

PRESS RELEASE

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Event highlights role of mission-led enterprises in promoting social and environmental justice.

A joint event in Brussels by the Fair Trade Advocacy Office and World Fair Trade Organization Europe gathered diverse representatives from social and environmental movements on the 6th June.

Fair Trade enterprises, NGOs and CSOs from the environmental, social and solidarity, and green economy movements, policy makers and trade unionists debated and dissected the current economic model, and discussed the interconnection between social and environmental justice during panel discussions and interactive group sessions.

Francesca Giubilo, regional coordinator of the World Fair Trade Organization Europe reflected on the event, saying, "I am delighted to see so many people attending the event and recognising the crucial role that Fair Trade enterprises play in promoting an alternative business model, able to put people and planet before profit by also embracing circular economy and organic models of production. I am confident this is just the first step towards a stronger collaboration among WFTO members and different stakeholders in pursuing social and environmental justice."

The World Fair Trade Organization's (WFTO) Chief Executive, Erinch Sahan, presented examples of the mission-led enterprises from amongst the WFTO membership and how their alternative business models and governance structure allow them to promote good social and environmental practices otherwise deemed unviable for profit-driven companies.

Sergi Corbalán, Executive Director of the Fair Trade Advocacy Office said "The local versus global debate is a false dichotomy. The conference enabled the Fair Trade movement and partner civil society organisations to understand each other and plan how to colour the sustainability agenda with the Fair Trade values."

The event was part of the European Commission funded 'Trade Fair Live Fair' project.

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Notes to Editors

- For more information about the World Fair Trade Organization Europe, visit www.wfto-europe.org
- For more information about the Fair Trade Advocacy Office, visit www.fairtrade-advocacy.org
- For more information about the Trade Fair Live Fair Project, visit <https://wfto-europe.org/ongoing-projects/>



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