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Dear readers,

Last year the global WFTO family voted to revise Principle 10 to strengthen our common endeavours in acting on the climate crisis and protecting our planet. This means that we will increase our focus on the environmental aspects in our daily work. In the same spirit we co-hosted a public event with the FTAO, at our Connect & Act members’ meeting last summer, to highlight the role of mission-led business models in pursuing global social and environmental justice and the clear utility of Fair Trade for climate action. We were pleased to join hands with many like-minded movements in this important work to protect planet as well as people.

Thanks to the funding from the 3-year “Trade Fair Live Fair” project funded by the EC’s DEAR fund, we have had the capacity to further strengthen our collaboration and informal alliances with other organisations, for example on a research on EU policy options for ensuring fair and sustainable textiles supply chains. Similarly, we have been engaged in promoting WFTO Global and Traidcraft Exchange’s report on business models that put people and planet above profit. We also had the opportunity to present this report to other European CSOs that are key allies in our advocacy work. In this connection, we are always proud to highlight our members as prime examples of the very business models that do good on all dimensions of sustainable development.

In late 2019, we once again collaborated with the global Fair Trade family in asserting a joint position for COP25. In line with our own WFTO-Europe Review 2019 on some of our memberships best Fair Trade practices, this forms a clear trend in our work: Demonstrating the holistic manner of ensuring both social and environmental sustainability that is the WFTO approach to Fair Trade. It is our impression that citizens in Europe demanding sustainable products increasingly recognise WFTO members as guarantors of sustainability encompassing both these aspects, and it is a key priority for us to enhance this awareness.

Going forward, we are excited to go deeper in the discussion and explore further with our members in the future. We are determined to keep working for the best and to press on towards our vision for a fair and sustainable world.

On behalf of WFTO-Europe,

Juanjo Martínez, President of the Board.
Home of European Fair Trade Enterprises

Who we are

The World Fair Trade Organization-Europe (WFTO-Europe) is the European branch of the World Fair Trade Organization (WFTO), the worldwide network of Fair Trade enterprises. Currently WFTO-Europe is formed by 104 members: among them 81 Fair Trade enterprises, 18 Fair Trade Networks (FTN) and 5 Fair Trade Support Organizations (FTSO), along with 2 associated organisations in 17 different European countries. Together with the other regional WFTO branches in Latin America, Asia and Africa, we gather a global network of innovators practicing fairer and more sustainable business models. 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.

WFTO-Europe aims at building a world where Fair Trade and trade justice are the keystones to mend the problems of the current economic model. Nowadays companies make every decision based on the pursuit of growing profit, but Fair Trade enterprises demonstrate that an alternative is possible, balancing the social mission of prioritising the interests of workers, farmers, artisans and communities with high environmental standards and efforts to reducing businesses' impact on the climate, while achieving commercial viability.

More than just a label

For the reasons mentioned above, the WFTO brand is 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 to a Participatory Guarantee System (GS) to ensure that they act in accordance with our 10 Fair Trade Principles 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.
Membership Growth

During 2019 WFTO-Europe welcomed 13 new Provisional members, one of which has already become a Guaranteed Member!

New Provisional Members

New Guaranteed Members

Objectives

Capacity
Reinforcing the network

Learning
Promoting Fair Trade

Voice
Advocating for Fair Trade
104 Members

17 Countries

+ 10 members
5 - 9 members
1 - 4 members
<table>
<thead>
<tr>
<th>Country</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUSTRIA</td>
<td>ARGE Weltläden, EZA Fairer Hande, Zotter Schokoladen Manufaktur</td>
</tr>
<tr>
<td>BELGIUM</td>
<td>Belgian Fair Trade Federation, Elecosy bvba, Oxfam-Magasins du monde, Oxfam Wereldwinkels*</td>
</tr>
<tr>
<td>BOSNIA AND HERZEGOVINA</td>
<td>BHcrafts doo</td>
</tr>
<tr>
<td>CZECH REPUBLIC</td>
<td>Fairtrade Czech Republic and Slovakia</td>
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<tr>
<td>DENMARK</td>
<td>Egos ApS, Elvang Denmark A/S, En Gry og Sif, Fair Trade Denmark, U-landsforeningen Svalerne</td>
</tr>
<tr>
<td>FINLAND</td>
<td>Mifuko, Ojoba Collective, Tampereen Kehitysmaakauppa, The Finnish Association of Worldshops</td>
</tr>
<tr>
<td>GREECE</td>
<td>Syn Allois*</td>
</tr>
<tr>
<td>ITALY</td>
<td>Associazione botteghe del mondo, CTM Altromercato Soc. Coop., CTM Agrofair Italy, Equo Garantito, FAIR*, Libero Mondo scs*</td>
</tr>
<tr>
<td>NETHERLANDS</td>
<td>AlchemiA, Amanda, EFTA (European Fair Trade Association), Esgi*, 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*</td>
</tr>
<tr>
<td>POLAND</td>
<td>The Polish Fair Trade Association, Szczypta Świata*</td>
</tr>
<tr>
<td>ROMANIA</td>
<td>S.C Networks Trading Srl*</td>
</tr>
<tr>
<td>SPAIN</td>
<td>Coordinadora Estatal de Comercio Justo (CECJ), EquiMercado*, Fundacion COPADE España, Fundación Isabel Martín*, Iniciativas de Economía Alternativa y Solidaria (IDEAS), Oxfam Intermón</td>
</tr>
<tr>
<td>SWEDEN</td>
<td>The House of Fair Trade, Fair Monkey ekonomisk förening, Sackeus AB, The Swedish Organisation of Fair Trade Retailers</td>
</tr>
<tr>
<td>SWITZERLAND</td>
<td>El Tucan, Gebana, Tropical Mountains</td>
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</tbody>
</table>

* Provisional Members are those, who are yet to complete the full auditing process of the Guarantee System.
In June 2019, WFTO-Europe hosted the *Connect and Act Members’ Meeting* gathering more than 80 people from within and outside our network. The conference provided valuable space and opportunities for members and prospective organisations to share experiences and raise important issues faced in the implementation of Fair Trade practices. The main topics discussed during the two days concerned the potential that mission-led business models hold in acting on environmental concerns and climate change simultaneous with social issues, the concept of Domestic Fair Trade, a workshop on Internal Monitoring System (IMS) and on Retail Models. The conference further included a training on the WFTO Fair Payment Policy, and on the same occasion, WFTO-Europe’s published a study on the best practice of the Policy. The presentation highlighted how the study shows that the Policy serves to contribute to SDG 8 ("Decent working conditions and economic growth") by a newly developed instrument that further improve wages for producers, workers and artisans. As something new the conference featured an ‘Open Space’ within which participants organised their own workshops, discussions or group meetings on their own key interests. This allowed them to connect dynamically amongst each other in order to act together on key Fair Trade issues.

During the “Connect and Act Meeting” WFTO-Europe in collaboration with the Fair Trade Advocacy Office (FTAO) also hosted the public event “The role of mission-led business models in pursuing global social and environmental justice”. The main topic discussed was the link between social and environmental justice, and the unique contribution of mission-led businesses in achieving these two. Fair Trade can be a vehicle for advancing game-changing ecological ideas in business and Fair Trade enterprises can embrace circular economy and organic models of production. Crucially, aimed at demonstrating that environmental justice cannot be achieved without social justice, and that WFTO Fair Trade enterprises have an ability that could prove key in promoting solutions to both issues.
More than 300 people from 42 countries gathered in Lima, Peru from 16th to 19th of September for the 15th International Fair Trade Summit. The event was full of debates, workshops, exchange of opinions and one of the key themes going through the workshops and discussions of the summit was Climate Change. The Fair Trade movement sees its mission as inherently linked with the struggle to protect our planet recognizing that ‘the climate crisis will result in famines, migrations and wars and that the effects of global warming could negate or overwhelm all the efforts of the Fair Trade movement to improve ‘the lot of the poor’.

Moreover during the summit workshops and debates were structured around four thematic tracks: Accessing Markets; Deepening Fair Trade; New Big Ideas; Food & Farming. Within these four strands, participants could do workshops and discussions on product design and engagement with consumers via social media; Living Wage and the Fair Payment Process, as well as the Guarantee System; the relevance of impact investment for Fair Trade; and the future of coffee along with securing sustainable incomes for farmers/producers.

On the 18th, 19th and 20th of October the 13th International Fair Trade Towns Campaign was hosted in Cardiff, Wales at the picturesque Cardiff City Hall. The conference, in both plenary debates and workshops, focused heavily on Living Income and the climate crisis as the key themes for discussion. At the end of the three days the host of the next conference was announced: The Fair Trade Town of Quito, Ecuador, will host the 14th International Fair Trade Towns Conference in October 2020. A final learning taken from the conference is in the words of Wales’ patron saint, Saint David: “Do all the little things” – and these will lead to bigger change.

WFTO published a new interesting research revealing very specific insights on what differentiates Fair Trade enterprises from mainstream businesses. The research was conducted together with Traidcraft Exchange and two professors from the University of York and the University of Cambridge. WFTO-Europe actively promoted the results of this research as putting people and planet before profits is crucial for our members. We are keen to highlight the key findings:

- 92 per cent re-invest all profits in their social mission;
- 52 per cent are led by women;
- 4 times less likely to go bankrupt; and
- 85 per cent report actively sacrificing financial goals to pursue social or environmental goals, while retaining commercial viability.

Find the full research here:
A Fair and Sustainable Business Model is Possible!

For the second consecutive year, WFTO-Europe has provided its contribution to the Belgian Fair Trade week, hosting an event on Fair and Sustainable Business Models, funded by the Trade for Development Center - Enabel, and in collaboration with the Fair Trade Advocacy Office, Fair Trade Belgium, Oxfam Magasins du Monde and Belgian Fair Trade Federation. The conference spoke to the business world, government officials, students and scholars about the passion and commitment needed to overcome the challenges and difficulties of running an alternative business on a daily basis. More specifically, the concrete outcome of the event consisted in the production of a policy briefing addressed to Belgian and European policy-makers, which summarized the demands and suggestions that emerged during the round table discussion and the working groups on how to make the institutional and regulatory environment more friendly for these kind of mission-led businesses, which suffer the unfair competition of traditional profit-led businesses.

Scan the QR code to watch a video summary of the event:

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Fair Trade innovates!
World Fair Trade Day 2019

What do elephant’s poo and post cards from Peru have in common? Both are part of innovative products sold by Fair Trade enterprises which are members of WFTO-Europe. As part of the 2019 World Fair Trade Day celebration on the theme "Fair Trade innovates!" WFTO-Europe highlighted a few of the beautiful, clever, and highly innovative products of some of our members. This helped showcase the greatest innovation of Fair Trade enterprises: Their alternative business model, which allows them to put people and planet first.

Watch our video, which illustrates how this innovative approach makes them the enterprises of the new economy:
The publication WFTO-Europe Review 2019 features some of our members’ inspiring Fair Trade practices and highlights how these are contributing actively and directly to several of the United Nations’ Sustainable Development Goals (SDGs). The Review demonstrates how Fair Trade is a holistic approach that facilitates sustainable - and responsible - production and consumption patterns. The business models of enterprises fully practicing Fair Trade mean that the core work of these enterprises is in line with and contributes directly to important SDGs like gender equality (#5), decent working conditions (#8), sustainable production and consumption (#12) and climate action (#13). In other words, their work is good for people and planet. A 2020 edition of the Review with special focus on environment and the climate crisis was published on World Fair Trade Day on 9th May. Have a look at the both editions:

On 8th March we celebrated International Women’s Day. A day to highlight the great work of women and how they empower each other to grow stronger.

To showcase how this fight for gender justice is at the heart of Fair Trade enterprises we published the "Humans of Fair Trade" campaign, featuring six people within our movement explaining the role of Fair Trade regarding gender equality.

Additionally, we highlighted how women empower each other with an inspiring video. It features Andrea Fütterer, head of GEPA’s policy department and how she fights for gender equality and how she empowers women to stand up themselves. Scan the QR code to watch the video!

Towards an EU strategy for fair and sustainable textiles

Thanks to the Trade Fair Live Fair project, WFTO-Europe actively contributed to the publication of a discussion paper issued by the European Centre for Development Policy Management. The publication analyses and presents a comprehensive and coordinated range of policy options that the European Union could implement to sensibly improve fairness and sustainability along the textile supply chain. The European Union is a key actor to influence business practices all over the world. In fact, European regulation has a fundamental impact on the importers, retailers, brands and customers that populate the European market. Moreover, the EU can exercise leverage to introduce sustainability issues into trade negotiations with other countries. Therefore, it is responsibility of European legislators to use all the options at their disposal to tackle the undeniable Human Rights violations, exploitations, and environmental degradations caused by the textile industry, not only on European territory, but especially in extra-European countries. Although it is true that textile supply chains are a complicated labyrinth, European legislators dispose of many access channels and leverage opportunities, such as: Human Rights Due Diligence legislation, public procurement, multi-stakeholders initiatives, product labelling, preferential tariffs and development cooperation.
On 3rd October 2019 WFTO-Europe signed a call, in coalition with more than 80 other NGOs and trade unions, asking for effective EU legislation that establishes mandatory human rights and environmental due diligence legislation within the EU. Current EU policy and legislation fails to adequately address the issue of perpetual human rights abuses and environmental degradation occurring within 'conventional' supply chains.

In November, WFTO-Europe contributed to the drafting and publication of the Joint Fair Trade Movement Position Paper for the COP25, once more emphasising how Fair Trade can help nations act on the climate crisis. In line with this trend, we further engaged in collaborations and submitted feedback for consultations by the European Commission, in particular on deforestation, the EU Gender Action Plan and the European Climate Law and the 2030 Climate Targets.

From 7th to 11th October WFTO-Europe participated in the Fair Trade Marathon, organized by Fair Trade Advocacy Office (FTAO). The event gathered participants from all around Europe and representatives of WFTO regional offices in the world, to discuss and share news, ongoing projects, priorities and advocacy tools. The agenda included meetings of the Trade Fair Live Fair Consortium, as well as interesting workshops dealing with hot topics. WFTO-Europe engaged in particular in the topics on Public Procurement, HRDD, Climate Change, and Fair Trade in Eastern Europe. We shared insights from our participation to the DEAR Learning Hub on Climate Change in Frankfurt in May 2019, and once again contributed to laying the foundation for the COP25 collaboration in October. The week was full of ideas and enthusiasm and culminated in the Fair Trade Breakfast at the European Parliament on 10th October, hosted by MEP Bernd Lange from the Group of the Progressive Alliance of Socialists and Democrats and Chair of the International Trade Committee. Around 100 participants attended the Breakfast to discuss how the European Union could promote policies for Fair Trade and sustainable supply chains in the 2019-2024 term.
In September at the 15th International Fair Trade Summit of the WFTO in Lima, Peru, WFTO-Europe's members voted together with the global membership in favour of a resolution to revise the Fair Trade Principle #10 on 'Respect for the Environment'. European members where particularly outspoken on the importance of this resolution, and like their peers from the other regions present at the summit they showed a clear feeling of urgency concerning the climate crisis. Thus, the revised principle will be named 'Climate Crisis and Protecting our Planet'. The resolution will strengthen the original criteria on protecting the environment and give more attention to cutting down CO2 emissions within the membership's Fair Trade efforts. Along with reducing carbon footprint, other foci of the revised principle will especially be promoting sustainable production and eliminating waste and plastics. Roopa Mehta was elected new WFTO President on the same occasion the resolution was passed, and emphasised in her new capacity the focus on rethinking product design, production methods and packaging. As she pointed out, many, many WFTO members have been working on along these lines for many years already and the resolution will mean a redoubling of these efforts and urge all to go even further in the spirit of continuous improvement at the heart of the WFTO approach to Fair Trade. Importantly, she stated that "We [WFTO members] show how people and planet can be put first by businesses." The resolution was passed the day before the Global Climate strike on 20th September, and the support for the strike among participants further underscore the resolve of the WFTO community.

Looking ahead

2020-2021 is going to be a turning point for our network. The pandemic we are living nowadays has strongly shaken our life, highlighted the inner criticism of our previous economic system and fostered discussions on the need of a system change. Fair Trade is the answer to the new sustainable economic system we are looking for. Fair Trade enterprises are crucial to this. Next year, our mission as a network will be to support even more Fair Trade enterprises in this critical period and to make sure that the alternative business models they represent is widely promoted. Together we will show that a new sustainable and business model is not only possible but more than ever urgently needed.

Francesca Giubilo, Regional Coordinator of WFTO-Europe
OUR GOVERNANCE

WFTO Global

WFTO-Europe
WFTO Africa
WFTO Asia
WFTO Latin America

General Assembly

Board of directors
Juanjo Martinez
Stephanie Brookes
Giorgio Dal Fiume
Estelle Vanvambeke
Jean-Christophe Galland*  
Cassandre Maury*  

Francesca Giubilo  
Regional Coordinator

Leida Rijnhout  
Regional Coordinator ad interim  
( Nov 2019-June 2020)

Mikkel Kofod Nørgård  
Junior Project Officer

Michael Fivet  
Consultant on Finance

Communication & Outreach Assistant

Federica Pastore  
Italy  
(Jul 19 - Jan 20)

Tess Hartmann  
France  
(Jan-Jul 2020)

Lucia Alfano  
Italy  
(Jul 19 - Jan 20)

Anna Weber  
Germany  
(Jan-Jul 2020)

Project Management & Fundraising Assistant

Theresa Güldenring  
Germany  
(Jan-Jul 2019)

Paloma Jiménez Martín  
Spain  
(Feb-Jul 2019)

*Co-opted in October 2019
### Income

<table>
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<tr>
<td>Network membership fees</td>
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<td>Project grants</td>
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<td>Additional income</td>
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### Expenses

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<td>Human resources</td>
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<td>Office costs</td>
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<td>Travel costs</td>
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<td>Activity costs</td>
<td>€ 19,212,48</td>
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<td>Networking Fees*</td>
<td>€ 16,735,00</td>
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<td>Financial costs</td>
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<td><strong>TOTAL</strong></td>
<td><strong>€ 153,896,67</strong></td>
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* as founding member of Fair Trade Advocacy Office and full member of Federation of European & international associations based in Belgium (FAIB)
WFTO-Europe

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