



WFTO-Europe Strategic plan 2018-2020

1. Vision *(an idea or dream concerning the future)*

WFTO-Europe has 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.

2. Mission *(a specific expression of the vision)*

WFTO-Europe has a double mission:

- a) To advocate for more equity in trade and economic relationships at European level.
- b) To promote Fair Trade in Europe, through the implementation of a credible and sustainable Fair Trade system.

Our specificities as WFTO movement :

- The only global network which represents the entire supply chain from the production to sales.
- A membership organisation of producers, retailers and importers organisations 100% committed to FT and fully involved in the governance of the network.
- A network that advocates for more equity in trade and supports FT market development. WFTO is not only a label but also a political movement.
- The owner of a credible, sustainable and affordable FT Guarantee System

Our specificities as WFTO-Europe:

- The representative of European Fair Trade Organizations, including importers, retailers, world shops and national platforms/networks. A European network that speaks out for Fair trade principles and values.
- A raising awareness movement directly in contact with European citizens.
- A European Fair Trade movement aimed at influencing EU institutions and policies.

WFTO-Europe Strategic plan 2018-2020

3. WFTO Europe's strategic plan 2018-2020: Logical Framework Approach

STRATEGIC OBJECTIVES	EXPECTED RESULTS	ACTIVITIES TO IMPLEMENT	YEAR 1 (Jun 2018 - Jun 2019)	YEAR 2 (Jun 2019 - Jun 2020)
1. To become a leading and robust movement for the committed Fair Trade Organisations (FTO) 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).	x	x
		A.1.1.2 Implementation of the new governance structure, by ensuring key topics for the European membership are maintained.	x	
		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.		x
		A.1.1.4 Production of materials to support members in implementing WFTO strategy on domestic Fair Trade, fair payment and gender policy.	x	
		A.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.	x	x
		A.1.1.6 Promotion of exchange of experiences among members around an annual topic (internal or external to the movement).	x	x
	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).	x	
		A.1.2.2 Identification and approach of key prospective organisations, including Northern producers.	x	
		A.1.2.3 Development of trainings/materials to support prospective organisations to go through membership application process.	x	
	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.	x	x
		A.1.3.2 Publication of a half-yearly External newsletter to reach out to external stakeholders.	x	x

WFTO-Europe Strategic plan 2018-2020

	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.	x	x
		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.	x	x
		A.1.4.3 Active participation in the Working Groups of WFTO Global on different topics and in the FTAO Board of governance.	x	x
2. To promote Fair Trade in Europe and make it more attractive and credible for citizens and consumers	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).	x	x
		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.	x	x
		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.	x	x
	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).	x	x
		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.	x	x
		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 through also the WFTO representative in the International FTT Steering Committee).	x	x
		A.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.	x	

WFTO-Europe Strategic plan 2018-2020

	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.	x	
		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.	x	x
		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.	x	x
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.	x	
		A.3.1.2 Reinforcement of synergies with experts and academic researchers (by participating for instance in the international Fair Trade Symposium).	x	x
		A.3.1.3 Dissemination of FTAO's advocacy activities towards advocacy targets (members/external stakeholders).	x	x
		A.3.1.4 Active participation to the FTAO's advocacy activities towards European Union decision policy makers.	x	x
	R.3.2 WFTO Europe supports its members to undertake campaigning activities.	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.	x	
		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.	x	x