

WFTO-Europe Strategic Plan mid 2020- mid 2023 & Action Plan 2020-2021

(adapted after consultation with the members during a webinar at 3rd of June 2020 - text in blue)

INTRO :

During the AGM of WFTO Global in Lima we decided to put more emphasis in the coming years on climate change and other environmental challenges as well as inaugurate more Northern producers in our region. Those topics will be the priority in this 2021-2023 strategic plan. Another main topic we should integrate in our work is that more and more consumers are demanding products with an origin from ethical trading. The market for those products is clearly booming but nevertheless we see the sales for Fair Trade decreasing. It is therefore crucial to integrate ourselves within the world of other ethical traders to increase our market access. The current COVID-19 crisis, with severe consequences for our members, will hopefully also give the opportunity to show the need for another way of trading which is less vulnerable to global crisis and show consumers that ethical and fair trading is the solution for improving sustainability worldwide.

Not only the members are facing difficulties, also the secretariat is in challenging times when it comes to their financial situation. Therefore it is very important that the activities (services and communication) are focussed in such a way that it can be realised by a small secretariat. All other activities can only be done when other funding is available.

This Strategic Plan 2020-2023 is giving us a broader framework in which we want to develop our organisation. In line with the strategy planning of WFTO Global we see it necessary to define our specific role as a regional network and focus on those activities. Nevertheless the current COVID-19 pandemic crisis forces us to develop first **an emergency plan** with activities to support our members in those challenging times. In summary this means that the secretariat will put most of the time into searching for funding opportunities for the secretariat and their members, increase market access for (Northern) producers and in putting Fair Trade and Social Economy higher on the political agenda. What you'll see below, is therefore an "ideal world" strategy plan and in orange the Action Plan including activities that will have priority in the next year.

Our specificities as Global 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.
- A network that works with other like minded sectors, to make Fair Trade principles more included in other sectors and vice versa (environmental NGOs, solidarity economy, circular economy, ...)
- A network that cooperates with innovative business practices and models to replace the "Business as Usual"

- **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 small and economically marginalized producers and artisans, working according to the 10 Fair Trade principles, and to achieve sustainable development and justice within the planetary boundaries. WFTO-Europe aims at building a fairer world for everyone, where fair trade and trade justice are the keystones for the transformation into a fair and sustainable economic model.

- **Mission** (a specific expression of the vision)

WFTO-Europe has a multiple mission:

- To advocate for social equity and environmental justice in trade policies and practices at European level
- To strengthen Fair Trade in and beyond Europe through a strong representation, communication and integration in broader discussions and networks, in order to push for the transformation towards a fair and sustainable economic system.
- Guarantee FT standards and values through the implementation of a credible and sustainable Fair Trade system.
- Contribute to increase and facilitate the market access in Europe for WFTO-members

Objectives:

- To become a leading and robust umbrella organisation for the committed Fair Trade Organisations (FTO) and entrepreneurs in Europe (members network support, FT Guarantee system, communication, campaigns)
- Make Fair Trade more attractive: by upscaling Fair Trade practices in Europe and create (together with the members) more market access for Fair Trade producers (capacity building, advocacy)
- To advocate for more trade justice within other sectors, like environmental, social-economy and cooperative federations (external networking, research, communication)
- To take an active role in tackling climate change within the Fair Trade community

Strategy

1. Network: promote/increase FT guaranteed members, support, capacity building, increase market access, link to other ethical trade networks
2. Outreach: campaigns, communications
3. Advocacy: in collaboration with FTAO, representing the WFTO-E movement towards EU institutions and other EU networks



WFTO Europe's strategic plan mid 2020 – mid 2023: Logical Framework Approach & Action Plan 2020-2021

Strategy	EXPECTED RESULTS	ACTIVITIES TO IMPLEMENT	Core for secretariat	Only with extra funding	YEAR 1 2020	YEAR 2 2021	YEAR 3 2022
1. Network:	R.1.1 WFTO Europe reinforces its network in order to make it stronger and stable.	A.1.1.1 Production of materials to support members in implementing WFTO strategy on domestic Fair Trade, environmental and climate change	X		X	X	X
		A.1.1.2 Reinforcement of WFTO-Europe office by investing more on fundraising activities, in collaboration with WFTO-Global, members, other like minded federations (SSE)	X		X	X	X
		A. 1.1.3 Broadening of WFTO Europe's network by opening new partnerships/links to other ethical trade networks	X		X	X	X
	R.1.2 WFTO Europe grows its membership by 10% per year	A.1.2.1 Enhancement of the communication, identification and approach to potential organisations explaining the membership benefits of FT certification and membership (special focus on Northern producers).	X		X	X	X
		A.1.2.2 promoting the WFTO-Global trainings/materials to support prospective organisations to go through membership application process.	X				
	R.1.3 WFTO Europe increases the amount of northern producers	A.1.3.1 Development of material on how to become the GS as WFTO member, establish a working strand on "Northern Producers" (food, handicraft, fashion, ..)	X		X	X	X
		A.1.3.2 contribute to increase the market access for domestic fair trade enterprises		X			
	R.1.4 WFTO Europe reinforces internal cooperation between its members	A.1.4.1 Organisation of a Biennial conference: a physical space for members to exchange their experiences/discuss key topics for the future of the organisation.	X			X	
		A.1.4.2 Promotion of exchange of experiences among members around an annual topic (internal or external to the movement).		X			
		A.1.4.3 Support by the network of members encountering difficulties. Capacity building and exchange of good practices within the network	X		X	X	X
	R.1.5 WFTO favours market accessibility to its members	A.1.5.1 Facilitate information about local/national/regional markets via our members and associated members (a.o.Public Procurement)	X		X	X	X

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2. Outreach	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, annual report)	X		X	X	X
		A.2.1.2. Dissemination of materials/toolkits produced I R1 to our members to help them communicate better about WFTO and its system	X				
		A.2.1.3. Reinforcement of Worldshops and retailers associations' capacity to communicate better about WFTO and its system via the Committee of Retailers and Worldshops.		X	X	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			
		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, SDG day, .. together with WFTO.		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			
	R.2.3 WFTO Europe to promote that Fair Trade is positive for impact on Sustainable Development Goals (SDGs)	A.2.3.1 Publication and research on environmental challenges (like climate change) of FT and as contribution towards the achievement of the SDGs. Especially in the light of the Green New Deal, where an Action Plan for Social Economy is integrated.	X	X	X	X	X
	R.2.4 WFTO Europe contributes to increase the visibility of WFTO and its membership at a European level.	A.2.4.1 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			
		A.2.4.2 Publication of a half-yearly External newsletter to reach out to external stakeholders.		X			
3. Advocacy	R.3.1 WFTO Europe is a meaningful participant in the promotion of Trade justice and SDGs at an 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		X	X	X
		A.3.1.2 Reinforcement of synergies with experts and academic researchers (by participating for instance in the international Fair Trade Symposium).		X			

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		A.3.1.3 Become a reliable and meaningful source of data for academic researchers by communicating our results and the results of our members in the frame of Fair Trade related studies		X			
		A.3.1.4 Dissemination of FTAO's advocacy activities towards advocacy targets (members/external stakeholders).	X		X	X	X
		A.3.1.5 Active participation in the FTAO's advocacy activities towards European Union decision policy makers.	X		X	X	X
	R.3.2 WFTO Europe supports its members to undertake campaigning and advocacy activities.	A.3.2.1 Strong contribution to the development and dissemination towards members, aimed at encouraging national representatives to support Fair Trade and trade justice during their political mandate.	X		X	X	X
	R.3.3 WFTO Europe plays a more active role in debates on current FT related topics by cooperating with WFTO & FTAO.	A.3.2.2 Encouragement of members to follow up capacity building activities organised by FTAO on advocacy and campaigning, by promptly communicating these opportunities to the members.	X		X	X	X
		A.2.3.1 Dissemination of periodic updates and clear information on FTAO's expertise to make FTAO's services more accessible to the members.	X		X	X	X
		A.1.3.2 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	X	X
		A.1.3.3 Active participation in the Working Groups of WFTO Global on different topics and in the FTAO Board of governance	X		X	X	X
		A.1.3.4 Collaboration with alternative Fair Trade businesses models and innovative concepts	X		X	X	