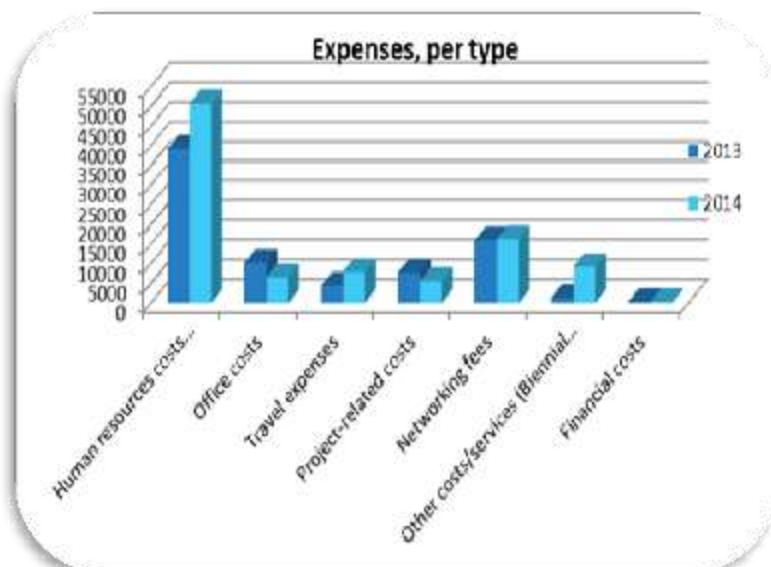
As stated in the governance section, WFTO-Europe office counts on one full staff member: the Coordinator, and the support of interns of different nationalities. In 2014 the office maintained regular contact with the Board members, who from May 2014 to April 2015, met 14 times.

In order to be more efficient and to ensure a transparent and accountable way of procedure, in 2014 the Board members and the coordinator carried out an appraisal to assess the weaknesses and the strengths of the previous year and to identify eventual room for improvements. A new Board division of responsibility was then created and a better communication between the office and the Board put in place.



In terms of **financial assets**, WFTO-Europe's main sources of income in 2014 continued to be membership fees. Its budget also relies on external funding, including grants from the European Union and from the Belgian Technical Cooperation. The differences over the past 2 years, as shown in the table above, reflect mainly the increase of membership fees for 2013 due to the alignment process, where all Global members based in Europe automatically became European members, with a consequent increase of Membership. 2014 was also the most important year for the EC project due to the EP election in May. This intense activity is reflected in the higher level of

external funding received for the implementation of activities linked to the project in 2014.



With regard to expenses, core costs of the organization continue to be human resources and networking fees, which include the financial contribution to the FTAO, the FAIB and the FTT Campaign. This division of the costs reflects the main goals of the organization very well, which is to provide services to its members and maintain its commitment to advocacy. The high level of other income/costs section in 2014 is therefore justified by the organization of the WFTO-Europe

Biennial Conference, which was held in June 2014 in the Netherlands.

With regard to its accounting model, in 2013 WFTO-Europe passed to a double-entry accounting system. In 2014, it counted on the support of an external accountant to fully comply with the Belgian accounting plan and ensure the transparency of the organization.

In January 2015 as in the previous year, an external company successfully audited the EC grant, also expressing a favourable opinion on the overall accounts of the organization.

Considering this financial situation, fundraising remains crucial for WFTO-Europe's activities. Several projects were submitted in 2014 and others will be presented soon.

III. What do Our Members Say About Us?

“With the 10 principles of Fair Trade as its “backbone”, WFTO-Europe unites FTO’s and moves the world towards sustainable development.

The challenge might not so much be in convincing the Europeans about the importance of global sustainable development – but rather to grow and realize the potential of the FT movement in a rapidly changing market environment”.

Mona Bengtsson, **La Maison Afrique FAIR TRADE AB**, Sweden



“We are a proud WFTO member: part of any active, progressive group of fashion-brands who, with support from the WFTO, stand for a realistic & relevant approach to modern clothing production.

WFTO offers fashion businesses like Esencia the assurance that we are trading in a responsible manner while continuing to provide clear goals via the 10 Fair Trade Principals set out by the organisation”.

Masha Perepelova, **Esencia**, Denmark



“WFTO Europe has a big challenge to achieve in the upcoming years: to provide evidence about the robustness of its new guarantee system and at the same time to keep playing a major role in advocacy and awareness-raising activities. By gathering pioneer and fair trade fully dedicated organizations, WFTO Europe’s specificity is to promote fair trade as a tool for changing social, economic and environmental practices and building a better world”.

Emilie Durochat, **Plate-Forme pour le Commerce Equitable**, France



“First of all: It is great to have a well-functioning WFTO Europe office in Brussels with an excellent professional team and an active Board. Secondly EFTA wants to express its appreciation for the contribution (in terms of finances as well as expertise and experience) of WFTO-Europe to the Fair Trade Advocacy Office. Advocacy is an important element of Fair Trade. The FTAO supports the movement to make international trade fairer and to find recognition of Fair Trade on a political level. This is a perfect example of work that our joint WFTO should do. So thank you very much”.

Marlike Kocken, **EFTA**, The Netherlands



"WFTO-E is our main reference point for Fair Trade in Europe. We appreciate its engagement in European FT networking as well as its advocacy work on Fair Trade. All Fair Trade Organizations are welcomed to join the WFTO family".

Tadeusz Makulski, **Polskie Stowarzyszenie Sprawiedliwego Handlu**, Poland



"BHcrafts respects your efforts to understand administrative chaos, unbelievable procedures and all obstacles we meet in order to apply WFTO rules and regulations and the local ones, at the same time and the best possible manner.

Although Bosnia and Herzegovina is, theoretically „European“ country, in reality it's a far away from Europe especially when it comes to benefits and recognitions of social entrepreneurship and fair trade. Thanks for your understanding and generous assistance!"

Lejla Radoncic, **Bhcrafts**, Bosnia Herzegovina



"Being part of WFTO is being part of a large network in which everyone works towards the same aim of social justice and fair trade, locally and globally. It is important to feel part of a global movement like WFTO : everyone works on his scale but all together we get a lot of strength and courage to implement a real change in the rules and practice of conventional international trade."

Christiane Fischer, **Association Romande des Magasins du Monde**, Switzerland



"I believe that trade can be a tool for development. But it has to be fair. Fair Trade empowers people. I work for Oxfam because I believe that change can happen if a global movement is behind it. Overcoming poverty requires active citizenship. We need to be more outspoken, be a clearer advocate for change. We need to increase our impact and strengthen our ability to influence."

Sophie Tack, **Oxfam-Magasins du Monde**, Belgium



"Networking becomes more and more important for our organizations. WFTO-Europe is the "house" of the European Fair Trade Organizations associated with WFTO and plays an important role in connecting us to each other, develop common goals and views, discussing all kind of issues and challenges related with the Fair Trade movement in Europe and in general, and helping us to improve our and our suppliers compliance with the 10 Fair Trade principles established by WFTO in the context of the newly developed WFTO Fair Trade Guarantee System. In this line I would like to THANK WFTO-Europe Board and staff for their commitment and hope that we will be able to continue this European cooperation and make it stronger and more effective from year to year."

Birgit Calix, **EZA**, Austria



"As GEPA we are very happy about the developments in WFTO. The new Guarantee System is a big step forwards reg. professionalization and positioning in the market of Fair Trade Organisations worldwide, with a special impact for organisations working in handicrafts. We also appreciate a lot the commitment of WFTO Global to engage in Advocacy work, strengthening the Fair Trade Advocacy Office."

Andrea Fütterer, **GEPA**, Germany



"What is most important for our world shops association is the role of sharing experiences and events through communication and advocacy activities, thanks to the WFTO-Europe initiatives this is more evident and they facilitate us to raising consciousness of fair trade issues. A young and easy approach of the WFTO-Europe team is also a precious eye on the European landscape and has an important role on monitoring different fair trade actors' experiences."

We appreciate very much the debating role with WFTO global issues to better the guarantee system structure".

Gabriella D'Amico, **Associazione Botteghe del Mondo**, Italy



“Fair Trade is at the heart of People Tree’s mission. WFTO are doing an incredible job improving the livelihoods of disadvantaged producers and to changing the practice of conventional trade economically. By linking and promoting Fair Trade organisations and speaking out for greater justice in World Trade, WFTO are adding incredible value to both Fair Trade organisations and Fair Trade producers groups across the world.”

Safia Minney, **People Tree**, United Kingdom



“The Fair Trade Advocacy Office cooperation with the WFTO-Europe Board and staff was excellent in 2014. WFTO-Europe was instrumental in encouraging WFTO-Global to come back to the FTAO, which is great news for the years to come”

Sergi Corbalán, **Fair Trade Advocacy Office**



“Fairtrade Czech republic and Slovakia is a proud member of WFTO - we have become an associate member in 2010, but have been promoting Fair Trade since the beginning of the organisation in 2004. We appreciate being able to have our voice in the international network and have the chance to contribute to the promotion of fair trade practices globally. We believe that the awareness of Fair Trade products will even increase in the coming year and that we will be able to see a lot more support to the farmers and workers in the South.”

Hana Chorvathova, Director of **Fairtrade Czech Republic and Slovakia**, Czech Republic



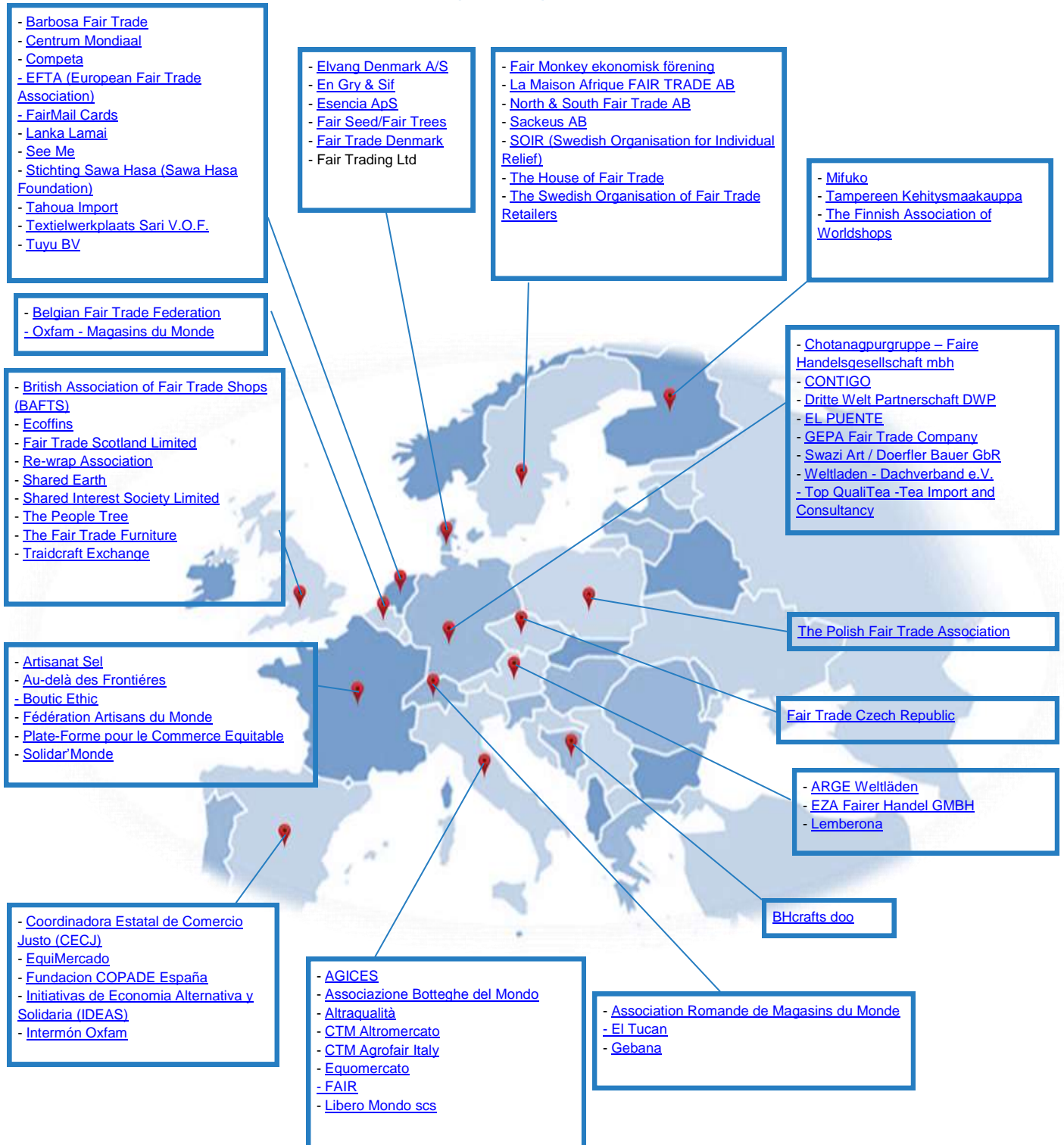
IV. Financial Overview

INCOME per main source	2014 (in EUR)
Membership fees + WFTO services	50 608
External funding + donations	34 020
Other income	13 944
TOTAL GENERAL	98 572

EXPENSES	2014 (in EUR)
CORE EXPENSES	
Salaries	50 686
Office expenses	6 513
Travel expenses	7 832
Project-related expenses	5 522
Networking fees (eg.FTAO)	16 183
Other expenses/services (WFTO-E Biennial Conference)	9 177
Financial expenses	246
TOTAL GENERAL	96 159
NET RESULT OF THE YEAR (Surplus)	2 413

V. Annexe

List of WFTO-Europe members by country Last update: April 2015





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