

ENTREPRENEURS FOR  
**CRITICAL  
IMPACT**



**2022**  
ANNUAL REPORT



Home of Fair Trade  
Enterprises

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# Message from our President



The year 2022 opened on a positive note with relaxed Covid restrictions and partial restoration of normality. The WFTO Board met in person after two Covid-restricted years: the meeting allowed for deeper discussions, planning and decision-making. We continued with our virtual board meetings throughout the whole year and in May 2022, Leida Rijnhout was appointed WFTO's Chief Executive, building a strong team to better serve our membership and raise the profile of WFTO.

The highlight of the year was the WFTO International Fair Trade Summit in Berlin. The Summit Working group worked hard raising funds, planning and organising every detail of the Summit. Members met after a gap of three years since the last Summit held in Lima in 2019. We offered subsidised ticket prices, and scholarships and negotiated for lower hotel rates to facilitate greater participation, which reached 400+ participants. After the Summit, we received positive feedback and constructive suggestions for planning future Summits and members voted for the 2024 WFTO Summit to be held in Cape Town (South Africa).

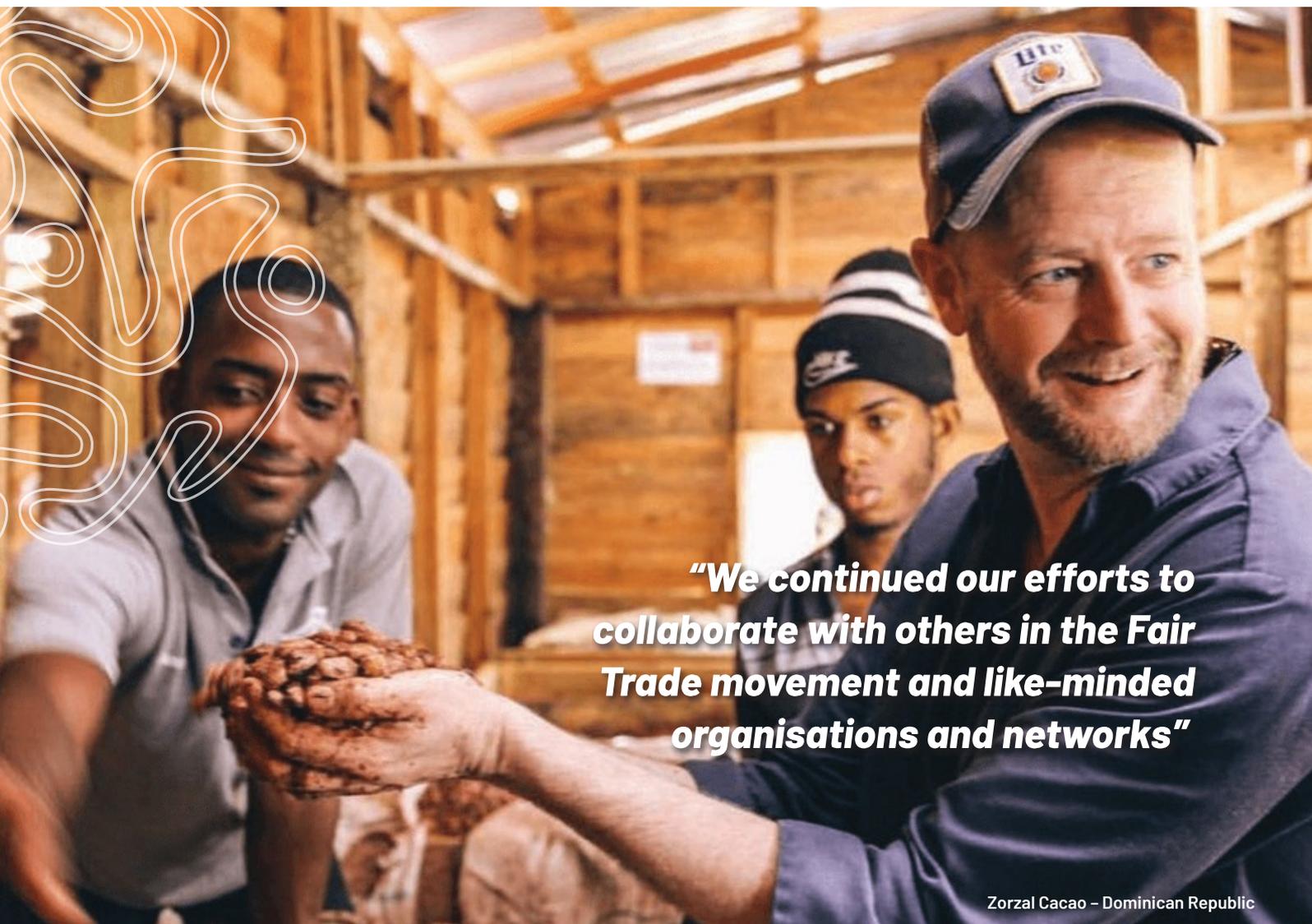
The WFTO Guarantee System review was undertaken by the Guarantee System Committee (GS). The Committee submitted their report and recommendations at the end of the year after close to 12 months of intensive work including data mining, interviews with members and close consultations with the Guarantee System team. The GS Committee recommendations were accepted by the Board and a budget for implementing these was approved.

Campaigns successfully enlisted our members, Fair Trade networks, supporters and the Fair Trade Advocacy Organisation (FTAO) to amplify our voice and for greater impact. Leida and I participated in the Fair Trade Towns Conference in Quito (Ecuador) in October. The Fair Trade Towns Campaign is an important initiative for advocacy and to grow awareness and support for Fair Trade from local policymakers, citizens, corporate and government bodies and the larger civil society. We continued our efforts to collaborate with others in the Fair Trade movement and like-minded organisations and networks, which included Fashion Revolution, SEED & the Green Economy Coalition, just to name a few.

We closed the year with a small surplus while we had projected a loss, making 2022 a success. More details of our activities, initiatives and projects together with the annual financial statements are included in this report.

On behalf of the Board, I take this opportunity to thank each of the GS Committee members, the Berlin Summit Working Group, our members and staff for their commitment, hard work and support.

**Roopa Mehta**  
WFTO President



***“We continued our efforts to collaborate with others in the Fair Trade movement and like-minded organisations and networks”***

Zorzal Cacao – Dominican Republic

## Message from our Chief Executive



I arrived in May 2022, halfway through the working year, but at the beginning of some hectic months: the preparation of the International Fair Trade Summit in Berlin, the processing of the Guarantee System Review recommendations, new projects and several internal (office) matters. But thrown into the deep makes you swim faster and more self-assured. The team was super helpful and supportive, and now almost a year later the organisation feels very familiar and part of me. It is an honour to work with committed members, a devoted board and a professional team.

The challenges for an association such as WFTO are huge. More and more policymakers and citizens see our mission-driven entrepreneurs as the solution to fix the broken economic system due to unsustainable mass production and consumption, exploiting too heavily people and the environment, causing poverty, marginalisation, climate change and loss of biodiversity, to name a few. It is important for Fair Trade Enterprises to fulfil this expectation and showcase that another way of doing business and trade is not only possible but necessary. Fair Trade Enterprises are not into charity, they are professional and serious players in the regional, national and international markets. Doing ethical business is not a niche anymore, it is growing day by day. Fortunately, consumers are increasingly demanding it. The planet is screaming for it. In the far future ethical businesses should have replaced all unsustainable business models, at least this is what we are aiming for.

But we cannot do this alone, we need to work together with other (international) networks that work hard to make alternative business models the norm, like social enterprises, players in the socio-solidarity economy, cooperatives, steward-owned businesses, organic farmers and so many others. That's why WFTO also invests in partnerships with those networks to strengthen the voice of progressive and regenerative businesses towards policymakers. Increasing ethical markets for our members is one goal, but changing policies and regulations is just as important! Phasing out the unsustainable markets is a WFTO goal too. This combined with awareness-raising campaigns and capacity building with and for our members makes our agendas quite full. You can read more about it in this report of 2022.

Best regards,

**Leida Rijnhout**  
WFTO Chief Executive



***“More and more policymakers and citizens see our mission-driven entrepreneurs as the solution to fix the broken economic system”***

# Mission & Vision of WFTO

M51 Earth Heir



The World Fair Trade Organization (WFTO) is the global community and verifier of enterprises that are totally committed to Fair Trade. We are an association of Small- and Medium-sized Enterprises (SMEs), farmers and retailers that fully practice our 10 Principles of Fair Trade. We also advocate for fundamental change in our current economic system.

Through our Guarantee System, the only international verification model focused on enterprises that put the interests of people and planet first, an internal monitoring system and independent audits, WFTO verifies that enterprises are fully in line with the 10 Principles of Fair Trade across their business and supply chains. Once verified, all members have free use of the WFTO Guaranteed Fair Trade product label.

Fair Trade is no synonym for international charitable markets. Our movement is moving away from the historical dual and obsolete vision that sees Fair Trade as the Global South producing for the Global North. North to North, South to South, and North to South markets are crucial to achieving system change too, and we are working hard to ensure that Fair Trade becomes the norm everywhere. Our organisation is set up to support these enterprises in their efforts, so as to populate the economy with mission-driven businesses that hold a bold yet profitable solution to the currently broken capitalistic shareholder economy.

Guided by our 10 Principles, which range from environmental protection to human and labour rights, verified Fair Trade Enterprises are fighting to change the economy to prioritise sustainable livelihoods and a healthy planet over profit-maximising. In the way they do business, WFTO members, which are often Micro, Small and Medium Enterprises (MSMEs), are advocating to rebuild the economy, proving that putting people and the planet first is the only future-proof business model which is both sustainable and economically viable.



The Citizenry



# Our membership and the WFTO verification

Count of Contact Fair Trade Name Organization	Fair Trade Organization	Fair Trade Network	Fair Trade Support Organization	Grand Total
Africa	61		4	65
Asia	144	5	2	151
Europe	180	19	5	104
Latin America	53		8	61
Middle East	10		4	14
Pacific	11	2	2	15
<b>Grand Total</b>	<b>359</b>	<b>26</b>	<b>25</b>	<b>410</b>

	Africa	Asia	Europe	LA	ME	Pacific
Joined	7	9	3	6	0	0
Total Joined in 2022	<b>25</b>					

All new joined were Fair Trade Organizations

We are proud to say that our WFTO community has 410 members, 37 individual associates and 8 associate organisations, and are spread across 83 countries, making our movement truly global. Their direct positive impact includes 965.700 livelihoods supported through the operations and supply chains of these enterprises. Although we haven't taken measurements to determine the exact extent of our environmental impact reduction, we are confident that it has decreased. This is because all of our members are genuinely dedicated to reducing their ecological footprint (for instance, by using less plastic and actively participating in the circular economy, reforestation, river cleaning, and the use of renewable energy) to care for their surroundings.

In 2022, 25 Fair Trade Enterprises joined WFTO and we closed the year with a total of 410 members across the five regions. The vast majority of these members are Trading Organisations (FTO - 359) joined by Support Organisations (FTSO - 25) and Fair Trade Network (FTN - 26). Even though many Fair Trade Enterprises struggled in the last years, WFTO membership has remained a priority for these enterprises. WFTO members are very loyal and see benefits from their membership, as shown by an average retention rate of 92% over the last 3 years.

WFTO is represented across all regions (Europe, Asia, Latin America, Africa & Middle East, USA, Canada and the Pacific), the entire supply chain and most sectors, like fashion, home decoration and food. Our members ensure benefitting people and the planet through their business practices is at the core of what they do.



## The WFTO Guarantee System

WFTO members are verified through the WFTO Guarantee System. This system was set up in 2013 to allow our members to acknowledge their Fair Trade credentials to the wider public through a product label, while also creating an accessible verification system for Fair Trade Enterprises to monitor their whole business and to become a Guaranteed member that can use our WFTO label on all their products. This is achieved through a monitoring cycle adapted to the complexity of the enterprise, which includes a Self Assessment Report and external monitoring components.

At the core of our Guarantee System are the WFTO 10 Principles of Fair Trade and the WFTO Standard. The label is member-owned and free from licence fees. We have Guaranteed members in the Global South, as well as the Global North because our Fair Trade Principles should be applied in all countries to change the current (unsustainable) economic system.

In 2022, after almost 10 years of implementation of the Guarantee System, it was time to have an in-depth review of it and improve where needed. Phase One of the review was aimed to assess how well the System met the needs of members, as well as research if the system was an added value for the members. The majority of the members that responded were positive about its impact, credibility and overall benefits but clear recommendations towards improvement and compliance were also made. Phase Two of the review consisted of a further review of the data collected in Phase One but also added other stakeholders, combined with data analyses at the office level. This phase will be concluded and the results implemented in 2023.





## Our activities in 2022

### The 16th International Fair Trade Summit (Berlin, Germany)

In 2022 WFTO held her 16th International Fair Trade Summit, a biennial gathering of Fair Traders, allies, and changemakers united by the belief that only fair, sustainable, and inclusive business practices are future-proof. The Summit, which took place in Berlin (Germany) from the 23rd until the 26th of August, was co-organised by our supporting local organisation (and WFTO member) Forum Fairer Handel. Together with them, we achieved to make the event the success it proved to be.

Because of the pandemic and the unavoidable postponement of the event, this 16th edition of the Summit was particularly important for us: not only did we realise how much we missed meeting with the whole community, but also how crucial shaking hands (and sharing beliefs!) in person was to trigger new conversations about our movement and bring it to the next level. Speakers and participants from all over the world joined us to learn how to improve their practices, establish new potential partnerships and talk about how we can better synergise to achieve system change and fair and green societies. Discussions about advocacy representing SMEs at the United Nations level, how to reduce environmental impact in production but also about climate justice and working with refugees got people's attention, among so many other issues. And there was also plenty of time to network and establish new alliances.

Among the special activities that we organised in Berlin, we curated a **Fair Fashion Expo**, supported by Studio MM04, to highlight how local traditional craft skills easily fit into modern global aesthetics by presenting inspirational multi-brand looks compiled from outstanding Fair Trade producers in the fashion sector. Another activity that got WFTO members and attendees particularly excited was the **Fair Trade Fair**: this unique sourcing opportunity gave visitors, including retailers and importers, the chance to personally meet the representatives, voices and hands of 33 Fair Trade Producer Organisations in one place, with a great range of products exhibited from fashion, jewellery and home decor to food & drinks.

During those days we also went into the streets to make our voices heard even more: together with civil society, students and Young Fair Trade advocates we organised a **public action "Change the Chain"** to bring the demands of the Fair Trade movement to the streets of Berlin. We walked in front of the representation of the European Commission and moved to the Brandenburg Gate to urge European and German politicians to improve Due Diligence laws and raise awareness about global inequalities and possible solutions.

*The Summit counted in total over 400 attendees, a number that included the tickets that WFTO and FFH covered with a crowdfunding campaign, enabling us to support those members who could not afford the ticket to join us in shaping the future of our movement.*

***“Only fair, sustainable, and  
inclusive business practices  
are future-proof”***



## And so much more:

WFTO is executing several projects that support members in organisation building, market access or financial management, to help them strengthen their businesses and increase their positive impact on society and the environment.

### Small But Perfectly Formed

The Small but Perfectly Formed Project started in 2021 as a large consortium effort of 10 main and 3 supporting partners working towards the objective of accelerating Small and Medium fashion Enterprises (SMEs) to transition into more circular and sustainable businesses.

Within the framework of the project, WFTO is supporting the 28 transnational projects through an acceleration programme by providing expert mentoring and intense online and offline educational modules, sharing resources on best practices, organising webinars with alternative businesses and building a transnational network of sustainable fashion practitioners from all around the world. Therefore, throughout 2022, the WFTO projects team engaged in a variety of activities together with other consortium partners. These activities were embedded in different work packages of the project and were therefore designed to cater to the needs of different audiences who are involved in the project in different capacities.

The WFTO team has contributed to the acceleration process firstly in the form of expert mentoring delivered in four rounds between February and July. Furthermore, WFTO, together with Impact Hub Lisbon, developed a business diagnostic survey for one-to-one business diagnostic results to form the needs analysis of the selected SMEs. A report summarising the analysis and key findings of the SME business diagnostic analysis was written by the WFTO team and shared as research on the project website. As a final component of the acceleration programme, WFTO created and delivered the majority of the intense 2-day bootcamp content together with project partners Impact Hub Lisbon and We Love You Communications which was held in Berlin in August 2022. The educational content focused mainly on alternative business models, and the entire bootcamps were incorporated into the WFTO International Fair Trade Summit. In collaboration with Fashion Revolution Germany, WFTO organised a networking activity which took place within The WFTO Fashion Expo during the Summit.

In relation to the global network creation and management activities, WFTO continued to populate the transnational network platform, Small but Perfect Hub, which was earlier created on Common Objective. In addition to promoting this global network, WFTO organised 3 online webinar/ matchmaking events with WFTO member organisations in April, May and June which were designed for all the network members to have the opportunity to directly meet WFTO members who implement impact business models all around the world. Furthermore, the WFTO projects team created and shared content in the form of articles and interviews from best practice cases from the WFTO network on this global network platform. This project will continue into 2023 with further activities and come to a conclusion in July 2023.



Artesanías de Chile



Allpa



DECE Clothing

## **Building Networks for Social Enterprises: Fair Trade Turkey**

In this project, which came to a conclusion in July 2022, WFTO worked together with INOGAR Cooperative from Istanbul within the framework of Civil Society Dialogue Programme between the European Union and Turkey. The aim of this project was to facilitate the transfer of WFTO's knowledge on Fair Trade to the Turkish context in order to increase the awareness of stakeholders in the Turkish social economy ecosystem on Fair Trade practices as well as to increase the visibility of WFTO in Turkey.

To achieve the project goals, a group of trainers from Turkey were trained by WFTO in 2021 and then provided extensive local training to social enterprises and relevant organisations in 7 cities (Istanbul, Ankara, Izmir, Adana, Mersin, Gaziantep and Denizli) across Turkey in January-February 2022. Furthermore, a series of roundtable meetings were organised by INOGAR Cooperative in Ankara, Istanbul and Izmir to bring together different partners and stakeholders to discuss Fair Trade in the Turkish context. WFTO project officer attended the roundtable meeting in Istanbul in person in which she presented WFTO's work and alternative business models to the stakeholders. During the project implementation period in 2022, INOGAR Cooperative also successfully became a Guaranteed member of WFTO.

The project came to a conclusion at the end of June, and a hybrid closing event was organised on the 17th of June which the WFTO Guarantee System Manager attended virtually to make a presentation for the stakeholders. As a final outcome, a memorandum of understanding (MOU) was signed between WFTO and INOGAR Cooperative to form a network between the two parties to ensure expertise transfer on Fair Trade practices and create awareness about Fair Trade through Turkish social economy stakeholders and entrepreneurs based on the WFTO 10 Principles. In this manner, the parties expressed their commitment to further collaboration in accordance with the project objectives to build a Social Enterprise Network in Turkey and increase WFTO membership applications from Turkey in the long run.

## **MADE51**

Since 2018, WFTO has been collaborating with the United Nations High Commissioner for Refugees (UNHCR) to work with refugee artisans. The main objective of this program is to promote the economic inclusion of refugees in the global artisan value chain.

During this fifth year of partnership between WFTO and UNHCR, the project is operational in 23 countries, with another 5 currently under the exploration stage, while working with a network



M51 Silaiwali



of 35 Local Social Enterprises (LSEs) reaching approximately 3,500 refugee artisans and their families, from which 95% are women, to improve their economic situation.

WFTO continued to lead efforts in the onboarding process for new MADE51 LSE partners. Drawing on its 30-year experience working with small and medium enterprises (SMEs) and 10 years of expertise in our Guarantee System, our team ensured an objective LSE selection and streamlined the entry to the WFTO community for those social enterprises working with refugees under Fair Trade conditions. WFTO gave technical assistance to LSEs alongside the process, which coupled with frontline WFTO consultants' follow-up, enabled the development of action plans for LSEs to be introduced and operate according to the MADE51 Pathway.

WFTO and MADE51 aimed at better equipping LSEs with readiness mechanisms and knowledge to deliver on the upcoming collections, as well as further prepare them to participate in activation events. Seed funding deployed by WFTO boosted LSEs' capacity building in six implementation categories to improve the quality of the products. These categories included artisan training and training orders, product development, audiovisual material creation and events participation. Remarkably, WFTO and MADE51 coordinated a seed funding response which covered the audit costs of 2 new applicants to WFTO membership.

In 2022, a series of monthly webinars was facilitated by the MADE51 team for all LSE partners, with the participation of WFTO staff, offering peer learning and problem-solving opportunities, including marketing and strategy plan for 2022, impact measurement and storytelling, and group development to build capacity and ownership within refugee artisan groups.

In 2022, MADE51 product collections were developed to coincide with key campaign events and in collaboration with key strategic partners. With the occasion of the Lunar New Year and Eid, curated selections of new and existing campaign products were marketed through MADE51 online shop, while on Valentine's Day and International Women's Day, all promoted products had been newly developed. The partnership with Fast Retailing Ltd resulted in a new collaboration launched with UNIQLO as part of the celebration of World Refugee Day: bracelets made mainly by South Sudanese artisans in Kenya and South Sudan were made available in UNIQLO's online stores in the United States and Japan, and MADE51 pop-ups were installed in different UNIQLO locations in Japan and in Europe.

### **Fair Payment policy**

This project funded by Brot für die Welt ended in March 2022. With the goal of strengthening the Guarantee System by placing a special focus on fair payment, over the course of three years, this project has given us the opportunity to support members going through the fair payment process by organising training, webinars, holding 'clinics', as well as creating an online learning platform (the Members Area).

Through this project, WFTO has been able to further implement the Fair Payment policy and gathered feedback from our membership to drive implementation of the Guarantee System and prevent its credibility from being undermined. We also collected data about existing wages, benchmarks, fair wages negotiated, and the numbers of artisans benefiting, to substantiate future communications and claims over the Fair Payment Policy & Process (which we have published on our Fair Payment website). In addition to that, we were further able to create training for Auditors, enhanced our audit process and created a space for auditors to learn from one another.

Despite the difficulties faced due to the pandemic, as WFTO we believe that the project was successful, as we have been able to set up processes and create materials (including a tool to include living income into our calculators) that will support our members for many years to come and that will continue to help us engage with other organisations to help them to understand our system and processes and share our tools, which means a much broader impact.



***“Despite the difficulties faced due to the pandemic, we have been able to set up processes that will support our members for many years to come”***

Ethiquable

**WFTO is always expanding their activities and therefore we were involved in smaller initiatives like:**



### **Handmade Futures Initiative**

WFTO is part of the Handmade Futures Initiative (HFI) core team which is a multi-stakeholder initiative that is managed by Trade+Impact (T+I), a non-profit collaborative global community working with a focus on women-led social enterprises.

Throughout 2022, the diverse team of stakeholders, of which the WFTO projects officer is part, gathered monthly to determine a targeted vision for the handmade sector as well as to discuss and identify the key challenges. This project will continue into 2023 with the formation of working groups and the organisation of a series of monthly working meetings composed of producers and buyers to discuss buyer/seller relationships in the sector. These working group meetings will provide concrete solutions to transform the sector to understand this relationship more deeply and create concrete actions for visible results. As WFTO, we have invited our members to join these working group meetings to share their experiences and become an integral part of the system change discussions in the handmade sector.



### **200 Million Artisans**

In 2022, WFTO collaborated with the *200 Million Artisans* initiative as a community partner during their research mapping for the investment needs of craft-led enterprises in India. We invited enterprises from the WFTO network in India to participate in the Funding for Handmade Survey that was launched in May 2022 in order to share their experiences and challenges regarding funding opportunities for this research project.

### **Fair Trade as an academic concept**

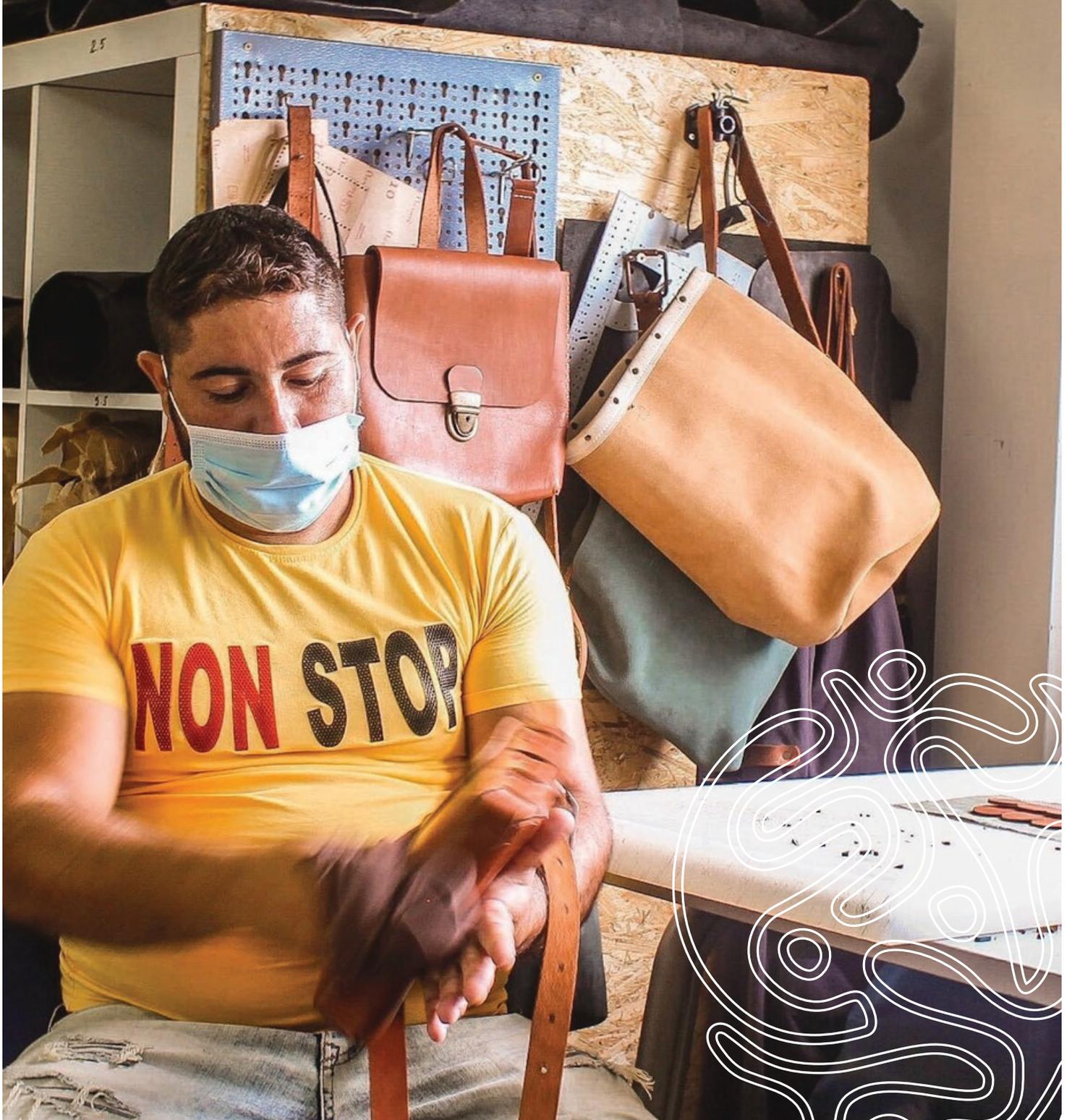
As Fair Trade (as we define it: focus on alternative business models) gains increasing attention from the academic world too, we also engage more with the academic world. WFTO is in the steering group of the Fair Trade Journal, and is co-organising academic conferences together with Fair Trade International and Fair Trade Advocacy Office under the Fair Trade International Symposium (FTIS) initiative. The next Fair Trade International Symposium will be held in June 2023 at the University of Leeds in the UK.

We have also received requests from students and universities to guide them in their research or study programmes. In 2022, we collaborated with:

– *Exeter University's MBA Consultancy Projects*. For this project, an MBA student with professional experience developed a digital marketing strategy for WFTO to help raise the profile and to attract more social enterprises as member organisations. The quality of the work and our overall collaboration were very successful, therefore we decided to engage in another project from the same programme which will start in April 2023.

– *The Hague University of Applied Sciences (THUAS) Global Governance Innovators Lab programme* around the theme of Justice for All. Within this framework, a diverse group of THUAS students worked on a research project and prepared a detailed report about how to attract more European Businesses to join the WFTO.

***“We collaborated with the 200 Million Artisans initiative as a community partner”***





## WFTO Marketing & Branding

This year it was decided that WFTO required a dedicated Marketing and Brand Manager to focus on heightening the WFTO brand awareness and strengthening the brand presence. A new position was created: Marketing and Brand Manager and 15 years of experience in brand management were welcomed into the team in July.

The focus of marketing for 2022 was to gain market access opportunities for our members, not only in the Global North but also in their domestic markets. The challenge is to resolve the disconnect between Fair Trade Enterprises and buyers. Additionally, there is a need to increase the accessibility and visibility of Fair Trade products to buyers. Therefore, WFTO members attended virtual trade fairs and the team also prepared to exhibit at Ambiente, in Frankfurt, which would take place in February 2023.

Furthermore, fostering collaborations with like-minded commercial buyers and producers in ethical markets was also an important focus area in 2022. This involved the engagement and involvement of many of our WFTO members on online platforms, which advocate for Fair Trade products, to reach both commercial buyers and end consumers. Some of these platforms included *Powered By People*, *The Good Market*, *Avocado Store*, *NEST*, and *Faire*.

It is obvious that WFTO's Fair Trade Enterprises are a perfect fit for all ethical markets, as the label does not only cover fair price but also environmental concerns, transparency, gender equality and so much more.

To kickstart new alliances, WFTO worked on the promotion of the First Buyer Label, through which businesses identify themselves as supporters of Fair Trade Principles. A First Buyer is an organisation that buys products from a WFTO Guaranteed Member. Only products of which 95% of the composite parts are purchased from a WFTO member may bear the First Buyer Label. As part of this initiative, we have formed a collaboration with the high-fashion house, *Chloé*, which works with our members (*Coccon Crafts & Loom Pvt. Ltd*, *Creative Handicrafts*, *Mifuko*, *Manos del Uruguay*, *Silaiwali*).

Lastly, as WFTO is a membership organisation, the task of marketing was to also grow the visibility and attract more members. It is crucial that the global WFTO community grows to have more Fair Trade Enterprises, and lately also with a focus on increasing the number of Northern producers. Fair Trade is not something that should only be practised in the Global South!

### **eBay for Change**

In 2022, eBay and WFTO work collaboratively with the objective of spreading awareness of the 'social enterprise business model', by helping social enterprises thrive commercially and shaping economic ideas and policies. In addition, the goal is to foster the much-needed broader economic transformation. *eBay for Change* also introduces verification, through the WFTO Guarantee System, to enterprises that are beginning to embrace their social and environmental mission. This applies to both the social enterprises in eBay's current network and through identifying and supporting social enterprises that are currently based in the UK.

Furthermore, the project aims to support Fair Trade Enterprises to thrive commercially by gaining increased sales through new commercial partnerships with businesses in eBay's current network. *eBay for Change* improves the e-commerce capacity of Fair Trade Enterprises and increases their visibility through the eBay platform.

This project will continue into 2023 to connect and amplify the movements championing alternative business models, like our members, particularly through joint advocacy and campaigning.



***“The model help social enterprises thrive commercially and shape economic ideas and policies”***

Conexus

# Communications, Campaigns & Advocacy

Curated by Studio MM04



WFTO is more than supporting Fair Trade Enterprises and finding markets. As a movement, we have the huge ambition to offer producers and consumers a valid alternative outside the current shareholders' capitalistic economic model. For that, we also need other policies and regulations on the (inter)national level. Only with more regenerative business models, we can truly change this unsustainable economic system. As WFTO we need to raise our voices to get our mission (and practices!) heard and connect with like-minded international networks.

As we look back on the year 2022, WFTO renewed its commitment to advocacy and community outreach. As mentioned, we recognise that to effect systemic change, we must engage with communities and decision-makers on a deeper level.

Therefore, we made a more concerted effort to shift our focus towards advocacy, organising political actions, and partnering with other organisations to amplify our message: this year, we officialised our alliance with the Green Economy Coalition and SEED, two organisations that focus on supporting MSMEs' efforts towards sustainability. We also asked for and received our accreditation to participate officially in UNEP meetings. We also participated in the Fair Trade Marathon in Bruxelles (Belgium), had breakfast with European MEPs to discuss Human Rights and Due Diligence and took part in the 15th International Conference of Fair Trade Towns and Cities in Quito (Ecuador). These events allowed us to build meaningful connections with other movements and raise awareness about the urgency of implementing alternative business models to build just and equal societies.

Of course, our commitment to spreading the message of Fair Trade practices of our members remained at the forefront of everything we did. Last year, we ran three social media campaigns: International Women's Day (1st-8th of March), Fashion Revolution Week (18th-24th of April) and World Fair Trade Day (1st-12th of May), to raise awareness of the urgent societal and environmental issues we are facing. We ran several global campaigns and with the support of our allies, including the Fair Trade Advocacy Office, we showcased how Fair Trade Enterprises, no matter how small, are pioneering business models that provide viable solutions to such intersectional issues.

### International Women's Day

During the week leading up to the 8th of March 2022, following our theme #SheLeadsTheWay, we showcased the remarkable women of our global community of Fair Trade Enterprises and how recognising their crucial contribution is key to achieving a fair society. #SheLeadsTheWay is a bold call to action that stresses that only through redistributing power in gender relations can we achieve a new economy. Using our digital platforms, we highlighted and celebrated the solutions women offer to some of today's most pressing issues. We also called all members and allies to participate in our photo action, raising the "W" sign with their hands, to collectively showcase and express our solidarity with women all over the world.

### Fashion Revolution Week

Participating in Fashion Revolution Week was an excellent opportunity for us to exhibit all the ways that Fair Trade Enterprises are tackling the fashion crisis. Fair Trade Fashion brands and supporters held the #WhoMadeYourClothes posters, showing their best practices in artisanal production and slow fashion and enforcing a paradigm shift in the

industry. Our digital celebrations were accompanied by live events and webinars to educate consumers and buyers about holistic approaches to the fashion industry.

### World Fair Trade Day

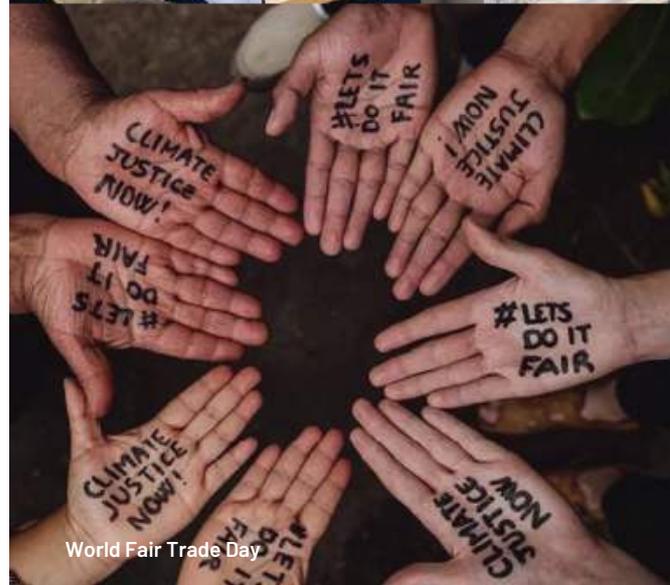
This World Fair Trade Day, we emphasised the importance of tackling the climate crisis. For it is not just an ecological necessity, but also a social justice issue and a matter of survival for the worst affected who are facing extreme weather conditions and perennial calamities. We took this opportunity to put at the forefront the innovations of enterprises that prioritise the environment at the core of their business model. From upcycled materials and carbon neutrality, we covered a large variety of sustainable initiatives. Our two-week lead-up to the 14th of May was also reinforced by our photo action: members, supporters, allies and the WFTO staff raised their hands for #ClimateJustice and shouted loud and clear for the world to hear: #LetsDoItFair.



International Women's Day - Chako



FRW - Sisam



World Fair Trade Day



# Fair Trade Advocacy Office

WFTO is a co-founder of the Fair Trade Advocacy Office (FTAO) and contributes financially to its activities. WFTO and WFTO-Europe each have a seat on the FTAO board. WFTO partners closely with the FTAO on policy, advocacy and campaigning.

At an EU level and through 2022, the FTAO has been advocating for an ambitious EU Deforestation- Free Regulation that benefits smallholder farmers and workers in global supply chains. In December 2022, a political agreement was reached on the Regulation, which committed the European Commission to develop a comprehensive strategic framework for partnerships and cooperation with producer countries. This reflects one of the FTAO's key requests.

The European Commission (EC) announced the EU strategy for sustainable and circular textiles in March 2022, but the FTAO regrets that it only addressed the environmental impact of textile production and consumption while falling short on the social dimension. In January 2023, the FTAO will speak at a hearing of the International Trade Committee, which will focus on Unfair Trading Practices (UTP) in the textile and garment sector.

In June 2022, the new Trade and Sustainable Development (TSD) communication "The power of trade partnerships: together for a green and just economic growth" set out the new commitments to be negotiated in Trade and Sustainable Chapters in new trade agreements. Though leaving aside human rights and focusing only on environmental sustainability, it is a step in the right direction.

During the second half of the year, the one-year training called the Young Fair Trade Advocates (YFTAs) ended with more than 70 YFTAs from all parts of the world being certified. In 2023, the YFTAs will facilitate a webinar series with speakers from the Global South about EU Trade Agreements regarding four topics: Labour Rights, Environmental Sustainability, Economic Sustainability, and

Gender Equality. The webinar series will be condensed and shared with MEPs in May to ensure that the needs of the partner countries are better included in EU Trade Agreements.

In October 2022 and after two years of online meetings due to the Covid pandemic, the Fair Trade Advocacy Marathon was held in October 2022 in Brussels. It included external advocacy, brainstorming, coordination and capacity-building activities. The high-profile event was the European Parliament Fair Trade Breakfast, where the Fair Trade Movement and producers met members of the European Parliament to discuss the 45 policy recommendations developed by the Young Fair Trade Advocates for a global, fair and ecological transition.

In November 2022, the FTAO published a briefing shared with EU policymakers to emphasise the importance of explicitly including living incomes in the Corporate Sustainability Due Diligence Directive. These priorities were reflected in the draft report of the responsible committee, which will be finalised at the start of 2023.



***“More than 70 Young Fair Trade Advocates (YFTAs) from all parts of the world were certified”***



# What happened in the regions

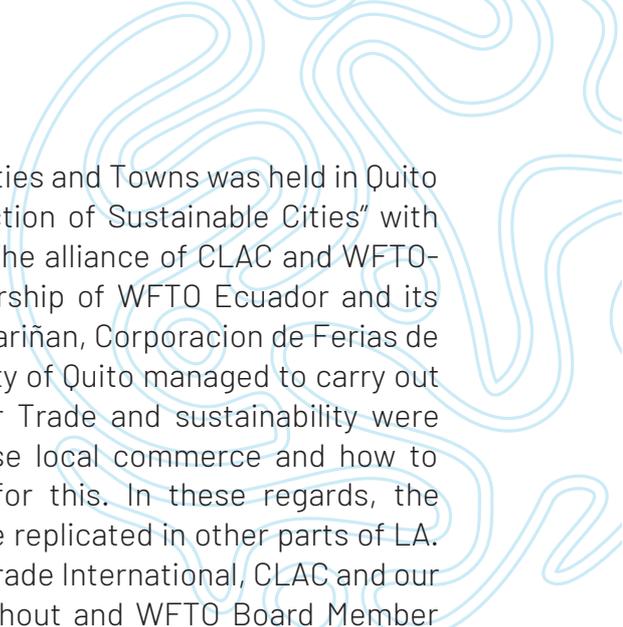
WFTO has its headquarters in Culemborg, The Netherlands, and regional coordinators for Europe, Africa and the Middle East and Latin America. The USA, Australia and New Zealand count with country networks that work under the WFTO umbrella, but not necessarily using our brand.

## LATIN AMERICA

In 2022, the WFTO-LA region continued to experience the consequences of COVID and the international economic crisis, and WFTO members were still affected. However, they kept their commitment to artisans and small producers in the region.

Several WFTO-LA members from Chile, Peru, Bolivia, Brazil, Colombia, Uruguay and Ecuador attended the International Fair Trade Summit in Berlin where they participated in panel discussions and the presentation and sale of their products. A face-to-face and online regional meeting was held where it was agreed to have a General Assembly of the region in the first semester of 2023 and to carry out the elections for the new regional board of directors and its presidency. The Electoral Committee was made up of representatives of the organisations Intercraft from Peru, Calypso from Chile and Fundación Chankuap from Ecuador. The report of the Communication area of the regional directory of the survey made to the members of the region on communication and social networks and the first digital newsletter of WFTO-LA, the comments and ideas of what members were taken into account.





In October, the International Conference of Fair Trade Cities and Towns was held in Quito (Ecuador), under the slogan “Fair Trade in the construction of Sustainable Cities” with 300+ in person attendees and 200 online participants. The alliance of CLAC and WFTO-LA since 2015 achieved this conference, but the leadership of WFTO Ecuador and its members (Camari, Maquita, Sinchi Sacha, Salinerito, Pakariñan, Corporacion de Ferias de Loja, Chankuap.) together with the Municipality of the city of Quito managed to carry out an event where topics of international interest of Fair Trade and sustainability were touched on, together with how to support and increase local commerce and how to influence policymakers to support better legislation for this. In these regards, the experience of Ecuador is very important so that it can be replicated in other parts of LA. Leading speakers and workshop participants from Fair Trade International, CLAC and our President Roopa Mehta, our Chief Executive Leida Rijnhout and WFTO Board Member Luis Heller attended as speakers and workshop participants.

Another exciting news is that WFTO Latin America will have a Regional Coordinator again in 2023, thanks to funds from the WFTO Global Directorate and the region’s funds. Other important activities of members in the region have been more national and/or local than regional. In Chile WFTO members are working for the Chile-European Union Project to identify knowledgeable market trends. In Brazil, the members are resuming the path of gathering forces to have a WFTO Brazil.

## EUROPE

The European regional office of WFTO had a busy year in 2022. As with all the regional offices, its main purpose is to represent the membership of its region and encourage and facilitate interaction, collaboration and mutual learning between the members. Being based in Brussels – the Capital of Europe – however, this office also covers representation and advocacy activities towards the EU on behalf of WFTO, mainly in close collaboration with the Fair Trade movement’s joint representative, the Fair Trade Advocacy Office (FTAO). On top, WFTO-Europe constantly engages in different pan-European projects always with a focus on systemic change through mission-led business models.

Activities in 2022 spanned advocacy, research and project work, network collaborations and work on publications of educational material, etc. A key activity was advocacy on Human Rights and Environmental Due Diligence (HREDD), based on the official WFTO position on this topic, which WFTO-Europe also led the shaping of back in 2021. The advocacy work constantly highlights the need to look beyond secondary approaches and tick-box exercises and to integrate HREDD into the core business model as exemplified by WFTO members. This work will likely intensify as the negotiations on the exact shape of the directive begin in 2023.

WFTO-Europe also cultivates close relations with like-minded CSOs and movements present in Brussels, in order to collaborate on shared demands towards EU policymakers. Since 2020, they have been leading in promoting Sustainable and Inclusive Business Models (SIBMs) together with a group of allied CSOs led by CONCORD Europe. In 2022 in particular, WFTO-Europe co-organised a workshop for the AU-EU Business Summit in February and a hybrid workshop during the EU Social Economy Summit in Strasbourg in May. Additionally, the group has collaborated explaining to the European Commission the

need for the EU Social Economy Action Plan to support social economy enterprises and actors not just inside but also outside the EU.

WFTO-Europe's project-related work in 2022 combined a focus on northern producers with one on southern producers – while much effort was dedicated to further clarify the defining characteristics of northern producers fit for WFTO membership, WFTO-Europe simultaneously contributed to the project Building Fair Bridges – West Africa on supporting West-African producer groups towards WFTO membership and market access in the EU. Another project, with the University of Antwerp, on defining enabling and blocking factors for food systems in Europe that are Fair, Accessible, Sustainable and Short (abbreviated FASS) saw WFTO-Europe bring together a network of similar food initiatives. These activities both helped clarify useful EU policies for such food systems and clarified the characteristics of northern producers at the same time.

Many of these activities will continue well into 2023, even though their funding ended in 2022.

## ASIA

WFTO-Asia continued to move onward and upward in 2022 with different programs like The Center of Excellence (CoE), which focused on 3 main areas: Design & Product Development, Business Skill Development and Markets & Opportunities Access and "Food Security and Sustainability. The Development and Deployment of Meals-Ready-to-Eat (MREs) for Refugees at the Thailand-Myanmar Border were initiated in the first quarter of 2022. Numerous discussions and ingenious ideas were crafted during these programs that are geared to aid our guaranteed Fair Trade enterprises in their endeavours.

New partnerships were forged through the strengthening of the Volunteer and Internship Program between key institutions in Davao City. Memorandum of Agreements with two academic institutions namely the Philippine Women's College of Davao (PWC) and San Pedro College.



With the COVID restrictions lifting and the “ new normal” taking over, in-person conventions and meetings were slowly reintroduced. However, to cater to the current needs of consumers, hybrid events were convened. WFTO-Asia’s Virtual B2B Expo 2022 and the WFTO Asia Annual General Meeting were done through a hybrid model which paved the way to bridging gaps brought about by the pandemic. At WFTO-Asia’s B2B, a total of 27 guaranteed Fair Trade enterprises showcased their latest product lines and introduced themselves to more than 60 buyers from several countries worldwide. Through the virtual exposition, re-igniting business connections and trust building have been made and strengthened between the participating Fair Trade Enterprises in Asia and the buyers. The event was collaborated by the Fair Trade Association of Australia and New Zealand and WFTO-Asia hopes to further forge alliances with other Fair Trade networks in our future B2B spaces.

The 2022 Asia’s Annual General Meeting was successfully conducted in August in Berlin, Germany. We sealed a 59% participation of our members during the AGM, reaching a quorum of 76 Asia members. At the AGM, the two (2) proposed resolutions were approved by consensus; Resolution 1 - Topic: “Extending the term of office for the current WFTO- Asia Board of Directors by 1 more year (2023)” and Resolution 2 - Topic: “Endorsing the changes with WFTO-Asia Foundation and their holding the office for the next four years (2023-2027)”

Finally, to further increase regional cooperation, WFTO-Asia through the CoE will aggressively collaborate with Social Enterprises across Asia for more opportunities and partnership. Currently, WFTO-Asia is working closely with the Institute for Social Enterprises in Asia (ISEA) as co-convenor of the Decent Work for All in Sustainable Value Chain and more recently in the Covid-19 Catalyzing Recovery of Social and Community Enterprises for Transformation (CRESCENT) together with the other 5 platforms on Social Entrepreneurship SDG Acceleration Platform.

### **AFRICA & MIDDLE EAST**

WFTO- AME is the regional network of WFTO for Africa and the Middle East. Established in 2007 and registered in Kenya as a non-profit, WFTO Africa & Middle East seeks to promote and support the growth of Fair Trade in the region, based on the 10 WFTO Fair Trade principles. We work to achieve this goal by facilitating members’ experience of Fair Trade, educating the public and consumers on Fair Trade and its nexus with sustainable production and consumption, and lobbying for greater recognition and support of Fair



Trade by public authorities and institutions. Among the partners that supported the organisation in the past year include Brot für die Welt, Commerce Équitable France, Scottish Fair Trade Forum, and Foundation Witsicht as well as membership fees.

In spite of the negative impact of COVID-19, WFTO Africa & Middle East maintained a rather stable membership position at 85 producer organisations across 32 countries across the region. The network enhanced support to members to fulfil their membership and monitoring requirements, sharing experiences with other members through different forums including during the International Fair Trade Summit organised by WFTO Global in Berlin in which over 15 members participated, and promoting membership growth in specific countries in West and Southern Africa sub-regions. During the Summit held in the past year, the region was handed the opportunity to play host the upcoming Summit in 2024.

Market access continued to be a key motivation for producer organisations to integrate Fair Trade into their businesses and while the Global North remains an important market destination for Fair Trade products, there are sufficient pointers that domestic markets in the Global South exist and could be nurtured to provide greater market access opportunity to the producers. Among the initiatives that have been spearheaded in the past year include consumer engagement and awareness creation, participation in market events, leveraging on other sustainable brands, and promoting conversation about Fair Trade and its values through media. Two events, namely the 3rd Fair Africa Fortnight and the second Virtual Walkathon, themed - Stride for Africa, were the key highlights of public engagement in the past year.

WFTO Africa & Middle East increased its efforts to achieve greater recognition and support for Fair Trade by public authorities and institutions within the framework of Fair Trade town campaign. In South Africa for instance, Drakenstein Municipality continued to provide remarkable experience in their Fair Trade campaign journey, including a strong expression of interest to bid to be the host of the 2024 International Conference of Towns and Cities for Fair Trade. Institutions of learning including Strathmore University and St. Austin's Academy in Kenya as well as Charleston Hill School in South Africa have also adopted the fair trade campaign. And in an effort to build on the momentum, WFTO Africa & Middle East has teamed up with other Fair Trade networks to develop a region-wide framework to support the development and promotion of Fair Trade campaigns in Africa and the Middle East.

To strengthen the capacity of WFTO Africa & Middle East to deliver on its goals, an organisational business re-engineering process was undertaken in the past year providing



International Women's Day - Chako



FRW - Classic Alpaca



Manos del Uruguay

critical reflections on what needs to be done to take the organisation to the next level. The outcome of the re-engineering process has been fed into the next phase of strategic planning for the organisation.

## USA/Canada

Currently, the regional branch of WFTO in the USA/Canada area does not have an office or staff, but as WFTO Global we are planning to expand with the objective of reaching more socially and environmentally committed entrepreneurs who have an interest in Fair Trade practices in the region. Activities on Fair Trade are executed by the country networks (members of WFTO) that work mainly under their own name and label.

The Fair Trade Federation (a WFTO country network member) is one of those organisations, which in 2022 focused on advocating for Fair Trade and creating market access partnerships that could support our mission to populate the economy with alternative business models. These partnerships included Good Market/SEWF, Emerald (IGES, NY NOW), IMC (AmericasMart, Vegas Market, Shoppe Object), and Faire.com which (in some form) have committed to highlighting, promoting, and differentiating Fair Trade principles so their buyers know how to authentically express their values in a competitive and saturated marketplace. Part of the year 2022 was also dedicated to the preparations of the first offline meeting after 4 years, the Fair Trade Federation Conference and Expo (Los Angeles - USA). Much excitement and energy was reflected in the theme "Regenerate + Rekindle", as the focus was on in-person connection rather than connection via screen, Zoom, and phone, to spark new transformative energies and partnerships within the movement.

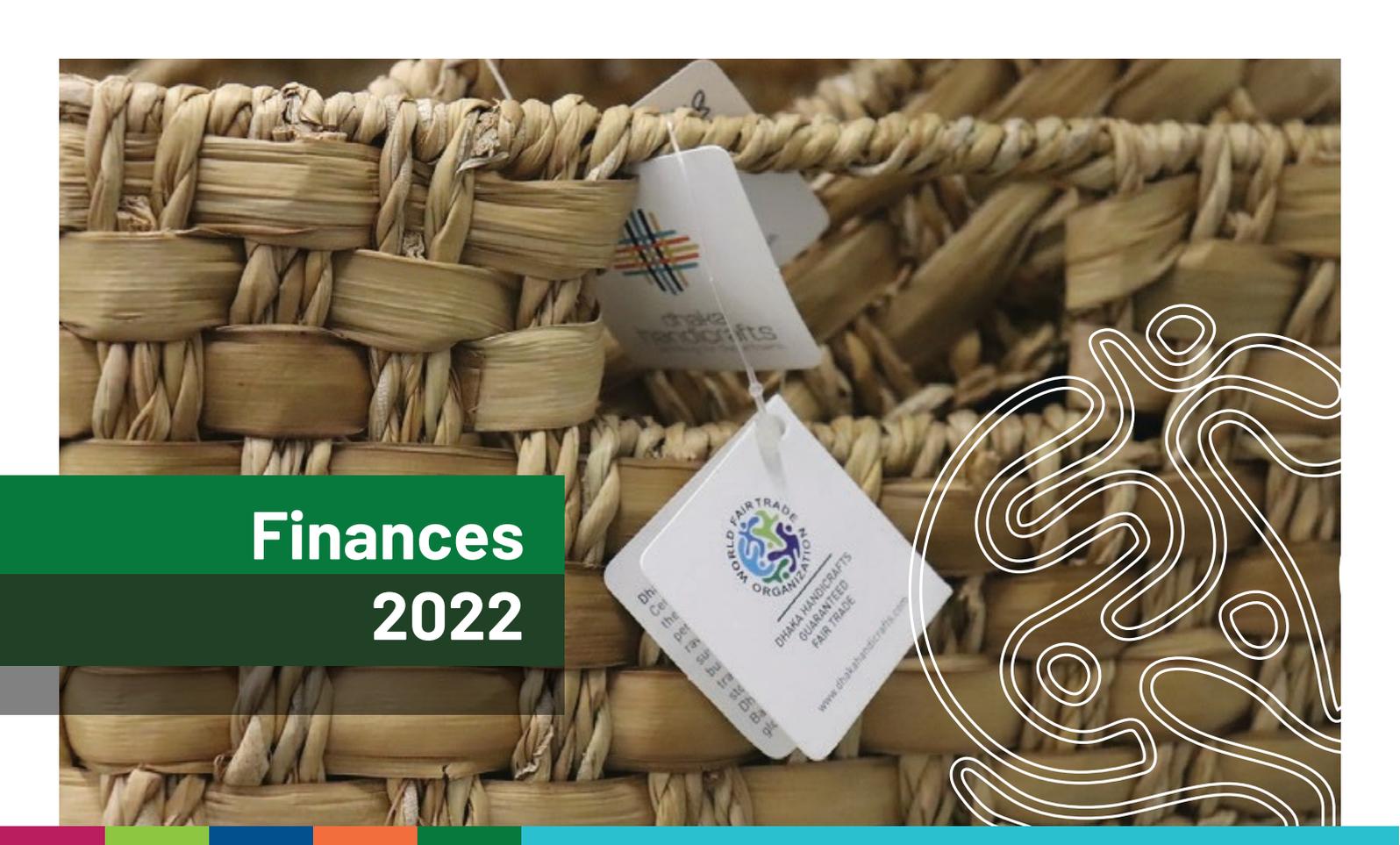


***"New partnerships were forged through the strengthening of the Volunteer and Internship Program"***

Fundacion Mitz

***“Market access continues to be a key motivation for producer organisations to integrate Fair Trade into their businesses”***





# Finances 2022

We are proud and grateful to share that WFTO members demonstrated a deep commitment to WFTO through the payment of their membership fees despite ongoing cash flow difficulties. In response to the situation of reduced turnover due to COVID-19 of our smaller producer members, the minimum fee was exceptionally reduced to €200 for 2022. WFTO also continued the “on hold status” option to accommodate members who were the most affected and who asked for consideration until their situations normalised again.

Despite the COVID-19 pandemic, WFTO has remained in a healthy financial position. The financial impact of the pandemic was less than expected, and as a result, the COVID-19 impact reserve has been liquidated, with funds allocated towards future activities in line with our Strategic and Work plans.

To make the Berlin Summit more accessible to our members, we subsidised tickets, and WFTO contributed €100K towards the costs of the Summit from its dedicated reserves. Membership fee collection was 19% higher than budgeted, and our core income covered core costs. Additionally, we received funding for some of our initiatives, and we closed the year with a surplus.

We have allocated dedicated reserves for specific activities planned for the coming year, including the implementation of the recommendations of the GS review, WFTO Branding and Marketing, and the planned WFTO Summit in Cape Town in 2024.

At WFTO, we prioritise institutional and financial long-term sustainability. We have designed a sustainable structure that eliminates financial stress in the short term while ensuring long-term sustainability. It is crucial that our core expenses are covered by our core income to maintain financial sustainability. We have established a cost structure for our global office, staff, and office expenses that aligns with our unrestricted income while ensuring adequate implementation of strategic priorities and activities.

# WFTO – World Fair Trade Organization

## Balance Sheet 2022

	Notes	31st December 2022 €	31st December 2021 €
<b>FIXED ASSETS</b>			
<b>Tangible fixed assets</b>	1	<u>4,246</u>	<u>3,827</u>
<b>CURRENT ASSETS</b>			
<b>Debtors and other receivables</b>			
Trade debtors (members)	2	1,927	20,575
Other receivables	3	<u>21,868</u>	<u>106,978</u>
		23,795	127,553
<b>Cash at bank and in hand</b>	4	<u>1,194,515</u>	<u>923,267</u>
Total current assets		<u>1,218,310</u>	<u>1,050,820</u>
<b>Total Assets</b>		<u>1,222,556</u>	<u>1,054,647</u>
<b>RESERVES</b>			
Dedicated reserves	5	426,582	4 16,176
General reserve	6	<u>300,300</u>	<u>300,300</u>
		726,882	716,476
<b>CURRENT LIABILITIES, ACCRUALS AND DEFERRED INCOME</b>			
Creditors		191,617	142,206
Taxation and social security	7	46,397	18,172
Accruals and deferred income	8	<u>257,660</u>	<u>177,793</u>
		495,674	338,171
<b>Total reserves and liabilities</b>		<u>1,222,556</u>	<u>1,054,647</u>

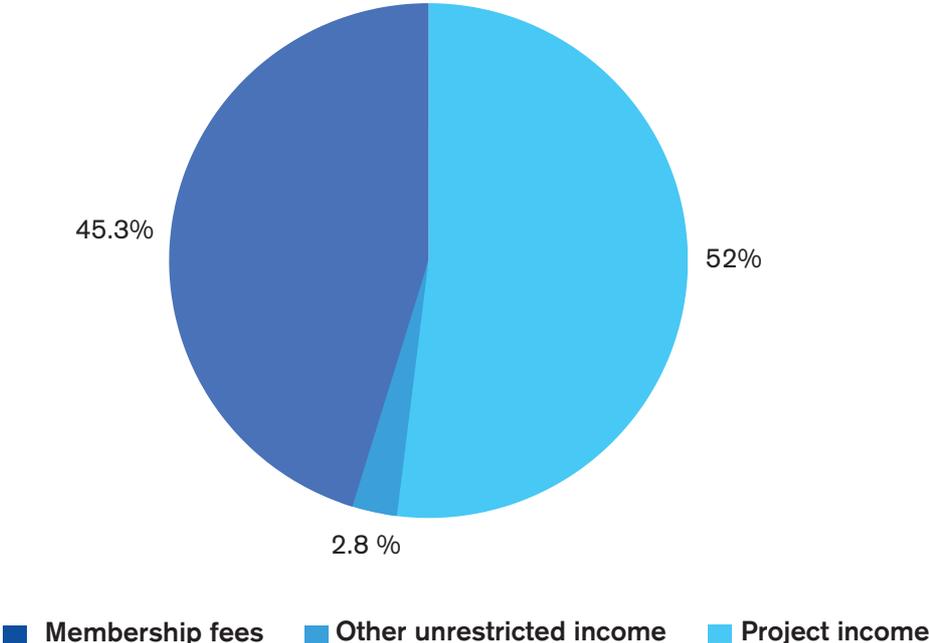


# WFTO – World Fair Trade Organization

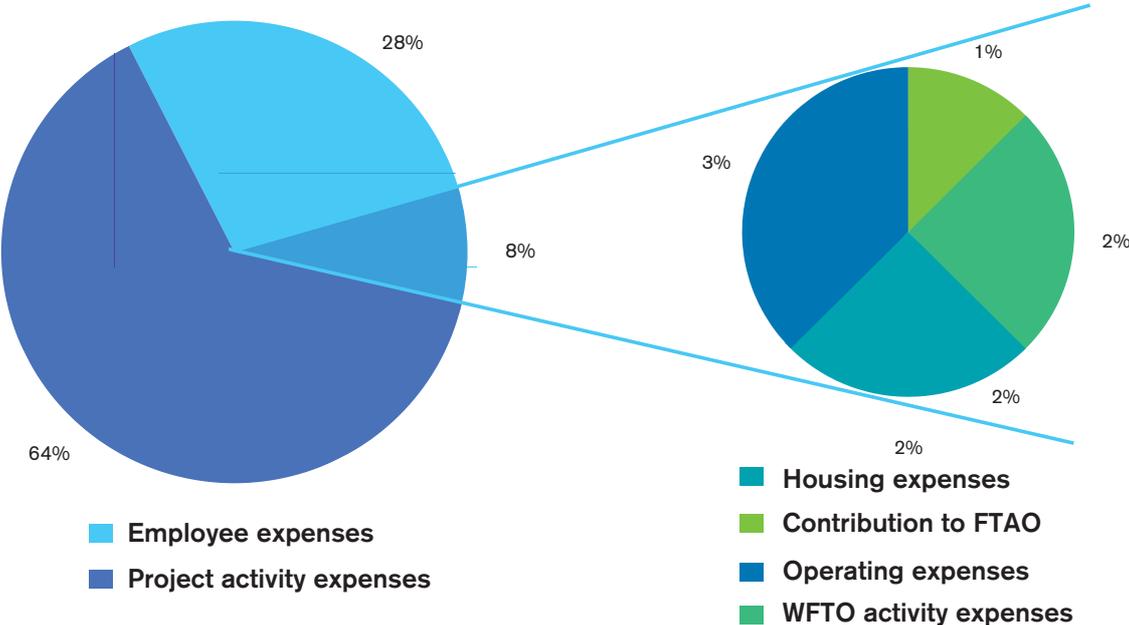
## Income statement 2022

	Notes	Actual 2022 €	Budget 2022 €	Actual 2021 €
<b>INCOME</b>				
Core & unrestricted income (Membership fees etc)	9	692,440	505,400	619,596
Project (restricted) income (Donor funds)	10	664,025	75,644	670,487
Other income (Summit)	11	96,174	310,000	-
Total income		<u>1,452,639</u>	<u>891,044</u>	<u>1,290,083</u>
<b>EXPENSES</b>				
<b>CORE COSTS</b>				
<b>Employee expenses</b>	12	573,095	546,526	484,094
Employee expenses covered through projects		<u>-159,053</u>	<u>-45,802</u>	<u>-188,205</u>
		<u>414,042</u>	<u>500,724</u>	<u>295,889</u>
<b>Depreciation fixed assets</b>	13	2,494	3,300	2,986
		<u>2,494</u>	<u>3,300</u>	<u>2,986</u>
Housing expenses	14	24,034	18,960	18,744
General expenses	15	48,277	37,940	29,350
Advocacy contribution to FTAO Activity expenses WFTO	16 17	15,000 83,149	15,000 76,500	15,000 23,998
		<u>586,996</u>	<u>652,424</u>	<u>385,967</u>
<b>OTHER COSTS</b>				
Summit expenses	18	216,860	310,000	-
Project expenses WFTO	19	630,617	100,891	678,893
		<u>847,477</u>	<u>410,891</u>	<u>678,893</u>
Total expenses		<u>1,434,473</u>	<u>1,063,314</u>	<u>1,064,860</u>
		18,166	-172,270	2 25,223
<b>Interest income and expenses</b>				
Interest and similar income	20	-	-	-
Interest and similar expenses	21	7,760	6,800	6,316
		<u>-7,760</u>	<u>-6,800</u>	<u>-6,316</u>
NET (DEFICIT)/SURPLUS FOR THE YEAR		<u>10,406</u>	<u>-179,070</u>	<u>2 18,907</u>
<b>APPROPRIATION OF RESULTS</b>				
WFTO Brand Protection		-		1 8,250
Friends of Fair Trade		-		-5,000
Projects Co-funding		-20,000		-
Incidental Staff		91,582		6 8,000
Temporary Support Staff		-		-66,720
WFTO Summit		-		1 00,000
Regional support		-28,000		2 8,000
Campaigns, branding and market access Board conference expense		31,500		3 500
GS review		-13,000		1 3,000
COVID19 Impact		92,000		2 0,000
General reserve		-143,676		4 0,000
		-		-123
		<u>10,406</u>		<u>2 18,907</u>

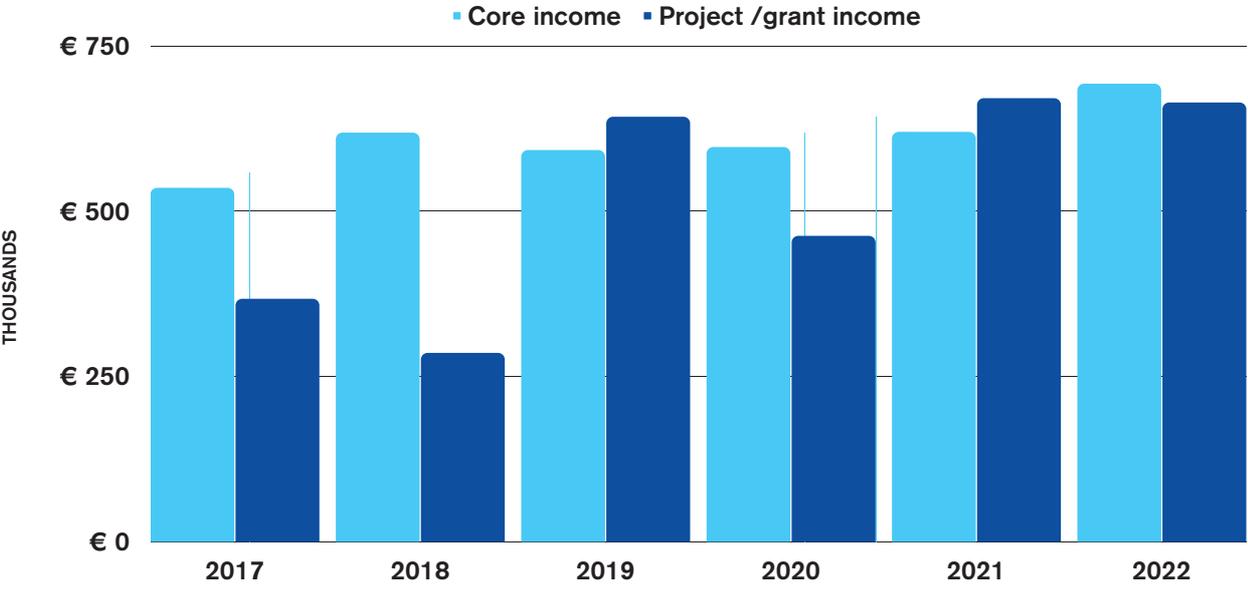
# WFTO Income 2022



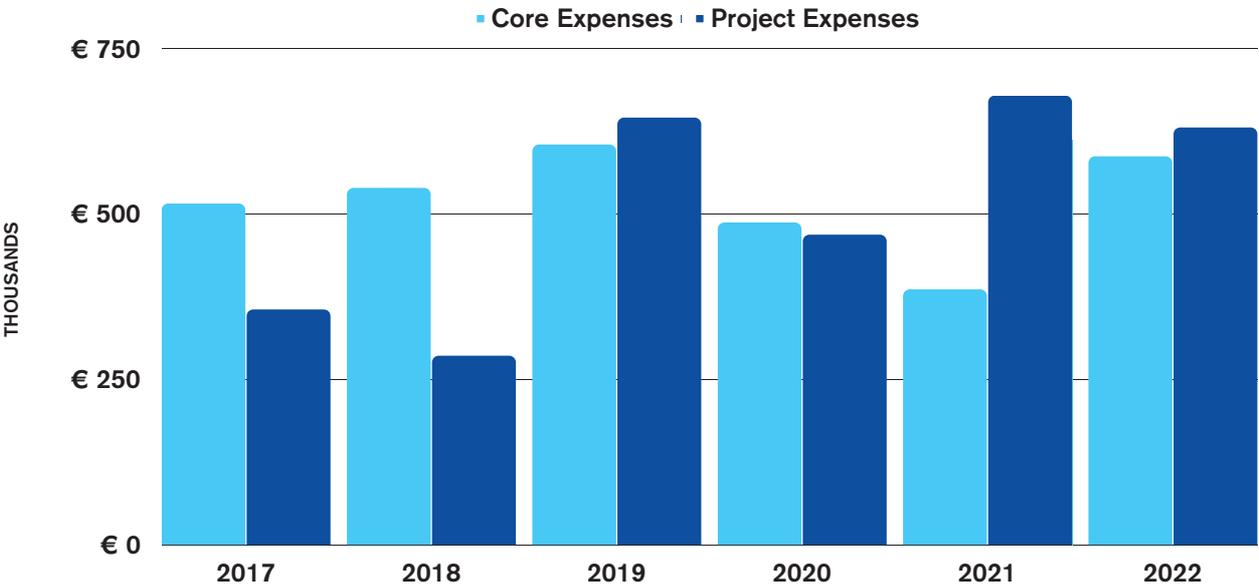
# WFTO Expenditure 2022



## Core Income vs Project Income Evolution



## Core Expenses vs Project Income Evolution



## A special thanks

We would like to take the opportunity to thank our other partners and sponsors that have worked with us throughout the year, but not mentioned above, including:

- Brot für die Welt (Germany), for their support towards the implementation of the Guarantee System, in particular the development of the WFTO Fair Payment process, including tools, learning materials and one-to-one coaching to support WFTO members calculating the Local Living Wage with their producers.
- Isabel Martin Foundation, for supporting the Beyond Beautiful project.
- Catalyst 2023, is a network of organisations, social entrepreneurs and governments with the aim to achieve the SDGs, and cooperation on the Catalyst 2030 Market.
- Common Objective, for putting a spotlight on our members on their platform, always championing their practices and beautiful products.
- SEWF (Social Enterprise World Forum) to build a partnership between their members and ours.
- Wolters Kluwer Tax & Accounting Netherlands (The Netherlands), for providing WFTO with four years of free access to Twinfield, an online financial accounting software.





# Who are we?

## WFTO Board

WFTO is democratically run by our members who elect its representatives every 4 years. In 2022, the WFTO Board was composed by:

**Roopa Mehta** (President), Sasha Association of Craft producers - India  
**Sophie Tack** (Vice President - Europe), Oxfam-Magasins du monde - Belgium  
**Luis Heller** (Secretary - Latin America), Allpa - Peru  
**Pieter Swart** (Treasurer - Africa and Middle East), Turqle Trading - South Africa  
**Sunil Chitrakar** (Asia), Mahaguthi - Nepal  
**Chris Solt** (Pacific), Fair Trade Federation - USA  
**Giorgio Dal Fiume** (independent), Altromercato - Italy  
**Indro Dasgupta** (independent), CRC (Craft Resource Center) - India  
**Swapan Kumar Das** (independent - since August 2022), Prokritee - Bangladesh  
**Ileana Cordon** (independent - until August 2022) - Guatemala

## WFTO Staff

**Chief Executive:** Leida Rijnhout (since May 2022)  
**Deputy Chief Executive:** Tamara Cobussen (and Acting Chief Executive until May 2022)  
**Marketing & Branding Manager:** Natalie Hesketh-Maré (since July 2022)  
**Finance & Administration Coordinator:** Anna Weber

### Guarantee System team

**Guarantee System Manager:**  
 Tamara Cobussen

### Membership & Monitoring Officers:

Francesca Gnesutta  
 Caroline Torre (until May 2022)  
 Sarah De Lange (until December 2022)  
 Sandra García (since August 2022)  
 Abdul Manaf (since June 2022)

### Guarantee System Interns:

Abdul Manaf (April-May 2022)  
 Nicole Salazar (June-December 2022)

## **Communications System team**

### **Communications Manager:**

Michael Sarcauga

### **Communications Officer & Chief Executive Assistant:**

Marta Frigato (from February 2022)

Amalia Speleta (until February 2022)

### **Communications Intern:**

Valia Almpani (January-July 2022)

Virginia Pignata (July-December 2022)

## **Projects team**

### **Projects & Partnerships Manager:**

Jette Ladiges (until May 2022)

### **Projects Coordinator:**

Alessandra Casareggio (since October 2022)

Julia Rivero Mohedano (since February 2022 until November 2022)

Leonardo Grasso (until February 2022)

### **MADE51 Projects Officer:**

Sergio David Silva Guterrez (since February 2022)

Julia Rivero Mohedano (until February 2022)

### **Project Officer:**

Zerrin Cengiz



## WFTO Members in 2022

- Aame Artisan Producer Company Limited, Asia
- Achoti (Sister) for Women in Israel, Middle East
- Advocacy for Social Inclusion and Girls Education (ASIGE), Africa
- African Butterfly Trading, Africa
- AFRIKABLE, Africa
- AHA Bolivia, Latin America
- AKANJO S.A., Africa
- Al Reef for Investment and Agricultural Marketing (PARC), Middle East
- Alchemia B.V., Europe
- Algerian Fair Trade Community (AFTC), Africa
- ALLPA S.A.C., Latin America
- ALLPECO, Europe
- Aloha Bay, Pacific
- Altromercato Impresa Sociale Soc. Coop., Europe
- Amandla, Europe
- Ambala Hammocks, Asia
- ANAPQUI, Latin America
- Angel Felting, Asia
- Apikri, Asia
- Arbeitsgemeinschaft zur Foerderung der Weltlaeden (ARGE), Europe
- Aromacosmos, Asia
- Art Atlas SRL, Latin America
- Art Sol Bolivia, Latin America
- Artes Manolita, Latin America
- Artesanato Solidário, Latin America
- Artesanías de Chile, Latin America
- Artesanías L.A.M., Latin America
- Artesanias Loreto, Latin America
- Artesanias Pueblos del Sur, Latin America
- Artisan Hut, Asia
- Artisan Life Limited, Europe
- Artisan Links (former Zardozi-Markets for Afghan Artisans (ZE)), Asia
- Artisan Well, Asia
- Artisanpride Producer Company Limited (formerly Maya Organic), Asia
- Arum Dalu Mekar (P.T.), Asia
- Asha Handicrafts Association, Asia
- Asia Fairtrade Network Trading Company (AFNTC), Asia
- Asili Design, Pacific
- Asociación Artesanal Señor de Mayo (ASARBOLSEM), Latin America
- Asociacion Chilena por el Comercio Justo (ACCJ), Latin America
- Association for Craft Producers (ACP), Asia
- Association Kogl-Taaba, Africa
- Association romande des Magasins du Monde (ASRO), Europe
- Associazione Botteghe del Mondo Italia, Europe
- Auomira Exports, Asia
- Ayni Bolivia, Latin America
- BAFTS – British Association for Fair Trade Shops and Suppliers, Europe
- Barcelona Multi-Purpose Co-op. Inc. (BMPCI), Asia
- BaSE (Bangladesh Hosto Shilpo Ekota Sheba Songshta), Asia
- Bears for Humanity, Pacific
- Beas y Tapia Ltda., Latin America
- Beautiful Coffee, Asia
- Beauty for Ashes Nepal, Asia
- Belgian Fair Trade Federation (BFTF), Europe
- Bethlehem Fair Trade Artisans (BFTA), Middle East
- BHcrafts doo, Europe
- Biansa Home, Asia
- BIJOUX NOMADES MALI SCOOPS, Africa
- Bio Fair Trade Comercio e Exportação de Produtos Artesanais Ltda., Latin America
- Bombolulu Workshops, Africa
- Bouga Cacao, Europe
- BRAC-Aarong, Asia
- CAFE MICHEL - TERRA ETICA SCOP, Europe
- Café Timor, Asia
- Calypso Chile EIRL, Latin America
- Camari, Latin America
- Cambodia Knits, Asia
- Candela Peru, Latin America
- Cards from Africa, Africa
- Carry 117, Africa
- CCAP Fairtrade for Development, Inc., Asia
- CFM Market Linkages Private Limited, Asia
- Cha Dô Teehandels GmbH, Europe
- Chako, Africa
- Chanchamayo Highland Coffee SAC, Latin America
- CHILDREN-Nepal, Asia
- Classic Alpaca, Latin America
- Classical Handmade Products, Asia
- Coccon Crafts & Loom Pvt. Ltd., Asia
- Cojolya Association of Mayan Women Weavers, Latin America

## WFTO Members in 2022 *continued*

- Commerce Equitable France, Europe
- CONEXSUS, Latin America
- Conserve India, Asia
- Cooperativa sociale Alice, Milano, Europe
- Coopérative Tafolt, Africa
- Coordinadora Estatal de Comercio Justo - CECJ, Europe
- Coronilla S.A., Latin America
- Corporación de Ferias de Loja, Latin America
- Corporación Gruppo Salinas, Latin America
- CORR - The Jute Works, Asia
- Cosecha Justa, Latin America
- Cracode (Cultural Crafts Consultants & Design Co. Ltd.), Africa
- Craft Link JSC, Asia
- Craftbeauty Workshop, Asia
- CRC (Craft Resource Center), Asia
- Creation Hive, Africa
- Creative Handicrafts, Asia
- Creative Learning Inc, Pacific
- Cridem SPA / Rupestre, Latin America
- Crossroads Foundation Ltd., Asia
- CTM Agrofair Italy, Europe
- CV Maharani, Asia
- Dardenne, Europe
- D'eco Himal, Asia
- DEW Crafts, Asia
- Dhaka Handicrafts Ltd., Asia
- Diamanta SAC, Latin America
- Djunta Mo Art, Africa
- Dr. Bronner's Magic Soaps, Pacific
- Earth Heir, Asia
- Earthman, Asia
- Eco Crafts Africa Ltd, Africa
- Eco Femme, Asia
- Eco Terra GmbH, Europe
- ECOTA National Fair Trade Network of Bangladesh, Asia
- Edtex Limited, Africa
- Egos ApS, Europe
- Egypt Crafts / Fair Trade Egypt Ltd, Africa
- Egypt Foundation for Integrated Development (El Nidaa Foundation), Africa
- El Gran Pajatén, Latin America
- El Puente GmbH, Europe
- El Tucan GmbH, Europe
- Elecosy bvba, Europe
- Ellilta Products, Africa
- Elvang Denmark A/S, Europe
- EMGAN (L'Atelier), Europe
- EMPREDIEM SPA, Latin America
- En Gry og Sif, Europe
- Ensamble Artesano | Fundación Haciendas del Mundo Maya AC, Latin America
- Entoto Beth Artisan, Africa
- Equitable Marketing Association (EMA), Asia
- Equo Garantito - Assemblée Generale Italiana del Commercio Equo e Solidale, Europe
- Esonalis, Europe
- Esperanza Café SAS, Europe
- Eswatini Kitchen (Pty) LTD, Africa
- Ethiquable, Europe
- European Fair Trade Association (EFTA), Europe
- Evangelical Social Action Forum (ESAF) - Business Development Service, Asia
- Everest Fashion, Asia
- EZA Fairer Handel GmbH, Europe
- FAIR, Europe
- Fair Gift, Asia
- Fair Seeds/Fair Trees, Asia
- Fair Trade and Tourism Lebanon, Middle East
- Fair Trade Association of Australia and New Zealand (FTAANZ), Pacific
- Fair Trade Company - People Tree Japan, Asia
- Fair Trade Denmark, Europe
- Fair Trade Federation, Pacific
- Fair Trade Forum India (FTF-I), Asia
- Fair Trade Group Nepal (FTGN), Asia
- Fair Trade Incense Works, Asia
- Fair Trade INCHEON Plaza (FTIP), Asia
- Fair Trade Lebanon, Middle East
- Fair Trade Scotland Limited, Europe
- Fair-Band - Bundesverband für fairen Import und Vertrieb e.V., Europe
- FairMail GmbH, Europe
- FAIR-NETZ - Netzwerk regionaler Fair-Handelszentren e.V., Europe
- Fairtrade Czech Republic and Slovakia, Europe
- FAIRTRADEKOREA CO., LTD, Asia
- Far Fetched USA & Mexico, Pacific
- Fédération Artisans du Monde, Europe
- FERME HALLIER, Africa
- FG(Future Glory), Asia
- Finnish Association of Worldshops, Europe
- Flowering Desert, Asia
- FOLK International Nepal, Asia

## WFTO Members in 2022 *continued*

- Forest Management and Product Certification Service (FORCERT), Pacific
- Forum Fair Trade Indonesia (FFTI), Asia
- Forum Fairer Handel, Europe
- Freeset Bags and Apparel Private Limited, Asia
- Fruandes - Frutos de los Andes S.A.S., Latin America
- FUNDACION "OPCION FUTURO", Latin America
- Fundacion Adsis - EquiMercado, Europe
- Fundación Chankuap - Recursos Para El Futuro, Latin America
- Fundacion Chol-Chol, Latin America
- Fundación COPADE / Arte Latino, Europe
- Fundación Dignidad Abolicionista, Latin America
- Fundacion MITZ, Latin America
- Fundación Sinchi Sacha, Latin America
- Gafreh, Africa
- GaviK Company Ltd., Africa
- GearForm SAS (Creaciones Miquelina), Latin America
- Gebana Ag, Europe
- GEOLICRAFTS COMPANY LIMITED, Africa
- GEPA - The Fair Trade Company, Europe
- Get Paper Industry (GPI), Asia
- Giang Pham Footwear Co., Ltd. (formerly Giang Pham Leather Shoes Trading Co., Ltd), Asia
- GiftAble, Asia
- Global Mamas, Africa
- GLOBO Fair Trade Partner, Europe
- Godavari Delta Women Lace Artisans Coop Cottage Industrial Society Ltd., Asia
- Goel Community, Asia
- Gone Rural Pty Ltd, Africa
- GONGGI handicrafts, Asia
- Gospel House Handicrafts (PVT) LTD, Asia
- Greater Goods Limited, Europe
- Green Net Cooperative, Asia
- Hamac del Sol, Europe
- Hasiru Dala Innovations Private Limited, Asia
- Hatale Udhyog, Asia
- HavaMad, Africa
- Heavenly Treasures, Africa
- Heidelberger Partnerschaftskaffee e.V., Europe
- Hesed Agriculture Trading Co., Ltd., Asia
- Holy Land Handicraft Cooperative Society (HLHCS), Middle East
- Homeland Development Initiative Foundation (HDIF), Asia
- Hong Kong Fair Trade Power, Asia
- Indo Naturals, Europe
- Indonesian People's handicraft foundation (Pekerti), Asia
- INOGAR, Middle East
- Institute for Community Partnership (ICP), Middle East
- INTEGRARTE & Red OEPAIC, Latin America
- Intercrafts Peru SAC, Latin America
- Isabel Martín Foundation, Europe
- ISUNA Ceramics CC, Africa
- JACOB SWELL (formerly JW Productions) Asia
- Just Trading Scotland Ltd (JTS), Europe
- Kanchanjanha Tea Estate, Asia
- KANIKA, Europe
- Kaporo Smallholder Farmers Association (KASFA), Africa
- Karethic - Terrethic, Europe
- Khoisan Trading GmbH, Europe
- Kiej de los Bosques S.A. (WAKAMI), Latin America
- Kisumu Innovation Centre Kenya (KICK Trading), Africa
- Korea Fair Trade Organization (KFTO), Asia
- Kumbeshwar Technical School (KTS), Asia
- Kwanza Collection Company Ltd, Africa
- La Plantation Management Co., Ltd., Asia
- Lanka Upcycles / Rice and Carry, Asia
- Lao Farmers product co., Ltd (LFP), Asia
- Lao Sericulture Co. Ltd., Asia
- Last Forest Enterprises Pvt. Ltd., Asia
- Leatherina Pvt Ltd., Asia
- Les Jardins de Gaia, Europe
- Les Mouettes Vertes, Europe
- Libero Mondo Scs. Arl., Europe
- Linteo d.o.o., Europe
- Lofty Bamboo, Asia
- Machakos Co-operative Union Ltd, Africa
- Macramedecor Craft Pvt Ltd (Indian Yards), Asia
- MADAGASCAR CONSULTING, Africa
- Made by Africraft Limited, Africa
- Made for a Woman, Africa
- Maggie's Organics (Clean Clothes, Inc.), Pacific
- Mahaguthi Craft with Conscience, Asia
- Mai Savanh Lao, Asia
- Mai Vietnamese Handicrafts MVH. Asia
- Maki Fair Trade - Pakariñan, Latin America

## WFTO Members in 2022 *continued*

- Malongo, Europe
- Manos Amigas S.A., Latin America
- Manos del Uruguay, Latin America
- MANTO SA, Latin America
- Manushi, Asia
- Maquita – Fundación Maquita Cushunchic Comercializando como Hermanos “MCCH”, Latin America
- MarketPlace: Handwork of India, Pacific
- MAROMA, Asia
- Mayamiko, Europe
- Mehera Shaw Textiles Pvt. Ltd., Asia
- Mereville Trust, Asia
- Meru Herbs, Africa
- MESH (Maximizing Employment to Serve the Handicapped), Asia
- Mexthon, Latin America
- Mifuko, Europe
- MITKA, Europe
- Mitra Bali Fair Trade, Asia
- MKS Export Ltd, Asia
- Moringa Wave, Africa
- Mugloo and Sons, Asia
- Muya Ethiopia PLC, Africa
- MYUM, Europe
- N. Ranga Rao & Sons Pvt. Ltd., Asia
- Naturveda Biotech Pvt Ltd, Asia
- Nepalaya, Europe
- Nepali Paper Products Pvt. Ltd, Asia
- New Skill and Development Learning Experience (New SADDLE), Asia
- Niko International S.A.C., Latin America
- Noah’s Ark International Exports, Asia
- NPO EAST ASIA COEXISTENCE CULTURE CENTER, Asia
- NRT Trading, Africa
- Nyabigena Soapstone Carvers Organization, Africa
- Nyuzi Blackwhite, Europe
- Oasis Transformation Limited (OTL), Asia
- Ojoba Collective, Europe
- Ökotoxia Handels- u. Verlagsgesellschaft mbH, Europe
- Omba Arts Trust, Africa
- One Planet Café Ltd. (OPC), Asia
- Opportunity International-Nicaragua, Latin America
- Ottaner Corp, Latin America
- Oxfam Intermón, Europe
- OXFAM Magasins du Monde, Europe
- paigh, Europe
- PALAM RURAL CENTRE, Asia
- Palingen srl, Europe
- Palli Crafts Ltd, Asia
- Panay Fair Trade Center, Asia
- Paper Art Viet Company Limited, Asia
- Pebble Hathay Bunano Proshikon Society (HBPS) Asia
- People Tree Ltd, Europe
- People’s Org. For Dev. Import and Export (PODIE) Asia
- PERULAND ALL NATURAL (former APTEC Peru), Latin America
- Plastics for Change, Pacific
- Polskie Stowarzyszenie Sprawiedliwego Handlu “Trzeci Swiat i My” / The Polish Fair Trade Association “The Third World and Us”, Europe
- Presbyterian Handicraft Centre (PRESCRAFT), Africa
- Prokritee, Asia
- PROMACA EIRL, Latin America
- PT XSProjek Mitra Kreasi, Asia
- PT. Ayunan Bulan International, Asia
- Pt. Mudita Baigent Group, Asia
- PT. Wax Industri Nusantara, Asia
- Purnaa Enterprises, Asia
- Pushpanjali Fair Trade (P) Ltd (PFT), Asia
- Rain Africa Innovation (Pty) Ltd, Africa
- Raymisa S.A., Latin America
- ResiRest bv, Europe
- Re-wrap Association, Europe
- Rian Impex private limited, Asia
- Rim N Roll, Middle East
- Rwenzori Sustainable Trade Centre, Africa
- S.C. Networks Trading Srl, Europe
- Sabahar Private Limited Company (PLC), Africa
- SABALA (Sabala Handicrafts), Asia
- Sackeus AB, Europe
- Sadhna, Asia
- SAFFY, Inc., Asia
- Saidpur Enterprises (SE), Asia
- SALADI Enterprises, Asia
- Salay Handmade Products Industries Inc., Asia
- Sana Hastakala P. Ltd., Asia
- Sarana, Europe
- Sasha Association for Craft Producers, Asia

## WFTO Members in 2022 *continued*

- Scottish Fair Trade Forum, Europe
- Secret Projects Community Benefit Society, Europe
- Sector 7 - bebemoss, Middle East
- SeeMe bv, Europe
- Seepje B.V., Europe
- Selyn Exporters (pvt) Ltd, Asia
- SETU, Asia
- Sevda Kaya - Living Traditions, Middle East
- Shared Earth UK Ltd., Europe
- Shared Interest Society Ltd, Europe
- SHOHOGOGITA, Asia
- Sichuan Blue Sheep Crafts Commercial Company Ltd, Asia
- SILAIWALI, Asia
- Silence, Asia
- Simbolica Fair Trade, Europe
- Sindyanna of Galilee, Middle East
- SIPA Fair Deal Trust, Asia
- SISAM inc., Asia
- Siyabonga, Europe
- SKS Farms, Latin America
- Smolart Self-Help Group, Africa
- Soap-n-Scent, Asia
- Sociedad Soto & Duran-Witral, Latin America
- Solidar'Monde, Europe
- Sreepur Village Trade, Asia
- Startup Lions Assets Kenya, Africa
- Straight Line Enterprises Ltd, Africa
- Sunbula, Middle East
- SURITEX, Latin America
- Tahoua Import, Europe
- TaiBaan Handcrafts, Asia
- Tampereen Kehityksmaakauppa, Europe
- Tara Projects, Asia
- Teddy Exports, Asia
- Tekura Enterprises, Africa
- Ten Senses Africa Limited, Africa
- Ten Thousand Villages USA, Pacific
- Tequilas del Señor, Latin America
- Thai Tribal Crafts Fair Trade Co. Ltd., Asia
- Thanapara Swallows Development Society, Asia
- The Citizenry, Pacific
- The Fair Trade Furniture Co Ltd, Europe
- The Green Energy Warehouse t/a Sunttoy, Africa
- The House of Fair Trade, Europe
- The Loyal Leather Workshop of India, Asia
- The Organisation of Swedish Fair Trade Retailers, Europe
- TopQualiTea South Africa (PTY) Ltd., Africa
- Trade Aid Importers Ltd, Pacific
- Traidcraft Exchange, Europe
- Traidcraft Plc, Europe
- Training, Assistance and Rural Advancement NGO (TARANGO) - Handicraft Programme, Asia
- Tribalogy / Stitches of Hope for Training LLC, Middle East
- Trinity Jewellery Crafts, Africa
- Tropical Mountains GmbH, Europe
- Turqle Trading, Africa
- TWINE, Asia
- Uganda Crafts 2000 Ltd, Africa
- U-landsforeningen Svalerne, Europe
- Ullim Fair Trade Inc, Asia
- Undugu Fair Trade Limited, Africa
- URBAN COOPERATIVE FOR SOLIDARITY ECONOMY "SYN-ALLOIS SYN.P.E.", Europe
- Usha Exim, Asia
- Usha Handicrafts, Asia
- Village Hope, Africa
- Village Industry PLC, Africa
- Villageworks Cambodia Co.,Ltd, Asia
- WAKAPOU, Africa
- WAYRA PERU, Latin America
- WEAN Multipurpose Cooperative Ltd., Asia
- WEAVE (Women's education for advancement and empowerment), Asia
- Weltladen-Dachverband e.V. (WL-DV), Europe
- WeltPartner eG, Europe
- Wild Tracks International, Africa
- Women for Women Foundation, Asia
- Women's Skills Development Organization (WSDO), Asia
- Y'abal Handicrafts, Latin America
- Yadawee, Africa
- Zimba Arts, Europe
- Zotter Schokolade GmbH, Europe
- Zubo Trust, Africa



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