



Minutes 14-15 October 2015, Brussels.

Present: Giorgio Dal Fiume (President), Gabriella D'Amico, Emilie Durochat, Bertil Hogberg (Treasurer), Tadeusz Makulski (Secretary), Sophie Tack (present on the 15th of October), Marijke Visser, Francesca Giubilo (Coordinator), Cristina Fediuc (WFTO-E intern) and Christine Adelman (WFTO-E intern).

14th October	ISSUE
11.00-11.30	1. Approval meeting Agenda 2. Appointment of the Chair of the Board meeting 3. Approval minutes of previous Board meeting
11.30-12.30	4. Update and news from the countries / office
12.30-13.30	5. Budget overview (2015 and 2016)
13.30-14.30	<i>Lunch</i>
14.30-15.15	6. Retailers Committee goals and work plan (including 2016 Wuppertal meeting)
15.15-16.00	7. 2016 AGM (draft agenda, participants fees, communication to the members, next steps...) (<i>Doc. 4a/ 4b/ 4c</i>)
16.00-17.00	8. Francesca Giubilo Appraisal (including her comments) (<i>Doc.5</i>)
17.00-17.30	9. Vote4FT (to discuss the last year implementation of the project)
<i>Following (strongly recommended - but not mandatory - for Board members): 18:00 to 20h30 / WFTO-Europe public event on textiles: "Wear Your Ideas!"</i>	
21.00	<i>Dinner</i>
15th October	ISSUE
9.00-9.15	10. Next Board meeting dates
9.15-10.00	11. implementation of the Working Plan and update on Communication Strategy (<i>Doc.6a / 6b/ 6c</i>)
10.00-13.00	12. WFTO-E Strategic Plan: "questionnaire", debate, next steps (<i>Doc. 7</i>)
13.00-14.00	<i>Lunch</i>
14.00-14.45	13. Fair Trade Town update and questions/proposals to stakeholders (<i>Doc.8a/8b/8c</i>)
14.45-15.45	14. Update from FTAO and WFTO Global (<i>Doc. 9</i>)
15.45-16.00	15. AOB
16.00	<i>END OF THE MEETING</i>

14th of October

1. Approval meeting Agenda

In order to have more time to discuss the strategic plan on the 15th of October, the Board decided to anticipate to the 14th the discussion on the point 11 regarding the implementation of the working plan and the communication strategy.

2. Appointment of the Chair of the Board meeting

Marijke Visser was unanimously appointed as Chair of the 2 day meeting.

3. Approval minutes of previous Board meeting Approval minutes of previous Board meeting

The minutes of the Board meeting held the 25th of September 2015 via Skype were approved with two small amendments.

4. Update and news from the countries / office

The Chair invited everyone to give an update on the situation of FT in his/her own country.

France

- The law on FT is effective and the word “Fair Trade” can be now used for Northern products
- Before the end of next year, the Public procurement directive needs to be translated at national context.
- PFCE is working on a study on cocoa with BASIC to quantify the positive externalities, consequences of environmental issues and compare FT and not FT supply chains. The study will be published in the coming months.

Sweden

- The Annual FT forum just took place in Uppsala. It brought together all FT actors in Sweden (Fair Trade Sweden and WFTO members). 36 exhibitors, 50 seminars and panel debates, 2000 visits. Several producers participated in the forum but not MEP. Sergi (FTAO) was also present.
- Sweden will become soon a FT nation, as Scotland. The process is ongoing and they are trying to make it inclusive with both FI and WFTO.
- FT sales are increasing in Sweden. The turning point was 2 years ago, where also the membership got higher.

Italy (CTM+Agices)

- Likely to have an increase of turnover in 2015.
- Altromercato launched yesterday its 2 years campaign based on proximity (a fixed frame with a flexible topic, which will depend on the reality, such as migration,...)
- Next year CTM will start putting the WFTO product label
- FT actors in Italy are watching out the evolution of the FT law in Italy. Regional laws on FT already exist in many Italian regions.
- Agices will soon change its name in Equo-garantito.
- CTM is investing a lot in Italian products called “solidale Italiano altromercato (SIA)” – CTM is looking for a partnership with social and solidarity economy as well as looking forward to the discussion on domestic FT within WFTO.

Italy (Assobotteghe)

- Assobotteghe is following the evolution of the FT law together with the other actors.

- A lot of activities at local level with single worldshop (training, events,...)
- 2 main events in Rome and in Calabria together with the social and solidarity economy
- TTIP: Assobotteghe organized several events during the FT fair in Ferrara for instance.

Poland

- PFTA collaborates a lot for the FTT campaign and on the TTIP with the Coalition of Polish NGO
- Implementation of Public Procurement directive – it was found that only 3% of public tenders in Poland included social criteria in 2014.
- The FTT campaign at school is very active in the country.
- So far 38 candidates signed a manifesto created by Polish NGO for creating responsible policies for the future Parliament and Governments in views of the next election.
- In one week they will launch a guide on Fair Trade, which consists description of FT certification schemes based on the PFCE's "A guide for FT labels".
- Polish organisations are involved in the UTP campaign with Make Fruit Fair coalition.
- FT labels are becoming popular in the supermarkets what impacts on sales decrease for PFTA

The Netherlands

- Good cooperation with CBI (Centre to support development countries to increase the import and to create more connection with developing countries. They work together with WFTO)
- Economic and solidarity actors are very active but they refer to sustainable products instead of using the word FT.
- Interesting discussions ongoing on how to bring FT to the consumers.

Bertil gave briefly an overview of Norway where the only shop and Denmark where the biggest FT shop closed due mainly to financial constraints.

Update from the office

Francesca briefly presented the document she sent beforehand to the Board members, which summarised the main updates from the office per area. Cristina and Christine (WFTO-E interns) completed the pictures, giving an overview of their own specific tasks.

5. Budget overview (2015 and 2016)

Francesca with the support of Bertil went through the overall budget for 2015 as well as the updated forecast for 2016. In order to have better and more realistic figures regarding the current situation, the Coordinator informed the members on the work she is doing with a financial expert to update the templates used by the organisation to report our finances and to adapt them to the double-entry accounting system. So far the office is still working on both accounting systems (cash flow and double-entry), whose consequence is a financial burden for the coordinator as well as a defect in reporting clearly about the financial overview. Overall, thanks to the extra money collected from the new membership application received, the situation seems to be under control and a positive balance could be expected at the end of the year. However, considering the possible delay of EC payment for the Vote4FT, the liquidity overview needs to be revised accordingly and to be carefully taken under control.

For 2016, the coordinator gave 2 different pictures according to the expected number of membership application to be received. Although the need to look for new private/public funding the situation seems to be a little bit better than the one foreseen in May 2015 in Milan. A most detailed picture and forecast will be discussed by the Board in January 2016 in the next Board meeting in January.

6. Retailers Committee goals and work plan (including 2016 Wuppertal meeting)

Gabriella, Chair of the WFTO-E Retailers and Worldshops Committee, shared with the Board members a first draft of the work plan of the Committee, which should be based on the following items:

- Circulating a survey to share experiences on retailers standard at European level
- Collect data of the survey
- Half a day to share views and to discuss about the mapping

The committee usually meets twice a month per Skype. It also had a physical meeting on the 13th of October. Based on the above work plan, Gabriella outlined the importance for the worldshops to have half a day next year in Germany, before the WFTO-E Biennial Conference, to share experiences and go ahead with the work plan. She estimated a number of 20 people who could be interested in meeting up in June 2016 in Wuppertal. The Board then approved the work plan and asked Gabriella to send it to everyone by email together with an action plan on how to be attractive and involve several actors into the discussions in June 2016.

7. 2016 AGM (draft agenda, participants fees, communication to the members, next steps...)

Timeframe of the WFTO-E Biennial Conference and AGM in 2016

	2nd of June 2016 (Thursday)	3rd of June 2016 (Friday)	4th of June 2016 (Saturday)	5th of June 2016 (Sunday)
Morning	Worldshops meeting Check-in participants	Working groups and plenary sessions at GEPA	Wrapping up of the Conference and workshops + Closing of the Biennial Conference	Check-out participants
Afternoon	Opening of the Biennial Conference+ first workshops (Conference room+ 2 meeting rooms)	Working groups and plenary sessions at GEPA FYI: a visit at GEPA showroom will be planned	WFTO-E AGM (only for WFTO-E members) <i>(main topics: communication, strategic plan, legal requirements,...)</i>	

The Board agreed to keep open the morning session and to invite several actors to attend the worldshops meeting, scheduled on the 2nd of June (for instance CBI from the Netherlands).

Although the agenda of the Conference reflects the same structure of the last Conference, the Board brought some innovative thoughts into the discussion, thinking about organising the Conference around a theme and defining its specific objectives. Based on the comments received 2 years ago by the members, the Board talked over:

Objectives of the Conference:

- knowing each other
- inspiring members and building up together a WFTO-E strategic plan

Possible topics to be discussed:

- *Strategic plan (WFTO Global and Europe)*
- *Members expectations and challenges for FTO*
- *Advocacy, campaigning (in line with FTAO and WFTO's activities) – most likely a workshop on how best to coordinate campaign activities within WFTO-E. A need to create a specific working group on this topic might be raised up.*
- *Retailers standard*
- *Global issues (GS)*
- *Domestic FT*
- *FTT (connection with migration?),*
- *National platform*

In addition to the topics above, the Board also suggested creating spaces during the Conference for networking. It was also discussed the idea of valorizing the diversity of the WFTO-E membership by giving a space to each group (retailers, platforms and importers) to share their views and discuss further collaborations within WFTO-E.

A specific working group was set up to go ahead in the work on the next AGM and to present a draft agenda to the next physical Board meeting in January. The group, composed by Giorgio, Francesca, Emilie and Tadeusz will initially meet on the 28th of October from 2.30 to 4pm.

Fees:

Regarding the fees, the Board decided to do all the best to reduce a little bit the fees that members paid in 2014. A final decision will be taken on it in the January Board meeting, based on the most updated figures of WFTO-E budget for 2016.

In the meantime, the Coordinator will communicate to the members, giving more information on the WFTO-E Biennial Conference date, venue, range of fees and timeframe so that they could start book the dates in advance and budget this cost for the next year.

8. Francesca Giubilo Appraisal (including her comments)

The President shared with the other members the outputs of the appraisals of the Coordinator as filled by the Board and Francesca herself. In a very friendly atmosphere the Board shared his positive feedback on the coordinator's activities as well as the same concerns of Francesca regarding the workload and the challenges of the position. This exchange of views brought into a fruitful discussion where key decisions were taken. While a monthly skype will be set up between the President and the Coordinator to discuss HR problems and warn on the workload for the Coordinator, the Board will also support Francesca in finding possible options to expand the staff and providing a back-up person for the office. A job description will be created on specific tasks by Francesca and Tadeusz and used for future fundraising proposals. Towards this aim, Emilie will share the Job description already used by the PFCE to recruit an administration and financial officer.

9. Vote4FT (to discuss the last year implementation of the project)

This point was also previously discussed in the point 5 linked to the budget. The Coordinator mentioned the problems had with the audit of the EC project and the possible delay in the payment of the last trench for 2015. In terms of implementation, most of the Board members were also present at the FT breakfast held at the European Parliament in the 14th morning and had the opportunity to present to the MEP the follow up of the campaign.

10. implementation of the Working Plan and update on Communication Strategy

The Coordinator went through the 2 documents, which were sent to the Board beforehand, on the status of the implementation of both the work plan and the action plan of the 1st year of the Communication strategy. Based on those, she showed the achievements already made and the plan to implement the missing points by the time set. Francesca particularly mentioned the changes in the communication, with the introduction of the news flash (already sent on advocacy and market access), the new layout of the Newsletter as well as the recent research developed by the office on the WFTO product label and the Fair Trade Retailers Standard.

On top of it, she also showed a new document recently elaborated by the office: a calendar of events, highlighting the main FT fairs, events, WFTO activities for the upcoming year so that members could plan their activities well in advance and budget on time their eventual participation in the fairs. The Board welcomed this new document and suggested to also upload it on the website. Concerning this last communication tools, Tadeusz kindly offered his support in doing some technical updates of the website so to make it less static.

15th of October

11. Next Board meeting dates

The next face-face Board meeting will take place the 21st and 22nd of January in Paris.

12. WFTO-E Strategic Plan: "questionnaire", debate, next steps

The unlucky scenario of not having an external consultant to lead the discussion, oblige the Board to manage the session internally. Based on a sort of agenda agreed by Emilie, Marijke and Francesca on the

14th, the Board initially went through a discussion on the vision and the mission of the organisation to then move in working groups to produce a SWOT analysis and identify the main strategic priorities for the organisation.

Due to the lack of time, a group of people (Emile, Tadeusz, Giorgio, Sophie, Francesca) agreed to summarise the work done and define the next steps. A Skype Board meeting was set up on the 15th of December from 2.30 to 4.30 pm to speed up the discussion on the strategic plan and arrive to the Board meeting in Paris with a concrete draft to be better broken down in a business plan. Bearing in mind that WFTO Global will present its draft strategic plan in spring 2016 to the Regions, WFTO-E objective is to arrive at the Biennial Conference in June 2016 with a strategic draft to also present and discuss with the members and to align with the Global one.

13. Fair Trade Town update and questions/proposals to stakeholders

In order to dedicate more time to the strategic plan discussion, the Board agreed to postpone this topic to a specific Skype call. Tadeusz, Giorgio, Bertil, Sophie, Francesca will then have a separate call on it the 30th of October at 10am.

14. Update from FTAO and WFTO Global

Also this topic, focused on the 2020 FTAO strategic plan was postponed to a skype call scheduled on the 9th of November from 10 to 11.30am. All the Board members will be invited to attend the call.

15. AOB

None.

END.