



ANNUAL REPORT

2018-2019



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Foreword

Dear readers,

In the past year our key focus has been to showcase the role of Fair Trade as a means to achieve the United Nations' Sustainable Development Goals (SDG) for 2030, and in particular the SDG 12 on sustainable consumption and production. This has been possible thanks to the 3 years EC-funded "Trade Fair Live Fair project," and the great collaboration with more than 30 partners across Europe.

While the original mission of our network was to help marginalised producers, workers, and their communities, to attain decent livelihoods through sustainable economic prosperity in the Global South, now, Fair Trade represents - more than ever - a needed set of principles for doing trade and doing business all over the world. These principles are beneficial not only for producers, businesses and consumers alike through fairer supply chains and more sustainable products, but they have now become necessary to imagine prosperous people and a healthy planet in the foreseeable future.

To this aim, 2018 represented a year where the Fair Trade movement reasserted its relevance in two major, concerted efforts: The new

International Fair Trade Charter from September, and the COP24 policy statement in November. With this, Fair Trade has now clearly presented itself as an important agent for change on environmental and climate issues, due to the increasingly clear link between social justice and environmental justice.

Moreover, WFTO-Europe has been implementing its strategic plan and 3 main objectives, by providing a physical space for members for capacity-building and training sessions in different topics, from the Fair Payment Policy, to the advocacy and campaigning aspects as well as by forging new partnerships with like-minded organisations from different sectors, such as the Social & Solidarity Economy and organic movements.

We are excited to show you through this report all our accomplishments of this year and we do hope this will make you even more eager to join us in our path towards a more sustainable and fairer economy for all of us.

On behalf of WFTO-Europe,


Juanjo Martínez, President of the Board.



Home of Europe's Fair Trade Enterprises

Who we are_

The **World Fair Trade Organization-Europe (WFTO-Europe)** is the representative of Fair Trade organisations all across the European continent. It is formed by 105 members – among them Fair Trade enterprises, Fair Trade networks and Fair Trade support organisations – in 17 different countries. WFTO-Europe is one of the regional branches of the World Fair Trade Organization (WFTO), the only global network of Fair Trade organisations representing the whole Fair Trade supply chain.

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 deve-

lopment and justice. WFTO-Europe aims at building a world where Fair Trade and trade justice are the keystones to challenge the problems of the current economic model. Our 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. To this aim we collaborate strongly with the Fair Trade Advocacy Office (FTAO), which represents the concerted Fair Trade movement in advocacy work towards the EU. Together with the other regional WFTO branches in Latin America, Asia and Africa, we gather both the pioneers and the innovators in Fair Trade and set high standards of fair business practice for all.



More than just a label_

The WFTO brand is about more than 'just' a label. Our approach of an 'integrated supply-chain route' has created a system in which all the actors across the supply chain (from producers, to exporters/importers, wholesalers, retailers, etc.) are jointly committed to Fair Trade and fair practices. All WFTO members need to pass a Participatory Guarantee System (GS) to ensure that they act according to our 10 Fair Trade Principle as a whole organisation. 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' lives and anyone involved in the supply chain.

WFTO is strongly committed to this 'integrated supply chain' model, in which Fair Trade organisations have Fair Trade at the core of their activities. WFTO-Europe follows and promotes that same approach. Members that have passed the GS process attain the 'Guaranteed Fair Trade Organisation' status and may use the WFTO label on their products.

As the European regional branch of WFTO, we want to build a network that joins the forces of Fair Trade actors all over Europe to promote Fair Trade as an alternative business model across the European continent. We therefore put an important focus on our coordinating and networking activities with and amongst our different members.

Objectives

1 Reinforcing the network



Capacity_

2 Promoting Fair Trade towards citizens and consumers



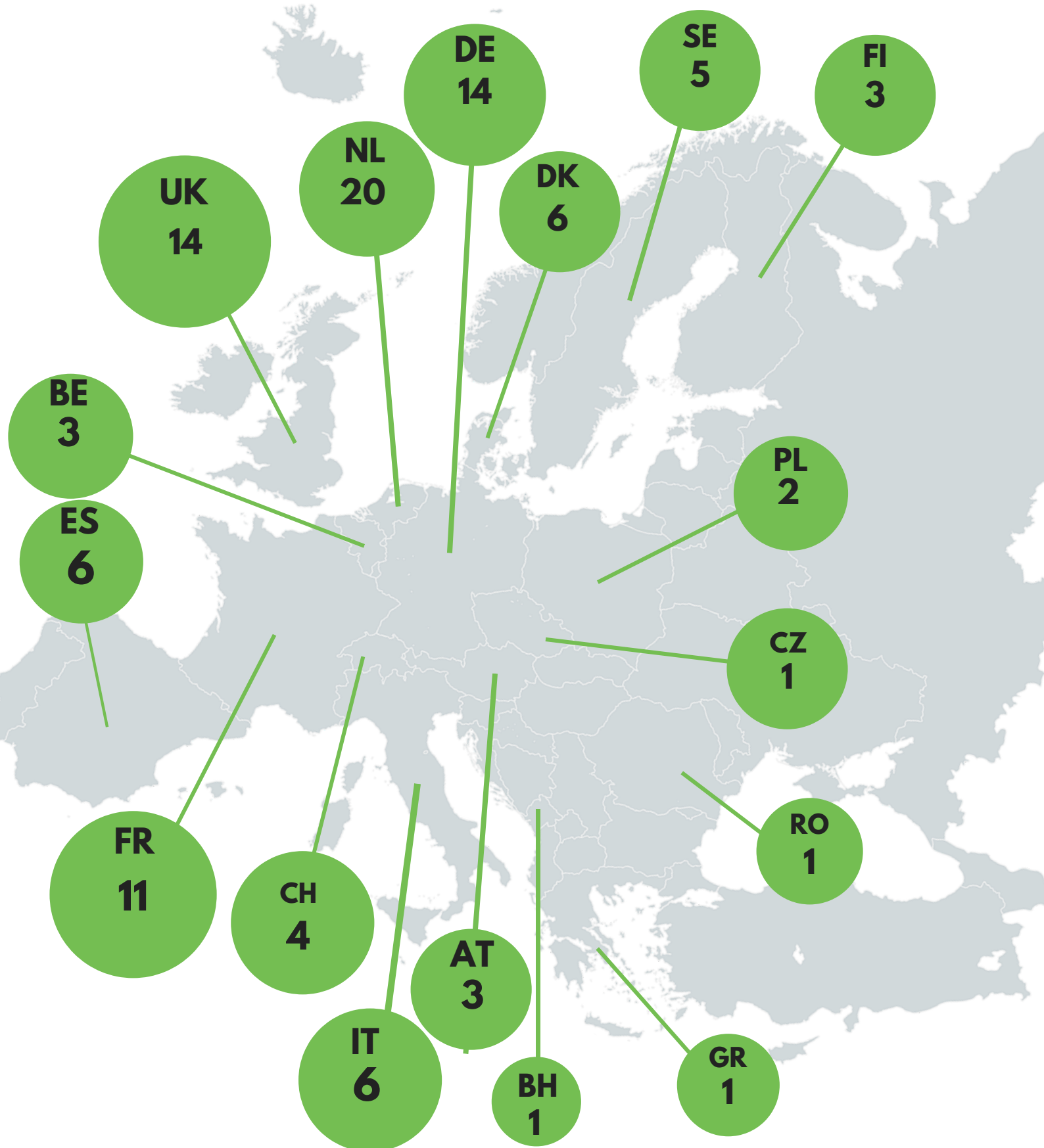
Learning_

3 Advocating for Fair Trade



Voice_

Members of



AUSTRIA

- ARGE Weltläden
- EZA Fairer Handel GmbH
- **Zotter Schokoladen Manufaktur GmbH**

BELGIUM

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

BOSNIA AND HERZEGOVINA

- BHcrafts doo

CZECH REPUBLIC

- Fairtrade Czech Republic and Slovakia

DENMARK

- **Egos ApS**
- Elvang Denmark A/S
- En Gry og Sif
- Fair Trade Denmark
- U-landsforeningen Svalerne *

FINLAND

- Mifuko
- Tampereen Kehityskauppa
- The Finnish Association of Worldshops

FRANCE

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

GREECE

- **Syn Allois ***

ITALY

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

GERMANY

- **Cha Dô Teehandels GmbH ***
- Chotanagpurgruppe – Faire Handelsgesellschaft mbh
- DWP eG Fairhandelsgenossenschaft
- El Puente
- Fair-Band – Bundesverband für fairen Import und Vertrieb e.V.
- FairMail Cards
- Fair-NETZ (Netzwerk regionaler Fair-Handelszentren e.V.) *
- Forum Fairer Handel e.V.
- GEPA Fair Trade Company
- GLOBO Fair Trade Partner GmbH
- Mekhada *
- **Mitka ***
- **Nepalaya ***
- **Ökotoxia Handels- und Verlagsgesellschaft ***
- **Tatico ***
- Weltladen-Dachverband e.V.

NETHERLANDS

- AlchemiA
- Amandla
- Barbosa Fair Trade
- Eco Collection
- EFTA (European Fair Trade Association)
- Esgii *
- Esperanza *
- Kanika *
- Kinta CV
- Landelijke Vereniging van Wereldwinkels (DAWS) *
- MYOMY do goods
- Ojoba Collective *
- 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 *

POLAND

- The Polish Fair Trade Association
- **Szczypta Świata ***

ROMANIA

- S.C Networks Trading Srl *

SPAIN

- Coordinadora Estatal de Comercio Justo (CECJ)
- EquiMercado *
- Fundacion COPADE España
- **Fundación Isabel Martín ***
- 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

UNITED KINGDOM

- BAFTS
- Dassie Dècor *
- Ecoffins
- Fair Trade Scotland Limited
- **Greater Goods ***
- Island Spirit
- **Just trading Scotland ***
- **Mayamiko Trading & Consulting Ltd. ***
- People Tree
- Re-wrap Association
- Scottish Fair Trade Forum *
- Shared Earth
- Shared Interest Society Limited
- The Fair Trade Furniture
- Traidcraft Exchange

New members (from April 2018 until end of March 2019)

* Provisional Members are those, who are yet to complete the full auditing process of the Guarantee System.



Capacity_

The Universality of Fair Trade Principles_

For the Biennial Conference 2018, WFTO-Europe and the FTAO, co-organised the event:

"Universalising the Fair Trade principles through an EU sustainable - and fair - production and consumption agenda." European Civil Society networks and WFTO-Europe members gathered in Brussels to jointly discuss how to push the EU to make its production and consumption (SCP) agenda truly sustainable – i.e. also fair. The model "Smart-CSO systems change" was the basis for discussion on how to ensure that companies improve their trading practices and prices paid to their suppliers - rather than comply with regulation by asking for higher standards from

their suppliers further down the value chain, as is currently standard practice.



Using Fair Trade to empower refugees' self-sustenance_

MADE51 is a project conceived by UNHCR in partnership with WFTO to connect refugee-made artisanal product with markets. Last October, WFTO-Europe hosted a webinar to inform about MADE51 and how to contribute to the sustainability

of the project. In this one hour session Christine Gent, WFTO referent for MADE51, shared the stories of success of the initiative and explained to the participants how MADE51 is working to achieve refugee's well-being.

Together for a stronger Fair Trade network across Europe

WFTO-Europe played a more active role in debates on current FT related topics by participating in international events, such as the 6th Fair Trade International Symposium (FTIS) and the Fair Trade Towns Conference in Madrid, as well as collaborating more and more closely with FTAO. At the FTIS, WFTO-Europe took part in the discussion on the links between SDGs and Fair

Trade, together with some other partners of the Trade Fair Live Fair project, and notably through the implementation of the 10 Fair Trade principles. WFTO-Europe could also establish contacts with researchers working on the topic of Fair Payment and Living Wage, a priority topic of our network in 2018.



Towards more unified and efficient communication

Working towards our aim of linking different Fair Trade actors and promoting Fair Trade across Europe, our communication strategy has become an increasingly important aspect of our work.

In the beginning of 2018, WFTO-Europe issued its first External Newsletter aiming at reaching out to external stakeholders and raising awareness about WFTO-Europe and its activities. Since then, we have issued four different external newsletters, in addition to the internal newsletter for our members that we send out every three months. The other communication channels of our network were also reinforced to disseminate Fair Trade relevant news to the members as well as to the general public.

WFTO-Europe is active on social media –

Facebook, LinkedIn, Twitter, YouTube and also Instagram – and since April 2018 we could record a constant increase in numbers of followers on all of our platforms.

In alignment with our approach of going beyond the service of providing a label, we put great emphasis on an improved communication with both our members as well as a broader public. For the years coming we plan to expand these communication activities, to involve feedback from our members even more and to increase the outreach of our social media activities. A further focus will lie on reaching out to other actors within the Fair Trade and social economy sector to build up cooperation and synergies that jointly bring across our values and mission.

Learning_

World Fair Trade Day 2018_

On 12th May 2018 the world celebrated the World Fair Trade Day, an initiative of WFTO that takes place on the second Saturday of May each year. There is a growing number of consumers who are willing to pay for a product that helps people and the environment. To keep this trend going up, we adopted the theme "Live fair, one fair trade product at a time" for the celebration of 2018. WFTO-Europe went a step further by producing a video, in which one member per country in our

European network presented themselves, what they do and what Fair Trade means to them. Please watch or re-watch the video on our website.



"Behind a Fair Price" event 10th Oct. 2018_

For the Belgian Fair Trade Week of October, 2018, WFTO-Europe organised an event together with Fairtrade Belgium, with key participation by FTAO and Emmanuel Mossy, who gave a speech on new economic models. The event targeted students to engage in the debate of Fair Price and why it is a difficult, but very important aspect for both consumers, businesses, and policy-makers to devote attention to in this day and age. In world café-style the students did a role-playing exercise to identify key challenges people face in buying Fair Trade products on a daily basis.



The crucial role of women in Fair Trade_

On 8 March of this year we celebrated International Women's Day 2019 by showcasing women in leadership positions of Fair Trade enterprises. Women play a crucial role in Fair Trade. A new report published by the World Fair Trade Organisation shows that a woman working for a Fair Trade Organisation is four times more likely to achieve leadership positions or join a board than a woman working for a conventional business. Stephanie Brookes and Gabriella D'Amico, both board members of WFTO-Europe, as well as our regional coordinator Francesca Giubilo shared their opinions in a lively video that explains how Fair Trade advocates for gender equality and sup-

ports women to gain leading positions. Taking into account all our communication channels, **our video reached over 21,600 people.**



Animation on the Fair Payment Process_

Within Trade Fair Live Fair project, we have collaborated with two designers to create an animation, which briefly explains the Fair Payment Process. The animation will serve to raise awareness on the issue of Fair Payment and educate about WFTO's tool towards a solution. Please do watch it and help us spread it by sharing along your communication channels!



WFTO-Europe Review 2019_

The members' contribution to the Sustainable Development Goals

As part of the "Trade Fair Live Fair" project, WFTO-Europe is compiling stories from our members, which elaborate their contributions to the SDG's. Coordinadora Estatal de Comercio Justo have released a research last year, which highlighted the clear and many links between our 10 Fair Trade Principles and the SDG's. To further showcase Fair Trade as a key tool in the work towards achieving the SDG's by 2030, we are publishing a review of the stories of selected members. While we find many in-

spiring stories throughout our membership here in Europe, these members have noteworthy Fair Trade practices with a direct impact on the issues addressed by the SDG's. As such, they make a strong case for the WFTO model of mission-led business models, which contribute to the SDG's through their core business. This is the vision we believe the TFLF project should advocate: That normal businesses be structured in a way that their core work benefits both people and planet.

Fair Payment research_

In connection with the TFLF project, WFTO-Europe has commissioned a research on WFTO's Fair Payment Policy and how it contributes to achieving the SDG's. The research will explore best practices to help make the implementation process easier for members. Moreover, based on the strong link between the implementation of this policy and the achievement of mainly SDG 8 (*Decent Working Conditions and Economic Growth*), the research will lay out,

recommendations for mainstream businesses and policy-makers on how they can adopt and support Fair Payment and Living Wages across their supply chains. The research, conducted by our consultant, Peter Williams, will be concluded in mid-May this year, and the findings will be presented and used for the training on Fair Payment on 7th June as part of our "Connect & Act" members' meeting (6-7th June, 2019).

Voice_

Fair Trade Marathon 2018_

WFTO-Europe attended and supported FTAO in the organisation of the annual Fair Trade Marathon of 2018, held during the Belgian Fair Trade Week in October, consisted of meetings on the TFLF project with all partners attending, along with meetings of the Fair Trade Advocacy Network, and – as is the tradition – the European Parliament Fair Trade Breakfast. Importantly, this was the last Fair Trade breakfast of the current European Parliament, and the last to be hosted by UK MEP Linda McAvan.

While the Marathon kicked off with workshops

and sessions for the TFLF partners, it finished with the FTAO presenting the EP elections campaign launched in April.



Policy statement for COP24_

The link between social justice and environmental justice

For the 24th Convention of the Parties (COP24) in Katowice, Poland, WFTO-Europe together with the International Fair Trade Movement called on the Parties to the UNFCCC to introduce transparent, fair and binding mechanisms for trade justice in order to achieve climate justice. According to a recent study on coffee by Le BASIC, fair trading practices help close the living wage gap for coffee growers and workers, while simultaneously mitigating social and environmental costs borne by their communities in connection with coffee production. Trade justice is therefore a vital step towards achieving climate justice. The policy statement was signed by 23 organisations from

the International Fair Trade Movement, from several Fairtrade International affiliates to the FTAO, Commerce Équitable France, GEPA, Max Haavelar France, WFTO Global and WFTO-Europe.



WFTO-Europe's submissions on deforestation_

In the beginning of 2019, WFTO-Europe made submissions to two consultations by the European Commission (EC) on the topic of deforestation. We called on the EC to support Fair Trade as a holistic tool for its future policy approaches to halt deforestation. For Forest Risk Agricultural Commodities (FRAC) such as coffee and cocoa, of which the EU is a major importer, poverty is the root cause that drives in particular smallholder farmers to clear land to increase

production - a desperate tactic adopted because they do not get paid a Living Wage for what they produce. We have stressed the need for a binding regulatory framework based on Human Rights Due Diligence, to ensure that big corporations and retailers at the top of the value chain mend the negative relationship between their supply chains and deforestation – and that the burden of compliance is not passed down to the weakest.

European Parliament elections campaign

From May 23rd to 26th this year, elections for the European Parliament (EP) will be held (date differs per member state). The Trade Fair Live Fair project is targeting this as an opportunity to get more Members of the European Parliament (MEP's) that will actively support Fair Trade and engage with the Fair Trade movement in their work in the European Parliament. This campaign has also been woven into this year's celebration of World Fair Trade Day on 11th May. WFTO-Europe is supporting members by facilitating more joint activities across members in different EU member



states, and by increasing visibility of members' actions and activities on both the campaign and World Fair Trade Day.

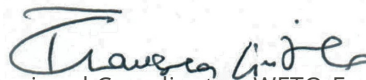


Looking ahead, 2019/2020

The coming year is going to be very exciting for WFTO-Europe and its membership. Following up on the research and campaigns activities developed this year to show the key role of Fair Trade to deliver SDGs, we will make sure to go further and to fully accompany and equip our members with stronger tools to become real ambassadors of our mission-led business model at national level. Moreover, we will make stronger

connections and keep advocating with like-minded organisations for a new economy where people and planet are put before profit.

Francesca Giubilo


Regional Coordinator, WFTO-Europe

Our Governance

WFTO Global

WFTO-Europe

WFTO
Africa

WFTO
Asia

WFTO
Latin America

General Assembly

Board of directors

Juanjo Martinez
Stephanie Brookes
Emilie Durochat
Giorgio Dal Fiume
Estelle Vanvambeke
Stefan Nijsen
Gabriella D'Amico



Francesca Giubilo
Regional Coordinator



Michael Fivet
Consultant on Finance



Mikkel Kofod Nørgård
Junior Project Officer

**Communication &
Outreach intern**

**Project Management &
Fundraising intern**



Theresa Güldenring
Germany (Jan-Jul 2019)



**Paloma Jiménez
Martín**
Spain (Feb-Jul 2019)



Veronika Miklíková
Czech (Jan-Jul 2018)



Benedetto Rizzo
Italy (Sep-Dec 2018)



Vanessa Comand
Italy (Jan-Jul 2018)



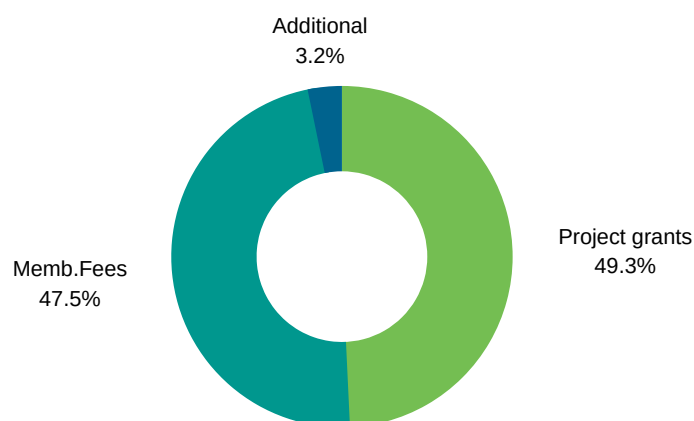
Flora Montiel
Mexico (Sep-Dec 2018)



Financial Results 2018

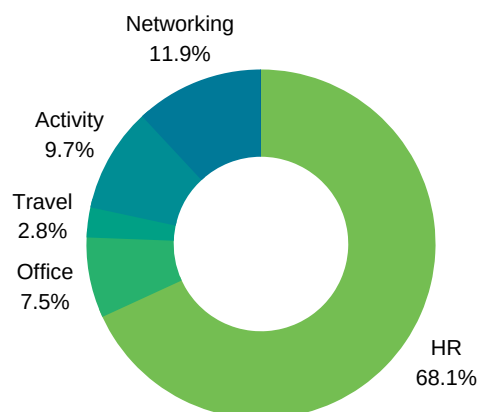
Income

Network membership fees	€ 68,313
Project grants	€ 70,798
Additional income	€ 4,641
TOTAL	€ 143,752



Expenses

Human resources	€ 95,842
Office costs	€ 10,493
Travel costs	€ 3,901
Activity costs	€ 13,639
Networking Fees*	€ 16,695
Financial costs	€ 84
TOTAL	€ 140,654



* as founding member of Fair Trade Advocacy Office and full member of Federation of European & international associations based in Belgium (FAIB)



This publication has been produced with the financial assistance of the European Union. The contents of this publication are the sole responsibility of the authors and can under no circumstances be regarded as reflecting the position of the European union.



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