



EUROPE

WFTO-Europe

Work Plan June 2019- June 2020

Strategic Plan			Targets/indicators	Indicative timeline				Year 1 accomplishment
Strategic goals	Results	Main activities	2019-2020	Q1	Q2	Q3	Q4	2018/2019
1. TO BECOME A LEADING AND ROBUST MOVEMENT FOR THE COMMITTED FAIR TRADE ORGANISATIONS IN EUROPE								
	R.1.1 WFTO Europe reinforces its network in order to make it stronger and stable							
	A.1.1.1 Reinforcement of members skills by proposing trainings on several topics, according to their specific needs, such as fair payment and gender policy, the Guarantee System/the use of WFTO product label (via the Fairshare platform or gotomeeting).	- 4 trainings/workshops to members on specific topics, based also on WFTO Global survey on members' need		x	x	x		1 webinar in migration (Oct 2018) 2 physical training on fair payment in June 2018/2019 1 capacity building session in advocacy and campaigning (June 2018) Physical trainings and workshops on Fair payment, Retail models, IMS, domestic Fair Trade ("Connect & Act" meeting)
	A.1.1.2 Implementation of the new governance structure, by ensuring key topics for the European membership are maintained.	Foreseen for Year 1	x	x	x	x		MoA signed in Dec 2018 with WFTO Global. Discussions ongoing on the unique role of the European region for WFTO Global.
		- Extraordinary Regional meeting in Lima		x				Although it was not foreseen for Year 1, a physical meeting was also

		A 1.1.3 Organisation of a Biennial conference: a physical space for members to exchange their experiences/discuss key topics for the future of the organisation	- Biennial Conference in June 2020				x	organised in June 2019 with free participation for 40 people (Connect&Act)
		A.1.1.4 Production of materials to support members in implementing WFTO strategy on domestic Fair Trade, fair payment and gender policy. <i>(initially foreseen only for Year 1 but also extended in Year 2)</i>	- training and support members in the work on domestic FT - promote Northern producers concept in Europe					1 factsheet on domestic FT (July 2018) & on worldshops situation (Dec 2018) 1research on Fair payment policy (May 2018)
		1.1.1.5 Reinforcement of WFTO-Europe office to make the office more sustainable and efficient by investing more on fundraising activities and IT infrastructure.	- at least 3 new fundraising proposals submitted		x	x	x	4 proposals submitted- 1 ongoing New printer and server bought
			- identification of new source of income	x	x			
		A.1.1.6 Promotion of exchange of experiences among members around an annual topic (internal or external to the movement)	- follow up on retail models and their evolution by supporting members in identifying new distribution models		x			Survey circulated to collect ideal topics for the meeting in June (Dec-Jan)
	R.1.2 WFTO Europe grows its membership by 10%							
		A.1.2.1 Enhancement of the communication around the membership benefits for prospective organisations in Europe (including Northern producers) <i>(initially foreseen only for Year 1 but also extended in Year 2)</i>	- Website completely aligned and likely integrated to WFTO Global	x	x	x	x	As a follow up of the new governance structure, this task (M&M) has been mainly taken over by WFTO Global - 3 get to know calls with new members - workshop on domestic FT in the meeting in June
			- “get to know” call regularly set with new members - develop strategy on how to better reach out to social enterprises, coop and social solidarity economy communities across Europe (joint projects, participation in key events)	x	x	x	x	
		A.1.2.2 Identification and approach of key prospective organisations, including Northern producers	- 10 new organisations per year	x	x	x	x	11 new organisations from July on

		(initially foreseen only for Year 1 but also extended in Year 2)	- map possible key actors at European level	x	x			
		A.1.2.3 Development of trainings/materials to support prospective organisations to go through membership application process. (initially foreseen only for Year 1 but also extended in Year 2)	- calls/ physical meetings with those prospective organisations who wants to know more about WFTO system	x	x	x	x	As a follow up of the new governance structure, this task (M&M) has been mainly taken over by WFTO Global. - several Skype calls and physical meetings with prospective organisations hold to answer questions on WFTO system
	R.1.3 WFTO Europe contributes to increase the visibility of WFTO and its membership at a European level							
		A.1.3.1 Stronger presence in international and national events organised by members to speak out about WFTO/the GS but also to meet new prospective organisations	- at least 2 international/national events attended (FT marathon, FTTC) - WFTO Biennial Conference in Lima	x	x	x	x	IFTS attended in June 2018 FTTC attended in Oct 2018
		A.1.3.4 Publication of a half-yearly External newsletter to reach out to external stakeholders	- at least 2 External NL issued	x		x		3 external NL sent in July, November 2018 and Feb 2019
	R.1.4 WFTO Europe plays a more active role in debates on current FT related topics by cooperating with WFTO & FTAO							
		A.1.4.1 Dissemination of periodic updates and clear information on FTAO' s expertise to make FTAO' services more accessible to the members.	- 4 advocacy flash news included in the internal NL	x	x	x	x	4 advocacy news included in the internal NL and 3 in the external ones.
			- regular communication to FTAO activities to existing and new members	x	x	x	x	Regular activity

		A.1.4.2 Promotion of more view's exchange, information and eventual reactions on current FT relevant topics together with WFTO and WFTO Regions as well as with FTAO	<ul style="list-style-type: none"> - monthly FTAO internal meeting - monthly Skype calls with WFTO Global and Regions - Regional coordinators meeting in Culemborg 	x	x	x	x	FTAO Monthly internal meetings attended FTAO Executive Director invited in the Board meeting in June 2019 Regional meeting in Culemborg (Nov 2018) Regular Skype call with Global and Regions
		A.1.4.3 Active participation in the Working Groups of WFTO Global on different topics and in the FTAO Board of governance	- at least 3 FTAO Board meetings		x	x	x	5 FTAO board meetings attended (1 physical in Nov) Attended FTAO conf on upscale FT initiative from local to EU level and European Fair and Ethical Trade city award (June 2018) WFTO WG in the Charter, FTT governance (via Board members)

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

n	R.2.1 Members are able to communicate better about WFTO and its system.							
		A.2.1.1 Regular publication of members' news, WFTO and its system via WFTO Europe communication channels (social media, website, newsletter).	<ul style="list-style-type: none"> - at least 2 posts per week on our social media - Profile the unique business models and innovations from across WFTO-Europe by profiling the connection with circular economy and social enterprises 	x	x	x	x	2/3 postes per week Section member in the spotlight in the NL Website redesigned

			- blog on European FT train to focus on members' activities per country					
		A.2.1.2 Dissemination of materials/toolkits produced in R.1 to our members to help them communicate better about WFTO and its system.	- dissemination of research, outputs, factsheet elaborated	x	x	x	x	Dissemination of PPT, catalogues on Made 51, contact details after webinar on migration Factsheet on Northern producers widely disseminated
		A.2.1.3 Reinforcement of worldshops and retailers associations capacity to communicate better about WFTO and its system via the Committee on Retailers and Worldshops.	- 1 guide to collect innovative solutions for worldshops and retailers situation	x	x	x	x	- 1 training on retail models and their evolution in the June meeting
	R.2.2 WFTO Europe reinforces members' capacities to promote raising awareness' activities							
		A.2.2.1 The Committee on Retailers and Worldshops provides technical support to the worldshops in raising awareness activities (by sharing best practices as well as key documents when relevant and possible).	- 1 proposal to discuss with the Board and WFTO Global on how to increase market access for FT products					Database on worldshops collected and info analysed
		A.2.2.2 Encouragement of members' involvement in the campaign organised in the context of the World Fair Trade Day (WFTDay), International Women's Day together with WFTO and in the framework of the Trade Fair Live Fair project.	-calls/meetings/webinars with affiliates and project partners and WFTO					3 calls held with affiliates and info on the sub campaign activities widely circulated to all members (e.g. FT charter) Several webinars and mainstream group calls attended IWD video produced and WFTO report on gender disseminated
		A.2.2.3 Promotion of Fair Trade and WFTO at local level by supporting Fair Trade Towns campaign (FTTC) activities in different ways (e.g. encouraging members to be more involved in national activities, ensuring WFTO/WFTO-Europe contribution and presence in the FTT Conference	- 1 article dedicated to the FTTC in the NL and in the website - participation to the agenda of the Conference (October)	x	x			IFTTC attended (Oct 2018) 1 article circulated in the NL

		through also the WFTO representative in the International FTT Steering Committee)	- attend conferences and promote sustainable public procurement practices in Europe with the support of key WFTO-Europe members (if possible)					Event “behind a fair price “with FTbelgium and FTAO Attended conference on sustainable public procurement.
		2.2.4 Translation into clear and simple messages to members the research produced by WFTO-Europe in the framework of the TFLF project and whether it is possible production of materials to help members disseminate main findings. <i>(initially foreseen only for Year 1 but also extended in Year 2)</i>	- Translation of 2 briefings on living wage and gender from EN to FR	x	x			infographics and 1 animation on Fair payment policy
	R.2.3 WFTO Europe to develop expertise on Fair Trade and its positive impact on Sustainable Development Goals (SDGs).							
		A.2.3.1 Publication of research on the application of the Fair payment policy beyond WFTO and its contribution towards the achievement of the SDGs. <i>(initially foreseen only for Year 1 but also extended in Year 2 but not focus anymore on Fair payment)</i>	- 1 research published on transparency in the supply chain or alternative business models (TBC) - 2 analysis on related FT topics (education, public procurement, HRDD)		x			- research to be published in May 2019 on Fair payment policy
		A.2.3.2 Collection and publication of a yearly review to show to the external key stakeholders members’ activities in relationship with the SDGs	- 1 Review published	x	x			Review to be published in March 2019 Annual Report 2018/2019
		A.2.3.3 Prompt Dissemination of key findings and results of academics papers and Fair Trade related studies to the external key stakeholders via WFTO-Europe communication channels.	- FT studies diffused through social media					Regular activity - Do it through the external NL and thanks to CDTM/Centre Ressources sur le Commerce Equitable

								Dissemination of the International FT Charter
3.TO ADVOCATE FOR MORE TRADE JUSTICE								
	R.3.1 WFTO Europe is meaningful participant in the promotion of Trade justice and SDGs at a European level							
	A.3.1.1 Identification and development alliances /partnership with other local movements actors (organic, SSE,...) and other Civil Society Organisations (whether it is possible) to show Fair Trade actors as important allies in the promotion of sustainable consumption and production patterns. <i>(initially foreseen only for Year 1 but also extended in Year 2)</i>	- Finalised the Map of key external stakeholders - at least 10 key external stakeholders are more aware of WFTO-Europe works - 1 project submitted together with some of the stakeholders contacted.	x	x	x	x	Workshop sessions organised with IFOAM and RIPESS Europe in June 2018 Event in Oct with Fairtrade Belgium, academics Created good connection with Social enterprises NL and Circle Economy.	
	A.3.1.2 Reinforcement of synergies with experts and academic researchers (by participating for instance in the international Fair Trade Symposium).	- Participation in the IFTS (if organised) - World Social Forum (support WFTO & FTAO in the activities organised around this)					Attended June 2018 IFTS Ripess Europe guest of Board meeting in Rome 2018	
	A.3.1.3 Dissemination of FTAO’s advocacy activities towards advocacy targets (members/external stakeholders)	- Advocacy news in the NL and publication of all reports and activities on social media					Regular activity thought NL but also social media	
	A.3.1.4 Active participation to the FTAO’s advocacy activities towards European Union decision policy makers.	- at least 3 FTAO Board meeting - 1 FTAO Advocacy network meeting and FT Breakfast (FT Marathon) - FTAO Project groups	x	x	x	x	4 FTAO board meetings attended (1 physical in Nov) FT marathon attended (Oct 2018) Attended FTAO conf on upscale FT initiative from local to EU level	

			- input on FTAO advocacy'activities on HRDD, climate change, public procurement.					and European Fair and Ethical Trade city award (June 2018) Coordinate the willing of coalition activites to produce the COP24 policy statement WFTO-Europe submission of a public consultation on deforestation (in close collaboration with FTAO)
	R.3.2 WFTO Europe supports its members to undertake campaigning activities							
		<i>A.3.2.1 Strong contribution to the development and dissemination towards members of the pan-European campaign around the 2019 European Parliament elections, aimed at encouraging national candidates to the EP elections to support Fair Trade and trade justice during their political mandate.</i>	<i>Year 1</i>		x	x		Participation in workshop and webinar on EP advocacy manifesto Call hold with affiliates to promote EP elections campaigns
		A.3.2.2 Encouragement of members to follow up capacity building activities organised by FTAO on advocacy and campaigning, by promptly communicate these opportunities to the members.	Workshop/ capacity building activity organised in the framework of the Biennial Conference on advocacy and campaigning together with FTAO.	x	x	x	x	Regular activity 2 capacity building session organised in June 2018 on advocacy and campaigning