



**TOGETHER
BUILDING A
FAIR WORLD
ECONOMY**

www.wfto-europe.org



WORLD FAIR TRADE ORGANIZATION-EUROPE

WFTO-Europe is the representative of Fair Trade organizations in Europe. The network currently counts more than 70 members 100% committed to Fair Trade, across 15 European countries and is mainly composed of three types of organizations: Fair Trade Organizations, Fair Trade Networks and Fair Trade Support Organizations.

WFTO-Europe is one of the regional branches of the World Fair Trade Organization (WFTO), together with WFTO-Latin America, WFTO-Africa, WFTO-Asia, and North America and the Pacific Rim.

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 top reference for Fair Trade in Europe. 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.



**WFTO MEMBER
GUARANTEED
FAIR TRADE**

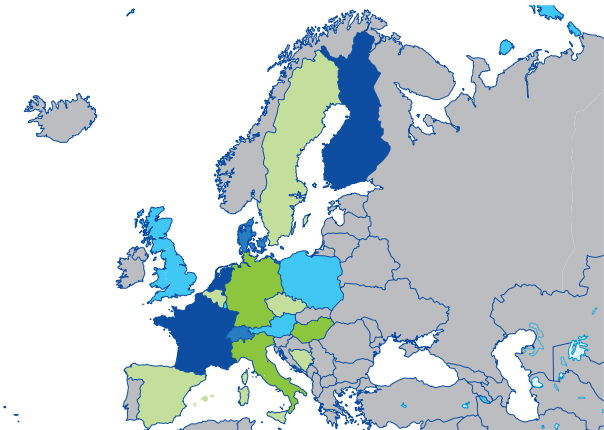
WFTO GUARANTEE SYSTEM

The WFTO Guarantee System (GS) is a credible, clear and affordable Fair Trade verification and monitoring system with people and sustainability at its heart.

The WFTO Fair Trade Standard is the essence of the Guarantee System and comprises a set of compliance criteria based on the 10 Fair Trade Principles and International Labour Organisation (ILO) conventions.

The Guarantee System has five major components: new membership admission procedure, self-assessment, peer visit, monitoring audit, and the Fair Trade Accountability Watch (FTAW). Members that passed the Guarantee System process attain the status of “Guaranteed Fair Trade Organizations” and may use the WFTO product label on their products.

The WFTO Product Label is more than just a Fair Trade symbol. It signifies not only that the practices across the supply chain are checked against the WFTO Fair Trade Standard, but it also represents support to the battle against poverty and inequality.



WHAT IS FAIR TRADE?

Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers -especially in the South.

Fair Trade Organizations, backed by consumers, are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade.

THE 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 Equity 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

