

Annual Report 2014/2015



**“Together building a more fair world
economy”**



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A word from WFTO-Europe President

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

I hope that this Annual Report¹, could really show you that after a long period of “not stable waters”, this has been the first “normal” year for WFTO-Europe. Normal means: no office transfer from a European country to another one², no change in short time of the Coordinator, no adapt our working plan to important changes coming from WFTO Global level. We are so extremely happy now to be able to ask to our members to assess our yearly work, as Board of Directors, without considering “any special situation”. This is highly important if we think that the Annual Report is not only a legal requirement to proof our accountability, but also a crucial tool to strengthen our relation with our members, and to call them to: “not just raise your hand to vote pro/contra in the AGM; but express your voice and share with us your assessment on your regional Fair Trade network, considering the work done and the results achieved”. This participatory approach is indeed of extreme relevance to contribute to the future of WFTO Europe, and to support – also through criticisms and proposals – us as WFTO-Europe Board. Taking the volunteering position of the Board members and the limited staff of the organization, which counts only 1 full time person and interns, into account, we do consider the closeness with our members fundamental to keep high our motivation.



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

- the approval of a Communication Strategy and Working Plan, which will be (shortly) presented at the next Milan 2015 AGM;
- a plan to elaborate a 3-years Strategic Plan to drive our organisation with a medium terms vision and goals and to be voted by our members in 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: to make WFTO-Europe the main referent on Fair Trade in Europe. Whatever you think about it, whether this is too ambitious or 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 made strong efforts in the last year to push forward some specific topics at 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 get back to the Fair Trade Advocacy Office (FTAO), to reinforce the Guarantee System, especially with regard to the use of the label for first buyer and to raise up the need for a revision of the Charter of Fair Trade Principles. We are now happy to see all our efforts be rewarded, with the decision of WFTO to financially contribute to the FTAO and to make positive

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.



changes in the “First Buyer’s contract”. In the last year, WFTO-Europe also kept its direct engagement towards the Fair Trade Towns Campaign (FTTC), with a WFTO-E Board member as European representative in the FTTC International Steering Committee. Moreover, we also started reflecting more on the Fair Trade Retailers Standard and how to better support members in this area.

As a European network of members active in the economic field, in order to ensure them and the general public our accountability and fully transparency in all our activity, in 2014 WFTO-Europe passed to a double-entry accounting system, counting as well on the support of an external accountant to fully comply with the Belgian laws and our transparency requirements.

Last but not least, WFTO-Europe, with my personal participation as well in the WFTW Working Group at Global level, has been strongly contributing from 2014 to now to the organization of the biggest Fair Trade event ever realized: the 2015 Milan World Fair Trade Week.

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

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 by 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 Organizations); **Fair Trade Support Organizations** (FTSOs - organizations 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 biggest global organization gathering over 370 members and 40 individual associates from more than 70 countries spread across five continents.

WFTO-Europe office is strategically located in Brussels, Belgium. Being in the hearth of Europe, the organization is very close to the European institutions and works closely with the **Fair Trade Advocacy Office (FTAO)**, which speaks out 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 main referent of Fair Trade in Europe and to be recognised as 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 than 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 peculiarity 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

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.

2. Our Governance

WFTO-Europe's structure



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

[Some insights 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 if in consecutive terms.
- The Board of Directors of WFTO-Europe is in charge of the common objectives and responsibilities. It mainly facilitates the dialogue among WFTO members and takes relevant decisions to implement the AGM mandates, striving for consensus among its membership basis. 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 accomplish WFTO-Europe's goals (which are not already assigned to another body).

Members of WFTO-Europe can also set up working groups or permanent Committee to further debate about specific topics. So far there is only one Committee at European level: the Worldshops and FT Retailers Committee, which gathers around 6 European members and aimed at exchanging views and harmonising the different Retailers Standard at national level.

One of the Board members of WFTO-Europe is also part of the FTAO Board and another is elected by the AGM to sit in 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 every two years a Biennial Conference, where several workshops are held for members to discuss strategic issues and the way ahead of the organization. These biennial conferences are unique occasions for members to meet in person, network, share ideas and experiences, do some business to business, discuss crucial matters, and just get inspired by mutual exchange

3. Our network in 2014/2015

The Board of Directors

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

1. Giorgio Dal Fiume, President, CTM Altromercato, Italy, elected the 14-06-2014, 2nd mandate;



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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

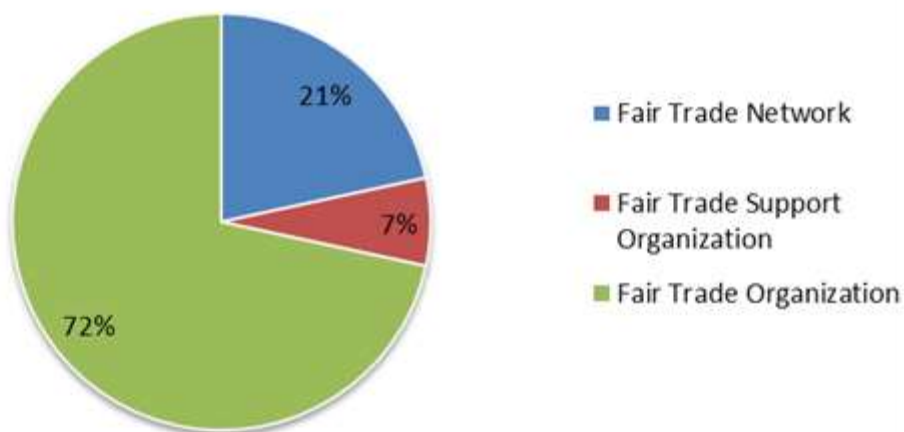
The WFTO-Europe's Office is located in the center of Brussels, in the building of the International Association Centre (MAI), shared with other NGOs.

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

WFTO-Europe members

WFTO-Europe counts [74 members as of April 2015](#). Please look at the [Annexe 1](#) to have a list of all the 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 during the last working year. They are listed per 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 to go 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 counts **74 members as of April 2015.**

In accordance with the decentralization process agreed 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 first screening of their application and sending recommendations to WFTO Global. Despite the withdrawal of some members in 2014, mainly due to the financial constraints, several potential members have shown their interest in joining the network, raising the hope to see the Fair Trade family grows in the near future.

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

The FT 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 implementation phase. The Guarantee System has five major components: new membership admission procedure, Self-Assessment Report (SAR), Monitoring Audit, 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 in the supply chain. It is an accountable and development tool for organisations. Members that passed the GS process attain 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.

Since 2014, processing new SAR forms has been one of the busiest activities of the organization. In 2014, WFTO-Europe screened 18 SARs; while in 2015, 6 SARs have been processed so far.

Stronger cooperation with WFTO, the other Regions and FTAO

During the 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 a working plan and appropriate actions in 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, November 2013

www.wfto-europe.org

WFTO-Europe has also highly increased its cooperation with the other [WFTO Regions](#). In addition to the annual training organized by WFTO to the Regions, all of the 5 offices have set up regularly bi-monthly Skype calls to discuss various topics, convey in common messages 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 keeping playing an important role in the FTAO Board.

participating in FTAO internal meetings, sharing opinions and attending common events. Considering the crucial of advocacy activities within WFTO-Europe, the network has also invited FTAO to the 2014 Biennial Conference to foster advocacy discussions amongst the members.

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 (MS)



WFTO-Europe Biennial Conference 2014. Elsneet

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

The whole 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.

It has been a key moment for WFTO-Europe and its members to coordinate their activities and take key decisions regarding the future of Fair Trade in

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

- **Advocacy: FTAO and Southern prospective:** tools and priorities for the upcoming 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 ahead.
- **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 been also 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 pag. 22](#))

Internal and external Communication

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

In summer 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 on it.

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



[WFTO-Europe's website](#)

WFTO-Europe has been working on redesigning its website and its content. Creating its own WFTO-Europe's identity has been one of the priorities, while at the same time aligning its website with WFTO Global's remains an important thing.

[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 future, WFTO-Europe would like become more engaged with its members. **By April 2015**, we had 2237 likes on Facebook, 1048 followers on Twitter and 384 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 changed through time, but WFTO-Europe's is still working in order to make its Newsletter as more interactive as possible.

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

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 speaking out for Fair Trade.

Advocacy

WFTO-Europe: main FT advocate within WFTO

In 2014/2015 WFTO-Europe played an important role in protecting and strengthening the WFTO FT Guarantee System, by advocating towards WFTO Global for the application of a more robust system to deal with the **first buyers of WFTO members, who are not members of the network**. Thanks to the 2 letters sent to WFTO across the 2014 and to a constant exchange of emails, WFTO-Europe succeed in asking WFTO to make some changes in the contract with the first buyers non WFTO members. More specifically, more FT principles have to be respected by the buyers to be able to co-brand products from WFTO members and a stronger monitoring system with an assessment mechanism after a certain time have been put in place.

Taking into account the crucial role that FTAO plays for pushing forward the advocacy objectives of WFTO, WFTO-Europe strongly encouraged in 2014 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 from January 2015.

The close cooperation with the 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 it in mind, WFTO-Europe has been actively engaged in the FTAO's 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 inputs 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 keeps also encouraging 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 best to coordinate the different activities across the world to better achieve the common advocacy objectives.

As part of the Vote4FT campaign, WFTO-Europe actively participated as well at the capacity-building as well as at the Fair Trade Breakfast organised by the FTAO in October 2014. (for more

info in the section below)

Campaigns and project

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 project European associates - namely Coordinadora Estatal de Comercio Justo (ES), the Swedish Fair Trade Retailers Organisation (SE), Tilingo-Nepra (NL) and Vedegylet-Protect the Future (HU) which between 2013 and 2014 have held their own project related activities in Spain, Sweden, Netherlands, and Hungary respectively.

More specifically, 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. To this aim, WFTO-Europe contributed to the elaboration of the [Fair Trade Manifesto](#), which summaries the main demands of the Fair Trade movement for the legislative term 2014-2019 of the European Parliament and that was widely spread across the countries. The campaign collected 512 candidates' signatures, and 118 out of them 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 Fair Trade movement actors and network representatives to discuss the main challenges ahead for Fair Trade in the European Parliament. In this occasion, the President also made a presentation of WFTO-Europe and its activities. 2015, as last



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



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 giving 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 for artisans, farmers, marketers, promoters and advocates arriving from all over the world, a unique occasion 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 fair traders and Fair Trade Organisations worldwide. 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 mainly include:

- [WFTO Biennial Conference \(24th – 27th May\)](#): During the conference several workshops will be held. WFTO-Europe, together with WFTO Global, is particularly contributing in the organisation of a discussion about the [revision of the Charter of Fair Trade principles](#), dated 2009. [The 8th Mohamed Islam Design Award](#) will also take place during the WFTO conference. This competition, which was held for the first time in 200, is recognition of 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 which has contributed substantially to build up the network of Fair Trade Organisations in Bangladesh and at international level.
- [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 step forwards.

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 from 1983 until now. It has been 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 to demonstrate its lasting and far-reaching impacts.

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. 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. To this aim 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 since 2001 by WFTO members, is an initiative of the World Fair Trade Organization (WFTO) that takes place on the second Saturday of May of 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 the Day "FT People" was organised by WFTO-Europe while several events took place across the different European countries.

From 2015 until 2017, WFTO developed an overarching 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

The 7th of October a public debate amongst 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 doubts that the Fair Trade movement is currently facing. In

this sense, this debate has been 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 be Fair Trade products 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 on it?

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 spread across the world. International mission of the campaign is to enable local actors to raise awareness, capacity for mobilization and sales in favor of Fair Trade products.

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 exists in **25 countries**, having an indirect, positive impact on producers by delivering growth in the demand and consequent sale of Fair Trade products in all countries involved. Campaigns in another eight countries including, South Korea, Taiwan, Hong Kong and the Lebanon are going to see their first Fair Trade Town declaration. Last year also saw the declaration of the first Fair Trade Town in Estonia, Amsterdam as a Fair Trade capital city, one half of all 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.

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



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

The next objectives of 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 Towns campaign. The WFTO Representative in 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 the 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/campaign across 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 the [International Women's Day](#). Inspiring change in women's lives is a driving force in WFTO work and gender equity 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 Mark in their shops and so show their compliance with the FT criteria. In 2014, 2 WFTO-Europe members (Agices-equo garantito and Weltladen Dachverband) signed the agreement with WFTO Global to use the WFTO organization mark for retailers.



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

Moreover, to deepen the issue of the use of the label for first buyers non WFTO members as well as to get more insight into the new WFTO Product Label, WFTO-Europe also elaborated another analysis on the first buyers.

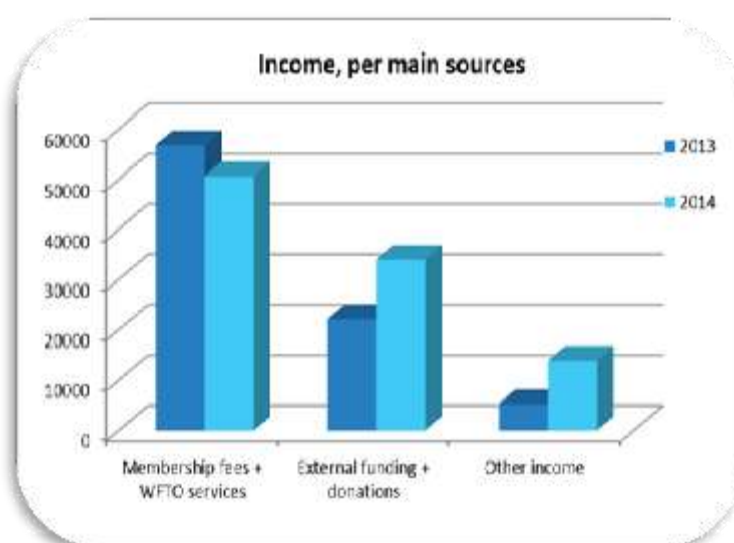
5. Capability

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: the Coordinator, and the support of interns from different nationalities. In 2014 the office has kept regular contacts 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.

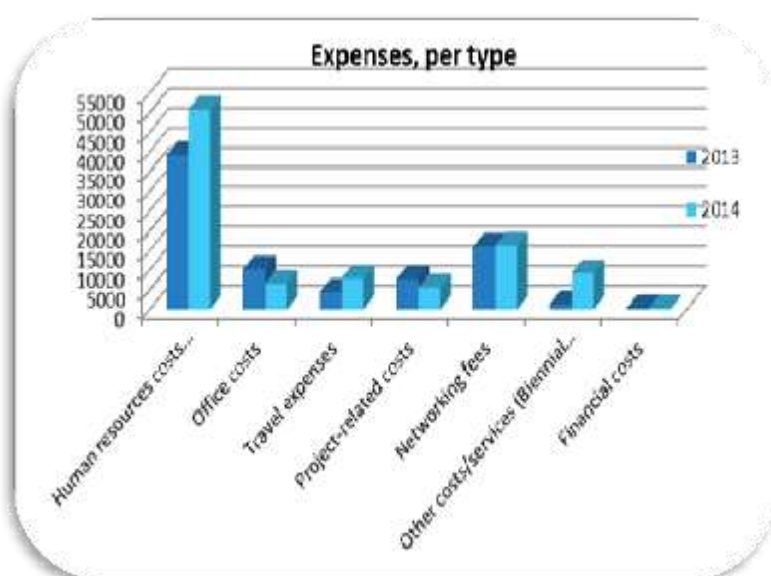
In terms of **financial assets**, WFTO-Europe's main sources of income continued to be in 2014 its membership fees. Its budget relies also on external funding, including grants from the European Union and from the Belgian Technical Cooperation. The differences between the 2 years, as shown in the table above, reflect mainly the increase of membership fees for 2013 due to the alignment process, where all Global members based in Europe became automatically European members, with a consequent increase of Membership. The 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 the activities linked to the project in 2014.

With regard to the expenses, core costs of the organization keep being the human resources and the networking fees, which include the financial contribution to the FTAO, to the FAIB and to the FTT Campaign. This division of the costs reflects so the main goals of the organization, which is to

provide services to the members and maintain its commitment to advocacy. The high level of other income/costs section in 2014 is then 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, expressing as well a favourable opinion on the overall accounts of the organization.

Considering this financial situation, fundraising remains to play a crucial role in 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".

Plateform Francais 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".

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!"

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."

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."

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."

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".

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, MBE, Founder and CEO

People Tree, the pioneers in Sustainable and Fair Trade fashion, 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"

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



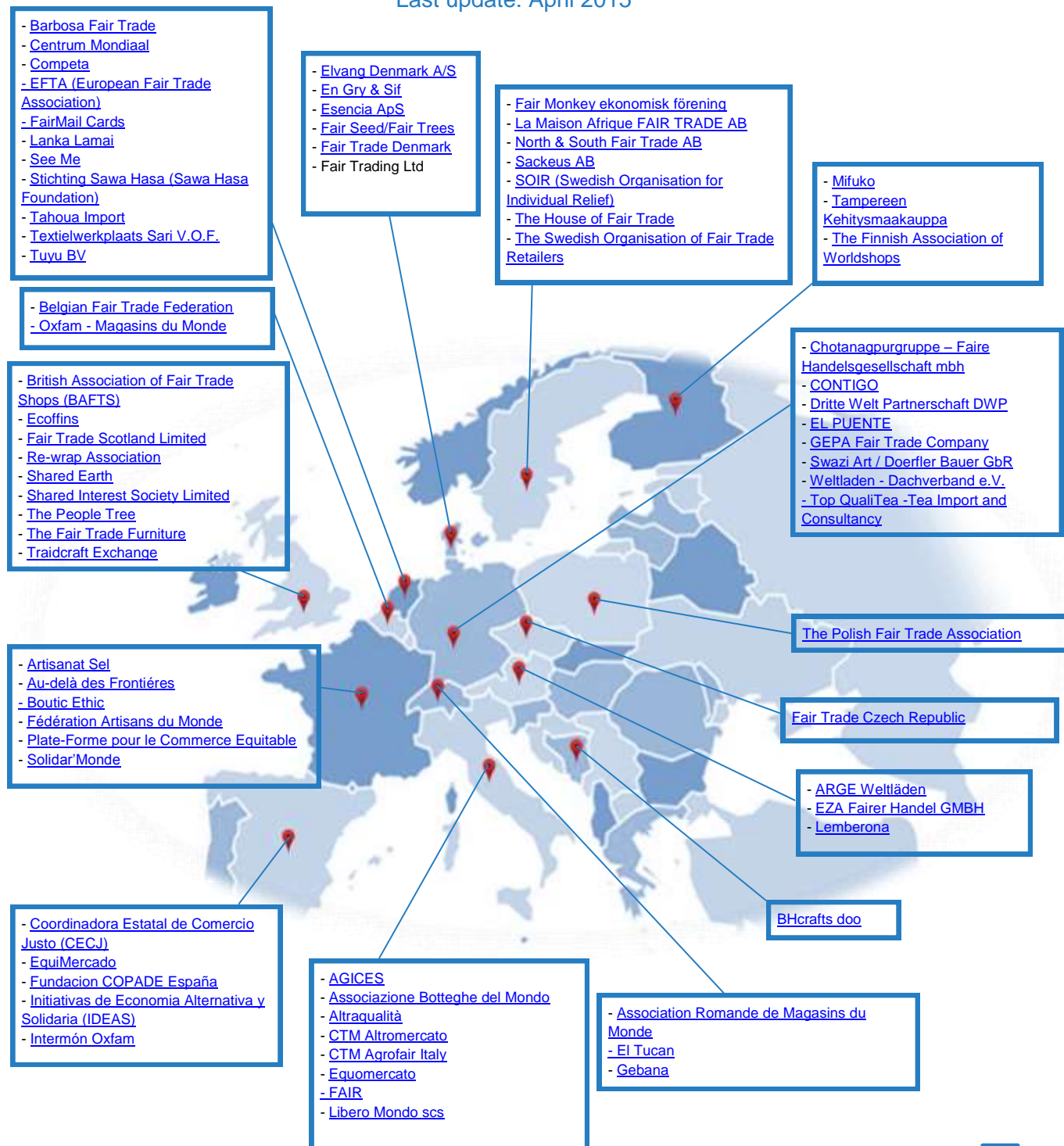
VI. Financial overview

INCOME per main sources	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)
1. CORE EXPENSES	
Human resources costs	50 686
Office costs	6 513
Travel expenses	7 832
Project-related costs	5 522
Networking fees	16 183
Other costs/services (WFTO-E Biennial Conference)	9 177
Financial cost	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





Annual Report 2014/2015

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