



WORKING PLAN 2016-2017 (based on the strategic plan 2016-2018)

Vision	WFTO-Europe has a vision of a world in which trade structures and practices have been transformed to work in favour of the marginalised producers and artisans and to promote sustainable development and justice. WFTO-Europe aims at building a fairer world for e
Mission	WFTO-Europe has a double mission: a) To advocate for more equity in trade and economic relationships. b) To promote Fair Trade in Europe, through the implementation of a credible and sustainable Fair Trade system.
WFTO-Europe context and resources	WFTO-Europe counts one office with one staff. Fundraising remains therefore one of the major priority in order to achieve these goals.

YEAR 2016/2017 (from June to May/June)

1.To become a leading and robust movement for the committed FTO in Europe		Responsible person + Timing
1 WFTO Europe is a stronger network, with a stronger identity and a growing membership.	a) Development of an "incentive fees policy" in Europe and support of new potential organisations in going through the membership application process; b) Elaboration of a proactive and creative approach towards new potential FTOs : map out new FTOs, work on specific newsletters, use FT games, etc. ; c) Identification of the added-value of our network, its specificities and the benefits of the membership; dissemination of the information through our different communication tools; d) Involvement in more fundraising activities.	Throughout the year (Board+Coordinator)
2 Concertation and synergies among WFTO Europe 's members are reinforced	a) Organisation of a Conference which facilitates networking, mutual knowledge and synergies among the members (in June 2016).	1st half of the year (Board+Coordinator)
3. To be an inclusive organisation, with clear membership criteria	a) Support to the FTT Campaign as a key tool to promote FTO's contributions both via WFTO-Europe at EU level and via the direct activities of the members at national level; b) Increase members' participation to FTAO's activities.	Throughout the year (Board+Coordinator)
4. WFTO Europe contributes to the reinforcement of the WFTO movement	a) Regular participation to WFTO Global Working Groups (WGs) and Committees and expert contribution to Global discussions (e.g. by creating groups of experts amongst the members on several areas.); b) Development of exchanges, synergies or projects with the other WFTO regions (e.g. via the promotion of the WFTO producers' participation to European seminars and events); c) Wide promotion of the WFTO system (logo, Guarantee System (GS), specificities, impacts, etc) both at EU and a national level (by encouraging members to share WFTO flyers and principles with their FT producers non-WFTO members, or participating, when it is possible, to international and European relevant events).	Throughout the year (Board+Coordinator)
2. To promote Fair Trade in Europe and make it more attractive and credible for citizens and consumers		
1. WFTO Guarantee System is recognized by the European consumers as a credible and robust system and label	a) Promotion of the GS at European level towards media, consumer organisations and citizens during campaigns and events at EU level (WFTDay, Belgian FT Week,...); b) Design of trainings to help members get familiar with the GS (e.g. webinars).	Throughout the year (Coordinator + WFTO Global)
2. Worldshops and retailer networks members of WFTO Europe have common tools/ campaigns to raise awareness about FT towards consumers as well as to develop FT sales	a) Reinforcement of the work of the Committee on Retailers and Worldshops, by sharing best practices, promoting WFTO Retailer Standards and creating more connections with the FTTC, which is a tool to raise awareness about FT and sell FT products at national level.	Throughout the year (Committee on Retailers and Worldshops)
3. Fair Trade, as it is implemented by the FTOs, is recognized by the public opinion and institutions as a credible and high-impact initiative	a) Dissemination of research, studies and testimonials assessing the impact of WFTO system and FT in the Global South and targeting public opinion and institutions; b) Support to the members on improving their capacities to approach national public institutions (mainly through their participation to the national Fair Trade Towns Campaigns and FTAO's works and campaigns); c) Identification of activities carried out by other actors in the FT movement at European level to share best practices and encourage members to take them up at national level (e.g. FT challenge in Sweden).	Throughout the year (Coordinator + FTAO+ Board)
3.To advocate for more trade justice		
1. The members of WFTO Europe organize common advocacy campaigns on European issues (TTIP, migrations, etc.) targeted to citizens and European institutions.	a) Identification of people responsible for advocacy issues within WFTO-Europe members' organisations to set up a European WG on advocacy/campaigning, aimed to providing expertise on several issues and to show the connection between FT and other social and economic issues. (This group will also work in support of the already existing FT advocacy network group, managed by the FTAO and WFTO Advocacy and Campaigning Committee); b) Development of a joint European campaign on a specific topic, led by the European WG on advocacy/campaigning (e.g. TTIP, migrations, textile and gender).	Throughout the year (Coordinator+Board + WG on advocacy and Campaigning)
2. WFTO Europe builds strong partnerships with other European networks and Civil Society Organisations (CSO) to give more visibility to its messages	a) Identification of interesting stakeholders at EU level and possible partners for joint projects (e.g. actors on sustainable consumption, Social and Solidarity Economy (SSE), organic movement, development organisations).	Throughout the year (Board+Coordinator+FTAO)