



EUROPE

ANNUAL REPORT 2020-2021



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FOREWORD

Dear readers,

The year 2020 has been a difficult one for all, including our friends in the WFTO network across the world. It has been heartwarming to see so much solidarity from all in our community during these times of crisis. To me, this proves the value and resilience of our movement and our cause.

The Covid-19 pandemic has not just strengthened my faith in our model, but has made the need for our work clearer than ever before. The crisis has been hardest for those already most marginalised, as seen most clearly with producers in countries like India and Brazil. At the same time it has benefitted mostly those that needed it the least. As such it amplifies the structural problems with the systems of the world economy and of our societies to a point where no one can deny that these systems must be made fairer in order to achieve a sustainable future.

Therefore I am also happy to share with you our work over the past year, where we have done our best to constructively find solutions that cover both social and environmental sustainability in line with the SDGs. We have focused more on practical tools for our members to improve their impact, thanks to the EC DEAR-funded "Trade Fair, Live Fair" project. This project finished in December with another joint statement by the Fair Trade Movement on occasion of 5 years after the Paris Accord, a process that WFTO-Europe helped lead.

The work presented here should demonstrate our firm dedication to acting on Climate Change as well as to promoting our members as Sustainable and Inclusive Business Models that are part of the solution to Rebuilding Better and to Build Back Fairer. On this we have been happy to work ever more closely with the FTAO, as well as partners like CONCORD Europe and Cooperatives Europe.

We have begun 2021 with a stronger focus on universalising the Fair Trade Principles and the role of Northern Producers in our network. This is also the focus of our FASS-Food project with University of Antwerpen. At the same time, we put renewed focus on market access for marginalised communities outside Europe, as exemplified in our project "Build Fair Bridges - West Africa" with WFTO-Africa & Middle East and Fair Trade Lebanon within the Équité programme. This way we are going back to the roots of Fair Trade to learn how to also expand it to the relevant issues of today - and of tomorrow.

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 110 members: among them 85 Fair Trade enterprises, 19 Fair Trade Networks (FTN) and 5 Fair Trade Support Organizations (FTSO), along with 2 associated organisations in 18 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.



**Home of Fair Trade
Enterprises**

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 2020 WFTO-Europe welcomed 6 new Provisional members, two of which have already become a Guaranteed Member!

New Provisional Members



Sira Kura

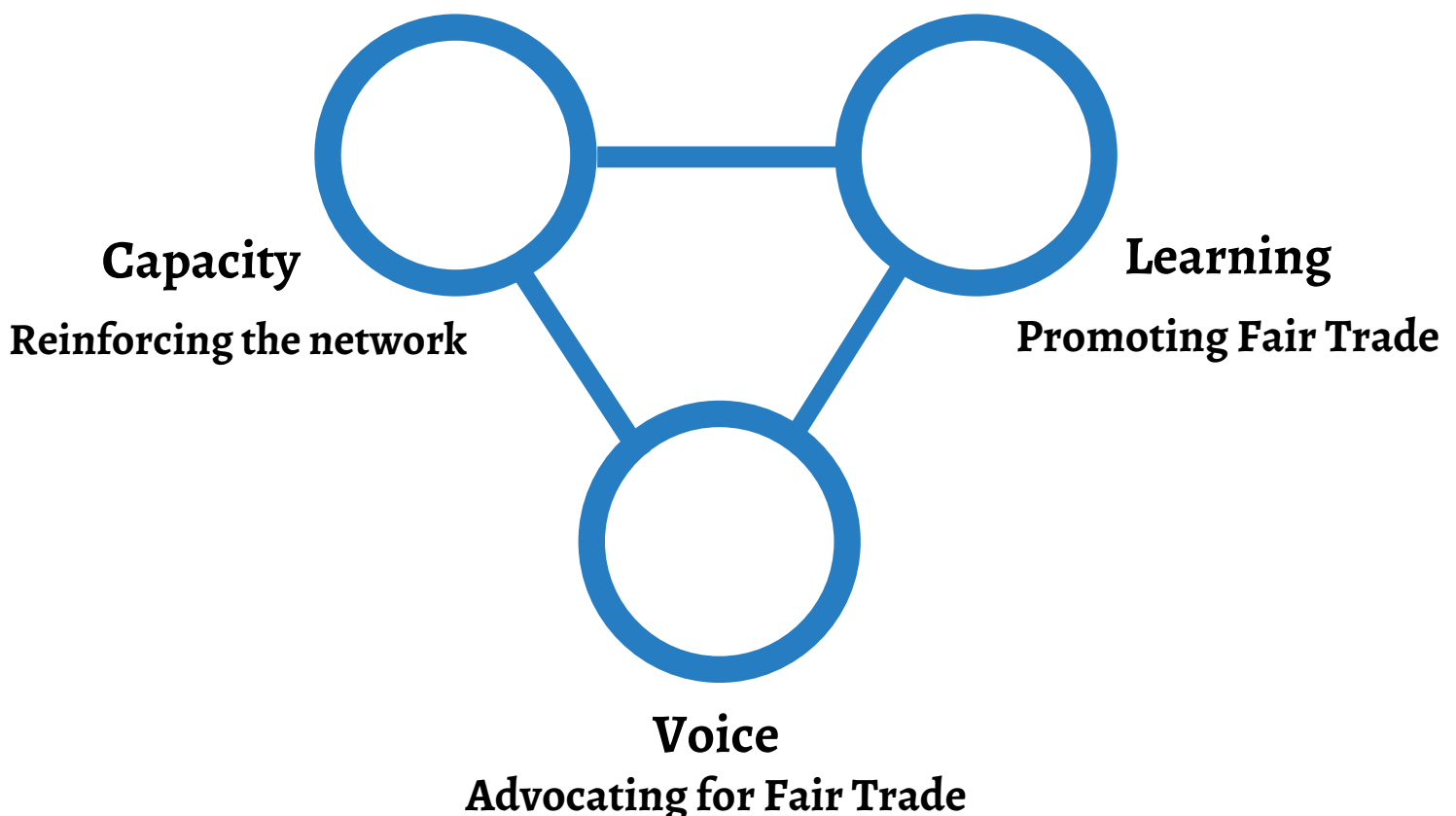


New Guaranteed Members

CooperativAlice



Objectives

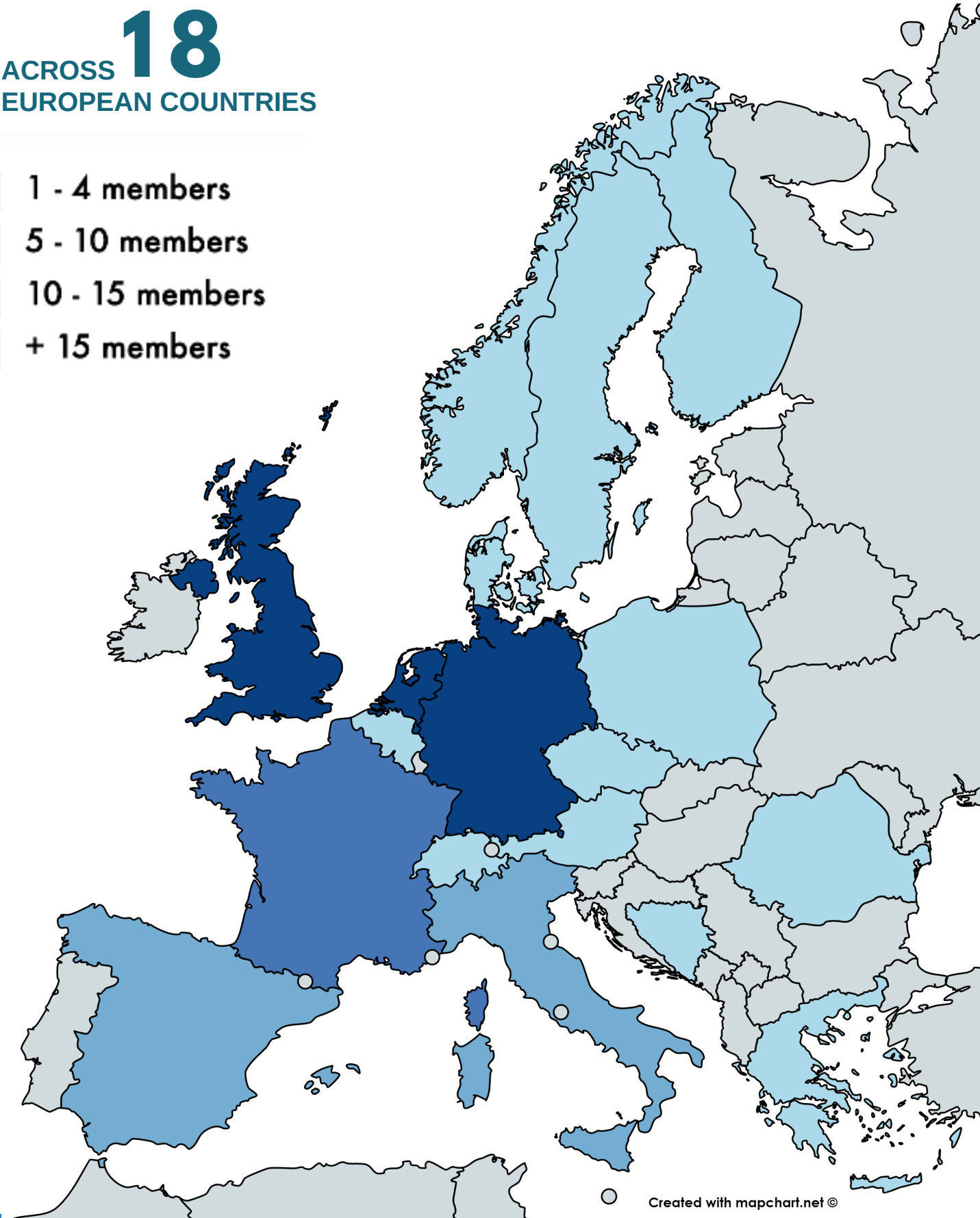
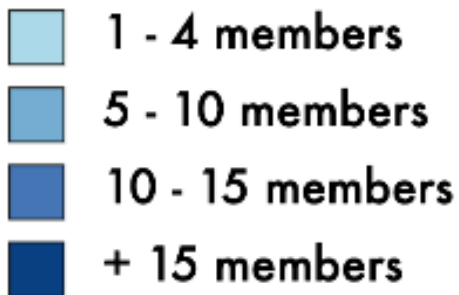


MEMBERS OF

110

MEMBERS

ACROSS **18**
EUROPEAN COUNTRIES



Created with mapchart.net ©

WFTO-EUROPE

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 Kehityskauppa
The Finnish Association of Worldshops

FRANCE - 13

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

GREECE - 2

Syn Allois *
Greenland Co Farming *

GERMANY - 20

Africulture
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 - 7

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

NORWAY - 1

Indo Naturals *

NETHERLANDS - 15

AlchemiA
Amandla
EFTA (European Fair Trade Association)
Esgii *
FairForward B.V.
Kanika *
Resirest
Sarana
See Me
Seepje *
Simbólica Fair Trade
Siyabonga *
Sjaal met Verhaal *
Tahoua Import
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 - 4

The House of Fair Trade
Fair Monkey ekonomisk förening
Sackeus AB
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

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

CAPACITY

Circular Economy webinar + toolkit

In June 2020, WFTO-Europe hosted a webinar to co-create a toolkit on Circular Economy practices. Steered by Circular Economy expert, Pierre Echard of Innovaterra participating members provided input for defining which practices were most effective for enterprises like their own and how they could be best implemented.

The final toolkit contains recommendations for Fair Trade and Social Enterprises on how they can embark on the journey towards circular economy for their business, or go further if they have already set sail. It collects a range of recommendations for evaluating your business' carbon footprint, some ready tools for improving its environmental impact and a long list of resources for rethinking business models and practices in order to become more sustainable.

Please find the toolkit in English, French and Spanish with the QR code below.



Public procurement webinar + toolkit

With a workshop in September 2020, WFTO-Europe co-created a toolkit to help social enterprises to apply for public tenders. Public procurement holds significant potential for contributing to the SDG's through sourcing more from socially and environmentally sustainable enterprises.

The toolkit collects a variety of resources for Fair Trade and Social Enterprises to strengthen their capacities for applying for public tenders and otherwise engaging in public procurement. The European Commission has recognised public procurement as a significant vehicle for the Green Transition, and WFTO-Europe strongly agrees that governments and local authorities hold tremendous leverage to contribute directly to several the SDG's through their public procurement. We have developed a toolkit to help making it easier for Fair Trade and Social Enterprises to engage in public procurement and applying for tenders. In addition, on this page you find experiences and statements from similar enterprises that have already applied for public tenders, as well as a collection of websites and publications for learning more.

A big thank you to Alice Sinigaglia from Fair Trade Advocacy Office (FTAO) for working on this great contribution to help making public procurement a key lever to promote a proliferation of social, including Fair Trade enterprises.

Tools and resources - online space to develop



Public procurement holds significant potential for contributing to the SDG's through sourcing more from socially and environmentally sustainable enterprises. Additionally, WFTO-Europe has been working to support members in accessing the potentially big market that is public procurement in Europe. The first step to this was our toolkit co-created with members in September 2020, with the FTAO and with consultant and expert, Alice Sinigaglia.

The page which hosts the toolkit is also intended to be a continuously developing space where we will collect

recommendations, experience and best practices for accessing public procurement from members and social enterprises that have already participated in public tenders. Additional references to further, useful information, and other resources will be collected there as well. As requirements can differ a lot from country to country and even from region to region, we believe this is the most efficient way that members can learn from each other to tap into this market and achieve higher visibility for being part of sustainable public procurement.

Please scan the QR-code above to enter this space.

FAIR TRADE SOLIDARITY

World FairTrade Day
9 May 2020

#FairTradeSolidarity



Équité project: Building Fair Bridges - West Africa

The Building Fair Bridges, West Africa project is funded under the Équité programme and designed to support an increase in the uptake of Fair Trade practices in the targeted West African countries : Benin, Burkina Faso, Ghana, Ivory Coast Mali and Togo; enabling producer organizations, especially women, to take full advantage of market opportunities e.g. on the EU market. The project will be carried out by a consortium led by WFTO-Africa & Middle East and including WFTO-Europe and Fair Trade Lebanon. Among the key challenges are: Environmental challenges and how to encompass environmental standards in trading practices to be more resilient and at the same time competitive into the market; and gender issues and diversification of livelihood securities among and for women in the targeted value chains, as women constitute the majority actors among Fair Trade Producers Organizations in West

Africa (over 90%). WFTO-Europe's role is mainly to help facilitate EU market access of West Africans Producers Organizations. A survey on market demand for products from West Africa in Europe will be carried out as the first step into the market orientation journey of Producers Organizations from West Africa to the European market. We further aim to enhance the commercial visibility of West African Fair Trade products in the Northern buyers countries. As part of the measures to further strengthen partnership between the Producers Organizations and Europe-based buyers, WFTO Europe together with WFTO Africa & ME will organize a physical or virtual workshop for Producers Organizations selected by WFTO Africa & ME from West Africa with European buyers during the forthcoming WFTO Global Conference in Berlin in 2022.



1 Opportunities for Disadvantaged Producers



LEARNING

4 Fair Payment



5 No No



9 Pro Tra

2020 MEMBERS REVIEW



EUROPE

End of Trade Fair, Live Fair project - Taking stock

in the end of 2017 WFTO-Europe started the "Trade Fair Live Fair" (TFLF) project, which was funded by the European Commission until December 2020. The project activities focused on increasing awareness on the utility of Fair Trade as a model for sustainable consumption and production, in line with the United Nations Sustainable Development Goals (SDG's).

As the project has come to a close, we reflect on what the project enabled us at WFTO-Europe to implement:

- **"Members Review" publications**, starting in 2019, the one released in 2020 focusing on climate action and practices by select WFTO-Europe members.
- **2019 "Connect & Act" members meeting**, where we also organised a public debate with external stakeholders and allied movements.
- **Research on the Fair Payment Process** as a way to implement SDG8.
- **Joint statements for COP24 and COP25**, as well as on the **5th Anniversary of the Paris Accord**, where WFTO-Europe helped lead in all three processes.
- **Toolkit on Circular Economy** collecting practices for members to improve their environmental impact.
- **Toolkit on Public Procurement** with recommendations for members to participate in public tenders to contribute to sustainable public procurement.

#PlanetFairTrade - World Fair Trade Day 2020

The second Saturday of May is the day to celebrate World Fair Trade Day and highlight the importance of mission-led business models. This year the global situation is very different from anything we have experienced before.

The current crisis lets us face unknown problems in health, personal freedom and also in trade. While especially the textile industry is dealing with huge losses, cancelled orders and a lot of workers are being let down, Fair Trade enterprises stick to their producers and artisans through thick and thin, which is why we celebrated #FairTradeSolidarity this year. It is time to show that #PlanetFairTrade is especially about this solidarity during rough times.

Fair Trade enterprises are a viable alternative to mainstream business models and unfair trading practices.



International Women's Day

2020

- Inspiring women of Fair Trade

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!**



Sunday, 8th of March 2020

**INTERNATIONAL
WOMEN'S DAY**

#SheEmpowersHer



FASS-Food - Northern Fair Trade Producers as role models for sustainable agriculture in Europe

WFTO-Europe is proud to be part of the FASS-Food EU Project, which stands for Fair, Accessible, Sustainable and Short food chains within the EU, along with the FTAO and the University of Antwerp. WFTO-Europe engages in advocacy for FASS food chains and we strongly believe that the Fair Trade Principles are key to making such food chains viable in Europe. Thereby, we contribute to the Farm to Fork strategy of the EU and even go a step further. Part of our work is to universalise Fair

WFTO-Europe members review 2020

Under the theme of #PlanetFairTrade WFTO-Europe published the second edition of our annual Members Review on World Fair Trade Day 2020. This time the review focuses on the climate commitment of European Fair Trade Enterprises.

While Fair Trade is often only connected to social justice this Review gives insights on the ways Fair Trade Enterprises contribute to addressing environmental challenges. It illustrates innovative approaches and overall highlights on how businesses can be shaped differently. In particular it demonstrates how mission-primacy - instead profit primacy - allows business to integrate social and environmental sustainability into their core business model while remaining commercially viable and competitive.

As part of the EC DEAR "Trade Fair Live Fair" project, this review focuses on the SDGs 12 "Responsible consumption and production" and 13 "Climate Action" and how Fair Trade Enterprises use their mission-primacy to contribute to a greener and more responsible tomorrow.

Read the Review here:



Trade, so expanding it to the global North. Here we see great potential for farming but also any other industry, which remains unfair and drives inequality in Europe, too. Make sure to have an eye out for our position paper on Northern Fair Trade, which will come out at the end of May 2021. A warm thank you to our members Syn Allois from Greece and Altromercato and CTM Agrofair from Italy for participating in the project as pioneering enterprises contributing to FASS food chains.



#BUILDBACKFAIRER

The Covid-19 pandemic and its social distance and lock-down measures are having a heavy toll on the most vulnerable in our societies, including small producers and workers. The current crisis has shown us not only how interdependent we all are but also how the destruction of nature, the deforestation as well as the climate and health crises are all interrelated, and share the exploitation of people and planet as a common root cause.

Returning to "business as usual" after the pandemic would reinforce the inequalities and unsustainability of our current system. Instead, a transformation of the economy and the governance of global supply chains is needed, not only in the interest of small producers and farmers, but also in the interest of present and future generations.

Rebuilding better with Sustainable and Inclusive Business Models

WFTO-Europe helped develop a working paper to promote how sustainable and inclusive business models deliver positive social, economic and environmental impact in partner countries – as well as to provide concrete recommendations for the EU and Member States to support these businesses.

The bottom line of conventional business models is to maximise profit at minimal costs; leading to human rights abuses and environmental exploitation. The fragility of these models has only been highlighted by COVID-19, which continues to exacerbate inequalities globally.

On the contrary, sustainable and inclusive business models enable resilient organisations that do not only generate profit, but also maintain self-sufficiency by reinvesting into people and the planet. Organisations adopting these models have the capacity to address inequalities, provide social protection to workers and invest in public services.

This was the beginning of a close collaboration between us, CONCORD-Europe, the FTAO and Cooperatives Europe on advocating for SIBM's by highlighting our members as inspiring, pioneering examples.

Read the working paper here:



Mind our Business

Building on the above collaboration, WFTO-Europe contributed to the **Mind Our Business** report, which calls to amplify the transformative power of sustainable and inclusive business models through EU external action. Featuring some of WFTO's members, this report makes the case for sustainable and inclusive businesses as key qualitative partners for the EU in its external action.

Firstly, sustainable and inclusive businesses are driven by a social and environmental mission allowing them to create, rather than capture, value. Secondly, they are directed by participatory decision-making and inclusive governance, shifting power to people who are often left out of business decisions affecting them, such as employees, producers, community groups or environmental and consumer organisations. Importantly, these points enables them to achieve significant positive impact on local society and contribute to sustainable development across the world.

The report was launched during a high profile event on 1st December 2020. Please scan the QR-code for more:



No climate justice without trade justice!

- Joint statement on 5th Anniversary of Paris Accord

On 12th December 2020, for the 5th anniversary of the Paris Accord, the International Fair Trade Movement published a joint statement calling for trade justice in order to achieve climate justice.

The Climate Crisis is unjust – its impact is felt most severely by those who are least responsible for it. Smallholder farmers in the Global South are suffering the effects of climate change: droughts and floods, changing ripening and harvesting patterns, new climate-related pests, weeds and diseases and reduced yields. With the COVID-19 pandemic the same is true: The most marginalised are hit hardest as infection spread and/or lockdown measures have a negative impact on their work and trade. Both the climate and COVID-19 crisis are symptoms of the root disease: They are stark reminders of the powerful

correlations between the global economic model and the larger health and environmental crises we are facing, also in the form of loss of biodiversity, deforestation, etc. An economic model where a significant imbalance in power in supply chains means that poor and marginalised producers and workers in global supply chains are being kept in perpetual poverty with unsustainable livelihoods, while buyers/retailers are reaping profits for their shareholders on the back of smallholders' and SMEs' crops and products.

WFTO-Europe once again helped lead the process to create and publish the joint statement of the Fair Trade Movement that firmly establishes Fair Trade as a necessary part of the solutions to the Climate Crisis.



Looking ahead

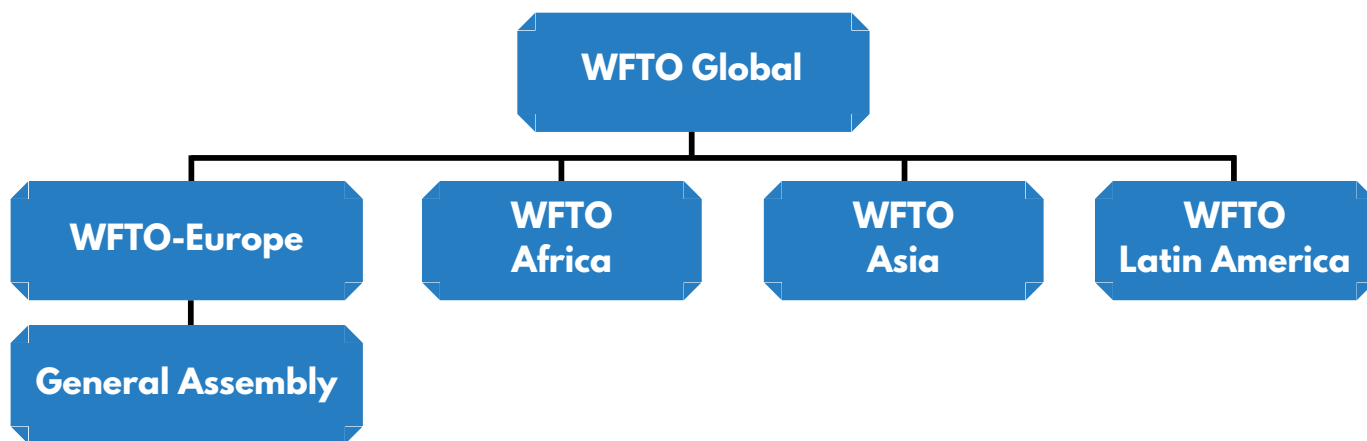
Though the Covid-19 crisis still looms over most of 2021 and that its effects will likely still be felt in 2022, there are good reasons to be hopeful. We stepped into 2021 with two new projects that encompass our strategic goals and aims for the upcoming year. With the *FASS-Food* project we focus on Northern Producers and their value for addressing inequality in Europe, too, and for creating a sustainable economy within the agri-food sector, where it is urgently needed. With the *Build Fair Bridges* project we collaborate on providing market access to marginalised producers in West Africa. The former will make us more visible for important EU priorities like the Farm-to-Fork strategy, and this helps promote our members and the WFTO approach to social and environmental sustainability. The latter is a reinforcement of our traditional mission

together with a new approach to pro-actively contribute to expanding the WFTO network, in Europe and across the Globe. This way we go back to our roots in order to explore our future.

Finally, we continue the collaborations with likeminded movements and NGOs begun in 2020 to promote the existing alternative to the current, dysfunctional 'business as usual': Sustainable and Inclusive Business Models. The Fair Trade Enterprises within WFTO are pioneers of such models, and there are several opportunities in the coming year to demonstrate this: Human Rights Due Diligence legislation, the Social Economy Action Plan, and of course, COP26, just to mention a few.

Mikkel Kofod Nørgård,
Regional Coordinator of WFTO-Europe

OUR GOVERNANCE



Board of directors

Juanjo Martinez President Oxfam Intermón	Giorgio Dal Fiume Secretary Altromercato	Charlotte Timson Treasurer Traidcraft Exchange	Cassandre Maury Les Jardins de Gaïa	Jean-Christophe Galland Malongo
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Francesca Giubilo
Regional Coordinator
(Until Oct 20)



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



Mikkel Kofod Nørgård
Junior Project Officer
(Regional Coordinator
since Sep 20)



Michael Fivet
Consultant on Finance
(until Jan 21)



Chantal Young
Consultant on Finance
(since Jan 21)

Jan - Jul 2020



Anna Weber
Germany
Fundraising & Project
Management



Tess Hartmann-Hergott
France/Netherlands
Communication and
Membership & Outreach

Aug 2020 - Jan 2021



Giulia Georg
Brazil/Italy
(Aug 20 - Jan 21)

Julia Wild
Austria
Fundraising & Project
Management



Océane Zarccone
France
Communication &
Outreach

Luzia Amon
Austria
Research Intern



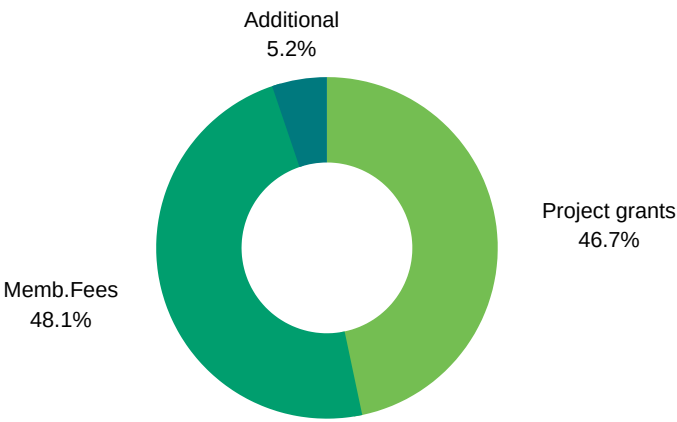
Jan - Jul 2021



Financial Results

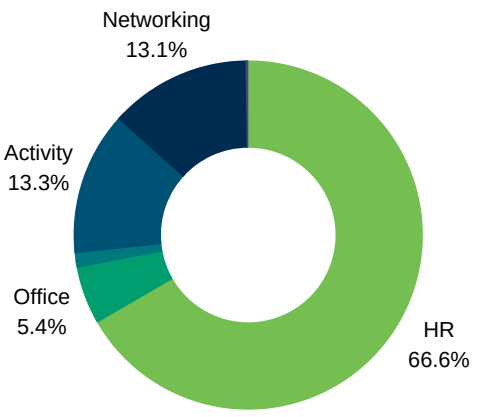
Income

Network membership fees	€ 59.037,00
Project grants	€ 57.286,22
Additional income	€ 6,384.96
TOTAL	€ 122.707,18



Expenses

Human resources	€ 84.865
Office costs	€ 6.817
Travel costs	€ 1.707
Activity costs	€ 16.915
Networking Fees*	€ 16.735
Financial costs, services	€ 322
TOTAL	€ 127.361



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

WFTO-Europe



EUROPE

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