

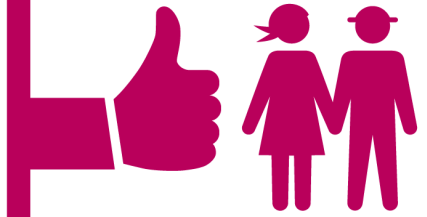
1 Opportunities for Disadvantaged Producers



2 Transparency & Accountability



3 Fair Trade Practices



4 Fair Payment



5 No Child Labour, No Forced Labour



6 No Discrimination, Gender Equity, Freedom of Association



2020 MEMBERS REVIEW

9 Promote Fair Trade



10 Respect for the Environment



THE CLIMATE
COMMITMENT
OF EUROPEAN FAIR
TRADE ENTERPRISES



ABOUT

CLIMATE

FEATURED MEMBERS

YOU

IMPRESSUM

Thanks to all Fair Trade enterprises who participated in this review! Special thanks to the people who were interviewed.

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Design: Anna Weber

Photos: Provided by the organisations interviewed

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DEAR READER,

We warmly welcome you to this second publication of our annual member review from the European branch of the World Fair Trade Organization.

If there is one thing we have experienced in 2020 it is the importance of resilience and solidarity to overcome deep-rooted challenges. Fair Trade enterprises show this solidarity and resilience, especially during difficult times.

In our yearly publication you can learn about the holistic approaches of different European members and how they put people and planet before profits. They demonstrate how mission-led enterprises drive progressive standards on both social and environmental sustainability while remaining commercially viable.

After last year's resolution of WFTO members to revise Fair Trade principle 10, to strengthen the Fair Trade endeavours in acting on the climate crisis and protecting our planet, this publication is mainly focused on the climate crisis, direct challenges for our members and their innovative approaches to overcome them. We want to highlight Fair Trade's relevance in this discussion. The category "food for thought" shall give an impression of the constant improvement of our members in all areas of their business. Because we can only achieve true sustainability if we focus on a combination of the social and the environmental aspects!

This review shall guide you into alternative models for business and how the World Fair Trade Organization supports its members in their work.

AND NOW ENJOY THE VARIETY OF WFTO MEMBERS AND THEIR IDEAS!



Francesca Giubilo
Regional Coordinator Europe

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WHO ARE WE?

We are the European branch of the World Fair Trade Organization. Like all regional branches, we support our members on a local level to innovate trading structures and change our current economic model. Our 105 members, from which 60 are guaranteed, establish long-term relationships with their producers and artisans giving weight to factors like decent working conditions, a sufficient living income and the protection of fundamental rights and the environment.

All WFTO members show that alternative business models which put people and planet before profits are possible. Therefore, we constantly highlight the business practices of Fair Trade enterprises,

especially in regards to women leadership, climate initiatives and to social and environmental sustainability as a whole. We encourage our members to work together and collaborate to grow stronger and for the exchange of their best practices.

Our daily work consists of promoting Fair Trade, advocating, campaigning and monitoring on a European level. Being located in Brussels, we are able to influence policy makers together with other players of the Fair Trade movement. We are the voice of Fair Trade, and the link between our members and the movement as a whole.

THE 10 PRINCIPLES OF FAIR TRADE



THE CORE OF OUR APPROACH

Our aim is to put people and planet first. Therefore, we base our work on 10 principles that are a minimum to make trade practices fair. Reducing inequalities and offering the workers equal opportunities, improving their health and living conditions, and protecting the environment as well as the local economies are examples of these standards. Our 10 principles specify the way in which Fair Trade enterprises work on economic as well as social, ethical and environmental levels. Hence, our members and prospective members are constantly being evaluated on their

ability to comply with these principles, and are encouraged to work together to reach them and even go beyond them, when possible.

These 10 principles of Fair Trade are a way not only to set a standard for our members, but to go further and aim for constant improvement. Our Guarantee System is there to verify the members' compliance and orient them towards solutions if they are having difficulties. Our philosophy is not to "punish" the already vulnerable enterprises, but rather help them and to find solutions to improve their business model while remaining loyal to the values we believe in.



FAIR TRADE AND THE SDGs

The UN' Sustainable Development Goals (SDGs) give clear targets on different social and sustainable aspects to be reached by 2030. Fair Trade enterprises contribute significantly to the achievement of these targets, through their holistic approach and the mission embedded into their core business.

THE INTERCONNECTION AND OUR PRINCIPLES

The 17 Sustainable Development Goals (SDGs) are part of the UN Agenda 2030 and give an integral approach of addressing current and future challenges in a global partnership. With 17 concrete actions the SDGs map out the interconnection of all sectors in order to end poverty, improve health and education, achieve a green and fair economy and dealing with climate change at the same time.

This publication should highlight once more the close connections between the SDGs and the 10 principles of Fair Trade as WFTO-Europe is participant of the "Trade Fair Live Fair" project funded by the European Commission. This project aims to raise awareness on Fair Trade and its contribution to the SDGs.

Here you can see how the Fair Trade principles directly relate with some of the SDGs. Fair Trade realises the multidimensional consequences which derive out of poverty and fights these challenges with an integral approach not only focusing on creating opportunities for economically disadvantaged producers but meanwhile see social and environmental sustainability as core goals, too.

BETWEEN THE SDGs OF FAIR TRADE

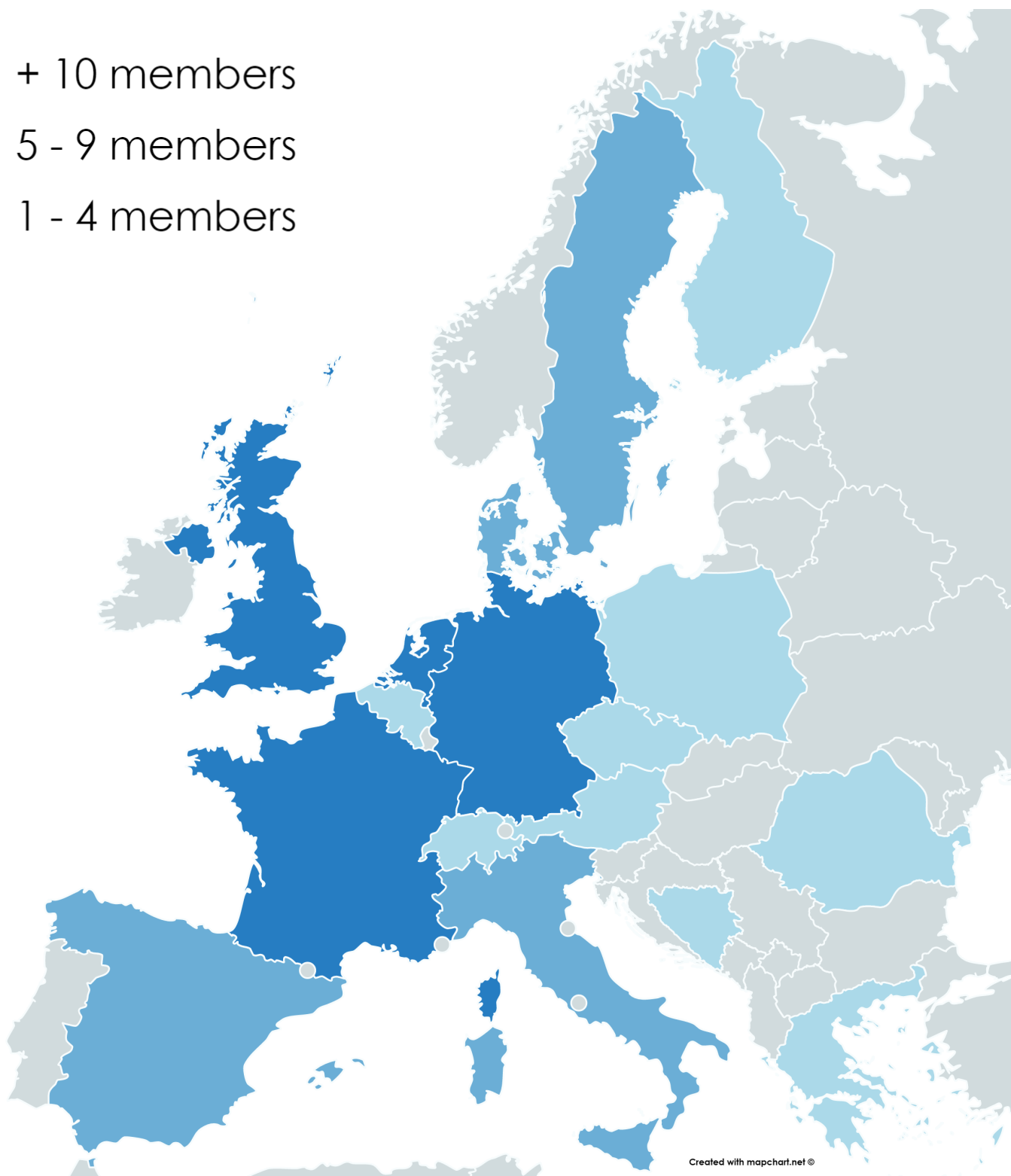
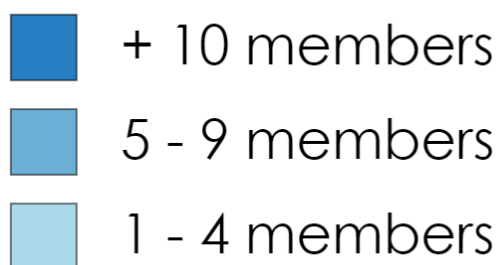


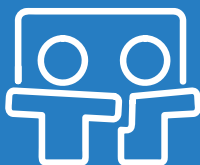


WFTO- EUROPE MEMBERSHIP

105
MEMBERS

ACROSS **17**
EUROPEAN COUNTRIES





OUR MEMBERS

AUSTRIA - 3

ARGE Weltläden
EZA Fairer Handel
Zotter Schokoladen Manufaktur

BELGIUM - 4

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

BOSNIA AND HERZEGOVINA - 1

BHcrafts doo

CZECH REPUBLIC - 1

Fairtrade Czech Republic and Slovakia

DENMARK - 5

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

FINLAND - 4

Mifuko
Ojoba Collective
Tampereen Kehitysmaakauppa
The Finnish Association of Worldshops

FRANCE - 12

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

GREECE - 1

Syn Allois *

GERMANY - 19

Cha Dô Teehandels GmbH
Chotanagpurgruppe
El Puente
Fair-Band
FairMail Cards
Fair-NETZ *
Forum Fairer Handel
GEPA Fair Trade Company
GLOBO Fair Trade Partner
Heidelberger Partnerschaftskaffee*
Mekhada *
Mitka *
Nepalaya *
Nyuzi BlackWhite*
Ökotopia *
Paigh
Tatico *
Weltladen-Dachverband
WeltPartner eG

ITALY - 6

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

NETHERLANDS - 15

AlchemiA
Amandla
EFTA (European Fair Trade Association)
Esgii *
FairForward B.V.
Kanika *
MYOMY do goods
Sarana
See Me
Simbólica Fair Trade
Siyabonga *
Sjaal met Verhaal *
Tahoua Import
Textielwerkplaats Sari V.O.F.
Zimba-Arts *

POLAND - 2

The Polish Fair Trade Association
Szczypta Świata *

ROMANIA - 1

S.C Networks Trading Srl - DECE

SPAIN - 6

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

SWEDEN - 5

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

SWITZERLAND - 3

El Tucan
Gebana
Tropical Mountains

UNITED KINGDOM - 17

Artisan Life*
BAFTS
Ecoffins
Fair Trade Scotland
Greater Goods
Island Spirit
Just trading Scotland *
Mayamiko *
People Tree
Re-wrap Association
Scottish Fair Trade Forum
Secret Pillow Project *
Shared Earth
Shared Interest
The Fair Trade Furniture
Traidcraft Exchange
Traidcraft PLC



A GLOBAL NETWORK

The World Fair Trade Organization is present around the whole globe. Through the commitment of many motivated members and over 300 Fair Trade Enterprises we can proudly present to you these impact figures depicted in a recent study of the global office.

323 FAIR TRADE ENTERPRISES — ACROSS **76** COUNTRIES

965,700
LIVELIHOODS IMPACTED

52 %
OF CEOS ARE WOMEN

92 %
REINVEST ALL PROFITS IN
THEIR SOCIAL MISSION

74 %
OF IMPACTED LIVELIHOODS
ARE LED BY WOMEN

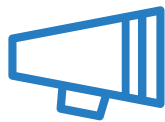
4 times
LESS LIKELY TO GO
BANKRUPT

Find out
more

To find out more about WFTO members on a global level have a look at the Alternative Business Model report, a research revealing key insights about Fair Trade enterprises.

Published in the beginning of this year it gives a better understanding of the revolution in business which these mission-led enterprises fight for.





OUR POLICY WORK

To substantially change trade from conventional ways towards social and environmentally sustainable models multilevel discussion and collaboration is needed. This is why one of our work pillars consists of policy work, often together with other actors of the Fair Trade Movement or the wider social economy network. At the moment, the following are the two major topics we advocate on.

THE EUROPEAN GREEN DEAL

The European Union has the aim of climate neutrality by 2050. To constantly emphasise the Fair Trade values on a European level we provide feedback for different proposals by the European Commission like the Climate targets for 2030 or the European Climate Law.

In these discussions we agreed on our key points with other players of the Fair Trade movement to ensure a fair and just transition towards a climate neutral Europe. Our main asks are the following:

1. Focus on and support of SMEs;
2. International impact and EU policy cohesion;
3. Support of holistic business approaches and enhance fair trading practices.

With all our feedback, we represent the values of our members and of Fair Trade with a constant emphasis of the importance of alternative business models and how these are providing viable possibilities towards a more social and environmental sustainable future.

A SHADOW STRATEGY ON SUSTAINABLE TEXTILES

A broad coalition of social and environmental NGOs has developed a Civil Society European Strategy for Sustainable Textiles, Garments, Leather and Footwear looking at the social, environmental and governance implications of the textile sector in one forward-looking document ahead of the comprehensive EU Strategy for Textiles, expected in 2021.

We call on the EU to promote and support the development of a strong circular Textiles, Garments, Leather and Footwear industry that respects human rights, creates decent jobs and adheres to high environmental and responsible governance standards throughout its valuechain, in the EU and beyond.

“

“This ‘Shadow Strategy’ offers the Commission the combined expertise of 65 Civil Society Organisations who have years of experience in dealing with the various impacts of the sector. It’s not a menu from which the Commission can pick specific initiatives and leave others behind, but a comprehensive strategy in which taking action in each field reinforces the efforts put into others”.

Sergi Corbalán- Executive director of the Fair Trade Advocacy Office





THE WORLD WE LIVE IN TOMORROW

Fair Trade is widely known for its social standards and for its work and utility in poverty alleviation. There seems to be less awareness of the work and utility of Fair Trade on environmental concerns and in particular on the climate crisis. In this publication, we wish to demonstrate some concrete ways in which Fair Trade enterprises within the WFTO membership address and contribute positively to protecting the environment and mitigating the climate crisis.

"Respect for the environment" has always been among the 10 Fair Trade Principles of WFTO. It includes criteria on limiting water and soil pollution, as well as criteria on saving energy during production, transporting products primarily by sea, reducing waste and using environmentally friendly packaging. At the most recent Annual General Meeting of WFTO the global membership voted to strengthen these criteria and to add criteria specifically on reducing green house gas emissions and avoiding the use of plastics. As such, Fair Trade already contributes to protecting our planet and increasingly includes climate action as well.

However, the most important contribution of Fair Trade to environmental protection and to climate action remains the membership's innovations in alternative business models. Decades of mainstream corporate action on voluntary basis have – overall – shown modest progress at best and lots of green-washing at worst. When burning brand-new, unsold clothes becomes a commercially sound business practice, it is evident that the business model itself is the root problem. The WFTO members featured in this publication demonstrate how mission-led businesses are able to contribute significantly to sustainable and responsible production patterns (SDG 12) and climate action (SDG 13) through their *primary* business practices. Putting people and planet before profits is the key to their approach – not being bound to increase profits for dividends to investors and shareholders allows and encourages them to pursue higher standards in line with their mission (and the SDGs) in all their work and business practices. The profit they do make is reinvested in the company and its mission, or redistributed amongst workers and producers that they work with or employ.

“

Fair Trade Enterprises are not just a niche; they are a laboratory for what all business should become. In a world of scarce resources and growing inequalities, the corporate world must reinvent itself.

Prof. Olivier De Schutter

Former UN Special Rapporteur on the right to food Member,
UN Committee on Economic, Social and Cultural Rights

A HOLISTIC APPROACH

By now it is common knowledge that the poorest and most marginalised communities are consistently among the worst hit by the negative effects of the climate crisis. Sectors like coffee and cocoa have vivid examples of primary producers suffering under the lack of means to invest in more sustainable production while being left to bear the costs of unsustainable production. Though they are providing the indispensable raw material for two highly profitable sectors, they struggle with a perpetual poverty trap of below-cost of production prices and extra costs from 'externalities' like soil and water pol-

lution and deforestation. Further, the common carbon footprint of coffee and cocoa is exacerbated by exactly these issues. With the holistic approach of Fair Trade, WFTO-Europe members address both issues, realising that they are interrelated and that both are key to improving such communities' livelihoods. Through long-term trading relationships, Fair Payment, women's empowerment and capacity-building, members help their producers make a living through more sustainable production methods and to keep improving them for the good of both their local communities and the planet.

SKIN AND COMMUNITY CARE

Ethically sourced natural plant oils as high quality skin care ingredients combined with empowerment of marginalised communities and various capacity building projects define Ojoba Collective's unique character and mission. This social enterprise and guaranteed WFTO member shows how to impactfully support rural communities in Ghana.

Mission

Ojoba Collective's goal is to use the principles of Fair Trade as a vehicle for creating healthy, empowered, and environmentally sustainable rural communities. They do so through six points which define their mission:

1. Adhering to the Strictest Fair Trade Standards
2. Empowering West African Women
3. Supporting Community Development
4. Being Environmentally and Economically Sustainable
5. Providing Safe, High Quality ingredients for the Natural Cosmetics Industry
6. Inspiring Others!

Challenges

The partners of Ojoba Collective, traditional farmers living at the edge of the Sahara desert, feel the direct threats of climate change, deforestation and erosion affecting their livelihoods. These farmers have to cope with unpredictable rains and poor rocky soil and feel the increasing insecurity because of climate change.

As Ojoba Collective is very focused on a holistic approach of addressing climate action they work closely together with their producers in Ghana to develop sustainable solutions together.

Solutions

Ojoba Collective has been working in the same village and region for the past 18 years and can therefore assess their Fair Trade and sustainable development model very well. Through fair payment and a reliable partner, the community was able to eliminate hunger, afford education for their children and to constantly improve their practices.

The combination of environmental and social sustainability is crucial for Ojoba Collective. During the past years, they were able to reduce the firewood used for shea production by 80 % thanks to the implementation of solar and simple rocket stove technologies and through using shea butter residue as an alternative bio-fuel.

In addition to that, permaculture training and workshops on proper organic farming practices have been conducted with the farmers, who then spread the knowledge in their community.

On the international market, Ojoba Collective improves their environmental impact through re-use, recycling and composting especially with product packaging. All their packaging is recyclable. Additionally also their office and printing supplies are recycled and environment friendly.



Food for thought

See the bigger picture

Ojoba Collective is not only interested in their production partners, but in the communities as a whole. Therefore, they initiate and co-fund multiple social development projects in the villages where they operate together with their business partner LUSH. These projects range from free health care and malaria education to adult literacy classes and a community library built by microcredit funds. All these projects show the importance of multiple aspects of support for marginalised people, especially with a focus of giving them access to education, capital and the possibilities of living a healthier life.

Driver for change

When the Women's baobab Cooperative was founded in 2013, Ojoba Collective's partnership with them was of huge importance. They provided machinery and training on how to use the fruit seeds of the baobab tree for valuable oil. Whereas previously the baobab fruit was only used for local consumption, these women now have a new source of revenue: collecting the seeds of this plant to create high-quality, unrefined oil which is perfect for the international market place and the cosmetics industry.

GLOBAL FARMER'S MARKET

Gebana is not only an enterprise selling high quality fresh and dried fruits, nuts, coffee and cocoa on the European market, but also an investor, a platform to share knowledge and an entity connecting farmers and consumers. And last but not least gebana is a guaranteed WFTO member with an innovative approach towards sustainability and business.

Mission

Gebana's mission is to create direct value chains from the small scale farmer up to the consumer. By doing so, gebana ensures the production of authentic food with the maximum social and environmental value. Gebana is characterized by their persistence and resilience especially in risky and difficult regions. Once they choose to collaborate with farmers in a certain region, gebana does not leave until success has been achieved.

Sustainability is written at the core of gebana's business. With their holistic approach starting with the small scale producers and farmers gebana is "changing the rules" of the game: multiple small steps and constant improvement define their unique approach to doing business.



Challenges

Gebana's holistic view on sustainability makes them realise and fight multiple problems they are facing, from best transport and packaging solutions to a Fair Payment to smallholder farmers. Also, the consumer plays a big role in this process by buying in big packages, through pre-ordering and through seasonal consumption.

Solutions

Gebana puts **the producer in the center** of trade, but also of the path to sustainability. Regular visits, capacity building and pre-financing provide the farmers with the skill set to deliver high quality produce and to look after our planet. One example involves the treatment of crops: to avoid the use of forbidden pesticides, external professionals visit the farms to help the producers with organic treatment of the plants.

Avoiding food waste, unnecessary repackaging, and longer ways of transport are crucial to gebana: fresh produce can be pre-ordered online which allows **direct shipment** to the consumer once the fruits are ripe. In general, gebana delivers **large packages**: this avoids multiple rewrapping stations and intermediate storage in refrigerators resulting in less waste and less greenhouse gases! Additionally, all produce -apart from fresh pineapple- is delivered without air travel.

Gebana supports producers and has built their own production plants in several countries from scratch. This not only ensures high quality standards along the whole supply chain, but also generates new jobs **impacting many livelihoods**: for example, 4,100 farmers work for gebana in Burkina Faso, of which 2,800 are covered under gebana's own organic certificate.

Food for Thought

Crowdfunding platform

Gebana publicly shares their expertise on their crowdfunding platform to allow interesting projects to access markets and be supported by consumers. Currently, 21 projects have reached successful completion!



A revolutionary approach!

Farmers worldwide earn too little - gebana is gradually implementing an innovative system where 10 % of the end customer sales prices go directly back to the farmers, in form of an additional payment on top of the regular purchase price. gebana demonstrates that alternative ways of doing business are possible: in 2019 they redistributed an extra of 120,000 € to their farmers!

Always move forward

Gebana wants their farmers to constantly improve. Not only by learning about sustainable practices and field use but also through education in other areas: for example, by introducing the practice of beekeeping - this allows farmers to produce tasty honey while nurturing biodiversity.



FINANCING FAIR TRADE

Shared Interest Society has been offering loans and financial facilities for Fair Trade enterprises and cooperatives since 1990. The majority of its borrowers (70%) have no other access to finance and Shared Interest's unique approach covers handcrafts producers, too.

Mission

Shared Interest works with the belief that smallholder farmers, producers, and their communities should be able to lift themselves out of poverty by trading. To enable them to do so, two things are required: Fair terms of trading (fair payment, decent working conditions, etc.) and access to finance. It is the mission of Shared Interest to provide finance to this type of producers that otherwise have no means of, for instance, pre-financing to cover production expenses until harvest time.

Challenges

Shared Interest works with poor and marginalised producers, which are generally viewed as too risky by 'ordinary' lenders as they have little or no security. In other words, many of their borrowers have literally no other means to access finance.

More recently, changing climate is adding to the challenges of the producers with whom Shared Interest works. Lost yield from droughts and/or floods is one major challenge, as are the increasingly unpredictable harvest times. This is not only an issue for producers, but also for Shared Interest, as they are carefully timing outstanding loans and time of repayment which is usually spread at different times of the year as they cover different regions and climate zones. Another unique part of their work is lending to producers of handcrafts, which is markedly different to most social lenders.

Solutions

Shared Interest has diversified their loans and financial offers over 48 product categories in order to reach more producers and also spread – and thus reduce – their risk. The organisation is very proud of the fact that since their establishment 30 years ago, they have never lost any of their member's investments.

To further strengthen and enable producers, they also have a sister charity, Shared Interest Foundation which focuses on capacity-building and improvement projects for producers. One focus in the future will be climate change mitigation and resilience.

This year, Shared Interest has been awarded a Queen's Award for Sustainable Development for the third time. This accolade is given when a product or service is seen to be a commercially successful way of benefitting society, the environment, and economy. It is a symbol of Shared Interest's commitment to combine social and environmental sustainability.

One example of Shared Interest's longest standing customers is WFTO member, Candela Peru. They have used Shared Interest finance to sustain a precious relationship in the Peruvian Amazon. Founded in 1989, Candela's vision is to strengthen the value chains of Amazonian and Andean production by empowering rural producers to make sustainable use of their native ecosystems.



Food for thought

Investing for change

Over 11,500 UK members invest a total of £44 million in Shared Interest. Members get a 0.25% interest rate on their investment, but many waive it. This is despite the fact that they invest at a risk as Shared Interest is not covered by government guarantees in case of bankruptcy. Indeed, members are very loyal: On average they invest for 14 years with Shared Interest. It seems clear that these people – who invest from £100 up to £100,000 – do so to help the poor and marginalised trade their way out of poverty. And that they trust in the Fair Trade approach. Last year these members enabled Shared Interest to support nearly 400,000 producers in 55 countries.

Financing trading partnerships

Shared Interest lends to and provides facilities for Fair Trade buyers as well, so they are able purchase from handcraft producers they otherwise could not. This way, they are able to reach producers and artisans they otherwise would not. Indeed, Shared Interest is unique as a social lender for lending (by extension) to producers of handcrafts, who have nowhere else to turn for finance. Risk is much higher when lending to such groups and the needed amounts are very small – but the impact is significant. Handcrafts currently make up 12% of Shared Interest's portfolio – quite a bit considering that cocoa is their biggest at 24%.

DO AND FEEL GOOD FASHION

The way towards high-end designer bags with social and environmental impact is not easy. But through MYoMY's mission and commitment Asian artisans are empowered to produce stylish bags with great quality, made of sustainable materials and telling a positive story.

Mission

With the "do good" mission, MYoMY has divided its core principles into three parts:

1. Empowering People

MYoMY puts people and their community in the center of their work. Especially the collaboration with their two producers in India and Bangladesh shows MYoMY's commitment for support, training and the establishment of long-term equal partnerships.

2. Sustainable Materials

The choice of material is highly important for MYoMY and is conducted carefully. Find out more in "Solutions".

3. Conscious Lifestyle

Through the establishment of a community with positive icons and through storytelling MYoMY raises awareness around the importance of sustainable fashion.



Challenges

Some of the biggest difficulties MYoMY faces are the corruption and regulations in Bangladesh which complicate sustainable production. Further challenges include transport and finding alternative packaging materials.

Solutions

Sustainable materials are part of MYoMY's mission. Their leather produced in India is certified and can proudly be called eco-leather. Additionally, through a cooperation with the company "Waste2Wear" MYoMY moved forward with lining which is now made of waste collected in New Delhi and China and transformed into 100 % recycled lining material.

MYoMY works closely together with the Dutch government to fight corruption in Bangladesh. Together, they influence the leather industry as they unite resources, best practices and local knowledge. MYoMY views it as their responsibility not only to trade fairly but also to change the system where this is possible.

Transparency is key to MYoMY. By informing the public of the aspects of sustainability with which they struggle, MYoMY demonstrates its commitment to constant improvement and the need for taking one step after the other. For example, transport is a big problem as the orders are seasonal and too small to fill a whole container. For now MYoMY's best option is plane transport as a conscious decision to avoid double transport via ship and plane.



Food for Thought

Start when others quit

Shortly after the Rana Plaza catastrophe in Bangladesh which witnessed many companies leaving the country, MYoMY saw the need for improving the local situation. Together with the Dutch government agency RVO, MYoMY managed to support their partner Leatherina to establish an entire factory which now employs 40 people - in 2017 it was just one woman with a vision.



Empower each other

Majeda was working as a cleaning lady for MYoMY's partner Leatherina but within only two years Majeda got administrative and management responsibilities. During MYoMY's regular visits, they can see how not only Majeda, but a lot of individuals grow and develop their skillset through the possibilities provided by MYoMY and Leatherina.

Never stop exploring

In order to be a driver for positive change MYoMY dedicates a lot of work into testing new materials. Mushroom leather, Piñatex (fabric made of pineapple leaves) or vegan material: MYoMY works with these materials to discover their potential and to keep evolving as a company.

TRADE + NETWORK + ADVOCACY

With 131 trading partners in 45 countries and an annual wholesale turnover of approximately 74 million euros, GEPA is Europe's largest Fair Trade Enterprise which offers a variety of products ranging from delicious coffee and food, to beautifully crafted decoration and clothing. But GEPA's work is not only focused on trade. Instead, their mission is built on three pillars.

Mission

GEPA's corporate goal consists of three main ideas upon which GEPA builds their strategies and practices:

1. Promote disadvantaged producers, especially in the Global South
2. Influence and change consumer shopping attitudes in the North
3. Influence and change unfair structures of international trade by means of lobbying and advocacy work

For GEPA, one of the three pillars is not at its full potential without the others, which is why GEPA has a unique approach of uniting all three parts in their core business.

Challenges

It is crucial to understand that work with smallholder farmers itself is a constant crisis management and that there are always new difficulties to face. Additionally, climate change also presents new challenges: weather patterns make harvest times more difficult and less predictable and weather extremes cause high costs, lower yields and ultimately supply shortages for GEPA itself.

Solutions

For nearly 45 years, GEPA has been working on improving the life of marginalised producers, and giving nature the deserved respect. Whether by using alternative packaging materials, combatting with supply shortages through alternative ingredient combinations or by ensuring biodiversity on the farmers' fields. But in general GEPA's approach is that:

“

Prevention is the best solution!

Veseliina Vasileva -Policy Advisor GEPA

Therefore, GEPA focuses on building strong partnerships with their producers through providing knowledge and workshops, pre financing on request and cooperative problem solving. This enables their farmers to cultivate sustainably and to be prepared for new challenges.

GEPA aims to address the root problems of poverty and climate change through their advocacy work. In collaboration with other organisations they are very active in influencing decision- and policy-makers and conducting high-quality research. GEPA constantly highlights the needs of smallholder farmers as these stakeholders are often overseen by policy-makers.

Food for thought

Trust and support for change

84 % of GEPA's products are certified organic. To ensure the possibility of a smooth transition for their farmers, GEPA often pays the organic premium during the process and not only once the change has been achieved. This is crucial to give farmers more possibilities, support and security.

Facilitating not reinventing

Listening is more important than forcing solutions on others: during workshops in Peru and Uganda, GEPA only had to facilitate the workshops and structure the knowledge which already existed in the community to develop strategies to adapt to climate change.

At your own doorstep - Start with yourself

Sustainability is about constant improvement and considering all factors - GEPA is taking multiple measures to reduce the emissions of their headquarters in Germany:

- An own thermal power station for green electricity
- Almost 2000 sqm of the headquarters' roof are greened with different plants
- Bike to work: GEPA-staff gets special bike prices
- Measuring the CO2 footprint to see room for improvement
- Compensate inevitable emission by planting different trees with their partner in the Philippines
- CO2-neutral delivery via DHL GoGreen



RESPONSIBLE HIGH-END FASHION

Elvang is a high-end design brand, combining Peruvian Alpaca wool with Scandinavian design.

For 15 years, they have been demonstrating the value of quality design produced in a responsible manner, from Alpaca shearing to packaging of products for customers or retailers.

Mission

Elvang's primary drive is to be responsible in all parts of their business. In practice, this is carried out through

- High standards for working conditions and fair payment for the Alpaca shepherds living in inaccessible areas, high in the Andes mountains.
- Rigorous measures on environmental impact, and
- Reducing packaging and waste.

For Elvang, social and environmental sustainability go hand in hand, and this is the basis of their approach to being, as they put it, a responsible business.

When Elvang started up more than 15 years ago, it was in a fashion environment where it was uncommon to associate Fair Trade with high-end design products.

Challenges

The Alpaca shepherds, who provide the wool that is the basis of all Elvang's products, live in remote and inaccessible places high in the Andes Mountains, where Alpacas graze. They are mostly illiterate and have no way of accessing markets for their Alpaca fleece on their own. The fashion industry is also known to grapple with several negative environmental and climate impacts from production, especially in dyeing.



Solutions

When founders Lasse and Tina Elvang discovered the wonders of Alpaca wool on a trip to Peru, they drew up a list of producers that engaged in good and responsible partnership with the shepherds. The weaving producer they chose – with whom they have collaborated from their start in 2003 until today – stood out in particular for its support and fair trading terms to the shepherds, as well as for the direct employees of the weaving company.



On the environmental and climate side, Elvang's textiles are dyed with Eco-tex certified colours and are composed mainly of recycled fibres in order to minimise waste. Further, Elvang ships as much as possible by sea. With the aim of at least 90% of consignments shipped by sea, they reached 93% in 2018.

Additionally, Elvang has an innovative approach to packaging: they re-use all packaging from their supplier in Peru, re-cutting it to fit what needs to be sent on, for example to retailers. To make sure it is clear the package is from Elvang, they have developed certain stickers to attach on the re-fitted package box.

Food for Thought

Benefits for partners and workers

Elvang's work with their producer in Peru also ensures support for the shepherds and weavers, ranging from free courses in Alpaca shearing up to bonuses of 20-40% for good quality shearing. The weavers receive free health services, legal assistance and educational support for their children, to mention only a couple of the benefits.

Soft-impact wool

Alpaca wool generally has a lower impact on the local environment compared with wool from sheep and other domesticated animals.

Alpaca wool has low levels of fat and requires less water and energy to clean before spinning. Contrary to other domesticated animals, Alpacas do not pull up the grass they feed on by its roots and thus better preserve the grazing areas. Further, the wool is very durable and products made from it can last for many years.

Helping build a future for shepherds

The work Elvang does with their producer in Peru also ensures capacity-building for the shepherds for increasing the size of their herds: They are taught through simple means to increase the fertility rate of the Alpacas from 60% of females being impregnated to 90%. Considering the increasing demand for Alpaca wool and its low impact on local and global environment, this is helping expanding production while ensuring decent work for more shepherds, spinners, weavers, etc.

HOLISTIC DEVELOPMENT VIA E³

Since 2009, DECE is producing beautifully handcrafted and sustainable fashion. But DECE is a lot more: it is part of a holistic community development program, helping Roma communities to escape from cycles of generational poverty, developing skills and potential in individuals, restoring dignity and empowering people to provide for their families.

Mission

NetWorks was established in 2001 after deep relationships had been built in poor Roma communities. They learned about the complex issues that have bound communities in poverty for generations. The E³ model (**E**ducation x **E**mpowerment x **E**mployment) emerged through friendships and after much listening.

Education as a long term investment in the lives of children to create opportunities. **Empowerment** to enable families to better understand their legal rights and to utilise the resources that they have available to them. But NetWorks have seen that people become fully empowered when they have a secure job. Therefore, **Employment** is the third E.

Challenges

All across Romania there are communities where families are living in small mud brick houses with earth floors and no running water or drainage struggling through winters where the temperatures can drop as low as -25 Celsius. Medication is often too expensive to afford and many families struggle to provide simple necessities like shoes, basic clothing and food.

Solutions

DECE (which means WHY in Romanian) is the registered trade-mark of NetWorks Trading Srl, a wholly owned trading company established by the non-profit with the specific aim of creating that much needed employment.

As one of only 2 European producer members of the WFTO, DECE currently is employing 17 people within the trading company and they are keen to expand because they have seen just how impactful empowerment combined with creating job opportunities in Europe can be.

In the production process, DECE focuses on various aspects to create sustainable and conscious clothing and accessories. Not only are they a certified WFTO producer member but they are keen to do as little harm as possible to the environment, working with the OEKO-TEX standard (textiles for harmful substances) and the Global Organic Textile Standard (GOTS) (which is recognised as one of the world's leading processing standards for textiles made from organic fibres) and are now working hard on a new range of products made from recycled and upcycled materials. In addition through handcraft production DECE minimises their carbon emissions.

Food for thought

In 24 years of living and working alongside the poor in Romania we have not seen anything have such a powerful impact as mentoring someone into a job. Because a job is more than just work. It helps restore dignity and self esteem, confidence and security and creates an environment where through their own work people are able to provide more than just food, but a home and future for their children. More than this, as NetWorks have built their work hubs beside its play schools and homework clubs, then in communities where few people have ever had legal contracts of employment, children have been able to see their parents and neighbours, proud of their skills and

enjoying their work and children have begun to develop a real vision for their own futures. To scale their activities, create more jobs and help more families, DECE need to drive sales and are actively looking for clients and partners.





WHAT CAN YOU DO?

Climate action and fighting for a better world is about all of us, right? With this page we want to give you some food for thought and some ideas on which steps you can take to contribute to a more sustainable tomorrow. Because every step counts and together we are strong!

REALISE - RETHINK - REACT

What do I consume?

Ask yourself what do you consume, where does it come from, is it in season and what are its CO2 emissions? Maybe there are things which you can consume less or in specific seasons only, eg red meat or berries. And choose the organic option.



The longer the better

The fashion industry generates more greenhouse emissions than all international flights and shipping combined. Look after your clothes, buy them in good quality and mend them if they break. Fair Trade enterprises supply you with beautiful, long-lasting quality products with high social and environmental value!



Constant improvement

Nobody of us is perfect and we do not have to blame ourselves for that. The most important is to always strive for bettering ourselves, even just with very small steps. Fair Trade enterprises do the same, they have constant improvement in their mission. Maybe take the bike to work tomorrow or cook your first veggie meal?



RESPONSIBLE CONSUMPTION AND PRODUCTION

This is the Sustainable Development Goal 12 and all of us can gradually implement it in our lives. First of all, it means **awareness**: awareness of what we consume and how it was produced. The second step is to discover areas where we can consume less and more consciously. Last but not least, we should buy the products we consume from mission-led businesses like organic farmers or social enterprises. If you buy products from a WFTO member you can be sure that responsible production is one of the main priorities of this enterprise. So not only you but everyone in the value chain benefits from your purchase!

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION





SHOP FAIR ONLINE

As highlighted on the previous page we have to strive for responsible consumption and production. If you now want to find some beautiful products of our members take a look at the Fair Trade web shop which features multiple of our members, even on a global scale. All products you find there are crafted and produced adhering to the 10 principles of Fair Trade and provide marginalised groups with a future.

wfto.com/fashion



Fair Trade Fashion Catalogue

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Fair Trade Enterprises are producing sustainable, ethical and beautiful fashion. Browse our members who produce and supply clothes, jewellery, bags and scarves.

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**Putting people and planet first in business
is common sense. Talk is cheap, so let's
ask if profits are channeled to people and
planet.**

ERINCH SAHAN, CHIEF EXECUTIVE OF WFTO

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