



2017 WFTO Conference Report_

Introduction

The WFTO conference has grown in size. Over 300 participants from 60 countries came to debate and network at the largest biennial Fair Trade gathering in New Delhi, India, from 9 to 13 November 2017. It is a milestone because this is the goal - that of bringing more people to discuss issues and exchange ideas. The conference was attended by representatives from the Fair Trade supply chain, policy makers, and other professionals.

Over 25 topics under the theme 'Fair Trade - a path to sustainable development' were discussed and presented, including the improved WFTO Guarantee System, which is not only a Fair Trade compliance tool but also a development tool for sustainable development.

Conference participants rated the conference with a 4 out of 5 score, 5 being extremely useful to their work or business. Participants were happy and satisfied in areas, according to the overall result of the conference experience survey. The feedback we received will help us organise the next conference even better.

We are thankful to our co-organiser Fair Trade Forum India. Your help and support allowed us to run the whole event from start to finish with ease and efficiency.

[Link to WFTO conference presentations here.](#)

[View and download conference photos here.](#)

[Watch interview videos here.](#)

[Excerpt conference experience survey in graphs.](#)



Opening

The opening ceremony is always a notable part in every conference. The Delhi conference is no exception.

WFTO President Rudi Dalvai welcomed the participants and introduced the conference title 'Fair Trade, a Path to Sustainable Development.' In his welcome message, Rudi said that the WFTO Conference has become one of the most important international Fair Trade meetings where issues are debated and ideas exchanged. He said the title was chosen to reflect the current aims of Fair Trade, which are congruent with the sustainable development goals (SDGs). He cited the daily themes as reflecting the important topics and conversation that fair traders should address, such as 'Fair Trade Responses to a changing market environment' and 'Trading your way to sustainable development' (Fair Trade as a tool for development).

Representing the conference host and co-organiser, Mallikarjuna Iytha welcomed guests and participants. The opportunity to host has allowed them to showcase Fair Trade in India and their contribution to the global growth of the movement.

This year's edition is the 14th in the biennial series. Looking back at the humble beginnings, Kuppusamy Panchaksharam a.k.a. Panchu of SIPA Fair Deal Trust showed a photo presentation of the previous WFTO conferences. He was proud to have never failed to attend all of them. For each slide, Panchu shared his personal recollections, which became warm and sentimental reflections highlighting the evolution of the WFTO biennial conferences.

The traditional opening ritual is the centrepiece of the whole programme. Representatives of WFTO and host organisation Fair Trade Forum India, together with keynote speakers took part in lighting an oil lamp, an Indian customary rite held before an important activity. It symbolises wisdom, knowledge and prosperity.

The keynote speeches followed after the ceremony.

Summaries of the keynote speeches

Devinder Sharma

Devinder Sharma is a distinguished food and trade policy analyst. He is an award-winning Indian journalist, writer and thinker, well-known and respected for his views on food and trade policy. Trained as an agricultural scientist, he worked as a journalist for the Indian Express. He then quit active journalism to research on policy issues concerning sustainable agriculture, biodiversity and intellectual property rights, environment and development, and the implications of the free trade paradigm for developing countries.

Sharma gave an inspirational keynote speech calling Fair Trade organisations to work towards mainstreaming Fair Trade. "Fair Trade encompasses the principles of sustainability and equity, and guarantees the producer a fair price." He said Fair Trade is key in addressing the problem of inequity and destruction of the environment brought about by globalization. Conventional trade, according to Sharma, destroyed millions of livelihoods, especially that of farmers, and has 'inflicted a huge cost on the planet.'

Citing his research on farmers' suicides in India, he argued that conventional trade failed to deliver its benefits to small farmers. With little or no support to small farmers' livelihoods, many were driven to



desperation. He said farmers faced so many difficulties like unfair practices and dealing with climate change. Bringing more livelihoods to small producers through Fair Trade is key and called upon members of WFTO to help instill more livelihoods in communities.

He also mentioned that the academia and policy makers have important roles in promoting fair practices in trade.

Tomasz Kozlowski

Tomasz Kozlowski is the current Ambassador of European Union to India. He has served as the Ambassador of the European Union to the Republic of Korea. He was also a member of the Polish Diplomatic Service. He has served as the Ambassador of Poland to Pakistan and as Director General for Asia at the Ministry of Foreign Affairs in Warsaw. He also worked for the United Nations in Cambodia and South Africa. His publications include articles and book chapters on development cooperation, security issues and EU-Asia relations.

Tomasz Kozlowski delivered a motivating and informative speech about Fair Trade and EU policies and initiatives in the framework of sustainable development goals (SDGs). He lauded the Fair Trade movement for its goals and achievements, especially driving consumers' awareness. He cited that "...fair and ethical trade schemes have converted that awareness into tangible benefits for producers and workers in developing countries."

The achievements are just a beginning, he said, and "work ahead is enormous." He cited three areas for improvements in Fair Trade: more awareness among consumers, acceptance of the Fair Trade method by producers in developing countries, and ensuring the retail price paid by consumers actually reaches the farmers and producers it is intended for.

While mentioning the challenges ahead, Kozlowski cited the EU fair trade policy and list of actions in promoting fair and ethical trade:

- Fair and ethical trade will be supported by the sustainable development chapters of EU Free Trade Agreements;
- Cooperation with International Trade Centre to design the first edition of the "EU Cities for Fair and Ethical Trade Award", which aims to acknowledge and promote efforts of EU cities on sustainable trade;
- The role of EU Delegations across the world in promoting fair and ethical trade;
- Switch-Asia project in India and Bhutan, an initiative to promote sustainable consumption and procurement; and
- Fair Trade supply chain development in India and Nepal.

Kozlowski concluded his speech by assuring "European Union's commitment to fair and trade ethical is an important part of Europe's policies."



Vandana Shiva

Scientist, philosopher, feminist, author, environmentalist and activist for peace, sustainability and social justice. Dr. Vandana Shiva was born in 1952 in Uttarakhand, India. Her father was a conservator of forests, and her mother was a farmer with a deep love for nature. Her parents were staunch supporters of Mahatma Gandhi, who remains a profound influence on her thought. Echoing Gandhi, she says, "I have tried to be the change I want to see."

Peace and biodiversity activist Vandana Shiva delivered a captivating keynote speech on the second day of the conference. Her staunch criticisms on free trade and global cartel were very fitting to the theme of the day "Fair Trade Changemakers."

Shiva fired off by unmasking the nature of 'unfair trade.' According to her, unfair trade is free trade written in the rules of WTO and free trade agreements like NAFTA, AFTA, TPP and more. She said these agreements enforced the increasing marginalisation of producers, and cited the decreasing income of coffee farmers as a concrete example.

She termed the global corporations that usurped the unjust free trade system as the 'poison cartel' that hijacked trade policies and governments, especially the south. She said members of the cartel are the ones responsible for the 'cheap and poison food' on the shelves of supermarkets and the 'cheap, slave garment' from the sweatshops.

"Sowing the seed of justice is not an easy act," said Shiva as she encouraged the audience to challenge the cartel through Fair Trade. She also gave advice to the audience that "Fair Trade has to be ecologically sustainable" and take into account the issue of biodiversity, climate change and encouraging growth of the local economy.

Nicolette Naumann

Nicolette Naumann is the Vice-President of the trade fairs Ambiente and Tendence at Messe Frankfurt. After completing her university degree in Educational Studies and Sociology, she started her career at Messe Frankfurt as Press Officer for textile trade fairs, then as Facility Manager for consumer goods trade fairs and later as Business Unit Manager for innovation management.

The keynote speech of Nicolette Naumann centred around "how the changing market environment affects trade fairs and how Fair Trade can be part of the response." She explained that the subject is broad and she would only touch on Fair Trade based on their experience at Messe Frankfurt. She talked about the struggle between keeping up with the changing market and maintaining standards. For Fair Trade, the social standard is clear, and achieving its goals should be made with consideration of profitability to be able to continue. She pointed out that there are changes in the markets that favors the goals of Fair Trade.

Sharing their experience at Messe Frankfurt, Naumann identified key points for market success: products responsive to consumers' demands, innovative and forward-looking products, and trends. Messe Frankfurt trade fairs are dedicated to the future. She said they envisage products that can be sold successfully in the following year. They also played a role in influencing trade fair visitors, like colour trends or profitable product ranges. She mentioned as an example that if they "mark out all the exhibitors who offer Fair Trade goods and if this number takes on a noticeable size, our visitors will go home and consider Fair Trade to be something, they should be thinking about."



She also mentioned the 'Ethical Style Guide' of which WFTO President Rudi Dalvai is a jury. The guide lists exhibitors at Ambiente that offer eco-friendly materials, resource-conserving production methods, fair and social production, recycling and upcycling designs, craftsmanship and innovations.

Naumann briefly examined the actors in the market: product, demand (retail trade) and the consumer. She argued that the Fair Trade goals of improving the lives of producers as a marketing story is a good entry point in attracting consumers, but there are three important elements that should be considered by fair traders (top of the list): quality, attractiveness and price. She said success depends on how competitive the product is in these fields.

She challenged fair traders: "Only when the manufacturer can afford the same products as the consumers at the other end of the world, can we talk of genuine fairness." "Do not rely on the compassion of the consumers. Rely on your skills. The social aspect may be the reason why customers all over the world are buying your product. Your skills, your knowledge, as a result of your intensive everyday work with your raw materials, their originality, as a result of the connection between your work and your culture are the reasons why they buy them time and again."

Naumann lauded the works of fair traders, but she challenged them to go beyond paying fair price for producers. Without undermining the goals of Fair Trade, she cited the importance of craftsmanship, culture, reliability, and professionalism because the world wants Fair Trade products.

Geoff White

Geoff White is the CEO of Trade Aid Importers Ltd, New Zealand's largest and oldest fair trade company. He is Vice President of the World Fair Trade Organization and a Board member of New Internationalist NZ. Geoff has a strong interest in international trade rules and global supply chains and their impact on developing country economies.

Dynamic marketing strategies are needed to be able to make Fair Trade a successful business model. This is the keynote message of Geoff White, CEO of Trade Aid New Zealand and Vice President of WFTO, during the fourth day plenary session.

Speaking to fellow fair traders, Geoff said Fair Trade enterprises are not connecting well enough with consumers. "We can't be passive retailers." He advised that to be successful, a Fair Trade business should be more active and use potential resources to relate with consumers.

As New Zealand's leading company for sustainability for the second time (2016 and 2017), Geoff shared their experience in reinventing Trade Aid, not only as leading Fair Trade organisation in the country but also as a commercial enterprise. Survival in the market and to be able to continue to provide livelihoods for producers, are key motivations why they have been aggressively connecting with consumers and their markets.

"From social and environmental perspective, we appear very strong as sustainable business. But financial sustainability, we are not so strong." Trade Aid went through a make-over process for a period of time. To be financially sustainable they eyed three strategic areas where changes are needed: price margins, cost of goods and sales.



Taking into consideration the three components, considerable improvements were made in product designs and pricing, and marketing. To increase the gross profit, of which according to Geoff the engine of businesses, they need to attract more consumers. To do this, they invested in making their shop appealing to shop goers. They focused on product presentation in shops and innovative story-telling to strengthen consumer connection to Fair Trade. Besides sales, they also addressed a good balance in price margin and cost of goods.

Geoff identified criteria for Trade Aid: design-led and functional products, target specific industry, multiple partners, limited competitors, rethink dealing with crafts, department store-style of selling is not the future, alignment of values, and limited interference to their shops.

Summaries of Workshops

Day 2 – Fair Trade change makers

Sustainable development through Fair Trade approaches and entrepreneurship

By Exim Bank and NSDC

This workshop delved into the various initiatives that supports sustainable development goals, and organisations helping these initiatives. In India, two active organisations shared their experiences in helping enterprises, especially SMEs in the marginalized communities: Exim Bank and National Skill Development Corporation (NSDC). Both organisations are active in supporting various SMEs across India through skills training and development in various industries.

Four panelists were also invited to present their projects and programs. Two of the panelists were WFTO members based in India, with beneficiaries in marginalized communities: Equitable Marketing Association (West Bengal) and Noah's Ark (Moradabad),

[Download copies of the presentations for this workshop.](#)

The WFTO Guarantee System Updated

By Members of the WFTO Standard and Guarantee System Committee: Carol Wills, Jacqui MacDonald, Mike Muchilwa and Alessandro Galardi

The WFTO Guarantee System Standard and Compliance Criteria, based on the 10 Fair Trade Principles, is a sustainable development tool that enables Fair Trade Organisations to improve practices within their own organisation and in their supply chains and, so, become better recognised and trusted in the international market. In the summer of 2016 the WFTO Board asked an international working group to take another look at the Guarantee System Standard approved in Rio in 2013, simplify it, clarify it, shorten it if possible and make it more accessible. The re-draft went out to consultation among members and other stakeholders in December, further changes were made and were approved by the Board at the end of May (2017).

Four members of the WFTO GS Committee made presentations during the workshop. Allison Barrett and Alessandro Galardi gave an overview of the revisions to the Standard. Ram Bhat and Mike Muchilwa covered Internal Monitoring System requirements. Jacqui Macdonald discussed preparing for audits and



Carol Wills looked at strengthened requirements for Fair Trade Networks. Each presentation was followed by an opportunity to clarify particular points made. The WFTO Membership Officer, Lea Strub, was present to respond to specific questions.

Main questions:

- Timeline for the implementation of the changes
- Impact of changes on the auditing costs
- Verification of the Internal Monitoring System
- Capacity building on changes for auditors and peer visitors

[Download copies of the workshop presentations.](#)

WFTO Guarantee System: Peer Training

By Members of the WFTO Standard and Guarantee System Committee: Carol Wills, Jacqui MacDonald, Mike Muchilwa and Alessandro Galardi

The purpose of this well-attended workshop, held twice during the conference, was for learning about peer visits and visiting and for sharing experiences of receiving a peer visit or carrying one out. The workshop began with a presentation on the place of peer visits in the WFTO Guarantee System which is a visit from a critical friend to help members achieve and improve on their compliance with the Standard and to highlight best practice and raise issues of concern. The presentation described how to approach peer visits, where and how to start, particular things to look for and how to report back. A number of Guaranteed WFTO Members talked about their experiences of receiving a peer visit, what went well, what went less well and provided advice to members about to receive a peer visit for the first time. Experienced peer visitors spoke about what they learnt and what went well for them. The workshop developed into a question and answer session and concluded that peer visits are a good substitute for more frequent audits and have real value for members planning to continuously improve their performance and practice of Fair Trade.

Fair Trade textiles: practices and public policy demands

By Sophie Tack (Oxfam-Magasins du monde) and Sergi Corbalan (Fair Trade Advocacy Office)

The workshop on Fair Trade textile was organised by Oxfam-Magasins du monde in the framework of its 2017-18 campaign on textile supply chains and of the EU funded project "Trade Fair, Live Fair." The workshop started with an introduction on the situation and the challenges in the textile supply chains, the problems and main findings from an ongoing research by Patrick Veillard of Oxfam-Magasins du monde. The first objective of the workshop was to share information and awareness on what various Fair Trade actors are doing in the textile sector. Johnny Joseph from Creative Handicrafts and Girish G. Krishnan from Mila FT Clothing explained how their organisations work and address challenges in the textile sector. Rossitza Krueger from Fairtrade International and Alison Barrett from the WFTO Guarantee System and Standard Committee explained how both organisations with their respective standards tackle the challenges. The facilitators asked the audience to dream. Together with four speakers and Pierre Santacatterina from Oxfam-Magasins du monde, the audience were asked to imagine how the textile sector should look like in 2030, taking into account the dream that the SDG's have been achieved. Through the exercise, obstacles to



realise the dream were identified. Areas of where change should take place were identified, as well as actors/stakeholders that should take the necessary action. All input will be taken into account in the development of the next phase of the textile campaign of Oxfam-Magasins du monde. Another debate is planned with policy makers in Brussels on 2018 May 5th. All participants were invited to participate in another workshop on campaigns on textile on November 11th (together with Oxfam-Intermon and Oxfam-Australia).

[Download the presentation here.](#)

Fair Trade Towns Campaign a genuine tool for FT promotion both in consumers and producers countries.

By Tadeusz Makulski & Billy Linstead Goldsmith (Int'l Fair Trade Towns Steering Committee), Anjali Shivana (FTT Pondichery-Auroville), Abhishek Jani (Fairtrade India) and Luis Heller (FTTC Latin America Steering Committee)

The workshop on International Fair Trade Towns campaign brought an opportunity for the participants to take a glance at an overall picture of the campaign as well as particular examples coming from the producer's countries. There were members of Int. FTT Steering Committee Billy Linstead Goldsmith (USA) and Tadeusz Makulski (Poland) who delivered presentation showing the campaign to global extent of 34 countries and more than 2000 FTT from 6 continents. The presentation described the activities from continental perspective what allows to conclude that still, more than 90% of the FTT remains in Europe. However, the most significant FT City in a number of inhabitants was awarded in Korea in 2017 (Incheon), but Belgium (217 FTT) one of the smallest countries holds the highest density of FTT per capita. The funding steps of FTT campaign in India were presented by Abhishek Jani. Anjali Shivana delivered the case of Auroville and Pondicherry two first FTT in the country. She stressed the involvement of FT producers as well as local schools&universities and also local groceries and catering points in the campaign. Luis Heller explained how WFTO Latin America and CLAC established regional (continental) FTT Coordination body which is in contact with campaigners from six countries. The workshop was attended by participants from different regions of the world who wanted to learn more about the campaign or to start the campaign in their cities.

Fair Payment: living wage in context in the real world (2 rounds)

By Rain Morgan (Turqle Trading)

As it is one of the most important developments within the WFTO network, the Fair Payment workshops gathered many curious attendees. The facilitators explained the development of the proposed policy, including the process and procedure than involved two-rounds of international stakeholders' consultation. Then the five-year implementation plan was presented to the eager audience.

On both rounds, the attendees were interested in questions related to the procedure, and even in tools to help them calculate Fair Payment.



Several people expressed reservations that negotiation and dialogue are so fundamental to the process, claiming that transparent dialogue is not a natural thing for many buyers. We reminded them that if the buyers are members of WFTO, they already subscribe to Principle 2 (Transparency and Accountability) and Principle 3 (Fair Trading Practices), which make transparent dialogue in Principle 4 (Fair Payment), a logical outflow of the previous two principles.

A few people expressed fears that their businesses will be in severe trouble if they had to implement the process. When we discussed it a bit, it turned out that the fear was based on previous models from other organisations. Our advice was to start our process – work the plan and work out the size of the problem – a few organisations in the testing phase found that the overall impact was not nearly as catastrophic as previously imagined.

Sadly there are still many, many fears around the process, but realistically, if we want to stay relevant in the market and be part of the future of Fair Trade, we cannot afford not to engage the process. We have made provision for a lot of help and a lot of time – and if more help or time is needed, it can be worked out. We are setting off on a journey – we know where we want to go, but we have to build the road as we go along – no one has been this way before.

[Download the presentation here.](#)

Ethical Design and Trend Forecasting

By University of Brighton and Judith Vidal (Trading for Development)

The University of Brighton and Trading for Development presented a collection of ethical design trend forecasts. The trends are grouped into themes with accompanying visual presentations:

- Iridescent
- Matt
- Pastels
- Sombre
- Neutrals
- Brights

Colours, shapes and its matching products are included in the forecasts

[Download the presentation here.](#)

Altromercato Experience: Tourism as a new instrument to promote Fair Trade

By Rudi Dalvai (CTM Altromercato)

Fair Trade Tourism is a new way of bringing the Fair Trade concept to new potential consumers. The concept is about promoting Fair Trade production areas and communities as tourism destinations. In Italy, CTM Altromercato is pioneering the model to raise awareness on Fair Trade and at the same time allow people to experience the production of Fair Trade products. Rudi Dalvai, WFTO President and representing



CTM Altromercato, presented their model. The basis is a one day tour, which Ctm Altromercato works out with their producer organisation in Africa, Latin America and Asia. This one-day producer visits are offered to Tour Operators to include in their program. Altromercato follows three objectives with this activity: awareness raising about Fair Trade, CTM brand promotion, and revenue generation for partners of CTM in destination countries.

Their strategies include co-marketing, with Tour Operators, which include AM Experience tours in their program. Tour operators are important for their know-how in organizing trips. Tour operators are responsible to coordinate directly with the producers of the Altromercato Experience visit. . Tour participants get a unique experience with a Fair Trade producer organisation and have the chance to participate in workshops and practical activities, and the opportunity to interact with the community. The experience each tour participants received will stay as a lasting memory, as it offers them to see Fair Trade at work.

Through visits, participant will get to know Fair Trade in reality, raise their awareness and, once they are back in Italy, they become a consumer of Fair Trade products. And most importantly they bring feedback with them that they can share with their friends, which will help to promote Fair Trade organisation like CTM Altromercato and local producer groups and their products.

[Download the presentation here.](#)

Market strategy and fashion industry: Sewing our way through a fast track fashion industry

By Johny Joseph (Creative Handicrafts)

Creative Handicrafts presented their case about how they managed to overturn their situation from facing an eminent almost into a growing Fair Trade organisation. Samples of the changes they made to emerge triumphant:

- Change of a soft toy producer into a High end fashion clothing producer
- Change from selling stories of the producer/women to selling the design and quality.
- Change from a Charity to a Social enterprise
- Introduction of machines to enhance quality and production without displacing producers.
- Replacing unskilled good hearted social workers with top class graduates from relevant schools to lead the organization.
- Change in marketing strategy: From family and friends as a vehicle of trade to top stores to sell products
- Changing the mindset of the producers from a welfare approach to more empowering and opportunistic approach.

The result: 30 times growth in turnover, 10 times growth in beneficiaries, and 10 times growth income of the beneficiaries.

[Download the presentation here.](#)



Three Critical Steps you need to take if you want to find New Customers

By Ronny Hermosa (Fair Trade Connection)

Ronny's workshop started with a love declaration: "I love Fair Trade, I love what we stand for and what we are trying to accomplish here." With this statement, Ronny re-affirmed his motivation to help the FTOs grow their business and generate more positive change in the world. As the crowd was clapping hands to acknowledge the noble cause we are all trying to serve with fair trade, Ronny continued: "But when it comes to marketing, I'm afraid that MOST OF US ARE DOING IT WRONG!"

Wrapping up his introduction, Ronny insisted that "in today's content saturated world your marketing is either remarkable or it is invisible."

During the rest of the workshop, he guided the audience through three critical steps that would help create more remarkable marketing campaigns and thus attract new customers:

- Upgrade your Visual Identity
- Improve your Website
- Tell your Story

Worth mentioning in this summary is the third step: Ronny stated loud and clear that outside of the conference's doors, Fair Trade was not a trendy topic! One of the reasons is that FTO's fail to tell the right stories. And this despite of the huge reservoir of success stories of the people who make the products. Ronny presented an innovative concept using videos and QR codes to connect every Fair Trade product to the story of its maker.

[Download the presentation here.](#)

How we adapt our offer to different markets: How to look for new markets without losing the mission

By Claudia Wladdimiro Quevedo (Fundación Artesanías de Chile)

Fundación Artesanías de Chile strives to preserve traditional Chilean crafts while committed to including more artisans in their network all in keeping with being more competitive in the market. With support from the Chilean government, they are committed to preserving traditional Chilean arts and crafts and promoting the socio-economic and cultural development of its network of artisans in Chile. There is a total of 2,121 artisans involved in the network living in the North to South of Chile (excluding the Metropolitan region), with 77% in rural areas of the country. Though maintaining a traditional footprint, however a modern approach to business has been adopted with an eCommerce service with a new agreement signed with DHL express to help with goods being delivered out of Chile.

[Download the presentation here.](#)



Including Refugees in Fair Trade

By Christine Gent

The refugee crisis is the major humanitarian crisis of our times. The number of refugees and internally displaced now stands at more than 65 million, the largest figure ever recorded. The cost to future generations is even more alarming - half of all refugees are children.

Given WFTO's mission there is an imperative to include refugees within the Fair Trade Movement by finding innovative yet practical ways in which refugees can secure safe and decent work.

The workshop 'Including Refugees in Fair Trade' was attended by people from 16 countries.

Alexandre Salha of Fair Trade Lebanon provided business opportunities to Syrian refugees, and now have almost 4 years of experience of working with refugees.

Mijke De Jong of United Nations High Commission for Refugees India (UNHCR) shared the international definition of a refugee. In India UNHCR work mainly with refugees from Afghanistan and Myanmar.

Christine Gent, WFTO Fair Trade Expert then introduced the UNHCR Made51 Model. UNHCR and its MADE51 partners are connecting refugee-made artisanal products with international markets working through a Local Social Enterprise (LSE) who manage the orders. MADE51 work with all parties to develop innovative unique products suitable for production.

The market was tested in September 2017 at Maison and Objet with the products from seven countries. The next stage is to promote the products to buyers at Ambiente in February 2018.

At the end of the workshop questions were asked to all the speakers. A high level of interest was generated and participants showed an interest to be kept informed of the next developments.

Oxfam and Campaigns on Textile

By Speakers: Sophie Tack and Patrick Veillard (Oxfam-Magasins du monde), Paco Juan (Oxfam Intermon), Kate Phillips (Oxfam Australia)

We started the workshop with an introduction on Oxfam International, the history and objectives, followed by a brief presentation of the three organisations: Oxfam-Magasins du monde (Belgium), Oxfam Intermon (Spain) and Oxfam Australia.

We presented three cases of campaigns:

Oxfam Intermon presented their campaign focused on influencing global standards and consumers' attitudes and behavior. The campaign aims a double impact; a direct impact (fair trade as a tool for defending worker's rights in the garment industry → activism) and an indirect impact (show textile sector that consumers are aware of worker's rights → influence).



Oxfam-Magasins du monde presented the objectives, the approach and the different innovative tools of their campaign for decent work in textile supply chains. Awareness raising is key as well as the development of an offer of fair products. In this context they launched for the first time a crowdfunding project with their partner Mila FT Clothing (India).

Finally Oxfam Australia presented their campaign « What She makes ». It calls for Australian-based garment retailers to take credible action to move to paying living wage to the women who make our clothes. Their research shows that on average just four per cent of the price of a piece of clothing sold in Australia goes toward workers' wages in factories across the globe. And, even if big brands passed the entire cost of paying living wages on to consumers, it would only cost an extra 1% of the retail price – that's just 10 cents for a \$10 t-shirt – for living wages to be paid to the women who make our clothes.

We ended the workshop with questions from the public.

[Download the presentation here.](#)

Making Fair Trade Sustainable: A Strategic Approach

By Indro Dasgupta (CRC Exports)

This workshop focused on the importance of a strategic perspective towards making Fair Trade organizations sustainable. Indro explained the key elements and building blocks of a strategy. He argued that a precise strategy is essential to tackle several challenges that face Fair Trade organizations today. Indro explained that any viable strategy should include a People strategy, a Process strategy, and a Tools strategy. In addition, Indro introduced a SAM (Strategy, Action, Measurement) methodology. He stressed on the point that any strategy must be backed by a viable set of actions to achieve a long-run mission. Also, to see if the actions are working or not, measurements need to be made at regular intervals. Indro discussed some characteristics of good measurable KPI's (Key Performance Indicators). A key question from the audience was that if too much emphasis is placed on one indicator that might lead to lack of attention on all aspects of a strategy. Indro explained that the risk of focusing on one indicator was low, since the SAM methodology includes a review of all KPI's simultaneously, and at regular intervals. Indro concluded by pointing out that the process outlined by him was not unique, several other methodologies such as a "Balanced Scorecard" could be adopted by Fair Trade organizations. However, he pointed out that it was essential that actions be listed and measured.

[Download the presentation here.](#)

Solidale Italiano, the Altromercato approach to domestic Fair Trade

By Marco Landi (CTM Altromercato) and Rudi Dalvai (CTM Altromercato)

Solidale Italiano is both a brand and a business model of CTM Altromercato. An offshoot of an ever growing Fair Trade movement, "domestic Fair Trade" is a new trend that includes products from producers in Italy' that are considered marginalised. Altromercato started discussing the idea in 2007, and three years later, they started selling products from social cooperatives in difficult areas in Italy. They are now working with 17 social cooperatives and selling 67 types of products. Besides Fair Trade products from southern producers, they included three brand variants under Solidale Italiano: terre liberate dalla mafia (agricultural land freed from the mafia), cooperative sociali (social and solidarity economy groups), and economie carcerarie



(products from prisoners). Altromercato works with various social criteria for inclusion under these brands. Delectable food products like various assortments of pasta and olive products, as well as other processed food.

[Download the presentation here.](#)

How to use on-brand social media to reach new markets (video showing)

By Helen Barlow Scott (OneLine Studio)

Our industrial revolution in the 21st century is the introduction of a 'digital landscape'. A key vantage point in this landscape is Social Media. Creating both new challenges and opportunities social media has radically changed the rules of marketing and advertising. People today demand a more honest and direct relationship with the companies with which they do business. One Line Design's presentation at the WFTO conference addressed key issues concerning how social media and digital marketing could be used by fair traders to raise awareness, increase sales and reach new markets.

Our aim was to inspire our audience with real life case studies where small businesses and organisations have been successful in harnessing the power of on-brand social media marketing to secure sales and get their brand noticed.

We believe that fair trade has a captive global audience who are ready to understand and engage with fair traders. And, that presenting a professional and credible message online will help propel fair trade to the next level of success.

We covered:

Does social media marketing work?

3 Pillars of any good digital marketing strategy.

Techniques and tools for improving and evaluating your social media marketing.

At this point we don't know what issues were raised by the audience as we had to present the work via a video link. Our Creative Director couldn't fly in for health reasons. We'd love to hear any feedback and engage further with those who watched the video presentation.

[Watch the video here.](#)

Ecochefs

By Teresa Corcão, Instituto Maniva

"Eating is an agricultural act, cooking is a political act." Teresa Corcão, president of Instituto Maniva (Brazil), facilitated an interesting workshop on the role of chefs as agents for change. She said chefs are influencers, entrepreneurs and artists. In her presentation, she claimed that the actual food system is unfair, unhealthy and not sustainable. Due to the unfair system, there is a great loss of food biodiversity and food processing knowledge. In Brazil, they experienced alarming destruction of the forest, which are potential sources of food



biodiversity. Similarly, artisanal food processing that are good for local and immediate consumption are threatened of being replaced by food industry standards that promote long shelf lives. She shared their experience at Maniva and their mission to encourage other chefs to use their power to promote change in the food system.

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Retailers Standard: A Tool for Market Access

By Giorgio Dal Fiume, CTM Altromercato

The workshop was very well attended. More than 70 participants, from all over continents and representing all kinds of WFTO members, actively participated in the workshop. Half of the time was dedicated to the debate, triggered by the speakers' presentations (one from each continent).

Key outputs of the workshop:

1. Participants agreed that Fair Trade (FT) retailers are important since they represent an important way to promote FT identity and reputation, by selling products and promoting a South-South approach (due to the increasing numbers of FT retailers in Southern countries).
2. Present situation is very heterogeneous, the big majority of FT networks or retailers do not use or ignore the WFTO Retailers Standard approved in 2013.
3. It will be an important added value to harmonise the FT retailers with a common set of "minimum" WFTO standard.
4. The reasons why the big majority of FT retailers (singles or national networks) do not use the WFTO Retailers Standard is because their approval in 2013 has been an "isolated action", not linked to any promotion or practical consequences. There is a lack of WFTO vision and action plan dedicated to retailers.
5. Participants agreed to call WFTO Board to put attention to FT retailers, developing a vision and concrete action plan dedicated to them and aimed to show the added value of the WFTO Retailers Standard and logo.

Measuring Impact

By Corban Bryant (Purnaa)

For a Fair Trade garment manufacturing enterprise, measuring impact is not an easy task. In this workshop Corban Bryant, founder and director of Purnaa (Nepal), shared their case on how they arrived at numbers and information about their impact. They used their mission statement against indicators like profitability, performance, and international environmental and social indicators to assess their impact. The process was not easy but it was a learning experience for them. They were able to get good assessment of their workers, wages, and living situation. They could have done better if they have good baseline, control groups for comparison, focus questionnaires, and environmental impact metrics. However this would be for the next



impact assessment exercise. The most important thing is that they are aware where they stand now and know the areas that need intervention.

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The challenges of joint design and collaborative international projects: *The experience of Taller Maya and the Mexicaba Bag*

By Carola Diez and Angelica Alfaro (Fundación Haciendas Del Mundo Maya)

This workshop is all about the learning experience of a collaboration between a fashion brand and a Fair Trade organisation. Taller Maya, a brand of Fundación Haciendas Del Mundo Maya in Mexico, partnered with Christian Louboutin for a line of tote bags called Mexicaba, which sold for \$1500 apiece.

The workshop facilitators Carola Diez and Angelica Alfaro presented an analysis of their own value chain, as a baseline of their assessment of their experience. Retracing back their experience, they arrived at important lessons that could be useful for future work collaboration. In their own words, they concluded: “There is still a lot to do to improve this kind of collaboration. Neither the artisans nor the big fashion brands are yet ready to speak and negotiate in the language of each other without mediators. But they want to do it and will keep trying!”

“Big fashion brands may consider the welfare of the artisans, but they exist because of the market they serve and as a result of a long history of design, quality, branding and a lot of advertising. At the end, their final price responds to their market segment rather than to the collaboration.”

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Sustainable growth for communities

By Nandan (Last Forest)

Sharing lessons from working with indigenous and marginalized groups, Nandan of Last Forest (India) did a workshop on their experience in the Nilgiris Biosphere Reserve in Tamil Nadu. Some of the major points were the creation of different institutions, Last Forest being one. He described the roles of these institutions in areas such as civil society engagement, urban-rural linking, climate change and ecological development, market access, and employment. He also spoke about different interventions at various levels using technology, learning and knowledge building, product research and innovation, skill development and employment at grass root level.

Last Forest is primarily a marketing platform formed to help small groups of honey producers, farmers, and self-help groups. As a marketer, their main role is to bring their products to the bigger market. The participants were keen on the challenges and struggles they were facing on a day to day basis. The following are some of the points mentioned in the discussion: climate change (environmental changes, therefore, change in livelihoods for tribes living in the forest), younger generation attracted by urban lifestyles and developed no interest in agricultural livelihood, income security and sustaining employment, natural resources and ethical markets. And lastly, Nandan talked about respecting traditional knowledge and culture, sharing the learning and best practices across international networks and similar organisations.

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Resilience building as a strategy for sustainability

By Voltaire Alferez (CCAP Fairtrade)

CCAP Fairtrade for Development, Inc. (CCAP Fairtrade) Executive Director Voltaire Alferez held a workshop on the topic Resilience-building as a Strategy for Sustainability during the WFTO Biennial Conference in New Delhi, India. The workshop was both a presentation of a resilience-building framework and a discussion of the different challenges relating to disaster risk reduction and climate change adaptation of the participants.

The workshop was aimed at starting a conversation within WFTO on the issue of disasters and impacts of climate change which disrupts production and trading. The Philippines, CCAP Fairtrade's home country, is a country in the crossroads of typhoons, earthquakes and other natural as well as man-made hazards. Many of CCAP Fairtrade's partners are exposed and vulnerable to these hazards.

With these realities, CCAP Fairtrade and its parent NGO, Community Crafts Association of the Philippines, Inc. (CCAP) has engaged its partner-producers to help them build resilience. The workshop presented this process as well as possible intervention and assistance to ensure that their sources of income, when disrupted, would be able to resume its operation with the necessary protocols followed.

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Fair Trade in Palestine: defying occupation and breaking walls

By Suzan Sahori (Bethlehem Fair Trade Artisans)

Palestinian economy is stagnant and restricted due to unusual political situation - occupation. The Fair Trade movement in Palestine was not only effective in creating opportunities for the marginalised, but also in linking the Palestinian economy to global Fair Trade networks that challenged the economic restrictions imposed by prolonged military occupation. The inclusion of Palestinian producers in the Fair Trade networks has created opportunities for farmers and artisans, and they have sustainable livelihoods. Fair Trade became a major source of agency to Palestinians, it is no longer an alternative form of trading. It is an essential tool to defying economic hardships and giving hope to a vibrant and sustainable Palestinian economy.

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