

WFTO-Europe Strategy: ACTION PLAN

First version: 8 June 2016 – revised January 2017

Introduction

This is an internal document aiming at guiding the work with concrete steps and action points to meet the objectives set by the WFTO-Europe strategic plan 2016-2018.

Objective 1:

TO BECOME A LEADING AND ROBUST MOVEMENT FOR THE COMMITTED FTO IN EUROPE

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 + Elaboration of a proactive and creative approach towards new potential FTOs.

| Actions |
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| - Mapping of potential future members prepared by WFTO-Europe The list will continue to be improved. |
| - Drafting updated list of membership benefits. List (at least) the following: (1) have access to a robust FT guarantee system, (2) join a movement of committed organizations to FT and trade justice and (3) joint raising awareness and advocacy campaigns within Europe. |
| - Spread WFTO-Europe new external newsletter (cf. A1.12) to the identified potential future members. |

A.1.1.2 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 + collection of data/key figures.

| Actions |
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| - Create a mailing list with contact person in each of members to ask questions related to communications. The list will be used to consult members on monthly basis on what could be disseminated by WFTO-Europe (through social media and/or newsletter). |
| - Set the practices with WFTO-Europe that s/he should check (every 2-3 months) what other members post on their website and social networks and discuss what could be shared. |
| - On collection of data: a discussion was initiated with other WFTO regional coordinators on the type of data that could be collected (easily, by junior staff) and on how to coordinate. |
| - Create an external newsletter (from 2 to 4 issues per year) targeted towards external partners, potential new members, European CSO, other WFTO Regions, donor agencies and other stakeholders. This newsletter should contribute to make better known our European network, specificities and the impacts of Fair Trade as it is implemented by our members. This newsletter could include: presentation of a WFTO member, presentation of a product with WFTO logo, presentation of the WFTO GS, presentation of projects/activities implemented by WFTO members in connection to education and advocacy. The articles should be written in a way to address people stranger to the WFTO system and with a promotional objective. The new external newsletter is to be sent to a mailing list which needs to be built from initial targets. This mailing should then be extended and include as many addressees as possible. |

A.1.1.3 Involvement in more fundraising activities.

| Actions |
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| - Update list of current fundraising sources (potential donors) under monitoring and share with Board. |
| - Present a fundraising plan to Board (after BTC and DEAR program, including H2020) including deadlines for future prospective calls and planning ahead discussion over the activities to be funded under these funds. |
| - Periodically sharing with members fundraising opportunities of interest to them, and remind to include, when possible, WFTO-E as partner in fundraising projects proposed by members. |

A.1.1.4 Reinforcement of the WFTO-Europe staff to achieve the strategic plan objectives.

| Actions |
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| - It will depend from fundraising. If DEAR successful, this can be achieved. |

A.1.2.1 Organisation of a 3-day Biennial Conference which facilitates networking, mutual knowledge and synergies among the members + Incentive to participate.

| Actions |
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| -If successful, DEAR projects will provide some resources to finance these conferences, under condition to include session/workshop related to the project in the program. If not with EU funding, other sources of funding should be found. |
| -Discussion started with Sergi to match the future AGM conference with a European event (co-organised by FTAO) so to attract members in attending the AGM conference. |

A.1.2.2 Identification of an annual topic (internal or external to the movement) to strengthen the participation of WFTO-Europe members into the network (e.g. North-North Fair Trade, migration): via for instance the organisation of opinion pools, creation of a virtual or physical space to discuss these topics.

| Actions |
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| -Identified topic for 2016-2017: migrations. The goal will be to share experiences and promote a common vision among the WFTO Europe's members. A small WG will be set up to take responsibility of this work. |

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 level and via the direct activities of the members at national level.

| Actions |
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| - We have to specify our involvement to contribute to the next 2017 FTTC Conference in Saarbrücken, Germany, and to be active to invite WFTO-Europe members to it and to be involved in the FTTC. |

A.1.3.2 Increased members' participation to FTAO's activities.

| Actions |
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| - Possibly nomination of a new WFTO-E representative in FTAO Board (to be discussed by the Board). |
| - to regularly match the FTAO activities and Working Plan with WFTO-Europe Action Plan and activities, to promote synergies, common actions, involve WFTO-E members. |

A.1.4.1 Regular participation to WFTO Global Working Groups (WGs) and Committees and expert contribution to Global discussions.

| Actions |
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| - Continue the participation to the WG online meetings and improve the communication to members. |
| - Improve visibility of WGs by showing the list of members on the WFTO-Europe website (in the members 'section). |
| - Support the work of the WGs by including their work in the fundraising plan (ex: Living Wage WG will benefit from the DEAR project). |

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).

| Actions |
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| - Develop links with EU delegations (following up EU HoD meeting in Brussels – see report and also liaise with FTAO on that particular issue). |
| - Sharing fundraising opportunities and engaging in new funded projects together (ex: DEAR, FED). |

A.1.4.3 Wide promotion of the WFTO movement (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).

| Actions |
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| - Any work here should be done in coordination with WFTO Global. |
| - Regular update and remind to members with regards to “news from Global” regarding the GS, and “what happened on the field” regarding the adoption and use of the WFTO logo on products. |

Objective 2:

TO PROMOTE FAIR TRADE IN EUROPE AND MAKE IT MORE ATTRACTIVE AND CREDIBLE FOR CITIZENS AND CONSUMERS

A.2.1.1 Promotion of the GS at European level towards media, consumer organisations and citizens during campaigns and events at EU level

| Actions |
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| - Work to be in line with WFTO-Global policy. Wait for the communication plan that is under preparation at WFTO-Global level. |

A.2.1.2 Collaborate with WFTO Global to develop a communication kit for members, to better communicate on the GS and the WFTO label.

| Actions |
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| - Translate the flyer in other languages and print it in other languages (ex: in PL). |

A.2.1.3 Providing trainings to help members get familiar with the GS (e.g. webinars).

| Actions |
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| -Training modules (on FairShare platform) on the GS developed if DEAR application successful. |
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A 2.2.1 Reinforcement of the work of the Committee on Retailers and World shops, 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.

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| Actions |
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| - Weltladen-Dachverband will be contacted and requested to lead the efforts of the Committee on Retailers. (Note: from Gabriella: waiting for an official response from Weltladen-Dachverband) |
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A.2.2.2 Collaborative identification on services WFTO-Europe can provide to world shops and retailer networks

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| Actions |
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| - Consult worldshop associations on what their needs are in terms of support from WFTO. |
| - Basic data collection on: number of worldshops and turnover. |

A 2.3.1 Dissemination of research, studies and testimonials assessing the impact of WFTO movement and FT in the Global South and targeting public opinion and institutions.

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| Actions |
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| - Ensure better visibility of the research presented at the Fair Trade international symposium. Publications should be available. |
| - Check the latest research published by the independent researchers, members of the FairNESS (Research Network on Fair Trade) and present/make known to members. |
| - Dissemination of the research developed by Fair Trade actors within the DEAR projects (if projects are confirmed) over 2017-2019 on various issues such as agroecology, gender equity, textile industry and sustainable modes of production. |
| - Add to WFTO-Europe's website (perhaps also each 3 months in the newsletter) links to literature reviews of the last papers published on Fair Trade. |

A.2.3.2 Use the WFTDay and the FT Weeks as key moments to speak out about WFTO specificities.

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| Actions |
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| - Main objective is to showcase the WFTO network as a social movement and pioneer in Fair Trade. |
| - The 10 principles are key to this promotion. |
| - Cooperation with WFTO-Global. |

Objective 3:

TO ADVOCATE FOR MORE TRADE JUSTICE

A.3.1.1 Organisation of an advocacy events targeted towards MEPs (FT Breakfasts, other advocacy events) together with FTAO.

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| Actions |
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| - promote the participation of members to the Fair Trade breakfast at the EU parliament (some members already attend on a regular basis). |
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A.3.2.1 Cooperation with other CSO

[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) + Development of partnerships with some CSOs or European networks in order to promote WFTO messages at European level.]

| Actions |
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| - Implies more regular participation to Brussels-based civil society events, networking and participation to wider CSO campaigns, including the ones of Concord. This can be checked for the next 'season' (September to December), with a focus on the topic of interest to WFTO. |
| - Regular participation of WFTO-Europe to Brussels-based civil society events, networking and participation to wider CSO campaigns. |
| - Specific target: RIPESS and SSE CSO's, Clean Clothers Campaign, Fashion Revolution, Ethical and solidarity banking actors (Oiko credit, Triodos and others), European Federation of Action Aid, Consumer International and potential partners on gender issues. |

A.3.3.1 Reinforcement of WFTO Europe participation in the FTAO's governance with a specific focus on the development of studies/research on WFTO topics.

| Actions |
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| - Continue to follow FTAO main campaigns (attending to meetings, webinars and events). Increase participation and/or take responsibility to organise some activities if relevant to WFTO-Europe's work. The involvement can also take place in partnership with the WFTO-Europe's members traditionally involved with FTAO advocacy work (PFCE, Equo Garantito, Weltladen-Dachverband, Forum Faire Handel, Oxfam-Magasins du monde to name the main ones). |
| - Participation of WFTO to FTAO board and exercising influence on the decisions in the advocacy work done by FTAO. |