



EUROPE



Annual Report

2017/18



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We have a vision of a world in which trade structures and practices have been transformed to work in favour of the marginalised producers and artisans and to promote sustainable development and justice. WFTO-Europe aims at building a fairer world for everyone, where Fair Trade and trade justice are the keystones to challenge the problems of the current economic model.

Foreword

Dear Colleagues,

2017 seems to be a turning point for the Fair Trade movement and our WFTO- Europe network. In November, during the WFTO Biennial Conference in Delhi, the Annual General Meeting approved vital resolutions, opening up the road for a more universalized concept of Fair Trade. At the heart of this approach is a vision where respect for human rights, social and economic justice are first and foremost.

In consequence, the WFTO-Europe members received “green light” for cooperation with Northern producers and to include them potentially on the list of their Fair Trade suppliers. Moreover, for our organization, that brings a need to be ready to tackle new opportunities for collaborations and synergies with other existing European producers’ networks.

Towards the same objective, the network also approved the Fair payment policy to ensure producers and workers from the South get a “Fair” wage. I am happy to inform you that as a partner of international “Trade Fair Live Fair” EC project WFTO-Europe can provide insight and expertise on the topic of Fair price. We also contribute to the overarching discussion on the role of Fair Trade as a cross-cutting issue and a key ally to achieve the Sustainable Development Goals.

Changes are still ongoing within WFTO-Europe. I am convinced that renewed Board of Directors together with the Coordinator Francesca Giubilo would be able to implement a new strategic plan for 2018-2020. So far we can be proud of our growing network of Fair Trade committed actors, but this process requires our everyday care of common good. Let’s keep an eye on that.



Tadeusz Makulski,
WFTO-Europe President

Who we are & what we do



World Fair Trade Organization-Europe (WFTO-Europe) is the representative of Fair Trade organisations in Europe. Its mission is to advocate for more equity in trade and economic relationships and to promote Fair Trade in Europe, through the implementation of a credible and sustainable Fair Trade system. WFTO-Europe focuses its activities on three main objectives: *reinforcing the network, promoting Fair Trade towards citizens/consumers and advocating for Fair Trade*. WFTO-Europe is one of the five regional branches of the [World Fair Trade Organisation \(WFTO\)](#), the only global network of Fair Trade organisations representing the Fair Trade supply chain. The network is also one of the main founders of the [Fair Trade Advocacy Office \(FTAO\)](#), which speaks out on behalf of the Fair Trade movement for Fair Trade and Trade Justice with the aim to improve the livelihoods of marginalised producers and workers in the Global South.

WFTO Brand

The WFTO product label is more than a brand. It signifies that the practices across the supply chain are checked against the WFTO Fair Trade Standard and it also represents support to the battle against poverty and inequality. Fair Trade organisations need to pass a Participatory Guarantee System (GS) to ensure their Fair Trade practices are verified and be able to use the WFTO brand. The Guarantee System is also a mean to encourage members to constantly improve their practices in order to have a stronger impact on the producers, workers' life.



WFTO Fair Trade Retailers logo

The WFTO logo can also be visible in Fair Trade shops being part of National Fair Trade Retailers Networks which comply with the WFTO Fair Trade Retailers Standard. To carry the National Fair Trade Retailer Logo, a shop must satisfy the requirements set by the monitoring system of the National Retailer Network, as approved by the World Fair Trade Organization. So far, [Equo garantito](#) and [Weltladen-Dachverband](#) (German Worldshop Association) started using their respective National Fair Trade Retailers Logos, both carrying the WFTO logo, to brand members' shops that comply with the requirements.



The **World Fair Trade Organization** operates in over 70 countries across 5 regions:

WFTO-Africa

WFTO-Asia

WFTO-Europe

WFTO-Latin America

WFTO-North America and the Pacific Rim

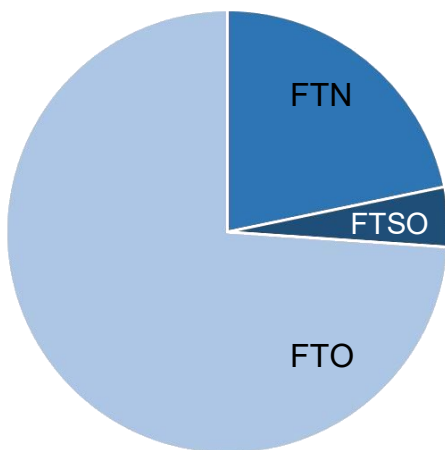
www.wfto.com



WFTO-Europe as a network

As of March 2018, WFTO-Europe is composed by [94 members across 16 European countries](#), amongst them Fair Trade organisations, Fair Trade networks and Fair Trade support organizations. Amongst Fair Trade organisations, WFTO-Europe includes importers, retailers and worldshops associations, but also 2 producers' organisations in Bosnia-Herzegovina and Romania.

Fair Trade networks are entities whose primary function is to serve as national or international associations of Fair Trade producers and/or Fair Trade organisations. While Fair Trade support organisations are engaged in Fair Trade indirectly through activities that promote and support Fair Trade. These activities can include business counselling, finance, advocacy or networking.



NUMBERS FROM MARCH 2018

70	Fair Trade organizations	(FTO)
20	Fair Trade networks (FTN)
4	Fair Trade support organisations	(FTSO)



baskets,
furniture,
crochery,
glassware,
stationery,
textiles, toys,
family games,
music,
instruments,
sport items



clothes,
jewellery,
accessories,
cosmetics,
personal
hygiene,
perfumes,
incenses,
essential oils



Beverages,
cooking and
raw
ingredients,
snack
products

Others (eco tourism,
coffins, pine seeds)

WFTO-Europe trading organisations deal with several range of products, mainly handicrafts, textile and food products.



Our members

AUSTRIA

- ARGE Weltläden
- EZA Fairer Handel GmbH

BELGIUM

- Belgian Fair Trade Federation
- Elecosy bvba
- Oxfam-Magasins du monde

BOSNIA AND HERZEGOVINA

- BHcrafts doo

CZECH REPUBLIC

- Fairtrade Czech Republic and Slovakia

DENMARK

- Elvang Denmark A/S
- En Gry og Sif
- Fair Seed/Fair Trees
- Fair Trade Denmark
- U-landsforeningen Svalerne (new) *

FINLAND

- Mifuko
- Tampereen Kehityskauppa
- The Finnish Association of Worldshops

FRANCE

- Au-delà des Frontières
- Bouga Cacao
- Dardenne (new) *
- Fédération Artisans du Monde
- Les Jardins de Gaia
- CMC Malongo
- Les Mouettes Vertes (new) *
- Commerce Equitable France
- RDV Productions *
- Solidar'Monde
- Karethic (Terrethic)

GERMANY

- Chotanagpurgruppe – Faire Handelsgesellschaft mbh
- DWP eG Fairhandelsgenossenschaft
- El Puente
- Fair-Band – Bundesverband für fairen Import und Vertrieb e.V.
- Fair-NETZ (Netzwerk regionaler Fair-Handelszentren e.V.) (new) *
- Forum Fairer Handel e.V.
- GEPA Fair Trade Company
- GLOBO Fair Trade Partner GmbH
- Mekhada (new) *
- Weltladen-Dachverband e.V.

ITALY

- Associazione botteghe del mondo
- CTM Altromercato Soc. Coop.
- CTM Agrofair Italy
- Equo Garantito
- Libero Mondo scs

NETHERLANDS

- AlchemiA
- Amandla
- Barbosa Fair Trade
- Eco Collection
- EFTA (European Fair Trade Association)
- Esgii (new) *
- Esperanza *
- FairMail Cards
- Kanika *
- Kinta CV
- Landelijke Vereniging van Wereldwinkels (DAWS) (new) *
- MYOMY do goods (new) *
- Ojoba Collective (new) *
- Only Natural *
- Sarana
- See Me
- Siddharth Imports
- Simbólica Fair Trade
- Siyabonga *
- Tahoua Import
- Teranga *
- Textielwerkplaats Sari V.O.F.
- Tilingo-Neptra
- Tuyu BV
- Zimba-Arts (new) *

POLAND

- The Polish Fair Trade Association

ROMANIA

- S.C Networks Trading Srl (new)

SPAIN

- Coordinadora Estatal de Comercio Justo (CECJ)
- EquiMercado
- Fundacion COPADE España
- Iniciativas de Economía Alternativa y Solidaria (IDEAS)
- Oxfam Intermón

SWEDEN

- Fair Monkey ekonomisk förening
- Sackeus AB
- IM Swedish Development Partner
- The House of Fair Trade
- The Swedish Organisation of Fair Trade Retailers

SWITZERLAND

- Association Romande de Magasins du Monde
- El Tucan
- Gebana
- Tropical Mountains (new) *

UNITED KINGDOM

- BAFTS
- Dassie Décor (new) *
- Ecoffins
- Fair Trade Scotland Limited
- Island Spirit
- People Tree
- Re-wrap Association
- Scottish Fair Trade Forum *
- Shared Earth
- Shared Interest Society Limited
- The Fair Trade Furniture
- Traidcraft Exchange

* Provisional members are those who haven't proceeded yet the Guarantee System.

94

MEMBERS

16

ACROSS EUROPEAN COUNTRIES

10 Principles of Fair Trade & SDGs

The 10 Principles of Fair Trade are key to the WFTO network as they constitute a basis of the membership of all WFTO members and guide their work on a day-to-day basis.



The 10 Principles of Fair Trade

In the context of the **Trade Fair Live Fair (TFLF) project**, WFTO-Europe will show how the 10 Principles of Fair Trade are very much in line with the United Nations Sustainable Development Goals (SDGs).

The relevance of Fair Trade in order to achieve the SDGs is clear. Many SDGs match the 10 Fair Trade principles. The ambition of the Trade Fair Live Fair project is to address more specifically the aspects of Responsible Consumption and Production (SDG12), being the transversal focus of the project, with specific attention to Climate Action (SDG13), Decent Work and Economic Growth (SDG8) and Gender Equality (SDG5).

Other SDGs can be addressed by the 10 Principles of Fair Trade: No Poverty (SDG1), Zero Hunger (SDG2), Reduced inequalities (SDG10), Sustainable Cities and Communities (SDG12), Life on Land (SDG15) and Peace and Justice, Strong Institutions (SDG16). This proximity between the 10 Principles of Fair Trade and SDGs positions Fair Trade as a best practice to achieve SDGs.

In the next years, WFTO-Europe plans to develop a yearly review report which will show the achievements of WFTO-Europe members and present indicators how much they help meeting the SDGs.



Sustainable Development Goals (SDGs)

TO BECOME A LEADING AND
ROBUST MOVEMENT FOR THE
COMMITTED FAIR TRADE
ORGANISATIONS IN EUROPE

Photo: IobOlmo

MEMBERSHIP GROWTH

Over the past 4 years, WFTO-Europe membership has gradually increased. From March 2017 to April 2018, **13 new provisional members** (see their logos below) joined the network and more than 70% of the members have already passed the [Guarantee System](#).



SHAPING THE FUTURE FAIR TRADE PATHWAYS

In November, WFTO-Europe attended the [WFTO Biennial Conference](#) in Delhi, India. This conference was bigger than it has ever been, with more than 300 participants from 60 different countries. The theme of the conference was 'Fair Trade - a path to sustainable development' and more than 25 topics within this theme were presented, including the improved WFTO Guarantee System. In this context, WFTO-Europe and WFTO Global hold their respective Annual General Meetings, the legislative body where all key decisions for the future of the networks are taken. In this occasion, important resolutions were approved. Amongst them, the universalisation of the Fair Trade concept, with the inclusion of the domestic Fair Trade and the definition of economic marginalised producers as well as the approval of the new Fair Payment policy and the International Fair Trade Charter.



WFTO participants at the WFTO Biennial Conference

MEMBERS' ENGAGEMENT ON CURRENT FAIR TRADE RELATED TOPICS

As agreed in the 2016 Annual General Meeting held in Wuppertal (Germany), WFTO-Europe's members were involved in an exchange of views and experiences to unveil the link between Fair Trade and migration. This exercise brought to the collection and sharing of best practices amongst them as well as to the publication of the [WFTO-Europe public statement](#) on the link between Fair Trade and migration in February 2018.



TOWARDS A MORE EXPERIENCED AND INTERCONNECTED NETWORK

Thanks to the European Commission project "[Trade Fair Live Fair](#)" (TFLF), which kicked off in September 2017, WFTO-Europe have had the opportunity to hire a new Project Officer and to count on the support of a consultant to carry out research on the fair payment policy. This research will be of support for all project partners as well as to members in the implementation of the policy. The TFLF project brings together more than 30 project partners across Europe and associates in the world, is also of utmost importance to promote European campaigns and advocacy activities around the next 2019 European Parliament elections and overall the role of Fair Trade to contribute to achieving the Sustainable Development Goals.



ENGAGEMENT IN OTHER FAIR TRADE INITIATIVES

WFTO-Europe together with WFTO and Fair trade representative across the world gathered in Saarbrücken from the 14th to the 17th of September 2017 in the occasion of [the 11th International Fair Trade Towns Conference](#). The theme "Fair Trade Across Generations" focused on the idea that while Fair Trade companies are most often run by adults, Fair Trade Cities, and the schools and universities involved with these projects, are mostly organized by the youth. WFTO-Europe, thanks also to the participation of its representative in the International FTT Steering Committee, actively contributed to the event and encouraged members organisations to have a more active role in promoting this campaign at national level.



REINFORCEMENT OF COMMUNICATION & MEMBERSHIP CAPACITY

In the beginning of 2018, WFTO-Europe issued its [first External Newsletter](#), aimed at reaching out to external stakeholders and raising awareness about WFTO-Europe and its activities. The usual communication channels of the network were also reinforced to disseminate Fair Trade relevant news to the membership as well as to the general public. More members were engaged in the development of the quarter internal newsletter and more people started followed WFTO-Europe account on social media channels.



WFTO-Europe is active on social media (Facebook, LinkedIn, Twitter, YouTube and also Instagram)!



Considering also the different membership categories of our members, WFTO-Europe organised 2 webinars in 2017 and 2018, as well as a specific workshop during the WFTO Biennial Conference in Delhi, to help worldshops associations to share their challenges and best practices as well as to get more familiar with the WFTO Fair Trade Retailers Standard. This activity was organised with the collaboration of the WFTO Europe Retailers and Worldshop Committee set up in 2012 to provide support to this specific membership category.

OBJECTIVE 2

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

Photo: esgii

INVOLVEMENT IN FASHION REVOLUTION CAMPAIGN

24th April 2017 marked the 4th anniversary of the Rana Plaza disaster in Dhaka, Bangladesh. Collapse of a garment factory in the middle of the workday, which killed 1,133, and injured over 2,500 people due to unsafe working conditions, led to creation of a global movement and started a conversation around supply chain transparency.

[Fashion Revolution](#) advocates on the topic with a yearly Fashion Revolution Week as a part of their global **“Who Made My Clothes” Campaign**. This week highlights the topic of traceability and transparency in the textile supply chain with the involvement of consumers and actors from the industry.



WFTO-Europe team supporting Fashion Revolution Week and #whomademyclothes campaign

WFTO-Europe together with WFTO has been supporting Fashion Revolution to promote the Fair Trade Principles that too often are violated in the textile supply chain and to bring Fair Trade Fashion forward. In 2017 as well as in the previous year WFTO-Europe took part in the campaign and encouraged its members to do the same.

CELEBRATION OF THE WORLD FAIR TRADE DAY

The World Fair Trade Day (WFTD) is an initiative of WFTO and a worldwide festival of events celebrating Fair Trade as a tangible contribution to the fight against poverty, climate change and the economic crisis that has the greatest impact on the world's most vulnerable populations. On the 13th May 2017, WFTO-Europe gathered Belgian Fair Trade actors at Café BOOM in Brussels and formed a human chain for the WFTO universal celebration to show that everyone can be an [Agent for Change](#) and contribute to a better world. WFTO-Europe also took part in the Fairtrade Challenge by sharing Fair Trade chocolate with all attendees.



WFTO-Europe team and the Belgian Fair Trade actors on the WFTD 2017

TALKS WITH BUSINESS STUDENTS ON FAIR TRADE

On the occasion of the Belgian Fair Trade Week, WFTO-Europe organised the event “Business for Fair Trade” at the Université libre de Bruxelles (ULB). The ultimate aim of the event was to present Fair Trade as an alternative business model to students and young people through the World Café method. Many interesting speeches were given by representatives of *Oxfam-Magasins du Monde*, *Enabel-Belgian Development Agency*, *Fair Trade Advocacy Office (FTAO)*, *Belvas*, *Group One* and *Equo Garantito*.



Sergi Corbalan (FTAO) at the event 'Business for Fair Trade'

CELEBRATION OF THE ANTI-POVERTY WEEK

In October 2017, WFTO-Europe took part to the social media '[Live fair, beat poverty](#)' campaign run by World Fair Trade Organization to raise awareness on Fair Trade and its contribution to sustainable development and the fight against poverty.



WFTO-Europe team joining the 'Live fair, beat poverty' campaign

EMPHASIS THE CRUCIAL ROLE OF WOMEN ON FAIR TRADE

On the occasion of the International Women's Day, 8th March 2018, WFTO-Europe teamed up with its members and published a [booklet called "Women & Fair Trade"](#) featuring 6 of our members: [SeeMe](#), [Mifuko](#), [Dece Clothing](#), [esgii](#), [Dassie Artisan](#) and [Traidcraft Exchange](#). The booklet showed the impact of WFTO-Europe members on the women artisans with whom they work by also sharing the stories of these women and how Fair Trade has influenced their lives.



WFTO-Europe's booklet „Women & Fair Trade“

OBJECTIVE 3

TO ADVOCATE FOR MORE
TRADE JUSTICE



Photo: IobOlmo

FAIR TRADE TALKS AT THE EUROPEAN DEVELOPMENT DAYS

In June 2017, WFTO-Europe together with WFTO, Fairtrade International and FTAO shared a stand at the [European Development Days](#), taking place in Brussels, Belgium. During the two days, people had the opportunity to meet and speak directly with key Fair Trade representatives and to get to know better about the role of Fair Trade in promoting Sustainable Development Goals.



Francesca Giubilo at the EDDs 2017

TALKS AT THE BELGIAN FEDERAL PARLIAMENT

On the occasion of the Belgian Fair Trade week (4 - 14th October 2017) WFTO-Europe attended a Fair Trade Breakfast at the Belgian Federal Parliament. The focus of the event was on the textile industry and the traceability issues, due to its complicated supply chain. During this event promoted by the Trade for Development Centre of Enabel was mentioned the governmental decision to make Belgium a Fair Trade Nation by 2020.



THE FAIR TRADE MARATHON

During the Belgian Fair Trade Week, WFTO-Europe participated in a number of other activities in support of Fair Trade. The Regional Coordinator served on the jury committee of the Comics Strip context organised by [the Belgian Fair Trade Federation](#), presented WFTO and the Guarantee System at [Groupe One's Live & Fair Crowdfunding](#) event, and took actively part in the capacity building workshops organised by [FTAO](#) in the context of the Trade Fair Live Fair project. As part of the marathon, WFTO-Europe attended the Fair Trade Breakfast at the European Parliament, which gathered Fair Trade actors from across the world as well as representatives from the European Parliament and the European Commission. Following the breakfast, there was the Fair Trade policies workshop, where new EC actions were presented, then commented on by the Fair Trade community. These included the Aid for Trade and Trade for All initiatives and the EU's Cities for Fair and Ethical Trade Award. Both events were organised by the FTAO.



Linda McAvan opening the Fair Trade Breakfast

TOWARDS THE EU CITIES FOR FAIR AND ETHICAL TRADE AWARD

[The EU Cities for Fair and Ethical Trade Award](#) is an initiative of the European Commission, which the Directorate-General for Trade launched as a commitment to its "Trade for all" communication on trade and investment policy. WFTO-Europe together with [FTAO](#) and other experts in the field took part in the Technical Committee created at the beginning of 2017 to define the criteria as well as the application process for the award. The aims are to recognise and celebrate the achievements of cities in relation to their positive impact on social, economic, and environmental sustainability in international trade. Participating cities will benefit from promotion as a sustainability pioneer, enhance visibility and reputation, increase tourism, and strengthen networks. This award was eventually launched in December and the award ceremony will take place on the 27th of June 2018 in Brussels.



Looking ahead to 2018/ 2019

The coming year will focus on the approval and implementation of the 2018-2020 strategic plan. This new framework aims to strengthen the role of WFTO-Europe as connector and promotor of a more universalised concept of Fair Trade, able to encompass several current issues and to show the powerful and strategic role of Fair Trade as a pathway to deliver sustainable livelihoods and contribute to the achievement of the Sustainable Development Goals. In the framework of the "Trade Fair Live Fair" project, WFTO-Europe will deliver research and expertise on the WFTO fair payment policy. Moreover, the organisation will team up with other Civil Society Organisations and Fair Trade actors to promote a pan-European campaign aimed to commit the future members of the European Parliament to the Fair Trade cause.

Francesca Giubilo, Coordinator of WFTO-Europe

Our governance

WFTO-Europe's Board of Directors



From the left: Tadeusz Makulski, Stephanie Brookes, Francesca Giubilo, Emilie Durochat, Stefan Nijsen, Estelle Vanwambeke, Gabriella D'Amico

Tadeusz Makulski, President

Polish Fair Trade Association, Poland

Gabriella D'Amico, Administrator

Associazione Botteghe del Mondo, Italy

Emilie Durochat, Vice-President and Secretary

Commerce Equitable France, France

Estelle Vanwambeke, Administrator

Oxfam Magasins du Monde, Belgium

Stephanie Brookes, Treasurer

Traidcraft Exchange, United Kingdom

Stefan Nijsen, Administrator

Eco-collection, The Netherlands



WFTO-Europe's office

Francesca Giubilo, Regional Coordinator

Sebastien Leclef, Project Officer

A SPECIAL THANK YOU TO THE INTERNS WHO HELPED MANAGING WFTO-EUROPE'S OFFICE DURING THE YEAR 2017-2018:

Vanessa Comand from Italy. *Communication, Membership & Monitoring* (March-August 2018)

Veronika Miklíková from Czechia. *Project Management & Fundraising* (January-July 2018)

Barbora Plecháčková from Czechia. *Project Management & Fundraising* (July 2017-January 2018)

Eros Shreve from USA. *Communication, Membership & Monitoring* (August 2017-January 2018)

Maria Batista from Brazil. *Membership & Monitoring* (January-July 2017)

Eva Vestergaard from Denmark. *Communication, Project Management & Fundraising* (February-July 2017)



Financial results

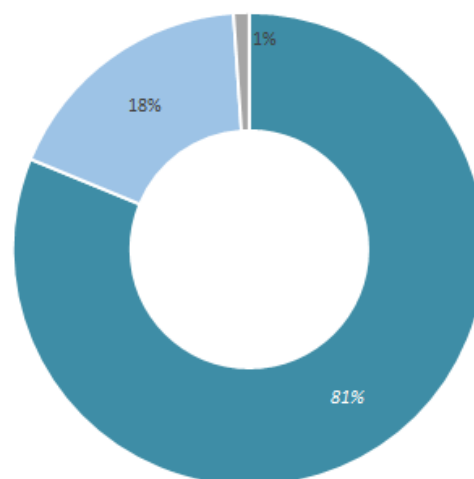
WFTO-Europe 2017

INCOME

PER MAIN SOURCES

NETWORK MEMBERSHIP FEES	66,150,00 €
PROJECT GRANTS	14,424,46 €
ADDITIONAL INCOME	873,06 €

TOTAL **81,447,52 €**

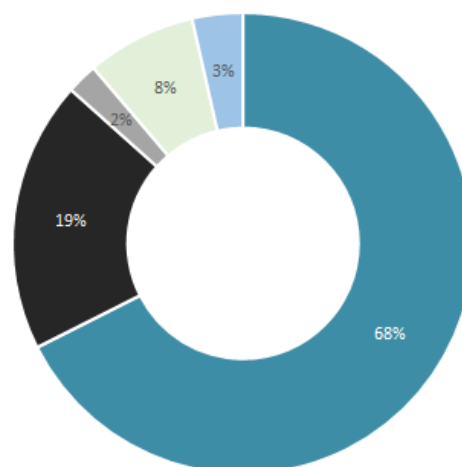


■ Network membership fees ■ Project grants ■ Additional income

EXPENSES

HUMAN RESOURCES	59,225,55 €
MEMBERSHIP FEES	16,695,00 €
ACTIVITY COSTS	1,900,87 €
OFFICE COSTS	6,733,84 €
TRAVEL EXPENSES	3,111,43 €

TOTAL **87,666,69 €**

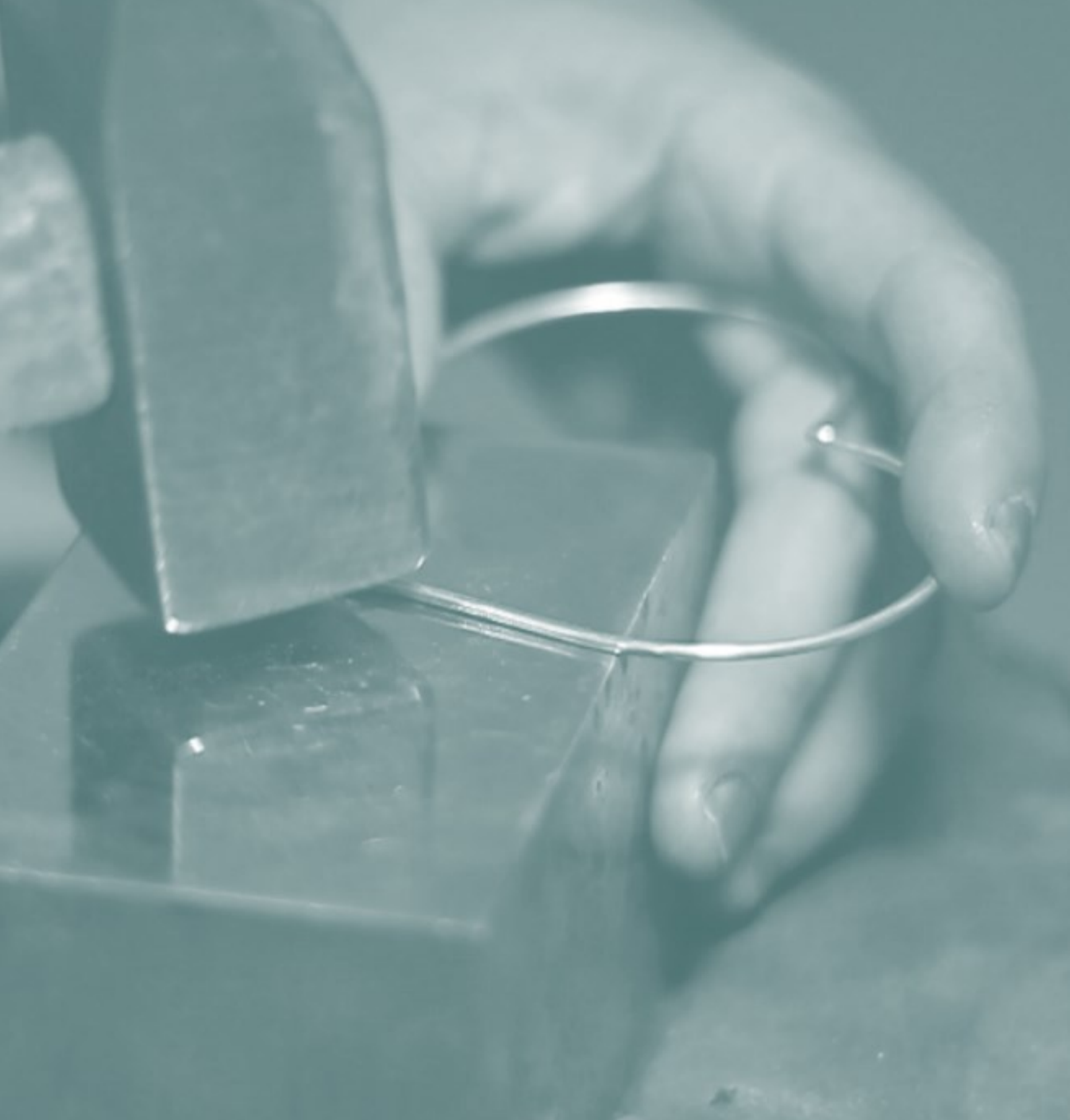


■ Human resources ■ Membership Fees ■ Activity cost
■ Office cost ■ Travel cost



This report was realised by WFTO-Europe. The authors believe that all of the details in this report are factually accurate as of March 2018. The report was produced with the financial assistance of the European Union. Its contents are the sole responsibility of WFTO-Europe and the authors of this report and do not necessarily reflect the views of European Union.





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