



Home of Fair Trade  
Enterprises

ANNUAL REPORT 2019



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## A Message from the President

I would summarise 2019 as a year of great change at the WFTO. We celebrated our 30th anniversary in Lima at our International Fair Trade Summit, where we came together as a movement to update our principles of Fair Trade to strengthen the commitment on tackling climate change and protecting our planet. We also saw the end of the tenure of some of the giants of our movement, namely our former president Rudi Dalvai, and board members Bob Chase, Geoff White and Johny Joseph. All remain closely connected to us but a new era began, with new board members and with me stepping into the huge shoes of president. I took this honour with great pride while realising the great work that lays ahead.

As the year came to a close, I reflected on the evolution that our movement and WFTO in particular has been undergoing. We were born in 1989 as a community of pioneers fully committed to Fair Trade. For many years, the members of WFTO (IFAT at the time) were the leaders in ethical production and trade, encompassing the ethical alternative to mainstream trade

and business. If consumers wanted to spend to support ethical or fair products, the products of WFTO members would be among the few options they had. Through the last decade or so, this has changed radically. We now face a market with a broad range of ethical claims from a growing list of brands, certifiers and initiatives – some credible, some less so. In this growing marketplace of ethical claims, the market has shifted and we have needed to evolve with it.

Gone are the days where most WFTO producers can rely solely on WFTO importers who rely on sales through Fair Trade shops. With the recent decline or closure of some iconic Fair Trade importers, such as the sad closure of Oxfam Australia Trading and the significant changes to Traidcraft PLC in 2019, the commercial transition is inevitable. Like many of the leading and pioneering Fair Trade organisations, both played a big part in building capacity, providing support and growing markets for several producer organisations. Several of our

WFTO importers continue to review their strategies to grow their business to reach larger markets.

Our members now tell us to focus on increasing their visibility with commercial buyers, as they invest to find new market channels and new opportunities. More WFTO members now invest to go to trade shows, create webshops and use social media to profile their products and brand. There are now more consumers interested in ethical products, but they are going to a broader range of retailers to find them. This is why WFTO has increased its focus on becoming more visible in more markets, and raising awareness with new commercial buyers. Through 2019, this was a focus and remains so.

In 2019, WFTO entered new partnerships with key networks in fashion, food and homewares. We believe that WFTO Guaranteed Fair Trade is the most holistic, credible and comprehensive status that is possible. As our member-built system

becomes better understood, and its product label better known, we believe there will be a strengthened competitive advantage for those very special social enterprises who have achieved this status. Much of our work has focused on realising this potential for WFTO members.

As 2020 begins, we are confronted with a pandemic and its accompanying economic shocks. While the crisis and our response will be the subject of next year's annual report, I feel compelled to highlight the enormous challenge that lays ahead for all businesses, including Fair Trade Enterprises. As the crisis unfolded, we already saw an unparalleled commitment from WFTO members to their workers, farmers and artisans. We have seen innovation, solidarity and perseverance across the world. There is great pain but our hope and commitment to the vision of Fair Trade lives on.

Roopa Mehta  
WFTO President



## A Message from the Chief Executive

It was a privilege to work for the WFTO through 2019, the second year in my role. Through the year, I visited every region and met many WFTO members. I was inspired by the unique combination of entrepreneurship, resilience and an unparalleled commitment to the workers, farmers and artisans by Fair Trade Enterprises. I was energised to see that many WFTO members are also pioneering eco-friendly practices such as upcycling, recycling, use of natural fibres and low-carbon production. It's truly a combination of people and planet that's occurring.

WFTO is a community pioneering models of business that truly prioritise social and environmental goals. These Fair Trade Enterprises are truly mission-led while remaining commercially sustainable. This is a big idea. WFTO is perhaps the most global and deep-rooted example of such business models, set-up and verified as truly putting people and planet first. We are at a moment in history when the world looks to transform the global economy. New models of business are central to this and Fair

Trade Enterprises are providing a proof of concept of a better business world. We spent much of the year promoting, profiling and supporting these very enterprises, so that more consumers, buyers, policy-makers and campaigners can embrace them.

Through 2019, our priority was to reach new audiences, build new partnerships and connect to new networks. We engaged with environmental NGOs and social enterprise networks to reach new supporters and allies. And we engaged industry organisations who can help us attract new buyers interested in sustainable production. We promoted WFTO members at trade shows and conferences, became visible on ecommerce platforms and to networks of buyers in fashion, food and homewares. We communicated together with other movements and began to be featured in the campaigns and communications of others, such as Common Objective, Social Enterprise World Forum, Wellbeing Economy Alliance and a range of new economy and green movements. We are gaining traction, as more people realise that WFTO members are a unique breed of business.

At our core is the WFTO Guarantee System, which combines Fair Trade and social enterprise verification into one. Through 2019, it evolved further, by going online and becoming more accessible while remaining credible, clear, and affordable.

Over the last decade, the Fair Trade commercial model has evolved. The role of larger and multi-product Fair Trade importers has declined. Meanwhile, many new Fair Trade buyers, focused on a smaller range of products, have joined WFTO. In 2019, we were saddened by the news of Oxfam Australia shutting down its trading operations. We thank the staff and supporters of this Fair Trade pioneer, who over decades has helped thousands of producers earn dignified livelihoods. Other notable Fair Trade importers have also recently reduced their orders of non-food

products. We know many WFTO members are impacted by these developments and we have worked hard to engage new buyers from outside our movement who see value in buying from Fair Trade producers and wholesalers. The commercial transition is painful for many but it seems unavoidable.

The year has been followed by the greatest crisis in decades - the COVID-19 pandemic and its economic shocks. This has turned the world upside down for many, halting trade and production, and upending campaigning and marketing plans. We remain confident that through solidarity and dynamism, our community will get through this crisis. Our vision remains in-tact, but the challenges have grown. We are up to the challenge.

Erinch Sahan  
WFTO Chief Executive





# Global Community of Fair Trade Enterprises

## Verified Fair Trade Enterprises

The WFTO is the home of Fair Trade Enterprises and the organisations that support them. Spread across 76 countries, most members are verified as social enterprises that fully practice Fair Trade (Fair Trade Enterprises). By the end of 2019, there were 361 Fair Trade Enterprises in the WFTO, and 55 networks and organisations that support Fair Trade (a total membership of 416). Of the 361 Fair Trade Enterprises, 240 had achieved full Guaranteed status, with the remainder at various stages of their first Guarantee System cycle (at the Self Assessment Report, Peer visit, Monitoring audit or post audit stage).

## WFTO = social enterprise + Fair Trade

To become and remain a WFTO member, an enterprise or organisation must demonstrate they put people and planet first in everything they do. The WFTO Guarantee System verifies Fair Trade Enterprises, confirming they are truly social enterprises that are fully practicing the 10 principles of Fair Trade. This means they are mission-led enterprises

who prove that their workers, farmers and artisans are their main priority across their business. They also demonstrate a commitment to respecting the environment. WFTO members are visited and verified by their peers and independent auditors against the 10 Principles of Fair Trade. The criteria is captured in the WFTO Fair Trade Standard, which includes an assessment of the enterprise's structure and business model, its operations and its supply chains. Once verified, a business can be considered a Fair Trade Enterprise that truly exists to put the interests of producers and their communities first. They can then use the [Guaranteed Fair Trade Product Label](#) on all their Fair Trade products.

## WFTO's Fair Trade System - the Guarantee System

WFTO members are visited and verified by their peers and independent auditors against the 10 Principles of Fair Trade. The criteria they follow is captured in the WFTO Fair Trade Standard.



In contrast to commodity certifiers, the WFTO Guarantee System assesses the entirety of a business, not just a specific product, ingredient or supply chain. It includes an assessment of the enterprise's structure and business model, its operations and its supply chains. Once verified, a business can be considered a Fair Trade Enterprise that truly exists to put the interests of producers and their communities first.

### The WFTO label is owned by Fair Trade Enterprises

WFTO members own the Guaranteed Fair Trade label and once fully-verified, they can use it on all their Fair Trade products. The Guaranteed Fair Trade label is exclusively used by mission-led businesses that are fully committed to Fair Trade in everything they do. It is the symbol for Fair Trade Enterprises.

### WFTO governance and offices

WFTO is democratically run by its members on a one-member-one-vote basis. The board and president are elected by members. The strategy and budgets are voted on by members, as are any major changes to the organisation, such as updates to the

10 Principles of Fair Trade. In addition to WFTO Global, there are also WFTO regional branches and country platforms, which are autonomous bodies for all legal and practical purposes. WFTO regions include: WFTO Africa and Middle East, WFTO Asia, WFTO Europe and WFTO Latin America. These regions have their own boards and governance arrangements, and are registered as separate legal entities. All members of WFTO regions are also members of WFTO, and all WFTO members are also required to be members of their regional WFTO network where one exists. In 2019, WFTO Ecuador and WFTO Peru became the first official WFTO country platforms after this category became available following the WFTO General Meeting in Delhi in November 2017.



Photo: Chocolat Dardenne



## WFTO Projects in 2019

### EC DEAR - Trade Fair, Live Fair

This project is designed to raise awareness and mobilise the European citizens towards sustainable consumption behaviour. At the heart of our project, which started in 2017 and will end in 2020, is the notion that only through citizens' better understanding of how supply chains work, can they foster the necessary change to achieve the Sustainable Development Goals.

The Fair Trade and Ethical Fashion movements across Europe joined forces in this ambitious project supported by the European Commission's Development Education and Awareness Raising Programme (DEAR). "Trade Fair, Live Fair" aims to foster more resilient livelihoods for the producers and workers behind many of the products that European citizens consume. The project has enabled WFTO to do in-depth studies on gender and create a range of communications materials that have reached many thousands of people through social media. Our research is demonstrating that without action to make

supply chains fairer, the world will fall short on the commitments to achieving the UN Sustainable Development Goals by 2030. With the project we outline how the Fair Trade movement is playing an important role in meeting the goals and targets to tackle poverty, gender equality, decent work and sustainable consumption. The result has been increased support for WFTO campaigns and progress in a number of advocacy areas, which is covered below in the section focused on WFTO collaboration with the Fair Trade Advocacy Office.

### MADE 51

MADE51 - Market Access, Design and Empowerment for Refugee Artisans – is a global, collaborative initiative designed to connect refugee artisans with markets. By modernising traditional skills, building business acumen, partnering with social enterprises, and linking with retail brands and buyers, UNHCR is partnering with WFTO and other stakeholders to connect refugee-made artisan products with international markets. For example, through the project a shop was set-up within a Virgin

Megastore in Dubai and within a WeWork premises to promote products from the social enterprises. There was also a stand at trade shows, including Ambiente Frankfurt and Interior Lifestyle Tokyo to promote the products and the concept. The cooperation started in 2017 and successfully has continued throughout 2019.

The Fair Trade for Refugee Artisans project seeks to support the development of UNHCR's new global artisan initiative, MADE51, by ensuring that refugee artisans are working according to Fair Trade standards (fair wage payments, decent working conditions, environmental concern, etc.) and that their supporting local social enterprises are export-ready and have the capacity to connect refugee-made crafts with markets where they are in demand. The World Fair Trade Organization supports this through co-development of the Ethical Compliance Assessment, through technical assistance missions and through remote support.

Over the course of 2019, MADE51 has offered both WFTO and UNHCR a way to engage with new audiences to promote Fair Trade and refugee inclusion in international value chains, including engagement with private sector, individuals, and municipalities.

WFTO members that took part in the project 2019 are: BaSE (Bangladesh Hosto Shilpo Ekota Sheba Songshata), WEAVE (Women's education for advancement and empowerment), Bawa Hope, WomenCraft

Social Enterprise, Yadawee, Artisan Links (former Zardozi-Markets for Afghan Artisans (ZE)), Conserve India, Earth Heir.

### **Bread for the World**

In 2019, WFTO launched a new joint project with Bread for the World (BftW). The BftW project has facilitated most WFTO members to better navigate the requirements of the Guarantee System, through supporting capacity building and information sharing. The next step is to work on improving the robustness of the system so WFTO members can make the most of their guaranteed status and remain guaranteed. The WFTO Standard continues to evolve according to the needs of our members (and their buyers). One of the developments is a revised criterion on Fair Payment to ensure Fair Payment on every level in the supply chain. The project will focus on strengthening the WFTO Guarantee System (GS), supporting WFTO members and auditors to further implement – with a special focus on Fair Payment - the WFTO GS, which ensures the adherence to the Fair Trade Principles.

In the first year of the project, WFTO was able to offer a series of webinars and workshops, with 192 WFTO members participating in them. The project also provided tailored support on Fair Payment to members. Through the project, the WFTO GS team also improved its forms, systems and procedures to support members in the GS cycle.





## WFTO Supporting Market Access

Giving visibility to members, building new collaborations and supporting access markets is a central part of WFTO's work. Throughout 2019, this was a priority for WFTO. New collaborations were built with networks such as Common Objective, a global network connecting leaders across the fashion industry, through which WFTO wrote articles that reached over 10,000 buyers across the network. On ecommerce, WFTO became more visible on platforms such as AvocadoStore.de, allowing more consumers and buyers to become aware of WFTO members. WFTO also published members-only training materials around setting up webshops and navigating logistics for ecommerce. WFTO staff presented and exhibited at gatherings of buyers across the world throughout 2019, including at the Berlin fair fashion show (Neonyt), Fair Trade Federation conference in the US, New York City Fair Trade Coalition, BAFTS Fair Trade Network UK, Toronto Buy Good Feel Good Expo, Cologne ANUGA trade show, Social Enterprise World Forum and the Meaning Conference in the UK. Exhibiting at trade shows remains a key area of focus

for WFTO, in particular Ambiente and New York Now.

### Ambiente

At the world's most important consumer goods trade fair WFTO members were able to experience all the latest trends and products at first hand at Ambiente. In 2019, 4,460 exhibitors from 92 countries came to Ambiente in addition to more than 136,000 trade visitors from 167 countries. WFTO participated to give extra visibility to members that are exhibiting at the fair. This included a press conference to highlight the ecological innovations that Fair Trade Enterprises are pioneering. WFTO also set up a collective stand displaying products from members participating at the fair, and gave out information about Fair Trade. WFTO created a new stand in 2019, with a fresh look to better represent our members. Around 50 of our members were present at Ambiente, 30 of which have showcased their products at our booth.

## NY NOW

WFTO took part in the NY NOW Summer 2019 fair together with the Fair Trade Federation. The show provided a prominent location at the entrance for the WFTO to exhibit a selection from the 16 WFTO members participating and showcasing products at the show. It was also an opportunity to educate buyers and other show attendees about the importance of Fair Trade. NY NOW is the largest retail-facing trade fair in the US.



Fair Trade Federation and WFTO co-exhibiting at the NY NOW Summer 2019 Market

Photo: WFTO



## 15th International Fair Trade Summit in Lima

In 2019, WFTO celebrated its 30th anniversary through the 15th International Fair Trade Summit. It was held in Lima, Peru from 16-19 September 2019. WFTO Peru (a newly recognised WFTO country platform), worked tirelessly as hosts to create an unforgettable experience for everyone.

The summit included 29 sessions covering topics such as living wage, the cool farm tool, public procurement, organic agriculture, impact investing, climate change and circular economy. Over 320 participants built new collaborations while challenging each other to step-up commercially to transform our global economy.

Speakers ranged from social entrepreneurs and Fair Trade leaders, to activists, academics and senior UN and government officials. Many sessions were organised by partners and allies, including from the social solidarity economy movement, ILO, coop movement and UNHCR. Others were led by WFTO members such as GEPA, Shared Interest, Shared Earth, Zotter, Allpa and Maggie's Organics. Other leaders from

the new economy, like AvocadoStore and Transform Finance brought new perspectives on online markets and social finance.

The gathering also celebrated advances in Fair Trade products. The products entered for the [Mohammed Islam Design Award](#) were displayed on stage. Meanwhile enterprises and artisans showcased their bags and baskets, their tea and garments at the marketplace. Social entrepreneurs met buyers and forged new commercial relationships. Fair Trade coffee and chocolate were also sampled and compared.

On the 19th September, the General Meeting of the WFTO took place, where WFTO members passed a new resolution to increase the commitment to fighting the climate crisis and protecting our planet. [This will be a pivotal update to the 10 Principles of Fair Trade.](#) A new president and new board members were also elected at the General Meeting. Roopa Mehta was elected as president, replacing Rudi Dalvai after the end of his second term. Members also elected new board members: Indro Dasgupta and Giorgio

Dal Fiume as newly elected independent board members. Members also confirmed new board members: Chris Solt as the Pacific Representative and Sunil Chitrakar as the Asia Representative on the WFTO board. They join existing board members who were re-elected or still serving their term: Sophie Tack (Europe Representative), Pieter Swart (Africa and Middle East), Luis Heller (Latin America) and Ileana Cordon (independent).

[Click here to see the Lima Summit photo gallery on Facebook.](#)

Photo: Emilio Canepa







Photo: Emilio Canepa



Photo: Association for Craft Producers (ACP)

## Communications, Campaigns and Advocacy

Through 2019, WFTO focused on profiling and celebrating Fair Trade Enterprises. In particular, the focus was on the innovations and unique commitment to people and planet of these social enterprises that fully practice Fair Trade. These businesses are designed to pursue their social and environmental mission, which allows them to innovate and create new practices that help create a better world. WFTO campaigns aimed to both galvanise a sense of community among WFTO members and to reach new audiences with the stories and inspirations from across the WFTO network of Fair Trade Enterprises. FairTRadio, the WFTO podcast, also focused throughout 2019 on profiling these enterprises to new audiences. Throughout the year, the WFTO chief executive presented about Fair Trade Enterprises at conferences across the world, including at Addis Ababa, Austin, Bonn, Brighton, Brussels, Cardiff, Cambridge, Colombo, Barcelona, Edinburgh, Geneva, Istanbul, London, Manchester, New York, Paris and Reading. Through these talks, over 10,000 campaigners, academics, buyers and social

entrepreneurs heard directly about the inspiring business models of WFTO members.

In 2019, WFTO refreshed its branding and website, focusing on profiling members to new buyers and supporters. The website now includes a product search that allows buyers to easily find and contact Fair Trade Enterprises. Work also began to update the members area to improve functionality, facilitating learning and connections. The new branding, communications and website are part of the broader strategy to support members to reach new audiences and commercial partners, and to foster collaboration.

Throughout 2019, WFTO worked closely with the Fair Trade Advocacy Office (FTAO) to ensure that decision-makers, thought-leaders and allies from across social and economic justice movements are aware of the pioneering work of Fair Trade Enterprises. Together with FTAO, collaboration was deepened with important institutions such as the International Labor Organization, UN Conference on Trade and

Development (UNCTAD), International Cooperative Alliance, Social Economy Europe and RIPESS. Of great importance to the WFTO membership, FTAO also led a campaign with other civil society actors, such as organic and social solidarity economy to put fairness at the core of the EU Sustainable Consumption and Production agenda (Fair Times campaign). The FTAO also led a civil society coalition to have the EU adopt rules against Unfair Trading Practices in Food Supply chains, which will also protect non-EU producers. FTAO also contributed to the capacity building of WFTO members and the Fair Trade movement around the world, including through workshops and webinars organised on advocacy and important topics such as organic agriculture and competition law.

The year was important for WFTO to broaden the organisations it engages with. WFTO forged new relationships with organisations working on broader economic transformations, including the Green Economy Coalition, Social Enterprise World Forum, Social Enterprise UK, Wellbeing Economy Alliance, WWF, University of Exeter, University of York and University of Cambridge. These collaborations focus on a range of research, communications



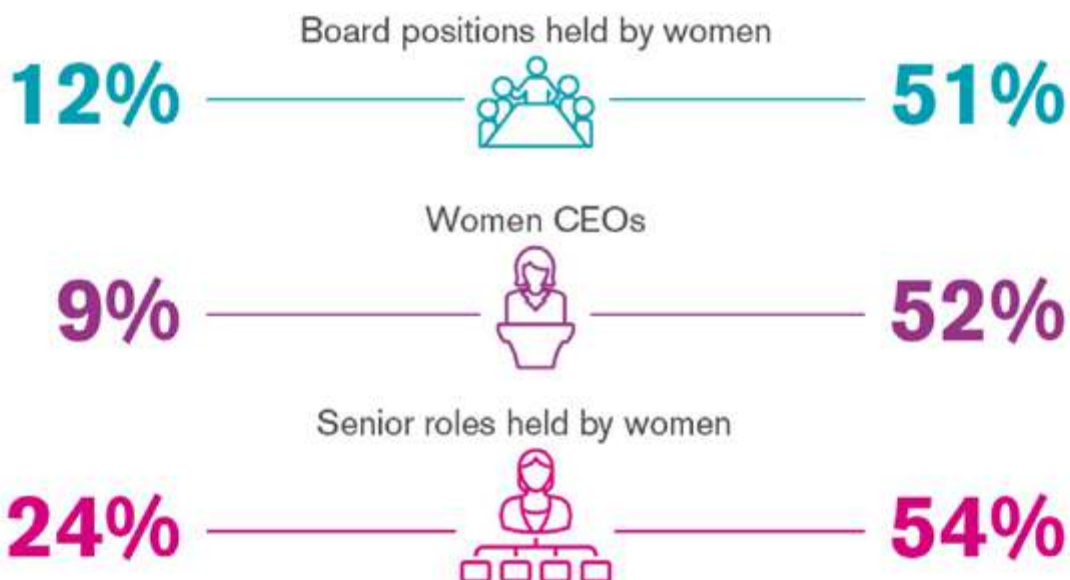
and advocacy activities that deepen understanding of and help profile Fair Trade Enterprises as the business models for the new and sustainable economy.

#### International Women's Day

When businesses put people first, more women are likely to become CEOs, board members, managers and professionals. This is one of the findings of the two reports released by WFTO on International Women's Day on 8 March 2019. An accompanying animation video was created and was viewed by over 34,000 people

Conventional businesses\*

Fair Trade Enterprises\*\*



\*From a comparison with 'Women in Business 2017' report by Grant Thornton.  
 \*\* WFTO Gender reports on [www.wfto.com/womensday2019/](http://www.wfto.com/womensday2019/)



online, helping demonstrate why Fair Trade Enterprises are key in promoting gender equity.

The European Commission-supported gender equality study on Fair Trade Enterprises has produced two reports, Gender Equity and Women’s Rights in the work place and Business Models that Empower Women. These reports document practices of enterprises that promote women’s participation in business.

For many decades, Fair Trade Enterprises have pioneered gender equality.

Acknowledging the vital role women’s empowerment plays in tackling current global challenges, Fair Trade Enterprises outperform conventional business in terms of gender equality and womens’ leadership. With two messaging hashtags #WomenLeaders and #BalanceForBetter, WFTO and the Fair Trade community celebrated Women’s Day by showcasing stories from across our global community of mission-led enterprises who are leading the way for gender equity in the workplace and broader economy, and are celebrating female leadership.

#WomenLeaders #BalanceforBetter 

**Fair Trade enterprises set the standard for gender equality.**

Trade Fair, Live Fair.



#GenderEquality #DEAR 

“ Providing women and girls with equal access to education, health care, decent work and representation in political and economic decision-making processes will fuel sustainable economies and benefits societies and humanity at large. ”

- UN 2030 Agenda for Sustainable Development

Trade Fair, Live Fair.

**Fashion Revolution Week**

Fashion Revolution Week 2019 (22-28 April) was celebrated by WFTO and its members to highlight the need for a fairer fashion future. The aim was to showcase how Fair Trade Enterprises are an alternative to exploitative fast fashion. Members used two hashtags (#IMadeYourClothes and #FairTradeInnovates) to promote their stories, photos and placards through social media. There was a particular emphasis on highlighting innovations by WFTO members engaged in fashion. WFTO also launched its [Fair Fashion Catalogue](#) on Fashion Revolution week, which allowed buyers and consumers to search Fair Trade fashion brands and producers.



### World Fair Trade Day

WFTO and its members celebrated World Fair Trade Day on 11 May 2019 by highlighting innovations that address social and environmental challenges. This includes stories, podcasts, videos, workshops, talks and posts about Fair Trade Enterprises that create livelihoods by reducing plastic and other waste pollution by transforming trash into treasures and products that are made using low-carbon emission methods and hand-made artisanal products from natural and sustainable materials, to name a few. We also celebrated efforts to support refugee-made products and advance women's leadership.

World Fair Trade Day created an opportunity to profile Fair Trade Enterprises who are pioneering new ways of preserving our environment through new business models, ecological methods of production and long-term commitments to their communities and producers. Combining these elements, they create inspiring innovations that address social and

environmental challenges. The WFTO video profiling these innovations was viewed by over 7,000 people online.

WFTO, led by its members, created a wave of global celebrations from Oceania through Asia, Europe, Africa, Middle East and through the Americas. The Fair Trade movement celebrated Fair Trade by showcasing innovations that are possible through social enterprises fully practicing Fair Trade. Members of WFTO opened their doors to communities, partners and consumers and told stories in their activities. Over 100 offline activities took place around the world. Online, social media was abuzz with stories, photos and videos of innovations. These stories can be followed through the #FairTradeInnovates hashtag. During this campaign, WFTO social media posts directly reached 150,800 people on Instagram and Facebook alone (according to reports from Union Metrics). The hashtag #FairTradeInnovates used by WFTO members more broadly had a potential reach of 2.8 million people through Twitter alone.



Photos: WFTO members

### Anniversary of Fair Trade Charter

On 25 September 2019, WFTO and its members celebrated the one-year anniversary of the launch of the International Fair Trade Charter in partnership with Fairtrade International and the Fair Trade Advocacy Office. As of 31 December 2019, 509 organisations expressed support for the Charter, which highlights the values of the Fair Trade movement and recognises the role that Fair Trade plays in responding to the current social and environmental challenges to meet the Sustainable Development Goals. Visit [www.fair-trade.website](http://www.fair-trade.website) for more information about the International Fair Trade Charter.

### Fair Trade Marathon

FTAO organises a yearly gathering of the Fair Trade Movement in Brussels to provide a space to meet, exchange, coordinate and plan future collaboration, provide input for the FTAO strategic review and discuss how best to work as a network and movement.

The Fair Trade Advocacy Marathon facilitated in Brussels in October 2019 included a series of activities to strengthen

the Fair Trade movement and build partners' capacities to influence policy-makers and engage with private sector representatives. Discussions and alignment on the movement's position towards sustainability issues, such as the climate crisis, human rights due diligence, public procurement, among other issues, were discussed. In 2019, WFTO Global was also joined by WFTO regional representatives, who shared their perspective from their regions and participated in the training on how to engage with EU Delegations.

### Anti-Poverty Week

During Anti-Poverty Week (13-19 October), WFTO celebrated the innovations of Fair Trade Enterprises in fighting against inequality and creating livelihood opportunities for economically marginalised people. Through stories, photos and videos across our social media platforms, the campaign profiled the best practices of Fair Trade Enterprises in combating inequality and poverty. WFTO used the hashtag #FairTradeBeatsPoverty to highlight the contribution of Fair Trade Enterprises.





## Highlights from WFTO Regions

**W**FTO Africa and Middle East maintained membership across 19 countries in the region, under the stewardship of 3 full-time, 3 part-time staff and 5 member Board through 2019. Membership growth and connecting producers with the market – both international and local - remain the key focus of the network.

During 2019, WFTO Africa and Middle East implemented the Domestic Fair Trade Project, which is being piloted in Kenya and South Africa with the support of Bread for the World in an effort to position Fair Trade in the local domestic market. A consumer survey conducted in the two countries under the project to inform local interventions confirmed that there was low level of awareness and knowledge of Fair Trade. Building on the outcome of the survey, a number of campaigns have been initiated including those targeting schools and universities. In Kenya, for instance, a campaign was initiated with Strathmore University, Nairobi; while in South

Africa, a similar campaign was initiated with Rustenburg Girls High School. The promotion of flagship products, coffee and baskets in the case of Kenya; and organic tea and body products in the case of South Africa; has been an important part of the campaign. The network will be building on these initial campaigns going forward.

The Livelihood for Fair Trade Producers Support Project supported by Misereor, implemented a major international market connection effort, putting together an unprecedented joint participation of 11 WFTO members from the region at Ambiente Trade Fair in 2020 to help grow sales and income for producers.

In West Africa, working within the framework of Equite Program Phase I, WFTO Africa and Middle East had the opportunity to reach out to producer organisations in Burkina Faso, Ghana, Mali and Togo on a mission to sensitise them on the WFTO Fair Trade System. The efforts have resulted in growing interest in



WFTO membership in the predominantly French speaking sub-region. Already there is increased membership growth in Burkina Faso and Ghana, and further engagement in the region will be escalated during the second phase of the Equite Program, which has already been approved.

### **WFTO Asia**

2019 was a vibrant year for WFTO Asia on many fronts. In campaigns, members held celebration activities across the region to celebrate World Fair Trade Day. In Thailand, WFTO Asia team and members organised a Solidarity Walk, and engaged children with education games teaching them about Fair Trade. During Fashion Revolution Week, WFTO Asia joined a panel discussion on ethical fashion and also supported the Global Climate Strike, secretariat along with WFTO members in Chiang Mai joined a local strike - bringing the message of the urgent need for business to transform to benefit people and planet. WFTO Asia also supported refugee-focused initiatives including through a webinar with Made51 highlighting the impact of Fair Trade on refugee artisans.

Throughout the year, WFTO Asia have had the pleasure to lead and participate in networking opportunities emphasising business knowledge exchange, including product design training by Y-Development, an exchange visit of Village Works Cambodia, and a visit from TradeAid. WFTO membership was promoted, including through a workshop for visiting Bhutanese trade officials and handicraft producers, and a webinar series for ISEA members on the International Fair Trade Charter and on WFTO membership.

On the policy advocacy side, cooperation with Sri Lanka's government, FTAO, WFTO Asia and local Fair Trade networks is progressing, focusing on market access. This presents a model for such cooperation in other countries in Asia. In 2019, WFTO-Asia also welcomed a new Executive Director,

Jerome Montemayor.

### **WFTO Europe**

Through 2019, WFTO Europe has focused on strengthening the Fair Trade movement and raising public awareness around the importance of Fair Trade. WFTO Europe ensured members from across the region participated in and benefited from key campaigns through videos, blogs and a range of social media content for World Fair Trade Day and International Women's Day. Other highlights include the Connect and Act Members' Meeting, a conference gathering over 80 people from the Fair Trade movement and beyond, which included interesting debates and workshops. During the Belgian Fair Trade week, WFTO Europe also held an event on Fair and Sustainable Business models, profiling the unique features of Fair Trade Enterprises to thought-leaders and activists.

In 2019, WFTO Europe also worked on multiple advocacy priorities, including through the Brussels Fair Trade Marathon and through strong cooperation with the FTAO alongside a diverse range of campaigning and advocacy organisations. One area where WFTO Europe shaped important debates is through work on a shadow strategy for fair and sustainable textiles in the European Union, together with more than 60 other civil society organisations. WFTO Europe also provided input from a Fair Trade perspective on various proposed laws by the European Commission, including on proposals around climate law and deforestation.

Throughout 2019, WFTO Europe also worked to strengthen awareness around the relationship between the Fair Trade Principles and the Sustainable Development Goals. This includes a review, which was published featuring ten WFTO Europe members, profiling how their best practices demonstrate Fair Trade's holistic approach in facilitating sustainable and responsible production, and consumption patterns.

### WFTO Latin America

2019 was very important for WFTO Latin America due partly to two newly recognised WFTO national platforms: WFTO Ecuador and WFTO Peru. The region was also chosen to host the 2019 WFTO Biennial Conference in Lima, Peru.

The Lima Summit was held in September, a space where the conference and the General Meeting of WFTO took place. The event was co-organised by the platform of WFTO Peru, coordinated by Allpa, Raymisa, Manos Amigas and Peruland and was supported by Promperu, an institution that provided logistical and financial support to the event, allowing the participation of representatives of several importing companies and excellent speakers who presented on topical issues that received great interest. During the Lima Summit, WFTO Latin

America also held its regional meeting, with the participation of 35 members. The meeting was beneficial for the discussion of key issues in the region in search of actions that provide better benefits for the membership.

In 2019, the regional campaign of Latin American Cities and Towns for Fair Trade made great progress. An additional city was declared a Fair Trade city in August 2019: Tibasosa (Colombia). The local committees of all the Fair Trade cities in Latin America were very active and worked tirelessly to promote the campaign. In October 2019, with the support of WFTO, the WFTO Peru platform, CLAC, WFTO Latin America and the Municipality of Cardiff, several representatives of these cities were able to participate in the International Conference of Fair Trade Cities in Cardiff, Wales.





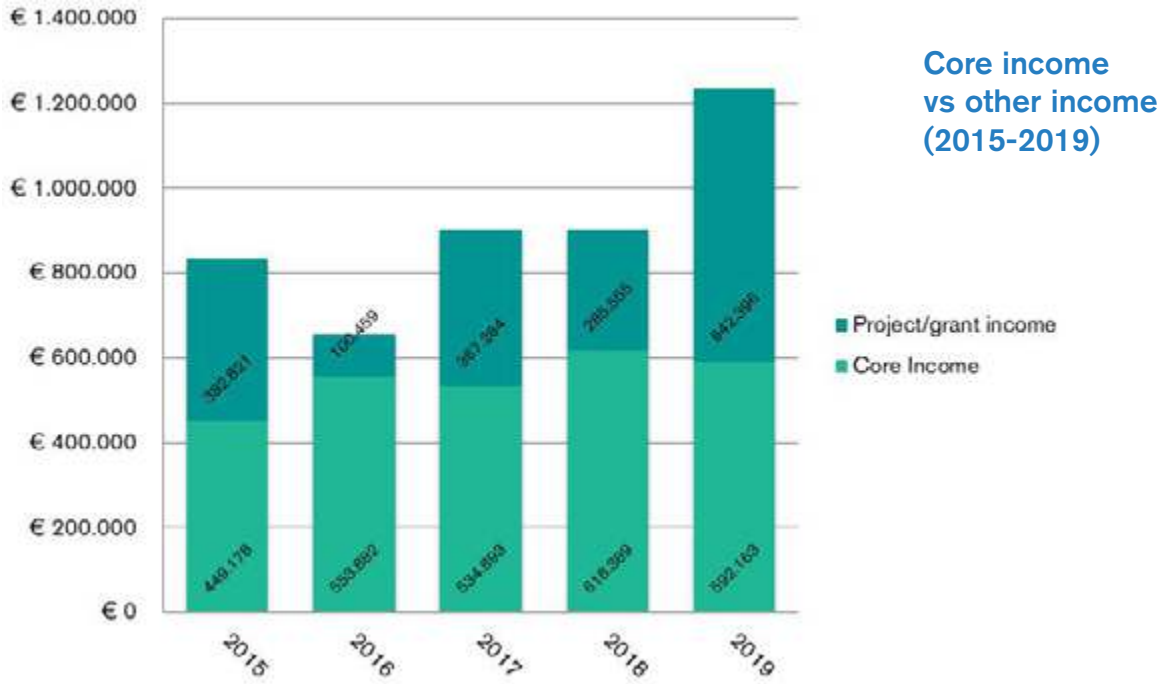
Photo: Bethlehem Fair Trade Artisans

# Finances

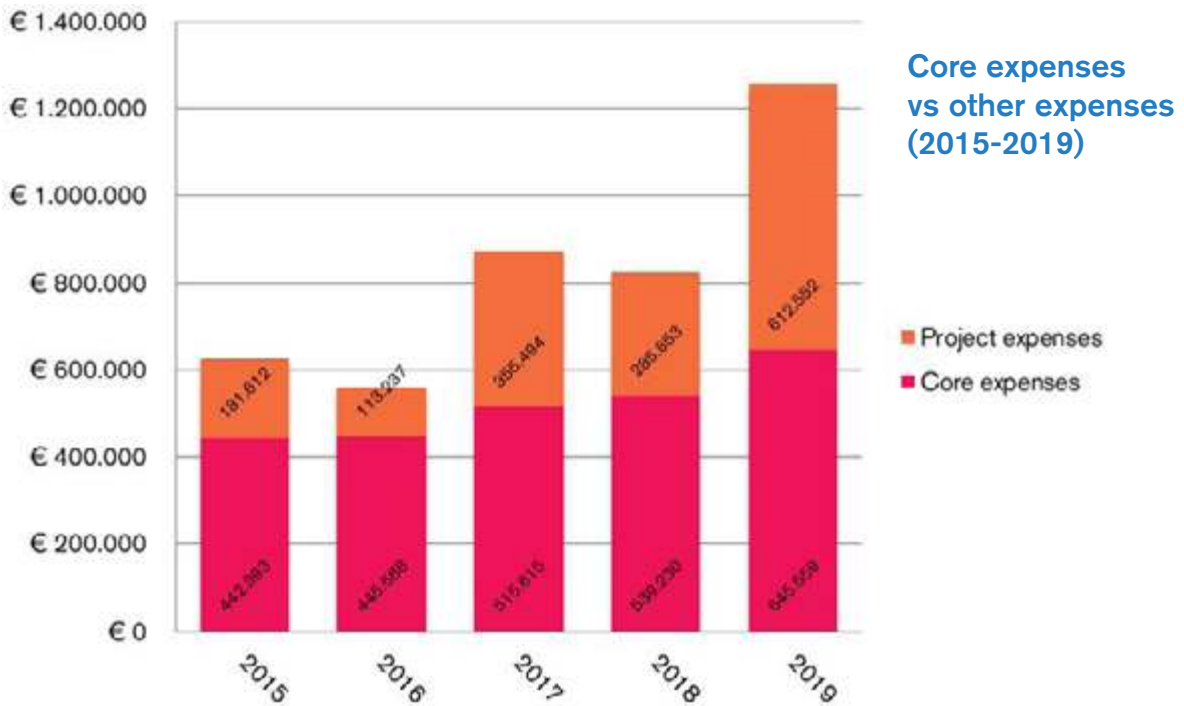
	31st December 2019	31st December 2018
	€	€
<b>FIXED ASSETS</b>		
<b>Tangible fixed assets</b>		
Other fixed assets	5.350	2.841
Total tangible assets	5.350	2.841
<hr/>		
<b>CURRENT ASSETS</b>		
<b>Debtors and other receivables</b>		
Trade debtors (members)	4.996	6.463
Other receivables	21.182	110.194
	26.178	116.657
<hr/>		
<b>Cash at bank and in hand</b>	697.100	517.322
Total current assets	723.278	633.979
Total Assets	728.628	636.820
<hr/>		
<b>RESERVES</b>		
Allocated funds	93.470	117.017
Other reserves	300.423	300.429
	393.893	417.446
<hr/>		
<b>CURRENT LIABILITIES, ACCRUALS AND DEFERRED INCOME</b>		
Creditors	88.772	39.825
Taxation and social security	24.281	17.313
Accruals and deferred income	221.682	162.236
	334.735	219.374
Total reserves and liabilities	728.628	636.820

## Income statement 2019

	Actual 2019 €	Budget 2019 €	Actual 2018 €
<b>INCOME</b>	1.234.461	832.520	903.944
<b>EXPENSES</b>			
Employee expenses	380.869	373.725	305.011
Depreciation fixed assets	2.347	2.000	2.208
	2.347	2.000	2.208
<b>Other operating expenses</b>			
General expenses	56.218	35.900	37.845
Housing expenses	25.285	21.696	21.188
Activity expenses Advocacy	15.000	15.000	20.000
Activity expenses WFTO	770.763	379.074	438.631
	867.266	451.670	517.664
Total expenses	1.250.482	827.395	824.883
	-16.021	5.125	79.061
<b>Interest income and expenses</b>			
Interest and similar income	98	150	235
Interest and similar expenses	7.629	5.250	908
	-7.531	5.100	673
<b>NET RESULT FOR THE YEAR</b>	-23.552	25	78.388
<b>APPROPRIATION OF RESULTS</b>			
WFTO Brand Protection	-		-
GS IT System	-10.000		-
WFTO Brand Enhancement	-2.624		-
Friends of Fair Trade	-		-
Projects Co-funding	-		-
Temporary Support staff	-10.928		77.643
Other reserves	-		745
	-23.552		78.388



Annual membership contributions comprised 46% of the income. Other contributions were collected through the First Buyer Label and the Ambiente stand. Project income was utilized in accordance with donor requirements and constituted approximately 52% of the annual income.



Employee expenses comprised the biggest proportion of core expenses: 67%. Project expenses constituted approximately 49% of the total annual expenditure (this includes the International Fair Trade Summit in Lima).





From left to right: Johny Joseph, Robert Chase, Geoff White, Rudi Dalvai, Sunil Chitrakar, Giorgio Dal Fiume, Luis Heller, Ileana Cordon, Roopa Mehta, Sophie Tack, Chris Solt, Indro Dasgupta and Pieter Swart

## WFTO Team

### WFTO Board

Until 19 September 2019: Rudi Dalvai (President), Ileana Cordon (independent), Robert Chase (independent), Roopa Mehta (independent), Pieter Swart (Africa & Middle East), Johny Joseph (Asia), Sophie Tack (Europe), Luis Heller (Latin America) and Geoff White (Pacific).

From 19 September 2019: Roopa Mehta (President), Sunil Chitrakar (Asia), Ileana Cordon (independent), Giorgio Dal Fiume (independent), Indro Dasgupta (independent), Luis Heller (Latin America), Chris Solt (Pacific), Pieter Swart (Africa and Middle East) and Sophie Tack (Europe).

The Board met physically in Culemborg in February 2019 and in Lima in September 2019. A considerable part of Board discussions and the majority of decisions (particularly those requiring less discussion) continued to take place remotely, via the WFTO Ning Network and via email.





WFTO staff with Benjamin Quispe (host, front row middle), from left to right: Erinch Sahan, Michael Sarcauga, Zulma Britez, Jette Ladiges, Lea Strub, Sarah de Lange, Tamara Cobussen, Leonardo Grasso and Rolf Jensen

### WFTO Staff and Interns

Chief Executive  
Erinch Sahan

Communications Manager  
Michael Sarcauga

Guarantee System Manager  
Tamara Cobussen

Finance & Administration Coordinator  
Anton Delchev

Planning & Projects Manager  
Jette Ladiges

Executive Assistant & Communications  
Officer  
Rolf Jensen

Membership and Monitoring Officer  
Lea Strub

Membership and Monitoring Officer  
Zulma Britez

Membership and Monitoring Officer  
Sarah de Lange

Projects Assistant & Membership and  
Monitoring Officer (part of year)  
Leonie Weber

Projects & Planning Officer and  
Membership & Monitoring Officer  
Leonardo Grasso

Finance & Administration Interns  
Mathilde Laroche, Chiara Lotteri &  
Maxence Prat

Planning & Projects Intern  
Adriana Martinez

Junior Communications Officer (interns)  
Rolf Jensen, Tiffany Taylor & Anna  
Tabášková

Online Interns:  
Agnus Tam  
Alaka Bhatt  
Ania Puciata  
Carrie Van Rensburg  
Eleanor Maloney  
Lucy Carter  
Patricia Rojcekova  
Tania Wheatcroft

## Partners

We would like to take the opportunity to thank our partners and supporters we have worked with us throughout the year, including:



*AvocadoStore*, for including a section on WFTO on their marketplace platform, inviting WFTO members to join the platform and offer their products to ethical consumers, and supporting members with their knowledge about the new ethical consumer. AvocadoStore is set out to be the green and ethical alternative to online marketplace platforms, connecting eco and ethical consumers with brands.



*BuyGoodFeelGood Expo (Canada)*, for the complimentary booth space to promote WFTO members and their support throughout the trade show in Toronto, April 2019.



*Bread for the World (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.



*The European Commission*, for supporting fair and ethical trade, and especially its engagement in awareness raising on gender equality.



*Isabel Martin Foundation*, for supporting women's participation from WFTO members at the 15th International Fair Trade Summit in Lima, Peru.



*Messe Frankfurt (Germany)*, for the complimentary booth space to promote WFTO members and their support throughout the Ambiente trade show in Frankfurt, February 2019.



*Neonyt*, for giving WFTO a platform to talk about its members in front of a new audience.



*New York Now (USA)*, for their support in all the preparations and throughout the NY NOW summer trade fair, NY, August 2019.



*PROMPERU*, for supporting the 15th International Fair Trade Summit in Lima by financing the participation of buyers and speakers at the summit.



*University of Beuth*, for including WFTO as an adviser to exchange experiences and best practices in the field of training personnel for the textile sector.



*The UN Refugee Agency (Switzerland)*, for its commitment to improving the livelihoods of refugees worldwide and for engaging WFTO in this process.



*Wolters Kluwer Tax & Accounting Netherlands (The Netherlands)*, for providing WFTO with four years of free access to Twinfield, an online financial accounting software.