



WFTO-Europe Strategic plan 2016-2018

1. Vision *(an idea or dream concerning the future)*

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 everyone, where fair trade and trade justice are the keystones to challenge the problems of the current economic model.

2. Mission *(a specific expression of the vision)*

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.

Our specificities as WFTO movement :

- The only global network which represents the entire supply chain from the production to sales.
- A membership organisation of producers, retailers and importers organisations 100% committed to FT and fully involved in the governance of the network.
- A network that advocates for more equity in trade and supports FT market development. WFTO is not only a label but also a political movement.
- The owner of a credible, sustainable and affordable FT Guarantee System

Our specificities as WFTO-Europe:

- The representative of Fair Trade Organizations, including importers, retailers, world shops and national platforms/networks. A network that speaks out for Fair trade principles and values.
- A raising awareness movement directly in contact with European citizens.
- A European Fair Trade movement aimed at influencing EU institutions and policies.



WFTO-Europe Strategic plan 2016-2018

3. WFTO Europe's strategic plan 2016-2018 : Logical Framework Approach

Strategic Objectives	Expected Results	Activities to implement	Year 1 (June 2016 - June 2017)	Year 2 (June 2017 - June 2018)
1. To become a leading and robust movement for the committed FTO in Europe.	R.1.1 WFTO Europe is a stronger network, with a stronger identity and a growing membership.	A.1.1.1 Development of an "incentive fees policy" in Europe and support of new potential organisations in going through the membership application process.	X	
		A.1.1.2 Elaboration of a proactive and creative approach towards new potential FTOs : map out new FTOs, work on specific newsletters, use FT games, etc.	X	X
		A.1.1.3 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.	X	
		A.1.1.4 Involvement in more fundraising activities.	X	X
		A.1.1.5 Reinforcement of the WFTO-Europe staff to achieve the strategic plan objectives.		X
	R.1.2 Concertation and synergies among WFTO Europe's members are reinforced.	A.1.2.1 Organisation of a 3-day Biennial Conference which facilitates networking, mutual knowledge and synergies among the members.	June 2016	May/June 2018
		A.1.2.2 Identification of a 1-year topic (internal or external to the movement) to strengthen the participation of WFTO-Europe members into the network (e.g. domestic FT, migration...): via for instance the organisation of opinion pools, creation of a virtual or physical space to discuss these topics.	June 2017	X
	R.1.3 FTO's contributions to a credible and high-impact	A.1.3.1 Support to the Fair Trade Towns Campaign as a key tool to promote FTO's contributions both via WFTO-Europe at EU	X	X



WFTO-Europe Strategic plan 2016-2018

	Fair trade are better heard inside the FT sector (FTAO, FTTC, etc.)	level and via the direct activities of the members at national level.		
		A.1.3.2 Encouragement of WFTO Global to develop new research and studies aimed at assessing the impact of the WFTO system.		X
		A.1.3.3 Increased members' participation to FTAO's activities.	X	X
	R.1.4 WFTO Europe contributes to the reinforcement of the WFTO movement.	A.1.4.1 Regular participation to WFTO Global Working Groups (WGs) and Committees and expert contribution to Global discussions.	X	X
		A.1.4.2 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).	X	X
		A.1.4.3 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).	X	X
2.To promote Fair Trade in Europe and make it more attractive and credible for citizens and consumers	R.2.1 WFTO Guarantee System is recognized by the European consumers as a credible and robust system and label	A.2.1.1 Promotion of the GS at European level towards media, consumer organisations and citizens during campaigns and events at EU level (WFTDay, Belgian FT Week...).	X	X
		A.2.1.2 Development of a communicational kit for members, together with WFTO Global, to better communicate on the GS and the WFTO label.		X
		A.2.1.3 Design of trainings to help members get familiar with the GS (e.g. webinars).	X	
	R.2.2 World shops and retailer networks members	A.2.2.1 Reinforcement of the work of the Committee on Retailers and World shops, by sharing best practices, promoting WFTO	X	X



WFTO-Europe Strategic plan 2016-2018

	of WFTO Europe have common tools/ campaigns to raise awareness about FT towards consumers as well as to develop FT sales.	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.		
		A 2.2.2 Development of a pedagogical FT Guides on how to raise awareness about FT by the Committee on Retailers and World shops, to be used in the FT shops.		X
		A 2.2.3 Creation of physical opportunities for the world shops to meet each other - for instance in connection with the 2018 AGM.		May/June 2018
	R.2.3 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 2.3.1 Dissemination of research, studies and testimonials assessing the impact of WFTO system and FT in the Global South and targeting public opinion and institutions.	X	X
		A.2.3.2 Design the WFTDay theme and the FT Weeks as key moments to speak out about WFTO specificities.		X
		A 2.3.3 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).	X	X
		A 2.3.4 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).	X	X
A 2.3.5 Promotion of FT and its impact in the Global South in the occasion of the FT Breakfasts or other activities whose main targets are MEPs.			X	
3.To advocate for more trade justice	R.3.1 The members of WFTO Europe organize common advocacy campaigns on European issues (TTIP, migrations,	A 3.1.1 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	X	



WFTO-Europe Strategic plan 2016-2018

	etc.) targeted to citizens and European institutions.	work in support of the already existing FT advocacy network group, managed by the FTAO and WFTO Advocacy and Campaigning Committee).		
		A 3.1.2 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).	X	X
		A 3.1.3 Organization of an event on advocacy in line with the European join campaign as in A.3.1.2		May-June 2018
	R.3.2 WFTO Europe builds strong partnerships with other European networks and Civil Society Organisations (CSO) to give more visibility to its messages.	A 3.2.1 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).	X	
		A 3.2.2 Development of partnerships with some CSOs or European networks or join existing campaigns, in order to promote WFTO messages at European level (e.g. social justice, fair wages, etc.).		X
	R.3.3 The involvement of WFTO Europe into FTAO's governance and activities is reinforced.	A 3.3.1 Reinforcement of WFTO Europe participation in the FTAO's governance to ensure that more studies/research on WFTO topics are elaborated.		X