A WORD FROM THE
WFTO-EUROPE PRESIDENT

Dear readers,

I am glad to present you with the new WFTO-Europe Annual Report. We strive for accountability and transparency for all our members and this report illustrates our commitment.

2015 was an important year for WFTO-Europe, for several reasons:

• WFTO-Europe membership growth and positive financial balance. Despite the small size of our office and the decision of keeping the membership and conference fees stable, its efficiency allows WFTO-Europe to close the financial year with a very positive balance and we have also managed to attract more members over the year.

• A new Strategic Plan. In June 2016, The Board of Directors will present to the WFTO-Europe members the first WFTO-Europe Strategic Plan ever drafted, in order to share visions, goals and priorities for the upcoming years.

• WFTO Product Label officially launched in February 2015. A consistent number of European members attained the status of “Guaranteed Fair Trade Organizations”, and may now use the WFTO product label on their products.

• A step forward in the harmonization of the Retailers Standard practices undertaken. The WFTO-Europe Retailers and World shops Committee successfully launched an investigation to assess the situation of the World Shops across Europe and therefore drafted a new work plan to promote a better co-operation and harmonization amongst them.

• Advocacy confirmed as a keystone of our activity. WFTO-Europe kept its active involvement to support the Fair Trade Advocacy Office (FTAO) activities as well as its financial/political contribution to the Fair Trade Towns Campaign (FTTC).

WFTO-Europe became the first Fair Trade network to welcome the input received by FTAO and FTTC, and to open the debate regarding a possible revision of the Charter of Fair Trade Principles (signed by WFTO and Fairtrade International in 2009), that could reflect the new current state of the Fair Trade movement. Furthering this, WFTO-Europe led a workshop at the last WFTO Global Biennial Conference in Milan, and is now co-ordinating the Working Group, that WFTO established, to re-think the political profile of Fair Trade and the recognition of Fair Trade organizations and products.

In conclusion, I think that the most important reason to present and to evaluate our activities does not come by our internal Agenda, but directly from todays political and social 'current affairs'. In a world where 1% of the global population has the same economic resources as the remaining 99%, and where the concentration of power in the food supply chain is bigger than ever. Where virtual finance plays a more prominent role than human beings, Fair Trade is even more necessary than 50 years ago. This reality is seen in the faces of the hundreds of thousands of migrants, that over the last year, and right now, are looking at us behind the walls and the barbed wire fences built along our Southern and Eastern borders. If we ask these individuals, if we investigate the reasons why they left their homes, we can easily find all the reasons of the unfair economic and political conditions which Fair Trade is fighting against. More reasons to be stronger than ever before, motivations to be WFTO-Europe.

Giorgio Dal Fiume
WFTO-Europe President
A EUROPEAN NETWORK

80 members in 15 different countries all over Europe.

FAST GROWING MEMBERSHIP

More than 10% growth in membership over the year.

MEMBER OF WTO-GLOBAL

1 of the 5 regional branches of the World Fair Trade Organization (WFTO), the global network of organizations representing the Fair Trade supply chain.

WFTO IS THE HOME OF FAIR TRADERS

Producers, marketers, exporters, importers, wholesalers and retailers that demonstrate to be 100% Fair Trade and comply with the 10 Fair Trade Principles of WFTO within their supply chain.

REPRESENTATIVE OF DIFFERENT PLAYERS,
100% COMMITTED TO FAIRTRADE

3 different membership categories, as shown on the pie chart.

FAIRTRADE ORGANIZATIONS

FAIR TRADE NETWORK

FAIR TRADE SUPPORT Organization

A NETWORK BASED ON A CREDIBLE
AND SUSTAINABLE FAIR TRADE
GuARANTEE SYSTEM

33 guaranteed/registered members.

10 PRINCIPLES OF FAIR TRADE

1. Creating Opportunities for Economically Disadvantaged Producers
2. Transparency and Accountability
3. Fair Trade Practices
4. Payment at a Fair Price
5. Ensuring no Child Labour and Forced Labour
6. Commitment to Non Discrimination, Gender Equality and Women’s Economic Empowerment, and Freedom of Association
7. Ensuring Good Working Conditions
8. Providing Capacity Building
9. Promoting Fair Trade
10. Respecting the Environment

A EUROPEAN NETWORK

AUSTRIA
ARGE Wettläden
EZA Fairer Handel GmbH
Lemberona

BELGIUM
Belgium Fair Trade Federation
Elecosy bvba (new)
Oxfam-Magazine du Monde

BOSNIA & HERZEGOVINA
BHcrafts doo

CZECH REPUBLIC
Fair Trade Czech Republic & Slovakia

DENMARK
Elvang Denmark A/S
En Gry & Sif
Esencia ApS
Fair Seed/Fair Trees
Fair Trade Denmark

FINLAND
Mölko
Tampereen Kehitysmaakauppa
The Finish Association of Worldshops

FRANCE
Artisanat Sel
Au-delà des Frontières
Boutic Ethic
Fédération Artisans du Monde
Les Jardins de Gaïa (new)
CMC Malongo (new)
Plate – Forme pour le Commerce Equitable
Solidar Monde
Terrethric (new)

GERMANY
Chotanagpurgruppe
Faible Handelsgesellschaft mbh
CONTIGO
Dritte Welt Partnerschaft DWP
El Puente
Fair Band – Bundesverband für fairen import und vertrieb e.V. (new)
GEPA Fair Trade Company
GLOBO Fair trade partner GmbH (new)
Swarzi Art/Doerfler Bauer GbR
Wettläden Dachverband e.V.
TopQualiTea Tea import and consultancy

ITALY
Equo Guarantito
Associazione botteghe del mondo
Altrquaalità
CTM Altromercato
CTM Agrofair Italy
Equo Mercato
FAIR
Libero Mondo sscs

THE NETHERLANDS
Barbosa Fair Trade
Centrum Mondiaal
Eco Collection (new)
EFTA (European Fair Trade Association)
Fairmail Cards
Lanka Lamai
See Me
Sawa Hasa Foundation
Tahoua Import
Textilkraftplats Sari V.O.F
Tyo BV
The Twinning Company (new)

POLAND
The Polish Fair Trade Association

SPAIN
Coordinadora Estatal de Comercio Justo (CECJ)
EquiMercado
Fundacion COPADE Espana
Initativas de Economia Alternativa y Solidaria IDEAS
Oxfam Intermón

SWEDEN
Fair Monkey Ekonomisk förening
La maison Afrique FAIR TRADE AB
North and South Fair Trade AB
Sackeus AB
Swedish Organization for Individual Relief (SOIR)
The House of Fair Trade
The Swedish organization of Fair Trade retailers

SWITZERLAND
Association Romande de Magasins du Monde
El Tucan
Gebana

UNITED KINGDOM
BAFTS
EcoFins
Fair Trade Scotland Ltd
Island Spirit (new)
Re-Wrap Association
Shared Earth
Shared Interest Society Ltd
The People Tree
The Fair Trade Furniture
Traidcraft Exchange
NEW MEMBERS

**WFTO-EUROPE**

**Island Spirit**
Island Spirit is a Fair Trade Support Organization based in The United Kingdom and a member of WFTO-Europe since May 2015.

“By becoming a member of WFTO we hope to reinforce our business morals and ethical approach. We also hope being a member of WFTO will provide us with a framework to operate our business within.”

**Elecosy**
Elecosy is a Fair Trade Organization based in Belgium and a member of WFTO-Europe since July 2015.

“We want to organise ourselves as a transparent, commercial team that explains to our customers the aim of our business. Thereby, raising awareness and using the profit to continuously develop new products, to stimulate creativity of our workers and increase pride in their work.”

**Les Jardins de Gaïa**
Les Jardins de Gaïa is a Fair Trade Organization based in France and a member of WFTO-Europe since August 2015.

“Pioneers in organic and Fair Trade in France since 1994, our strong relationships with small farmer organizations around the globe is one of the keys to our success. Committed to Fair Trade, it was obvious for us to join WFTO-Europe as a membership organization involved in the defence and promotion of Fair Trade. We hope WFTO can represent our values and lobby to defend it.”

**Eco Collection**
Eco Collection is a Fair Trade Organization based in The Netherlands and a member of WFTO-Europe since October 2015.

“We have been a member of DAWS for the last 3 years and certified by them. Now this organization will become a member of WFTO-Europe. We are also a member of Centrum Mondiala in Culemborg who has been a member of WFTO for 12 years. This membership will change but we, as an independent company, will want to proceed with this WFTO-Europe membership.”

**Karethic**
Karethic is a Fair Trade Organization based in France and a member of WFTO-Europe since October 2015.

“In 2013 we decided to move to WFTO-Europe standards following Ecocert’s new Fair Trade standard that does not meet our commitment for a sustainable shea butter industry, based on women’s interests and empowerment. Using a Fair Trade standard that does not take into account the female shea butter producers’ interests would not be consistent for us or our customers.”

**Fair Band**
Fair Band is a Fair Trade Network based in Germany and a member of WFTO-Europe since November 2015.

“We want to achieve our goals by means of, in our opinion, integral components of all Fair Trade activities: building partnerships based upon honesty and readiness to an open exchange and thus creating synergies, offering protection and ensuring transparency of all business activities. Our members recognize the ten WFTO principles as the basis of their activities.”

**Malongo**
Malongo is a Fair Trade Organization based in France and a member of WFTO-Europe since December 2015.

“Always really involved with Fairtrade International (FI) and Max Havelaar France, we were interested in becoming a member of WFTO-Europe whose philosophy seems to be very similar to ours.”

**Globo**
Globo Fair Trade Partner is a Fair Trade Organization in Germany and member of WFTO-Europe since 2015.

“We are a company practicing Fair Trade for over more than 40 years. As we appreciate the positive development of WFTO, we would like to join WFTO in order to support its journey to make all international trade Fair Trade. An important aspect for us is to get and stay in contact with other WFTO members and we are looking forward to contributing to this network.”

**The Twinning Company**
The Twinning Company is a Fair Trade Organization based in the Netherlands and a member of WFTO-Europe since January 2016.

“Twinning Company is a certified Fair Trade importer for the Dutch market for Worldwidekools Netherlands. By becoming members of WFTO we would like to get more recognition as a fair trader by our international customers.”

**CTM Agrifair Italia**
CTM Agrifair Italia represents support in the battle against poverty and inequality.
GOVERNANCE OF WFTO-EUROPE

WFTO-EUROPE’S OFFICE

Francesca Giubilo
Co-ordinator of WFTO-Europe

A special thank you to the interns who helped managing WFTO-Europe’s Office during the last year, 2015-16.

KEY FIGURES WFTO-EUROPE

1 WEBINAR organised to support around 20 European members in going through the WFTO GUARANTEE SYSTEM.

15 NEW MEMBERSHIP APPLICATIONS processed in Europe from January to March 2016.

29 SELF-ASSESSMENT REPORTS screened in Europe.

WFTO-Europe Coordinator attended ONE TRAINING ON THE WFTO GUARANTEE SYSTEM.

3 FACE-TO-FACE & 7 SKYPE BOARD MEETINGS were held during the year.

6 SKYPE MEETINGS WITH THE REGIONAL DIRECTORS AND WFTO GLOBAL were held during the year.

WFTO-Europe’s FACEBOOK PAGE REACHES 2,534 LIKES, 15% growth (as of 31st of March 2016).

WFTO-Europe’s TWITTER ACCOUNT HAS 1,355 FOLLOWERS, 26% growth from last year.

The number of FOLLOWERS ON LINKEDIN GREW, 80% growth from last year.

2 EUROPEAN COMMISSION PROJECTS SUCCESSFULLY RUN OVER THE YEAR “Advocating together for EU Fair Trade Policies” and “Food Smart Cities for Development”; 1 FROM THE BELGIAN DEVELOPMENT AGENCY for Belgian Fair Trade Week.

THE WORLD FAIR TRADE WEEK IN MILAN, ATTRACTED 30,265 PEOPLE, including 413 ENTERPRISES, farmers, and Fair Trade Professionals.

WFTO PRODUCT LABEL OFFICIALLY LAUNCHED on 13th February 2016.

WFTO-EUROPE BOARD OF DIRECTORS

Giorgio Dal Fiume President
CTM Altromercato, Italy
Elected 14th June 2014; 2nd mandate

Gabriella D’Amico Administrator
Associazione Botteghe del Mondo, Italy
Elected 26th May 2013; 1st mandate

Emilie Durochat Administrator
Plate-Forme Pour le Commerce Equitable, France
Elected 14th June 2016; 1st mandate

Bertil Högberg Treasurer
The House of Fair Trade, Sweden
Elected 26 May 2015; 1st mandate

Tadeusz Makulski Secretary
Polish Fair Trade Association, Poland
Elected 6th October 2012; 1st mandate

Sophie Tack Administrator
Oxfam Magasins du Monde, Belgium
Elected 14th June 2014; 2nd mandate

Marijke Visser Administrator
Centrum Mondiaal, The Netherlands
Elected 14th June 2014; 2nd mandate

WFTO-Europe’s Board (Left-Right)
Tadeusz Makulski
Bertil Högberg
Gabriella D’Amico
Emilie Durochat
Giorgio Dal Fiume
Sophie Tack
Marijke Visser

WFTO-Europe’s Office
Francesca Giubilo
Co-ordinator of WFTO-Europe

Martina Spata
Intern Project Management & Fundraising
January 2015 to July 2015

Natalia Grotova
Intern Communication, Membership & Monitoring
January 2015 to July 2015

Ana-Maria Cristina Fediuc
Intern Project Management & Fundraising
July 2015 to January 2016

Christine Adelmann
Intern Communication, Membership & Monitoring
July 2015 to January 2016

Marije de Graaf
Intern Project Management and Fundraising
January 2016 to July 2016
09.05.15
WORLD FAIR TRADE DAY
During the World Fair Trade Day (WFTD) on 9th May 2015, the boxing glove was our agent for change. It symbolised the fight against unfair trading practices and an egg timer symbolised the power to break the imbalances of power in the food supply chain. WFTO-Europe had the opportunity to have a stand at the open doors at the European Economic and Social Committee, organised to also celebrate Europe day. This was a great moment to officially launch the “Power in Supply Chains” campaign.

23.05.15 - 31.05.15
WORLD FAIR TRADE WEEK
The World Fair Trade Week (WFTW) in Milan was the most important Fair Trade event of the year. It gathered 413 member organisations from over 70 countries. During the WFTW several events were organised: the WFTO conference, WFT exhibition, FT symposium, Milano Fair Cuisine, and a fair and ethical fashion show. WFTO-Europe actively supported WFTO and Equo Garantito in the organization of the WFTW, in particular the WFTO Global Biennial Conference, as part of the Food Smart Cities for Development project.

26.05.15
ANNUAL GENERAL MEETING (AGM)
The WFTO-Europe AGM was held during the WFTW in Milan on 26th May. 42 of the 72 members were present or represented. The AGM was a key moment for WFTO-Europe and its members to make important decisions regarding Fair Trade and WFTO-Europe Development project.

03.06.15 - 04.06.15
EUROPEAN DEVELOPMENT DAYS
At the European Development Days on 3rd & 4th June there were more than 130 workshops on 12 different topics on offer. One of these workshops, “Empowering smallholders’ participation in global supply chains” was organised by the Fair Trade Advocacy Office. The goal of the workshop was to discuss the necessary policy interventions to ensure that serious action is taken to address unsustainable supply chains. During this workshop WFTO-Europe’s coordinator Francesca Giubilo was one of the speakers and presented WFTO and its Guarantee System.

21.09.15 - 23.09.15
TRAINING ON GUARANTEE SYSTEM
On the 21st to 23rd September WFTO-Europe staff participated together, with the four other WFTO Regions, in the WFTO Guarantee System training held by WFTO Global.

24.10.15
LIGHT THE WAY
During the UN Summit in New York on 24th September, WFTO-Europe participated in the campaign “Lights the Way”, organised by Action2015. The campaign’s purpose was to call on world leaders to fight the way to a better future, for people and the planet.

21.09.15 - 23.09.15
FAIR TRADE TOWNS INTERNATIONAL
The International Fair Trade Towns conference was held in Bristol, UK. The Bristol Resolution on the Sustainable Development Goals by FTAO was launched and signed by three Mayors present on the conference. India officially launched a national Fair Trade Town campaign in November 2015 with Pondicherry and Auroville aiming to become the first Indian Fair Trade Towns. TradeAid Integrated in Ghana inspired by FTT presentation at the WFTO Conference in Rio de Janeiro in 2013 had met the goals and declared Bolgatanga the 2nd Fair Trade Town in Ghana and Africa. A Fair Trade Towns Regional Committee was set up by WFTO LA and CLAC for Latin America. The new International Fair Trade Towns website (www.fairtradetowns.org) was launched in February 2016 along with an associated new Facebook group. The International Fair Trade Towns website was a key moment for WFTO-Europe’s coordinator Francesca Giubilo to be a speaker and presented WFTO and its Guarantee System.

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**TIMELINE 2015 - 2016**

### WFTO-EUROPE

#### 14.10.15 FAIR TRADE BREAKFAST AT THE EUROPEAN PARLIAMENT

On 14th October, WFTO-Europe and 11 European members took part in the Fair Trade breakfast organised at the European Parliament by the FTAO. Fair Trade representatives had the opportunity to meet around 30 MEPs and discuss about the future of FT and the new EU Trade and Investment Strategy.

#### 14.10.15 BELGIAN FAIR TRADE WEEK

On 14th October, WFTO-Europe organised the “Wear your ideas” debate during the Belgium Fair Trade week. The debate was an opportunity to discuss the potential of a fairer textile supply chain. The main partners during this project were Oxfam-Magasins du Monde, Fashion Revolution, the Clean Clothes Campaign, and the city of Gent.

#### 22.10.15 FT BREAKFAST AT THE BELGIUM FEDERAL PARLIAMENT

On 22nd October, a Fair Trade breakfast was held at the Belgium Federal Parliament. An event to raise awareness of FT amongst the Belgian MP’s and to share some ideas on how to promote Fair Trade.

#### 22.10.15 - 23.10.15 DEAR FAIR

On the 22nd & 23rd October, the Development Education and Awareness Raising (DEAR) Fair took place. This Fair forms part of a developing program for networking, sharing, learning and increasing the visibility of the European Commissions’ DEAR program. WFTO-Europe attended together with the FTAO to exchange ideas, and discuss relevant issues.

#### 01.12.15 EVENT ON TEXTILE SUPPLY CHAIN

On 1st December, WFTO-Europe moderated a debate on the lack of transparency and the imbalances of power in the fashion and textile supply chains. Fashion Revolution, FTAO and Youssouf Djimé Sidibe took part in the debate and asked the European Commission to share its plan in addressing the imbalances of power in the textile and garment supply chains.

#### 08.03.16 INTERNATIONAL WOMEN’S DAY

On the 8th March it was International Women’s Day. For the next three years, WFTO will focus a lot of its campaigning and advocacy work on gender equality. International Women’s Day was a key moment to focus on this. WFTO-Europe asked men to play a special role in the observance of International Women’s Day this year; we asked the male population who their woman for change was and why.

By actively involving men in the celebration we are empowering women with male support and thereby achieving our objective of greater gender equality.

#### 13.02.16 WFTO PRODUCT LABEL LAUNCH

The 13th February 2016 was a special day for WFTO, when the WFTO product label was officially launched at the Ambiente Fair in Frankfurt.

The product label guarantees WFTO’s Fair Trade practices, and is licensed by WFTO to its members, through signing a labelling contract. It is a unique Fair Trade label that represents WFTO’s best practices in applying the 10 Fair Trade principles of WFTO, which are verified and regularly monitored through the guarantee system.

The WFTO product label can be used by guaranteed members on any type of product, including; handicrafts, food, and others, on wholesale and retail packaging and for promotional purposes.

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**ADVOCACY**

Advocacy plays a key role in WFTO-Europe’s strategy and work plan. This is why WFTO-Europe works closely with the Fair Trade Advocacy Office (FTAO) to speak out for Fair Trade and Trade justice.

WFTO-Europe is part of the Board of FTAO and the WFTO-Europe coordinator is constantly involved in the 2 steering Committees of the FTAO on power in supply chain and the EU strategy for Fair Trade.

**VOTE 4 FAIR TRADE CAMPAIGN**

Advocating together for EU Fair Trade policies. 2015 was the final year for the Vote 4 Fair Trade Campaign. The campaign brought Fair Trade organizations from around Europe to advocate together for Fair Trade to be included in the policy agenda of the European Union. The campaign empowered EU citizens to open up a dialogue with EU policy-makers and take a pro-active role in shaping EU policies. 22 partners were involved in the project across 18 European countries and as main result 118 MEP’s finally signed the Fair Trade Manifesto. WFTO-Europe was a partner for the campaign and, in addition to its specific activities carried out across the 3 years, it also coordinated the events held by 4 associates in Europe on the project (Sweden, Spain, the Netherlands and Hungary).

**BUILDING WFTO-EUROPE’S STRATEGY PLAN**

The Board of WFTO-Europe prepared a 2 years strategic plan, which will be presented at the WFTO-Europe Biennial Conference in June 2016 and discussed with its members.

**WFTO - EUROPE RETAILERS & WORLD SHOPS COMMITTEE**

A step forward was taken by the Committee for the Fair Trade Retailers Standard practices across Europe. In December 2015, a new survey was launched to assess the main differences per country. A new work plan will be presented and discussed with members during the next WFTO-Europe Biennial Conference, which will take place from 2nd - 4th June 2016 in Wuppertal, Germany.
FINANCIAL RESULTS
WFTO-EUROPE 2015

### INCOME

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ACKNOWLEDGEMENTS
WFTO-EUROPE

This report was produced by WFTO-Europe. For more information please contact:
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www.wfto-europe.org
Design and artwork: Kate Hendry
The authors believe that all of the details in this report are factually accurate as of March 2016.

The report has been produced with the financial assistance of the European Union. The contents of this publication are the sole responsibility of WFTO-Europe, and the authors of this report and can in no way be taken to reflect the views of the funders.

WFTO-Europe report has been revised by an independent auditor. The financial report is available upon request.