

WFTO

WORKING TOGETHER FOR A FAIRER WORLD.



2016 Annual Report





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Letter from the President

Looking back on 2016, so many moments served as vivid reminders of the important challenges humanity is up against, as well as the remarkable power we have as a Fair Trade collective force to bring about greater change for people around the world. It is notable that, out of the seventeen UN Sustainable Development Goals for 2030 decided by the United Nations, eight goals are identical or similar to goals which the Fair Trade Movement is determined to achieve for decades and has achieved already on micro-level in many parts of the world.

Fair Trade continues to be a success story. It is noteworthy that new trading companies continue to appear, proclaiming they work according to Fair Trade principles. It is therefore more and more important that real and committed Fair Trade Organisation are guaranteed by a robust system of verification and monitoring. In 2016 we made remarkable progress with the implementation of our Participatory Guarantee System launched in 2013. By the end of the year we had 97% of our membership in the various stages of the verification process and 109 members had finished the Guarantee System process and attained the status of 'Guaranteed Fair Trade Organisation'. We began also the first broad revision of the entire WFTO Fair Trade Standard and related documents in order to make them more consistent and easier to understand for our members.

2016 was the third year that WFTO was present with a booth at the Frankfurt AMBIENTE trade fair and the second time at the New York Now trade fair. From the 2015 AMBIENTE edition to the 2016 edition the number of WFTO members participating in this trade show increased from 19 to 36, with around half of them using the WFTO product label on their products. The fact that there is an increasing number of first buyer agreements signed between our Guaranteed WFTO members and commercial buyers also shows that being a guaranteed FTO is a unique selling point.

WFTO had also a successful year related to our membership. It was the second consecutive year that we saw an increasing membership.

The 50 organisations that became provisional members during the year give us indication that WFTO is increasingly attractive to committed Fair Trade Organisations.

But 2016 was so much more than a year full of hands-on activities – it was a year of incredible progress against some of our most pressing concerns and, for me, the year on the Eve of the future Fair Trade. Throughout the year, the WFTO Board and several working groups dedicated significant attention to drafting key documents which will greatly affect the future of WFTO and the overall Fair Trade movement. The most important ones are the WFTO Strategic Plan 2018-21, the new governance structure, the revised FT Standard which now includes specific criteria for Fair Trade Networks, the definitions of economically marginalised producer as well as of Fair Trade producers in countries which are traditionally Fair Trade importing countries, and last but not least the new global Fair Trade Charter. Members have been involved in the development process of these documents on different occasions. In this report, you'll read more details about this work.

Most of the final documents on the above mentioned issues will be presented to members for approval at the WFTO Extraordinary General Meeting which will take place on 13th November 2017 in Delhi.

The activities of WFTO and its network span an enormous range. This report outlines some achievements and progress in selected key areas over the past year, and some of the new developments which will effect our future. In addition, the report provides an update on the status of our endowment and financial results for the 2016 fiscal year. As we continue into the year 2017, I would like to thank you for the ongoing support and interest in the WFTO. A special thanks to all the amazing people around the world who have contributed in committees and working groups for their ongoing commitment, their dedication and support to the values that have made WFTO what it is today – we couldn't have any of this progress without you.

Sincerely,
Rudi Dalvai



What we do



Setting the Standard

We respond to the changing times and strive to look forward to get us on the right track. That is why WFTO continues to strive for the best Fair Trade practices by nurturing what is relevant for Fair Trade, and apply change when it is necessary. The Principles of Fair Trade are regularly reviewed and updated by members. Through lessons-learned and experiences of members in the Fair Trade supply chain, the WFTO Fair Trade Standard is continuously monitored and improved by the Standard and Guarantee System Committee.

Voice

Awareness raising and policy changes to favour equitable trade are two of the original goals of WFTO. Today, these goals remain at the heart of WFTO's work. The World Fair Trade Day global campaign takes front seat in WFTO's campaigning activities. On the advocacy side, WFTO joins with Fairtrade International and WFTO Europe to support the Fair Trade Advocacy Office (FTAO) as the primary arm in executing Fair Trade advocacy aims of Fair Trade movement.

Working for a sustainable and fair global economy – it's our job!

To become a Fair Trade Organisation, we prescribe the Principles of Fair Trade to organisations desiring to differentiate themselves from the conventional trading system. To be able to do that, we have a Participatory Guarantee System to ensure their claims are verified.

Market Access Global Network

Through the WFTO brand of Fair Trade members of WFTO are differentiated as Fair Trade Organisations that are fully committed to the Principles of Fair Trade. This gives them a competitive advantage in the market.

The Guaranteed System is a tool that encourages members to excel in Fair Trade and to find new and innovative practices in business for financial profitability, thereby improving their potential to have an impact to their producers, workers and community.

WFTO works with other organisation to enable members to access tools and training to improve market access locally, regionally and internationally.

WFTO connects organisations in the supply chain to exchange innovative ideas and best practices. Internally, WFTO strives to make membership meaningful and provide added value to its members. Only through a strong membership can WFTO transform the goals of Fair Trade into a reality.

About us

A global network of Fair Trade Organisations

The World Fair Trade Organization (WFTO) is the only global network of Fair Trade Organisations representing the Fair Trade supply chain. As a membership body, the WFTO network spans across five continents with over 400 member/associate organisations and individuals.

Our approach to Fair Trade

Fair Trade was established to enable producers to improve their livelihoods and communities through trading with buyers whose behaviour was governed by an agreed set of principles

Over time though, there has been an unfortunate change of emphasis whereby it is now the producers (artisans and farmers) whose actions are under the microscope rather than the buying organisations. Ensuring Fair Trade on the right track, members of WFTO adopted a revolutionary Fair Trade system that guarantees Fair Trade as a shared goal and responsibility.

The WFTO Guarantee System (GS) is a participatory verification and monitoring system that focuses on the trading and business practices of organisations. The system is built on a belief that to achieve trade justice and changes in the conventional trading structure to favour sustainable development business practices must be in accordance with the 10 Principles of Fair Trade. The system has been developed and regularly updated by a group of Fair Trade experts and business practitioners to make sure it is robust enough to ensure Fair Trade credibility and relevant to the time.

“The GS makes WFTO’s brand of Fair Trade unique and inclusive.”

Our vision and mission

WFTO has a vision of a world in which trade structures and practices have been transformed to work in favour of the poor and promote sustainable development and justice.

WFTO’s mission is to enable producers to improve their livelihoods and communities through Fair Trade. WFTO is the global network of and advocate for Fair Trade Organisations, ensuring producer voices are heard.

The interests of producers, especially small farmers and artisans, are the main focus in all the policies, governance, structures and decision-making within the WFTO.

The G

Our work pro



Credibility & Identity

To be the global membership body fully committed Fair Trade Organisations (FTOs) seeking to empower groups of vulnerable producers, farmers and workers through



Goals of WFTO

Projects in 2016 were aimed at achieving our five goals.



Learning

To be a space where members connect with each other – to work together, to cooperate, create synergies, and share innovative ideas and learning.



Market Access

To enable members to access tools and training to improve market access locally, regionally and internationally.



Voice

To create a common voice that speaks out loudly for Fair Trade and trade justice – and is heard.



Capability

To have the internal leadership, capacity, resources and structure/s for good network governance, which enable the WFTO to be dynamic, flexible and healthy.

Our objectives

The five overarching goals were broken down into nine specific objectives for 2016:

1. Sustain and grow as the leading global association of organisations and networks fully committed to Fair Trade;
2. Maintain and improve the WFTO Guarantee System (GS) that can genuinely confirm members' Fair Trade credentials and increase consumers' trust and confidence of the WFTO brand of Fair Trade;
3. Provide physical space and encourage (regional) conference programming for good learning experience of members (encourage debates on topics of common concern);
4. Increase WFTO brand visibility, namely at trade fairs and online;

**Where
we are
with our
objectives**

Thank you!

What WFTO achieves each year is the result of a collaborative effort among members, staff, Board, and many others. WFTO thanks to all the members who devoted their time and resources to be part of the working groups and projects participated by WFTO. We offer the same respect to our project partners, allies, volunteers and interns who helped us realize our objectives for 2016.

It was a busy year for WFTO. The number of activities led and participated by WFTO increased in 2016.

5. Influence changes in the rules and practices of conventional international trade through advocacy and campaigning, and increase collaboration with international networks to promote Fair Trade awareness-raising;
6. Improve and increase organisational capability of the association through good governance, democratic membership structure, efficient decision-making processes, and dynamic, efficient and accountable leadership; and a competent operational structure (global office).
7. Ensure continuity and further development of the organisation through sound budgeting and financial procedures.
8. Continue to support Fair Trade advocacy through the Fair Trade Advocacy Office (FTAO) and International Fair Trade Towns Campaign (especially in the south);
9. Encourage members to be the Fair Trade voice in their own markets and community by participating in WFTO-led campaigns



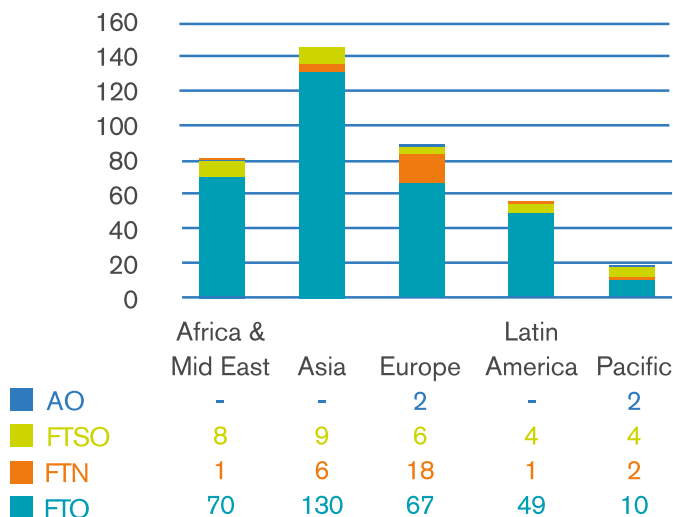
Credibility & Identity

A membership association, with a strong and growing membership

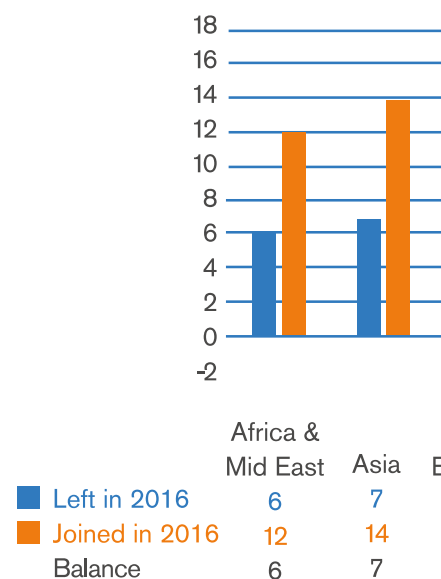
As an association committed to Fair Trade, WFTO continues to attract trading organisations interested in becoming members and being differentiated as Fair Trade Organisations. Fifty (50) organisations joined WFTO in 2016. While it accepted new members, WFTO had to say goodbye to 27 members (incl. 15 withdrawals). To be able to retain membership, an organisation must fulfil two key obligations: monitoring (the Guarantee

System steps) and membership fee payment. Membership can be terminated if either of these two are not met. The WFTO Office noted that most underlying causes of terminations were related to financial difficulties. By the end of 2016, 385 member organisations, 4 Associate Organisations and 34 individual associates spread across 72 countries comprised WFTO as a network.

Members & Associate Organisations per Region:



Membership balance 2016

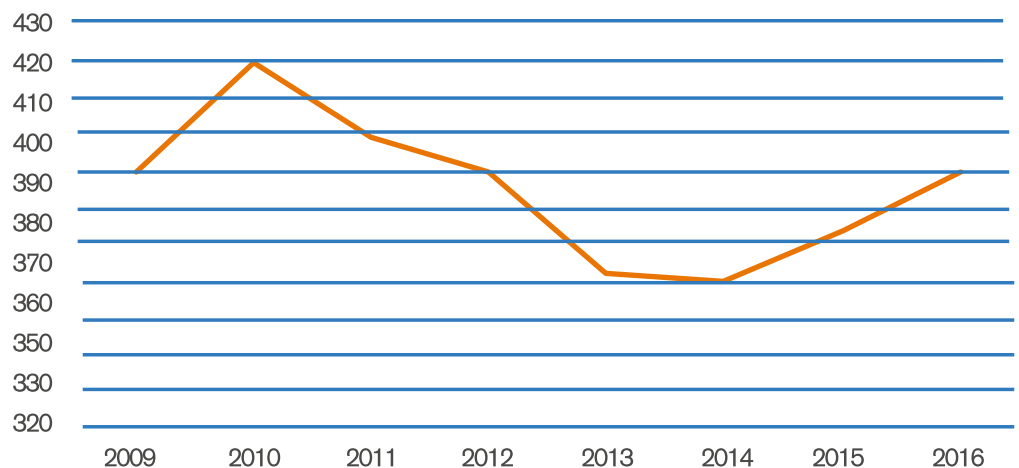
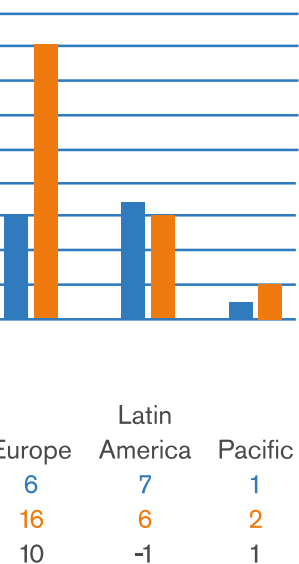


Membership Balance 2016

The 385 member organizations comprised: 326 Fair Trade Trading Organizations (FTO), 31 Fair Trade Support Organizations (FTSO), 28 national Fair Trade Networks (FTN), as well as and 4 Associate Organizations (AO). More than 76% of the members of WFTO were based in Africa, Latin America, Asia and the Middle East, an increase (4%) from the previous year. Asia had the highest number of members followed by Africa & Middle East. Membership growth in the Pacific Rim region continued to be a challenge.



Membership Development 2009–2016:



Credibility & Identity

Participatory Guarantee System

Behind a genuine Fair Trade claim is a robust verification and monitoring system. WFTO ensures that the Fair Trade claims of members are genuine and with proof. To achieve this, we worked to ensure that by end of the year all existing WFTO members had done their first external visit (whether a peer visit or already a monitoring audit).

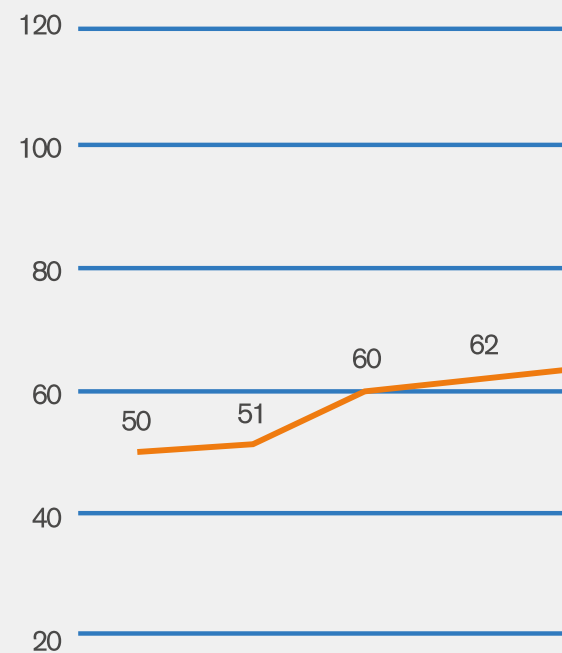
WFTO believes that a well-functioning Guarantee System and credible procedures improves credibility and is key to maintain and gain market access.

The **Guarantee System (GS)** was in full swing and 97% of the WFTO membership were in the various stages of the process. The GS, a series of steps within monitoring cycles, checks Fair Trade compliance of members and identifies weak and strong points. Weak (but non-critical) points are addressed in an Improvement Plan and strong points are nurtured. A total of 330 (trading) members were at different stages of the process. By end of the year, 109 members had finished the GS process and attained the status of 'Guaranteed Fair Trade Organisation'. Ninety-five (95) of these had just completed their first cycle, while the remaining 14 were already in their second cycle. In addition, thirty four (34) non-trading organisations had also fulfilled their GS requirements.

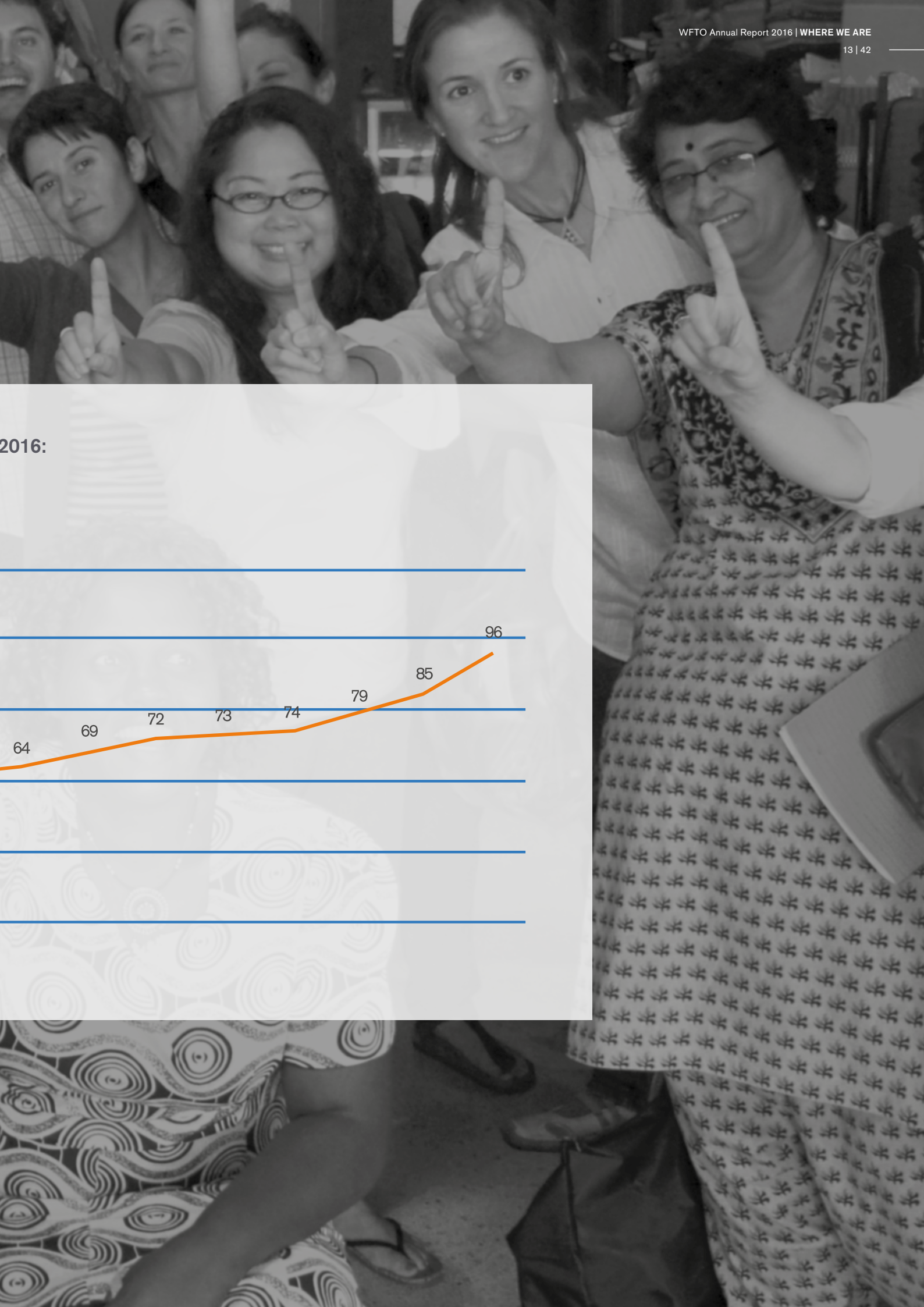
WFTO projected that by end of 2016, all its existing members would have begun the transition to the GS. However, 9 members that failed to meet the deadline to submit their first GS Self-Assessment Report (GS SAR) and an additional 7 members that failed to take steps to complete the first external visit were demoted during 2016.

The GS is a relatively new system - started in 2013, it is still in its first cycle for most members - and unique in its own way. WFTO expected members to encounter some challenges, especially those less familiar with the system and other auditing procedures. Thus, WFTO partnered with Bread for the World and Misereor to develop activities towards a smoother implementation of the GS.

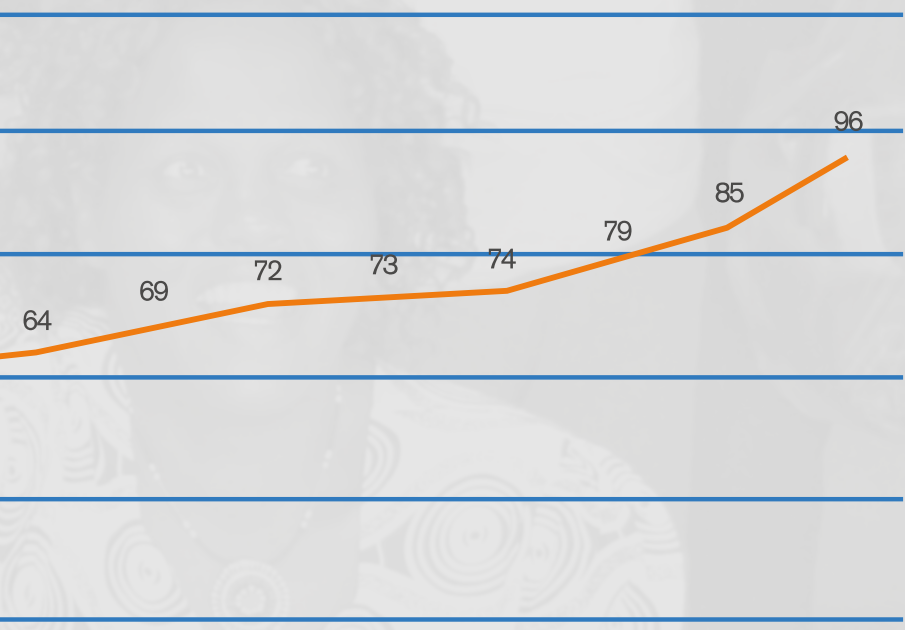
Number of Guaranteed Members



By the end of 2016 109 members had finished the GS process and attained the status of 'Guaranteed Fair Trade Organisation.'



2016:



More concretely, Bread for the World (Germany) assisted WFTO in ensuring existing members get enough information and support to begin the GS process. To do this WFTO trained and hired regional consultants to directly assist members in dealing with the requirements of the GS. During the year of 2016 alone, 95 members were supported under this project.

WFTO also partnered with Misereor (Germany) to train peers and regional staff, and design material and train social auditors in the specificities of the GS verification process. By end of the year there were 12 number of auditors fully accredited by WFTO, additionally 8 auditors were fully trained but were still to complete their first qualifying audit. A Guide was also finalised to support Peers in their work.

In addition, WFTO began the first revision of the entire WFTO Standard and related documents. This work was led by experts from a sub-group of the Standard and GS Committee, who worked online and met in person in June to discuss the main revisions to put in place.



Guaranteed members carry the WFTO Label on their products.

Credibility

Recognising WFTO in the market

In mid-2016 WFTO began working towards developing an improved brand image for the organisation, its members and the visuals associated with it. Both staff and Board members worked with a brand specialist to achieve this goal. The project, which includes the branding associated with the Guarantee System, is due to be finalised in 2017.

WFTO Product Label

To differentiate members of WFTO that have completed the GS and are verified as guaranteed, a WFTO Product Label can be used on their products to assure buyers and consumers that the products have been produced and traded in compliance with the 10 Principles of Fair Trade. The WFTO Product Label is not a product certification label, but a guarantee that the behaviour and organisational practices of the member organisation passed the Guaranteed System.

WFTO Fair Trade Retailers Mark

The Fair Trade Shop Mark is given to shops that passed the Fair Trade retailer standard applicable in their respective country, which has been verified as compliant with the international WFTO Fair Trade Shop Standard. The standard is currently being implemented by member Fair Trade Networks in Germany and Italy to verify and monitor their member shops. Discussions with networks in Australia and France were ongoing. These two networks use different, customised retailer's mark for their verified shops.



Guaranteed Fair Trade label.



Image credits: IobOlmo, Mifuko and Zulma Britez.



WFTO Fair Trade Retailers Mark

Equo Garantito fast facts

82  **MEMBERS ALLOWED TO USE THE FAIR TRADE SHOP MARK**

 **246** **TOTAL NUMBER OF SHOPS OF THESE MEMBERS**

VISUAL FORMATS OF THE FAIR TRADE SHOP MARK PROVIDED: **2** **DECAL SIZES**



**Equo
garantito**
www.equogarantito.org

Bottega Equa e Solidale
monitorata da AGICES in
accordo con gli standard WFTO

1 **COUNTER
STAND DESIGN**

1 **ONLINE
DESIGN**

Weltaden Dachverband fast facts



180

**ELIGIBLE TO USE
THE GERMAN
RETAILERS MARK**



99



**SIGNED AGREEMENT
TO USE THE MARK**

**DIESER WELTLADEN
HANDELT GEMÄSS
DER „KONVENTION DER
WELTLÄDEN“ UND DEN
STANDARDS DER
WORLD FAIR TRADE
ORGANIZATION (WFTO).**

**Fairer Handel.
Geprüft.**

Dieser Weltladen handelt gemäß der „Konvention der Weltläden“ und den Standards der World Fair Trade Organization (WFTO).

gültig bis: Juni 2018



Icons

Ten principles of Fair Trade

Translating the principles of Fair Trade into easily recognisable visual representation was a great step towards promoting Fair Trade. The 10 Principles of Fair Trade were transformed into meaningful pictographs set in various attractive colours.

These icons were warmly received by members during its internal release in June. It debuted publicly during the NYNow Summer Edition in August as a flyer with WFTO and Fair Trade Federation logos.

**1 OPPORTUNITIES FOR
DISADVANTAGED
PRODUCERS**



1 OPPORTUNITIES FOR DISADVANTAGED PRODUCERS



2 TRANSPARENCY & ACCOUNTABILITY



3 FAIR TRADE PRACTICES



4 FAIR PAYMENT



5 NO CHILD LABOUR, NO FORCED LABOUR



6 NO DISCRIMINATION, GENDER EQUITY, FREEDOM OF ASSOCIATION



7 GOOD WORKING CONDITIONS



8 CAPACITY BUILDING



9 PROMOTE FAIR TRADE



10 RESPECT FOR THE ENVIRONMENT



1 NO POVERTY



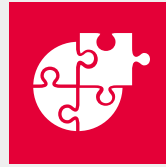
Learning



Space

To keep up with developments in Fair Trade from various parts of the world, WFTO was originally formed as a venue for members to meet and exchange ideas and learn new and best practices. WFTO continues to offer this space to members in various platforms.

In 2016, the WFTO Regions organised conferences for their members to discuss pressing issues and solutions. Various topics such as WFTO governance and strategy, living wages, 'domestic' Fair Trade, marketing, gender equity were some of the discussion themes.



Food

WFTO (as WFTO-Europe) was a partner in the European Union-supported project called Food Smart Cities for Development (FSC4D). This project brought together European cities and civil society organisations to identify best practices in food production and consumption. A final report was produced by the partners. Its summary was presented in a project final conference in Brussels in October. To learn more on the best practices, visit our project partner's website to [download a copy](#).



Living wages

In 2016, the Working Group on 'Fair Prices, Fair Wages Policy' also worked hard to pilot and develop new guidance, tools and policies in this key but complex area.

The Working Group met physically in September but most work was done online.





Fair Prices, Fair Wages Working Group meeting. Image: Rain Morgan.

Market Access

In 2016 WFTO developed a few activities to increase the visibility of WFTO's brand and identity namely in major international trade fairs and the online community. In addition, a few buyers of WFTO Guaranteed members have begun using the product labels in their own brand.

Ambiente Trade Show 2016

For the second time, WFTO showcased products of 19 members from 4 continents under its own brand at the Ambiente Trade Show 2016, an activity supported by Misereor. Ambiente is one of the biggest gifts, home and living trade shows in the world attracting more than 135 thousand trade visitors from over 140 countries.

WFTO President Rudi Dalvai is a member of the jury of Ethical Style Guide of Ambiente. This guide is being used by trade visitors at the fair interested in ethical and Fair Trade products. It is an additional visibility for participating WFTO members.

WFTO Product Label Global Launch at Ambiente

The WFTO Product Label debuted in 2013 at the London Fashion Week when the first WFTO guaranteed Fair Trade fashion brand - People Tree - participated in the annual event. However, its global launch as major Fair Trade label was at the Ambiente 2016 Trade Show in Frankfurt, Germany. The Ambiente launch was joined by members in some countries who did their own label launch. The WFTO product label is co-owned by members and the first ever Fair Trade label for good Fair Trade organisational practices.

NYNOW Summer 2016

Together with the Fair Trade Federation (FTF), WFTO participated in the NY NOW Fair 2016 summer edition. Eleven members participated and showcased their products at the fair too.



Pekerti GS product label launch, Indonesia.



Social media GS pro...



Fair Trade Finest

For the second year, eighteen (18) members participated in the Fair Trade Finest project. Led by the Dutch agency Centre for the Promotion of Imports from Developing Countries (CBI) and the Dutch Association of World Shops (DAWS), this project is aimed at increasing exports of Fair Trade Gifts and Living Products by two million euro in four years (2014-2017). The project identified three strategies to achieve its goal:

1. Support selected producers with export coaching; to professionalise their business;
2. Make sure that a reliable fair trade label is available for these producers, and for all other interested parties (in cooperation with WFTO).
3. Pro-active matching of supply and demand, between participating producers and buyers. These buyers can be Fair Trade buyers (Worldshops) and regular buyers.

First-buyers

A first-buyer is a direct buyer of a Guaranteed Member who uses the customised WFTO Label against the payment of a fee and the respect of certain core conditions. This type of agreement is available for buyers who are interested in using their own brand to market products of WFTO Guaranteed Members. The customised WFTO Label still retains the name of the guaranteed member where the products were originally sourced from. In 2016, 7 organisations signed or continued to make use of a first-buyers agreement.

"When you purchase this product you empower me. Thank you for making this world a less unequal place."
- GEETA D'Costa



"Today, with the WFTO label, our credibility in the larger marketplace is established. Internally, both producers and the office team take pride in claiming their Fair Trade guaranteed status."

ROOPA MEHTA, SASHA Association for Crafts Producers



BE @ THE WFTO LABEL LAUNCH

13 February 2016
11:30-12:00

AMBIENTE TRADE SHOW
Messe Frankfurt, Germany

product label launch.

WFTO GS at Ambiente - lobOlmo.

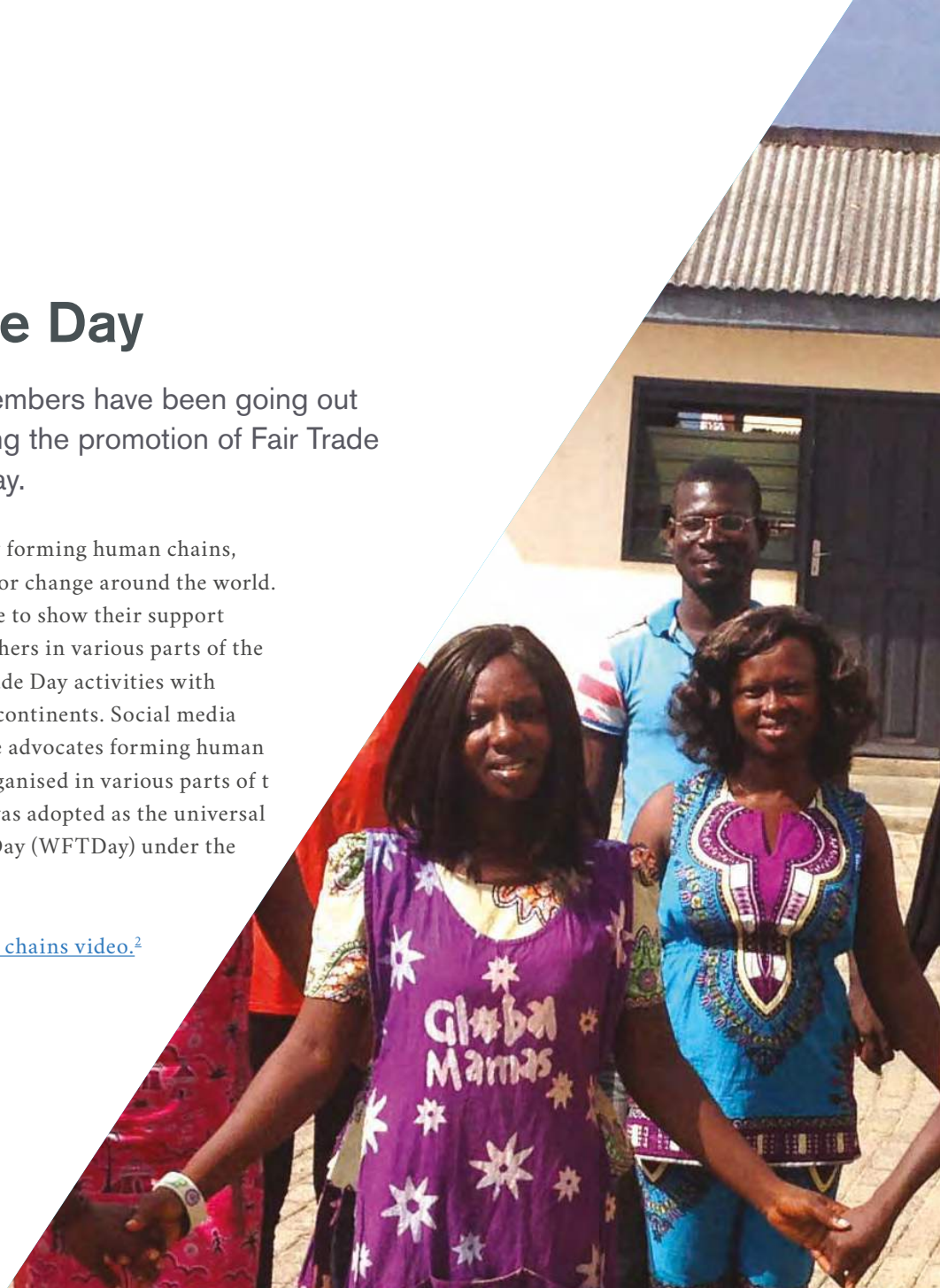
Voice

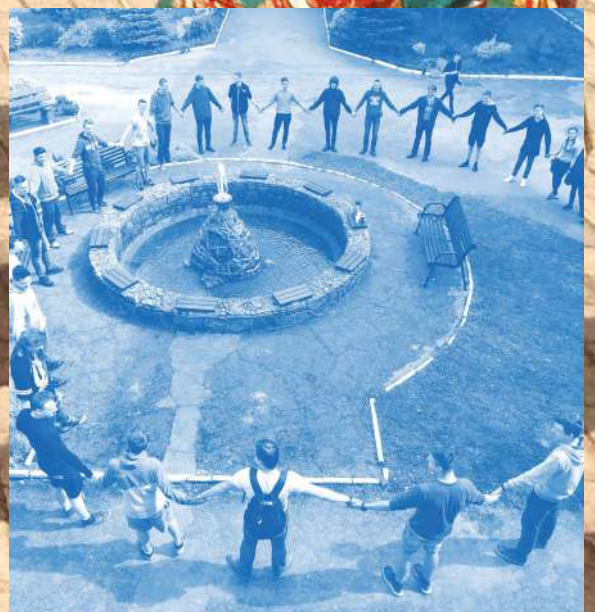
World Fair Trade Day

For over a decade, WFTO members have been going out of their workplaces and leading the promotion of Fair Trade on the second Saturday of May.

In 2016 members led the celebration by forming human chains, as a show of solidarity with all agents for change around the world. It was a day when people got the chance to show their support to Fair Trade and be connected with others in various parts of the globe. There were hundreds of Fair Trade Day activities with human chains taking place across five continents. Social media were flooded with images of Fair Trade advocates forming human chains. Due to the diverse activities organised in various parts of the globe, the human chain formation was adopted as the universal symbol to celebrate World Fair Trade Day (WFTDay) under the theme “Be an Agent for Change.”

[Watch the global formations of human chains video.](#)²





Voice

Agent for Change

Agent for change On its second year, the 'Be an Agent for Change' call resonated in all of WFTO campaigns.

This call to action (CTA) reflected WFTO's 3-year plan to mobilise all those who support Fair Trade and those that can be reached out to be actively a doer for positive change. The CTA stemmed from the belief anyone, even an object or an activity, can potentially be a catalyst to effect a desired transformation. Typical examples of agents for change are Fair Trade products, fair traders, Fair Trade consumers or campaigners, and projects or activities that promote positive change.





Voice

Anti-poverty week

Anti-Poverty Week was observed as a short social media campaign by WFTO to raise awareness on Fair Trade and its contribution to sustainable development and the fight against poverty: Fair Trade fights poverty.

Success stories of member organisations were shared as tangible evidence. More specifically, we used the 10 Principles of Fair Trade as implemented in the daily operations of member organisations to demonstrate Fair Trade as an agent for change.



International Women's Day

Fair Trade - empowering women as Agents for Change in Supply Chains' was the theme for the 2016 International Women's Day.

WFTO and its members celebrated the 2016 International Women Day with men playing a special role. We asked men to name who their women Agents for Change are and why they consider them as such. We believe that by actively involving men in the celebration, we are advancing women empowerment with men's support, and thereby achieving our objective of greater gender equality and equity.



Voice

Fair Trade towns campaign

WFTO continues to participate actively in the International Fair Trade Towns Campaign (IFTT) through its representative Tadeusz Makulski of the Polish Fair Trade Association, who is a member of the IFTT Steering Committee.

The committee oversees the international operation of IFTT. WFTO attended the annual IFTT conference in Bakinta, Lebanon. WFTO President Rudi Dalvai and some WFTO members attended the event. WFTO also attended a seminar in Glasgow on Fair Trade Nation.



Fair Trade Advocacy

The Fair Trade Advocacy Office (FTAO) welcomed the announcement by EU Trade Commissioner Cecilia Malmström to launch a new Pan-European Fair Trade City Award, an idea of FTAO, last 12 October. This new EU initiative is expected to raise awareness on Fair Trade across Europe and facilitate cross-learning amongst Fair Trade Towns. In 2016, the European Commission also officially called on its 28 EU Member States to put in place systems to protect producers against unfair

trading practices (by retailers or others) with a specific reference to the need to protect non-EU producers (the latter reference would have likely not happened without the continued lobby work of the FTAO).

In the framework of the current WFTO Advocacy & Campaigning Plan, FTAO set up a "Fair Trade textiles advocacy network" (open to any interested WFTO member) with the goal to share policy developments at G7, G20, OECD

World social forum 2016

WFTO joined the Fair Trade Village at the 2016 World Social Forum in Ontario, Canada, from 9 to 14 August.

WFTO President Rudi Dalvai and Chief Executive Natália Leal, along with other several members, represented WFTO. Interesting Fair Trade-related issues were discussed at Fair Trade meetings such as Fair Trade charter revision, supply chain and compliance verification systems and issues, and other burning Fair Trade topics. For WFTO, it was a good occasion to start the discussion on charter revision in an international gathering.



and the EU on public policies for sustainable textile chains. The priority in 2016 was to understand windows of opportunity on how to introduce the Fair Trade agenda (artisans, small producers) in the larger debates on textile supply chains, which often are only around worker rights in the garment sector.

The FTAO Board, which includes two 'WFTO family' representatives, agreed on the 2016-2020 FTAO strategic plan. Further than its EU advocacy work, FTAO was confirmed to serve the Fair Trade

movement by providing an advocacy and public policy lab, a capacity-building programme that is open to all interested WFTO members.

Capability

WFTO continued work on improving and increasing its organisational capability through good governance, democratic membership structure, efficient decision-making processes, and dynamic, efficient and accountable leadership; as well as a competent operational structure (global office).

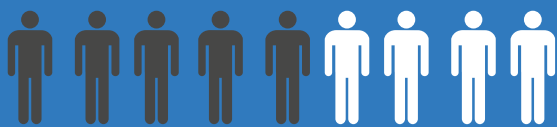
Capability

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A membership organisation: As an association committed to Fair Trade, WFTO continues to attract trading organisations interested in becoming members and being differentiated as Fair Trade Organisations. Fifty (50) organisations joined WFTO in 2016. While it accepted new members, WFTO had to say goodbye



385 Members



+4% increase in membership

The 385 member organizations comprised: 326 Fair Trade Trading Organizations (FTO), 31 Fair Trade Support Organizations (FTSO), 28 national Fair Trade Networks (FTN), as well as and 4 Associate Organizations (AO).³

More than 76% of the members of WFTO were based in Africa, Latin America, Asia and the Middle East, an increase (4%) from the previous year. Asia had the highest number of members followed by Africa & Middle East. Membership growth in the Pacific Rim region continued to be a challenge.

Towards a new strategic plan

Continuing work already started in 2015, the Board dedicated significant attention during 2016 to developing a new Strategic Plan for the coming years. A first draft was available in early 2016 and shared with all regions for discussion in their respective regional meetings. Feedback was collected by an external consultant, who supported the entire process and guided the Board's work. A final document is expected to be presented to members in late 2017.

to 27 members (incl. 15 withdrawals). To be able to retain membership, an organisation must fulfil two key obligations: monitoring (the Guarantee System steps) and membership fee payment.

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By the end of 2016, 385 member organisations, 4 Associate Organisations and 34 individual associates spread across 72 countries comprised WFTO as a network.



Governance structure review

Alongside this strategic work, the WFTO Board was deeply involved in a process to revise and improve the current WFTO governance structure (supported by the same external consultant). Following consultations with members and some internal bodies, a first draft was presented and then discussed in the latest 2016 regional meetings, in view of perfecting a final proposal to be presented in 2017.

Fundraising

Given the number of already ongoing projects (namely Misereor and BftW, but also FSC4D) as well as the decision not to invest in calls considered unsuitable for WFTO's priorities, WFTO submitted only a limited number of projects and funding proposals in 2016. The full application for a major EC proposal was submitted in September (and later approved in 2017) and a more 'regional project' (with a Swedish partner) was entirely passed over to WFTO-Latin America.

Annual General Meeting

The 2016 Annual General Meeting (AGM) took place virtually; members were able to participate via electronic voting. There were valid votes of different resolutions, mostly on 'regular' topics and documents, which were all approved by a considerable majority. Details of the number of votes can be found on the 2016 AGM Minutes.

³ Twenty-four members had their status suspended.

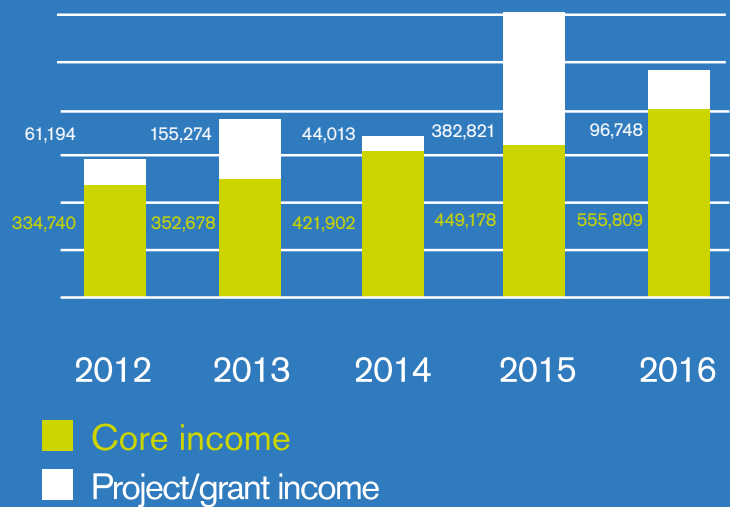
Financial Highlights

In 2016 WFTO continued to exhibit a stable organic growth in financial terms. Membership fees remained the main source of funding for the organisation and several projects continued to support activities for the benefit of the members and the Guarantee System.

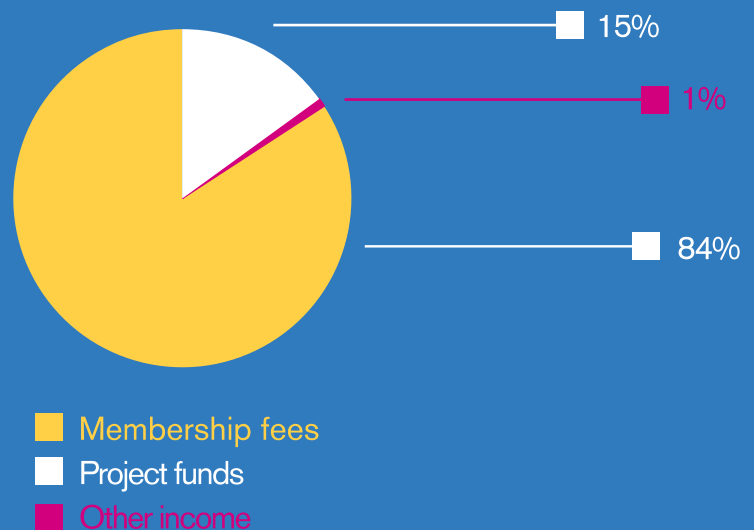
The year was closed with a positive result of € 95,516. A historical breakdown of the income and expenditure is available in the graphs below.

INCOME

Core income vs. Other income 2012 – 2016

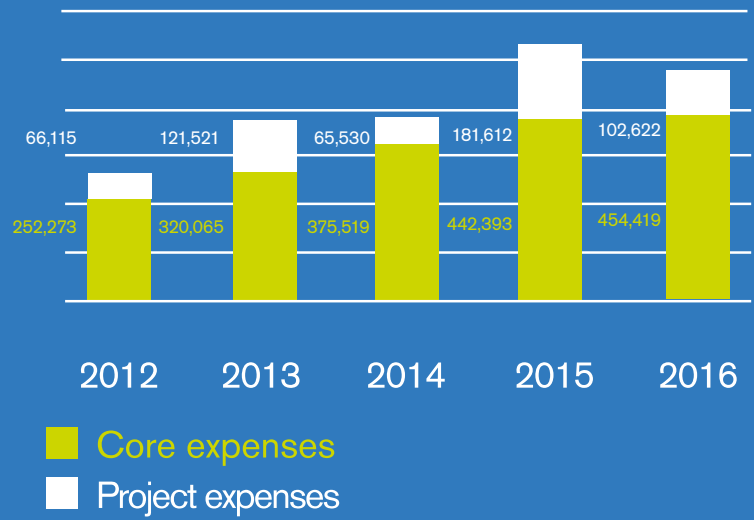


Income distribution 2016

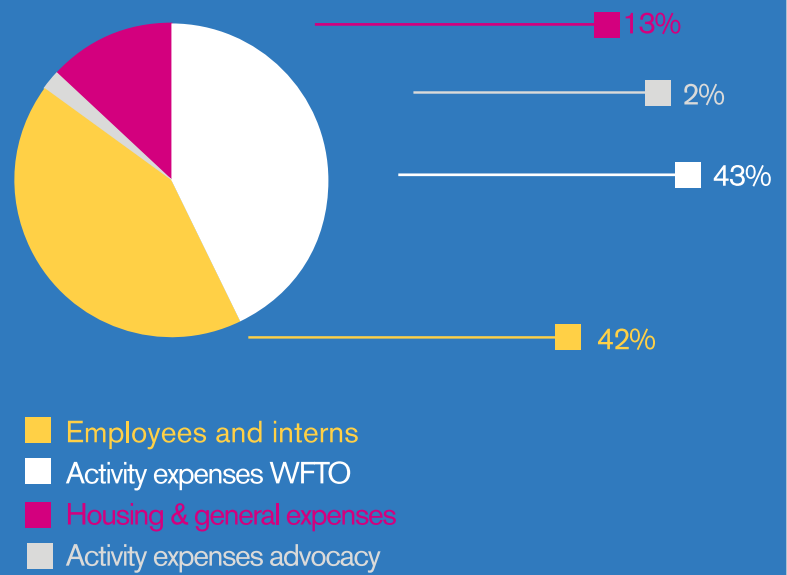


EXPENDITURE

Core expenditure vs. Other expenditure 2012 – 2016



Expenses distribution 2016



The WFTO board and staff

WFTO Board

After the voting on new directors in 2015, the Board of Directors remained unchanged and met in person two times in 2016, once in February and once in September, both in Culemborg. Once again, a considerable part of Board discussions and the majority of (less controversial) decisions continued to take place via the WFTO Network and/or email.

Rudi Dalvai (President),
Roopa Mehta (independent),
Sophie Tack (Europe),

Edwin Bett (independent),
Pieter Swart (Africa & Middle East),
Luis Heller (Latin America) and

Robert Chase (independent),
Johnny Joseph (Asia),
Geoff White (Pacific).



Staff and internal bodies

The WFTO Staff, composed mostly by the same core team, saw some small changes:

Chief Executive: Natália Leal.

Communications Coordinator: Michael Sarcauga.

Guarantee System Manager: Tamara Cobussen
(substituted by Carol Wills from March to May).

Finance and Administration Officer: Ajmal Zarifi.

Membership and Monitoring Officer: Anton Delchev
took up the role from Emma Rotman from 1st September.

Events and Projects Assistant (part-time): Teresa Zuna began in mid-August.

At the Office, our interns included Anthea Vigni until February; Laure Dacharry, Feb-August; Anton Delchev until August; Lea Strub, from September. In addition there was a group of remote social media volunteers that gave an incredible contribution to our online presence: We are extremely thankful to all these and others who have offered their time and expertise to WFTO.

In June there
collaboration

As in previous
interns⁴ during
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1 Fair Wage
2 The Chart
3 Gender Po

The Standar
Guarantee S



There was a joint meeting between the regional coordinators and WFTO staff, to deepen relationships, have some training and plan work ahead.

Over the years, the WFTO Office was happy to count on the support of several volunteers and consultants throughout 2016. A few consultants have also contributed to our work throughout the year, not only the members that got involved in our Working Groups (WG) and Committees. The most useful and active were:

- Fair Prices Pilot Working Group,
- Member of Fair Trade Working Group,
- Policy (Phase 3) Working Group.

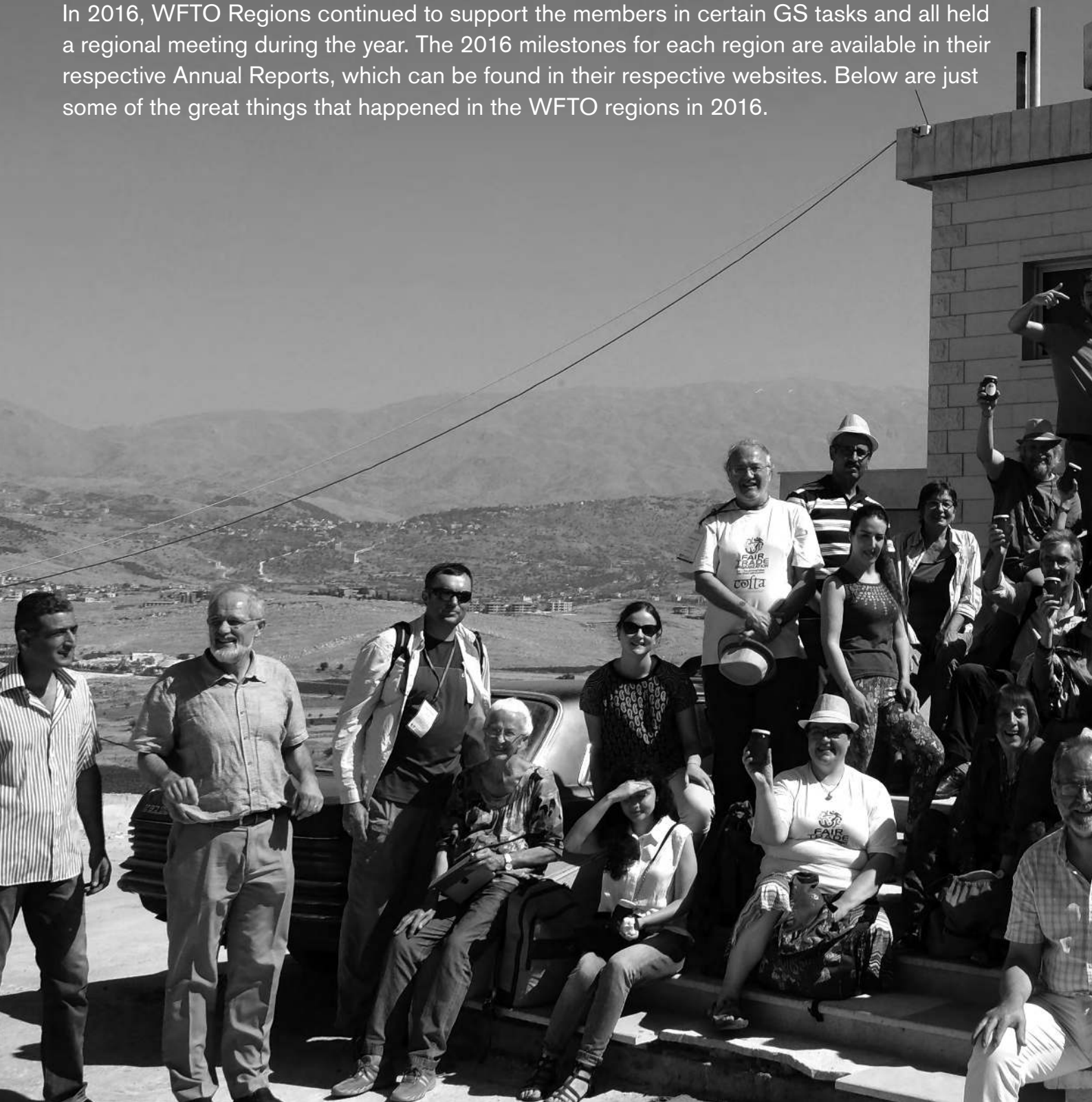
The Fair Trade and Guarantee System Committee and especially its sub-group on the Revision of the Fair Trade System were also very busy in 2016.

WFTO Worldwide

WFTO Regions

WFTO Regions are separate and legally independent organisations, which share the same ethos and values as WFTO: the commitment to Fair Trade and the WFTO Principles, the goal to support WFTO and its membership (namely in the implementation of the Guarantee System), as well as a joint brand and identity – to mention just a few.

In 2016, WFTO Regions continued to support the members in certain GS tasks and all held a regional meeting during the year. The 2016 milestones for each region are available in their respective Annual Reports, which can be found in their respective websites. Below are just some of the great things that happened in the WFTO regions in 2016.





3 WFTO-LA's members participated in the project "FAIR & Friends 2016 – Fair Trade Cooperation for Sustainable Consumption", a Market Research's travel in Germany and a participation in the Fair & Friends fair, organized in the month of September, by the International Cooperation Agency in Germany (Deutsche Gesellschaft für Internationale Zusammenarbeit - GIZ) and the Regional Office of Renania of the Nort-Westfalia.

WFTOLA together with CLAC and SPP were promoting the campaign Ciudades y Pueblos por el Comercio Justo in different countries. 2 cities in Ecuador - Riobamba and Quito – were declared as FTTown.

3 WFTO-LA members participated in the project implemented by GIZ – Germany whose goal is the Fair-Trade Cooperation for Sustainable Consumption and the "Fair & Friends" Fair, held in September 2016, in Dortmund - Germany.

WFTO-LA is also implementing a project funded by the Municipality of Bolzano to support the implementation of the GS by members from Chile, Guatemala, Peru, Bolivia and Ecuador.

WFTOLA also achieved the financial and logistical support of the Regional office of IM Sweden in Guatemala for three members in the country, to finalize the implementation of the GS, to develop market access activities and promote Fair Trade and the organization itself at local and national level.



Fair Trade breakfast with EU ambassadors to third countries, Fair Trade breakfast in the European Parliament (October 2016), EU Advocacy Network meeting (October 2016).

WFTO-Europe joined several initiatives: (1) Fair Fashion show, (2) Fairshare project event (both in Brussels).

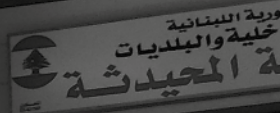
European Development Days (June 2016): Belgian Fair Trade Week: WFTO-Europe organised its first Fair Trade Comics Contest.



We held the Regional Meeting in New Hamburg, Canada hosted by TTV Canada August 2016. There were 8 members attending.

We attended the NYNOW show in October 2016 with FTF - a great success.

We attended the FTF annual meeting in Burlington VT in April 2016.



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Our supporters

Some of the activities developed and results achieved throughout 2016 would not have been possible to this extent without the contribution of other organisation and individuals, which have supported our work – whether financially or in kind.

WFTO would like to thank all who supported us especially external donors who have contributed to the WFTO 2016 budget and activities:

MISEREOR
IHR HILFSWERK

Brot
für die Welt

messe frankfurt

Intermón
Oxfam

fair trade finest

NY NOW
THE MARKET FOR HOME, LIFESTYLE + GIFT

Misereor (Germany)

For their support towards the implementation of the Guarantee System, including the training of auditors, peers, regional staff and participation in trade fairs.

Bread for the World (Germany)

For their support towards the implementation of the Guarantee System, including the provision of technical support to WFTO members and organisation of expert meetings.

Fair Trade Finest project (CBI and DAWS, The Netherlands)

For cooperating with WFTO on increasing member's access to international markets, including export coaching, business advice and product development, as well as the implementation of the GS to their participants.



Oxfam Intermón (Spain)

For supporting the Fair Price Fair Wages (FPFW) Working Group.

Messe Frankfurt (Germany)

For the free booth space and their support throughout Ambiente trade fair, Frankfurt, February 2016

New York Now (USA)

For the free stand space and their support in all the preparations and throughout the NY NOW summer trade fair, NY, August 2016.



Get in touch_



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