

Fair Trade: Your Sustainable Choice_



EUROPE



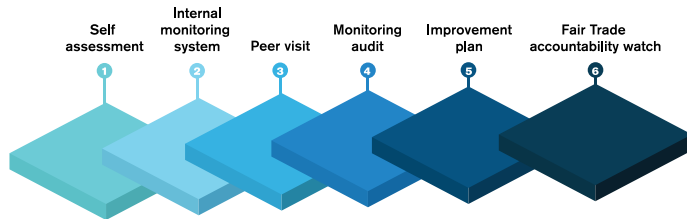


Running a fair business is easy and for everyone!

Fair Trade is not only a tangible contribution to the fight against poverty, climate change and global economic crises, but also a tool for mainstream business models to follow a fast growing market!

WFTO-Europe is the European branch of the World Fair Trade Organization (WFTO), which helps promote sustainable and socially responsible business practices.

The WFTO Guarantee System (GS) ensures businesses comply with the 10 Principles of Fair Trade, and assures consumers that their practices are verified and regularly monitored as represented by the WFTO Product Label. To be verified through the GS, a business enterprise must first become a member of the WFTO.



WFTO GUARANTEE SYSTEM BUILDING BLOCKS

LET OTHERS KNOW,
THAT WHAT YOU'RE DOING IS FAIR!

BE GUARANTEED!

Business actors are not the only ones who can make a change. Individuals can also make a difference.

Live your life in a fair and sustainable way with WFTO labelled products!

The WFTO Product Label can serve as a compass for those who want to take responsible action through their purchases.

The WFTO Product label is an organisational label which guarantees that the Fair Trade practices of our members are checked against the WFTO Fair Trade Standard:

- Opportunities for disadvantaged producers
- No child labour and human rights violation
- Environmentally sustainable production
- Transparency & Accountability
- Fair payment and practices
- Gender equity

Make the right choice and become an “Agent For Change” by buying fairly produced products!

Producers, marketers, exporters, importers, wholesalers and retailers 100% committed to Fair trade are the ones who make WFTO a global authority on Fair Trade and a guardian of Fair Trade values and principles thanks to their works and achievements.



Check out our website to find out more:
www.wfto-europe.org



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CTB



As part of the Fair Trade Week, an initiative of the Belgian Development Agency.

