



Home of Fair Trade
Enterprises

ANNUAL REPORT 2020



Table of Contents

Message from the President	2
Message from the Chief Executive	4
Home of Fair Trade Enterprises	8
WFTO Projects in 2020	10
WFTO Supporting Market Access	15
Communications, Campaigns and Advocacy	18
Fair Trade Advocacy Office	22
Highlights from WFTO Regions	24
Finances	29
WFTO Team	34
Partners	36



A Message from the President

In 2020, the COVID-19 pandemic swept the world. It had enormous impacts on the Fair Trade Enterprises, workers, farmers and artisans who comprise the WFTO community. The health crisis took lives, closed ports and shops, prevented production and travel. For the Fair Trade world, it threatened the livelihoods of the marginalised producers for whom our movement exists. It shook the Fair Trade world, as it did everyone. In response, we had to take stock, adapt plans and respond to a quickly evolving crisis.

The pandemic was declared in mid-March and within two weeks, we had a new strategy to implement. We first went to members to take stock of expected impacts and asked members to help set our priorities. Based on a survey of WFTO members, by late March 2020 WFTO had a seven point plan in place to respond to the pandemic. This included: (1) disseminating information on accessing funds, (2) new income generation for WFTO, (3) promoting web shops of members, (4) supporting crowdfunding efforts of members, (5) using social media to

galvanise public support, (6) adaptation of WFTO verification and financial processes, and (7) new forums for members to support each other and share insights. The strategy evolved as the year rolled on, through monthly board meetings and efforts by staff and members to expand activities within this new reality. It was a year like no other, as none of us knew how the pandemic would impact production and trade. As we enter 2021, not much has changed as we continue to adapt to the rapidly evolving health and economic crises.

The activities of WFTO through 2020 are certainly worth reflecting on. The #StayHomeLiveFair campaign was launched on 26 March, after being planned in a matter of days. It was accompanied by a web shops search to promote Fair Trade sales during lockdowns. It was phenomenal to see that over 100 WFTO members had set up web shops and were part of the campaign to connect with consumers who were staying home to counter the virus. WFTO also organised timely virtual training sessions on everything from fundraising to e-commerce.

Meanwhile, WFTO exhibitions at digital trade shows were implemented, new partnerships to reach networks of buyers launched, new events to promote WFTO members broadcast and new projects to attract funding for WFTO activities were secured. All these accomplishments are worth noting as they required a nimble and innovative community of staff, board and members.

What will most be remembered about the WFTO in 2020 is the solidarity across our community. In fact, this was the theme of World Fair Trade Day 2020, #FairTradeSolidarity. Our surveys showed that solidarity was unfolding in many ways across Fair Trade supply chains. For instance, in stark contrast with mainstream brands who were canceling orders, WFTO importers provided additional flexibility to their producers (over 90% reportedly provided this extra flexibility). WFTO producers stuck with their workers, farmers and artisans – making those extra efforts and bearing the additional risks and costs to keep livelihoods going. The sharing of insights and collaboration was remarkable.

Perhaps best exemplified by WFTO Asia's initiative on the People's Mask to support Fair Trade Enterprises to produce reusable fabric facial masks (see section on WFTO Asia below). The WFTO community showed that in times of crisis, the values and ideals of Fair Trade truly come to life.

We are not through this wretched pandemic yet. 2021 continues to bring us uncertainty and pain. As I write this from India, our hospitals are over-stretched and countless thousands of people are dying. People are afraid and those who can are staying within their homes. The health and economic impacts are inextricably linked. But we must persevere. We are all in Fair Trade to serve those who otherwise have few opportunities at a dignified living. Now more than ever, our mission is critical. The world needs a Fair Trade movement that's up to the challenge of building back from this pandemic. We are up to the task.

Roopa Mehta
WFTO President



A Message from the Chief Executive

Without a doubt, 2020 was perhaps the most difficult year we have all faced for a long time. The pandemic turned the world upside down. The response from the Fair Trade movement was swift, innovative and agile. We faced a global crisis like no other and there was no blueprint for responding. But we created a plan within days and kept sharpening it through the year. It was the personal leadership of countless people across our community, board and team that got us through the year. Here's how it unfolded.

We began the year with grand plans to elevate the standing of Fair Trade Enterprises across multiple markets, movements and communities. In January, WFTO launched at the UN in Geneva a critical new report that demonstrates why Fair Trade Enterprises are key to a sustainable economy. It was co-authored and published together with University of Cambridge, University of York, Traidcraft Exchange and Stockholm Environment Institute (wfto.com/jointhebusinessrevolution). The research

was based on detailed surveys from 62 WFTO members and 17 case studies. The report and video made waves through academic, business and activist circles, reaching over 800,000 people through social media. In February, our attention turned to commercial opportunities, as we exhibited a collection of products from WFTO members at the Ambiente trade show in Frankfurt, conducted a press conference and began multiple partnership discussions with platforms, brands and networks across the fashion, homewares and food industries.

Then everything changed. In mid-March, a global pandemic was declared. Travel and trade shows were halted, and in many countries shops and production shut-down. The days following the pandemic announcement were pivotal. We immediately surveyed members, taking stock of initial impacts and attempting to forecast how the situation would unfold. Within a week, it was clear that members wanted us to go digital and go big. Surveys told us to focus on promoting web shops and crowdfunding efforts, and provide training

and support on these topics. The reality of COVID was a world that went completely digital and these were the tangible ways we would respond.

Within two weeks of the pandemic being announced, we had pulled together a seven-point plan. This included a new campaign that we launched on 26 March for a new reality: #StayHomeLiveFair. This was focused on promoting member crowdfunding efforts and their web shops. As consumers around the world faced lockdowns, WFTO's campaign would make them feel connected to communities around the world by supporting Fair Trade. #StayHomeLiveFair reached 2.1 million people through March, April and May, achieving a 400 per cent increase in people engaging WFTO social media. It promoted over 100 web shops of WFTO members, launched a new web shops search (wfto.com/webshops) and promoted various crowdfunding efforts to support Fair Trade artisans, workers, farmers and their communities.

Alongside engaging consumers we also needed to garner support from buyers who could provide new opportunities for Fair Trade Enterprises. As an increasing number of brands and retailers are seeking ethical suppliers, it became clear that we need to put WFTO members on their radar. Our product search on wfto.com became key for this so we invested into upgrading this search. Through 2020, we saw a 43 per cent increase in buyers searching for WFTO member products on wfto.com. In 2021, we are improving this function further and redoubling efforts to attract the attention of buyers.

Partnerships remain critical to linking with broader commercial opportunities and the virtual domain was pivotal here also. In 2020, key partnerships include those with the International Trade Centre (ITC), which promotes sustainable producers to over 60,000 business leaders and now features WFTO members on their platform.

WFTO also entered into a partnership with Common Objective (CO) to increase visibility with the 40,000 strong community of fashion and homewares buyers on the CO platform. Critically, WFTO continued its close partnership with the trade shows Ambiente and New York NOW, which featured WFTO and its members on their virtual shows through 2020. The New York NOW Digital Market took place in early October, with WFTO organising a webinar, communicating with interested buyers and promoting WFTO members through our digital booth. WFTO also promoted its members focused on food and beverage at the digital trade show Food Expo Latam.

The WFTO global office also redoubled efforts to provide tools, training and insights to members, in particular on market opportunities and fundraising. A new market-access resources page was created for members, which includes resources on topics like e-commerce, the new ethical consumer, social media and commercial partnership opportunities to help WFTO members make more informed marketing decisions. A fundraising resources page was also created, including expert webinars on fundraising basics and on crowdfunding. Meanwhile WFTO regions delivered groundbreaking work on masks, PPE, circular economy, domestic Fair Trade and much more. WFTO Asia's #PeoplesMask initiative was a particular highlight of 2020, showing exceptional collaboration and innovation in rapidly pivoting production to what became most urgently needed across communities.

Throughout 2020, social media campaigns played a key role in connecting and supporting people and enterprises. World Fair Trade Day reached over 2.2 million people. It highlighted how the WFTO community is creating #PlanetFairTrade through #FairTradeSolidarity. Women's day reached 3 million people with our celebration video and our video chain of 40 members. WFTO also promoted its members through Fashion Revolution week,

Refugee Day, World Environment Day, Plastic-Free July, Human Rights Day, Social Enterprise Day, a movement-wide statement on climate change and a series of Instagram Lives targeting audiences in the fashion and homewares sectors. People were staying home and were still looking for inspiration and solidarity as we suffered the impacts of the pandemic together. WFTO campaigns were key to connecting and inspiring people through Fair Trade.

Perhaps the biggest take-away from 2020 is that WFTO members persevered and embraced solidarity. The commitment to the people who make the products we love shone through. Fair Trade importers distinguished themselves through the support and flexibility they provided Fair Trade producers. This includes crowdfunding campaigns and other initiatives to help

producer groups and their communities get through the COVID crisis. And Fair Trade Enterprises who work directly with artisans, farmers and workers showed why they are the bedrock of equality, sustainability and fairness. They stuck to their mission and worked tirelessly for their communities. According to our survey, 91% of Fair Trade Enterprises provided additional flexibility to their suppliers and producer partners. This is in stark contrast to mainstream businesses, many of whom cut orders and minimised their own financial risks. The hard times are not behind us but the ability of WFTO members to adapt and innovate puts our community in a position to get through this global crisis together.

Erinch Sahan
WFTO Chief Executive





Home of Fair Trade Enterprises

The WFTO is the global community and verifier of social enterprises who fully practice Fair Trade. These Fair Trade Enterprises make up most of the membership, with local Fair Trade Networks and Fair Trade Support Organisations making up the rest. Spread across 79 countries, the membership transcends different product and focus areas. By the end of 2020, there were 377 Fair Trade Enterprises in the WFTO, 27 networks and 25 support organisations that support Fair Trade (a total membership of 429). Of the 377 Fair Trade Enterprises, 255 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).

Global community of social enterprise committed to 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 Verification System - the Guarantee System

The WFTO Guarantee System combines Fair Trade and social enterprise verification into

one. It is built to verify that an enterprise is mission-led, focused on the interests of its producers, and this is in the structure, systems and practices of the enterprise. It was created by experts and pioneers from the Fair Trade movement so as to be credible, clear, and affordable.

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 2020, WFTO Ecuador and WFTO Peru continued as official WFTO country platforms.

Photo: WFTO





WFTO Projects in 2020

Trade Fair, Live Fair

The ‘Trade Fair, Live Fair’ project is a collaborative project bringing together the Fair Trade and ethical fashion movements across Europe. It ran from 2017 until August 2020. The focus included sustainable production and consumption, including through fostering more resilient livelihoods for the producers and workers behind many of the products that European citizens consume. This action was built on the central insight, developed from the consortium members’ own extensive research and experience, that the continuing and endemic poverty among many producers and workers in developing countries is the direct result of imbalances of power in supply chains.

The project enabled WFTO to conduct in-depth research into gender and the business models of Fair Trade Enterprises. These culminated in two separate reports on the gender empowerment impacts of Fair Trade Enterprises and a report on the mission-led business models at the heart of Fair Trade Enterprises. Other partners in the project worked on a range of issues relating to Fair

Trade, including human rights and climate change, conducting a broad range of advocacy activities focused on business and government actors across Europe. The research also had a specific focus on raising awareness among European consumers, and to mobilise them to support Fair Trade and other models of sustainable production and consumption.

MADE 51

MADE51 - Market Access, Design and Empowerment for Refugee Artisans – is a global, collaborative initiative of UNHCR 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.

The core work of 2020 was in strengthening marketing and sales connections for MADE51 products both physically and digitally, overcoming the global challenge posed by COVID-19. This included the creation of a brand-new online shop with export capacity worldwide, making

refugee-made products accessible for end consumers and amplifying the visibility of the brand to millions of buyers regardless of their location. As a response to the ongoing pandemic, MADE51 participated in several digital trade shows such as NY Now, Maison et Object and Birmingham Autumn Fair, and achieved a physical presence in Ambiente Frankfurt and pop-ups in Tokyo, Berlin and Brighton. MADE51 collections were tailored to meet emerging market trends focused on smaller items and storytelling, specially with the manufacture of facemasks and the Holiday Collection. As a result, the demand for MADE51 products allowed Local Social Enterprise (LSE) partners to keep sustaining the livelihoods of their refugee artisans during the pandemic.

As the implementation partner, the World Fair Trade Organization (WFTO) supports this through co-development of the pathway to MADE51 and onboarding process, and through technical support and activity coordination. WFTO's role seeks to support the development of MADE51 by ensuring that refugee artisans are working according to Fair Trade standards and that their supporting LSEs are export-ready and have the capacity to connect refugee-made crafts with markets where they are in demand.

WFTO members that took part in the project 2020 are: WEAVE, WomenCraft, Mifuko Oy, HDIF, Artisan Links, Earth Heir, Yadawee (provisional), Bawa Hope (provisional) and Conserve India (provisional). Other WFTO members have been reviewed and approved as eligible to implement the MADE51 model: Tara Projects, Entoto Beth Artisan and Global Mamas.

Strengthening the WFTO Guarantee System with a special focus on Fair Payment

In 2020, WFTO continued the Guarantee System and Fair Payment project funded by Bread for the World (BftW), improving the robustness of the Guarantee 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 the revised criterion on Fair Payment to ensure Fair Payment on every level in the supply chain. The project focuses on strengthening the WFTO Guarantee System, supporting WFTO members and auditors to further implement – with a special focus on Fair Payment - the WFTO Guarantee System, which ensures the adherence to the Fair Trade Principles.

In the second year of the project, WFTO was able to offer a series of webinars and workshops on Fair Payment. Through the project, WFTO has created a series of videos on Fair Payment, a guide for members on how to use the label, a brand new document for the WFTO Fair Trade Standard (which is much easier to follow and also available in Spanish) and the WFTO Guarantee System team further improved its forms, systems and procedures to support members through the Guarantee System cycle.

The WFTO Fair Trade Standard has received a fresh new look! This update introduces the WFTO Standard in a new visual and user-friendly way. The Standard is available in both digital and printable versions (view it here). And the Self Assessment Report (SAR) is downloadable now! This new version is in a fillable PDF file format, which is ready to use (same as the online form version). Because this is a PDF form, you can work offline, making life easier where internet connection is poor. It also allows the data to be stored so the next time the form is prefilled and can help generate impact reports for our network. To access the new SAR form: login to the members' area and navigate to the GS Forms tab. You can also find an updated format for the improvement plan which we hope allows members to see the continuous improvements they are making in relation to the 10 Principles of Fair Trade.

eBay for Change

Through 2020, the eBay for Change initiative was developed, ready for launch in early 2021. WFTO, together with Social Enterprise UK (SEUK - the biggest network of social enterprises in the UK) is working with eBay to support and spread the social enterprise plus Fair Trade model. Together we aim to help support the growth of the social enterprise sector and spread the Fair Trade Enterprise model, helping it to thrive commercially and shape economic ideas and policies to foster the much needed broader economic transformation.

Our ambition is to accelerate the growth of the social enterprise (including Fair Trade Enterprise) sector by driving sales and supporting new social entrepreneurs to start their businesses by embracing Fair Trade and to thrive through e-commerce, all whilst advocating with, and on behalf of the social enterprise sector. The plan is comprised of three pillars:

1. Spreading the social enterprise model: to spread the model of Fair Trade and social enterprise, and create tangible benefits for enterprises that embrace this model, appropriate social enterprises are supported to become verified as Fair Trade Enterprises through the WFTO Guarantee System and by joining the WFTO global community.
2. Helping Fair Trade social enterprise thrive: It is critical that Fair Trade social enterprises thrive commercially and see increased sales. This can be catalysed through new commercial partnerships with businesses in eBay's current network (to become supplier partners to them), improving the e-commerce capacity of Fair Trade social enterprises and increased visibility for them through the eBay platform. This capacity building can apply to a broad range of enterprises in various stages of development, including early-stage and start-up enterprises.
3. Shaping economic ideas and policies: There is an opportunity to connect and

amplify the movements championing these alternative business models, especially through combining Fair Trade and social enterprise. They will be supported to conduct joint advocacy and campaigning. In addition, the project will collect evidence, present joint policy requests to governments and build momentum behind the idea that these alternatives to profit primacy business models are both desirable and viable.

Beyond Beautiful

'Beyond Beautiful' is an initiative developed in 2020 for launch in 2021. WFTO have worked with 46 participating Fair Trade Enterprises from across the world to bring together products which embody beauty both in their form and in their essence. The initiative is built around the beauty of traditional craft, creative new innovation and the stories behind Fair Trade. From woodwork to ceramics, weaving to metalwork, basketry to embroidery, the initiative is underpinned by the skills of craft artisans. The collection is a shop window that represents the broader community of Fair Trade Enterprises and the skills, sustainability and authenticity that are at their heart. The collection showcases the exceptional nature of Fair Trade Products thus exposing the beauty of Fair Trade to new markets.

The curated collection links to themes such as resourcefulness, sustainability, tradition, innovation, collective approaches, shared community and environmental responsibility. These topical themes go hand-in-hand with the long established principles and practices of the Fair Trade movement. Through the WFTO model, mission-led social enterprises fully embrace the 10 Principles of Fair Trade in everything they do. This creates bold and authentic business-models embedded in their communities of artisans, workers and farmers. They embrace deep-rooted sustainability and fairness, resulting in the beautiful products that comprise this collection.

This 'Beyond Beautiful' collection celebrates the collective nature of the global crafting community and the positivity and sustainable livelihoods that it generates. We have worked together with Aileen Brindle, design and marketing mentor to

create this concept and collection with the Fair Trade Enterprises from the WFTO community. We are proud to have the support of the Isabel Martin Foundation for this initiative.

Photo: Allpa S.A.C.





Photo: CHAKO



WFTO Supporting Market Access

Giving visibility to members, building new collaborations and supporting access to markets is a central part of WFTO's work. Throughout 2020, this was an even higher priority for WFTO due to the impact of COVID-19. New collaborations were built with networks such as ITC Sustainability Map, Common Objective and multiple trade shows promoting sustainable producers to thousands of business leaders.

One important collaboration in 2020 WFTO deepened is with Common Objective (CO). WFTO's objective is to increase WFTO's visibility with commercial buyers by engaging the (now) 40,000 people from across the fashion sector on the CO platform. CO is the world's largest ethical fashion and homewares community.

Through the year, WFTO also increased its focus on training, tools and resources for members around market issues. Through WFTO webinars, experts shared key insights, from consumer trends in the European market for home products to

webinars on e-commerce and web shops, available through the WFTO market access resource page. This includes resources on Understanding the New Ethical Consumer and links to market information from organisations like CBI in the Netherlands to help WFTO members make more informed marketing decisions. Resources on social media and commercial partnership opportunities are also available through the market access resources page. WFTO's members-only fundraising resources page also expanded with new expert webinars on fundraising basics and on crowdfunding.

In 2020 there was also a focus on improving the WFTO product search on wfto.com: 'Source Fair Trade'. Through the year, our social media targeted buyers and channeled traffic to our product search so that all WFTO members can benefit from the increased visibility. 2020 saw a 43% increase in buyers searching for WFTO member products on wfto.com. Further improvements are being implemented through 2021 to this function.

Ambiente

WFTO was front-and-centre at the world’s most important consumer goods trade fair, Ambiente. In February 2020, over 4,600 exhibitors from more than 90 countries showcased their products in Frankfurt. Our WFTO stand was prominently placed to promote the entire WFTO community, including with products from the WFTO members exhibiting. 50 WFTO members also separately showcased their products. WFTO was more visible than ever with its stand, raffle for buyers, WFTO press conference and due to most WFTO members exhibiting alongside each other this year (e.g. WFTO Africa and Middle East area of the trade show).

NY NOW, Food Expo Latam and virtual trade shows

WFTO partnered with NY Now and Food Expo Latam to promote WFTO members via virtual trade show exhibitions. With the 2021 NY NOW Winter Collection canceled, NY NOW’s Digital Market played a central role in connecting buyers with international sellers. The Digital Market took place in early October, with WFTO organising a webinar, communicating with interested buyers and promoting WFTO members through our digital booth.

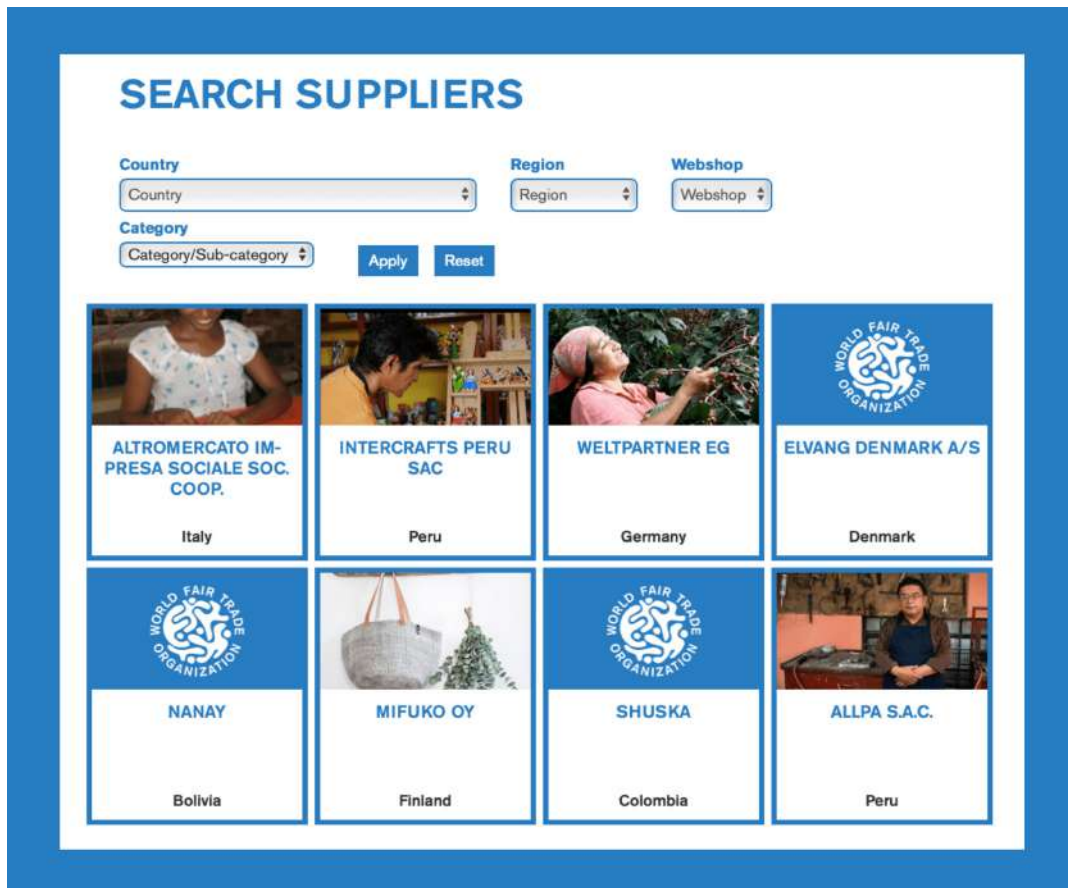




Photo: Gebana



Communications, Campaigns and Advocacy

Campaigns in 2020 were significantly reshaped by the COVID-19 pandemic. When the pandemic hit in March, it prompted WFTO to reshape Fashion Revolution Week and World Fair Trade Day campaign plans to work within the realities of the unfolding global crisis.

Activities involving large gatherings and close contact were canceled. Activities in 2020 that would usually take place in person were held online to follow COVID-19 protocols and advice. Online activities such as webinars, social media photo actions and live chat and streaming became the centre-piece of campaigning.

In the second quarter of the year, contents and topics on social media shifted to promote web shops of members and their crowdfunding activities. Products and brands of Guaranteed Fair Trade Enterprises populated WFTO's social media to encourage consumers and commercial buyers to buy Fair Trade products. This shift continued through the year.

To attract buyers and consumers to

WFTO member products, we conducted online chats on social media, especially on Instagram, to ask big and engaging questions such as the future of fashion. To increase engagement, WFTO invited and chatted with leaders in the Fair Trade movement, ethical market influencers and the media.

Movement-wide partnership was also important throughout 2020, and the WFTO continued to engage through its representative in the International Fair Trade Towns Steering Committee. Due to the pandemic, the Fair Trade Towns Conference due to be held in Quito, Ecuador was postponed to 2021.

Business Models Report Launch

In January 2020 during the World Economic Forum (WEF) in Davos, WFTO launched a new report, titled 'Creating the new economy: business models that put people and planet first' at an event at UNCTAD in Geneva. The report was co-authored with the University of Cambridge, University of York, Stockholm Environment Institute and Traidcraft

Exchange. It was aimed at challenging leaders and decision-makers to foster business models that put people and planet before profit, while showcasing case studies and uncovering insights from the WFTO community of Fair Trade Enterprises. The report was based on research conducted by senior academics that surveyed 323 WFTO members with 62 bespoke survey responses and 19 Case studies. Some insights about WFTO members include:

- 92 per cent reinvest all profits in their social mission
- 52 per cent of CEOs are women
- 4 times less likely than other small and medium sized businesses to go bankrupt
- 85 per cent report actively sacrificing financial goals to pursue social or environmental goals, while retaining commercial viability

The report was published in English, Spanish and Portuguese. The report and accompanying animation video (funded through the ECs Trade Fair, Live Fair project) is available at wfto.com/jointhebusinessrevolution. Together, the report and campaign reached over 800,000 people over social media and a broad range of senior voices from academia and

international organisations have expressed support for the ideas in the report.

International Women's Day

On 8 March, WFTO celebrated International Women's Day with inspiring stories of women empowering themselves and each other. The Fair Trade movement is full of stories of women overcoming social norms and gender barriers, women who are exemplifying empowerment. More than half of the livelihoods impacted by Fair Trade Enterprises involved women. They are board members, managers, professionals and skilled artisans. These women are the driving force of many Fair Trade Enterprises across the globe.

To inspire the global community, our celebration centered on the #SheEmpowersHer message to highlight the enabling environment of Fair Trade Enterprises in pursuing gender equality and empowerment of women. Men and women fair traders in the WFTO community engaged in a video challenge on social media to motivate others into telling their inspiring stories of women's empowerment. Our celebration reached over 380,000 accounts and gained over 2.7 million impressions across social media platforms.



Stay Home Live Fair

#StayHomeLiveFair campaign was WFTO's immediate response to the spreading COVID-19 pandemic. It was launched on 26 March to offer more alternatives to ethical consumers while in lockdown and to promote solidarity with the Fair Trade movement.

This campaign also highlighted members' crowdfunding initiatives, and regional branches' responses to the pandemic. Within 2 weeks of the pandemic being declared, WFTO had surveyed members, crafted a campaign strategy, created campaign materials and launched the #StayHomeLiveFair campaign.

In the first three months, the campaign achieved 2.1 million impressions (based on keyhole.co analytics tracking the hashtag) across social media platforms and WFTO's website saw an increase of 42% in visitors to the sourcing Fair Trade page. Meanwhile, as part of the #StayHomeLiveFair campaign, WFTO launched a series of Instagram lives to reach new commercial buyers. These were in the form of Fair Trade Live Chats to discuss the different problems and responses that Fair Trade Enterprises have encountered during the COVID-19 crisis, inviting experts in fashion and social enterprises to share insights and advice. In 2020, over 25 guests were featured in WFTO's Instagram lives, including Fair Trade leaders, activists and leaders in ethical fashion.

Fashion Revolution Week

Fashion Revolution Week 2020 was shaped by WFTO's response to the COVID-19 crisis. The #StayHomeLiveFair campaign was coupled with Fashion Revolution Week to promote web shops of WFTO members in fashion.

To enable members and producers who do not have access to printers, we spearheaded a photo action with hand written "I Made Your Clothes" and '#StayHomeLiveFair' posters on social media. Despite the pandemic situation, the WFTO Community was steadfast in supporting the Fashion Revolution Week.

WFTO updated and relaunched the Fashion Catalogue featuring WFTO members under four categories: clothes, jewellery, bags, and scarves. Moreover, WFTO launched a page dedicated to the Fashion Revolution Week which included a call to action and recommended activities for WFTO members and supporters.

World Fair Trade Day

Responding to the COVID-19 pandemic, the World Fair Trade Day celebration campaign transformed into a global solidarity observance to drive support for workers and producers of the Fair Trade Enterprises community who were badly hit after orders and production stopped because of the global lockdowns.

A wave of support flowed on social media expressing #FairTradeSolidarity and #PlanetFairTrade at the same time as calling to #StayHomeLiveFair. We have seen photos and messages of solidarity across the Fair Trade movement and beyond 2.4 million accounts were reached and a potential impression of 9.8 million.

Although WFTO predominantly promoted online events, there were also some social gatherings where it was permitted to hold in-person activities by also taking into consideration the security measures in their countries. This included a tree-planting initiative in Nepal. The full album

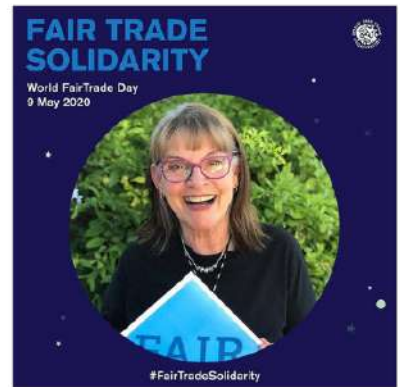
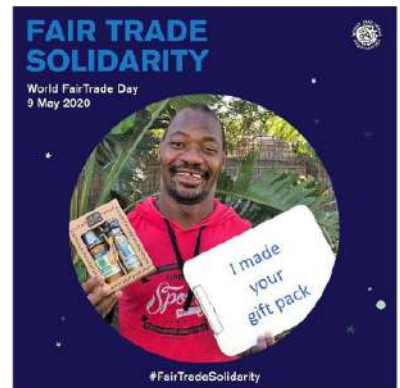


with photos of WFTO members and their campaign activities is available on WFTO's Facebook account as an album.

Anniversary of International Fair Trade Charter and launch of Build Back Fairer statement

On 25 September 2020, the WFTO community celebrated the two-year anniversary of the release of the International Fair Trade Charter in partnership with the Fair Trade Advocacy Office and Fairtrade International and the fifth anniversary of

adoption of the Sustainable Development Goals; and the Fridays for Future Global Day of Climate Action. On that day, we released the Build Back Fairer statement which has been endorsed by various international civil society networks. A global coalition of civil society organisations, in consultation with international partners and producer organisations across Europe, the Americas, Asia and Africa, came together to demand the transformation of the economy and trade system for a just and sustainable recovery.





Authors of the report 'Creating the new economy: business models that put people and planet first' with organisers and hosts of the launch event at UNCTAD headquarters in Geneva

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 FTAOs board. WFTO partners closely with FTAO on policy, advocacy and campaigning.

In 2020, FTAO focused on the need for fair and sustainable COVID-19 recovery policies at both global and EU level. In January 2020, FTAO co-hosted a debate titled 'Value chains: How to share benefits more equitably' in partnership with UNCTAD to launch WFTO's report 'Creating the new economy: business models that put people and planet first'. Later in the year and as a response to the COVID-19 pandemic, FTAO co-organised [a series of webinars](#) on the impact of this crisis on small farmers and workers and discussed potential long-term consequences targeting a diverse range of speakers, including agricultural, extractive, and industrial workers' unions, NGO and Fair Trade representatives. On the 2nd anniversary of the adoption of the International Fair Trade Charter, FTAO and a wide coalition of civil society organisations

launched the [#BuildBackFairer statement](#), a global call for the transformation of the economy and trade system through just and sustainable COVID-19 recovery policies.

At a EU level and through 2020, FTAO has been continuously involved in advocating for an EU human rights due diligence framework that works for small farmers and workers in global supply chains. In April 2020, FTAO launched the '[shadow strategy](#)' for fair and sustainable textiles, a strategy that lays out a set of recommendations for the European Union. In December 2020 FTAO launched two reports around sustainable business models and practices. The report titled '[Avoiding Blind Spots: Promoting Circular and Fair Business Models](#)' co-authored by FTAO, Circle Economy and EEB aimed at commencing a debate on what constitutes truly sustainable business models and identifying blind spots in the European textile and electronics sector, while the publication of their report '[Mind Our Business: Amplify the transformative power of sustainable and inclusive business models through EU external action](#)' co-

authored by FTAO, CONCORD and Cooperatives Europe demonstrates support for sustainable and inclusive businesses, such as Fair Trade Enterprises, as key qualitative partners for the EU in the international aspects of enterprise policy and EU external

action. Throughout the year, FTAO provided tools and coordination to the network of NGOs who are advocating for an ambitious transposition of the [EU Unfair Trading Practices Directive](#) in various member states.



Prof Bob Doherty presenting the findings of the report 'Creating the new economy that put people and planet first' to international policy-makers in Geneva



Highlights from WFTO Regions

For WFTO Europe, 2020 was mostly dedicated to the EC DEAR project, “Trade Fair, Live Fair” (TFLF) done in collaboration with Fairtrade International, the FTAO, WFTO Global and several WFTO members, like Oxfam-Magasins du monde, Equo Garantito, Coordinadora Estatal de Comercio Justo, Commerce équitable France, and others.

Though WFTO Europe had to drastically change plans for their Biennial Conference planned in Greece in June, instead they organised two online workshops with external consultants over the summer and in autumn for co-creating two toolkits: One on Circular Economy practices and recommendations for Fair Trade and similar Social Enterprises to integrate climate considerations, waste-reduction and recyclability into their business; and one on public procurement with an overview of the common processes for participating in public tenders and recommendations for members and similar Social and Ethical Enterprises for

accessing public procurement as a potential market in Europe. Both toolkits were funded by the European Commission as part of the TFLF project and are available [here](#).

Over the year, WFTO Europe participated in the celebration of International Women’s Day with the publication of the [Humans of Fair Trade](#) portraits and a [video with Andrea Fütterer from GEPA](#); they celebrated World Fair Trade Day by joining Global’s Fair Trade Solidarity celebration and with the publication of the Members’ Review 2020 with a specific focus on good Fair Trade climate action and environmental practices; and they lead the third joint position paper of the Fair Trade Movement stating that [climate justice cannot be attained without trade justice](#) on the 5th anniversary of the Paris Accord. Finally, WFTO Europe collaborated with the FTAO and Oxfam-Magasins du monde on a research by the think and act tank, ECDPM, on [fair and sustainable textile supply chains](#), and participated with 60+ CSOs on the [Shadow Strategy for Sustainable](#)

Textiles, Garments, Leather and Footwear. WFTO Europe did a joint statement with CONCORD Europe, the FTAO, and International Cooperatives Alliance on Sustainable and Inclusive Business Models and their value in rebuilding better and fairer, which led to the joint report Mind Our Business which was launched on 1st December.

All in all, a very busy year, which ended with saying farewell (or rather ‘see you’) to WFTO Europe’s beloved Regional Coordinator through seven years, Francesca Giubilo. Now Mikkel Kofod Nørgård is filling her place and working to ensure the commitment to representing the WFTO approach in Europe and showcasing WFTO members as pioneers amongst sustainable and inclusive businesses with significant and positive impact across the world as well as at home in Europe.

WFTO Asia

On 12 March, 2020, a day after the official declaration of the COVID-19 Pandemic by the World Health Organization (WHO), WFTO Asia immediately mobilised its members across 19 countries in Asia and partners in building strategic collaboration towards a Fair Trade COVID-19 Response in the region. It developed and implemented the WFTO Asia-led Strategic Fair Trade Continuity and Sustainability Development Process Flow in the Context of the COVID-19 Pandemic, an iterative process that started with the immediate response up to the Fair Trade continuity and sustainability state. In between, technical and financial support for a recovery phase for affected Fair Trade Enterprises was extended in collaboration with the members in Asia, and its network of Fair Trade buyers, supporters and partners.

The first phase is the Immediate Response Phase, which is on-going; it primarily mobilized Fair Trade Enterprises in Asia to contribute in the effort to address this pandemic by producing and distributing Fair Trade PPEs, designed to ease pressure on

global demand for surgical masks and PPEs, and to support the poor and marginalized to have access to protection tools and the frontline medical personnel, frontline social workers and others involved in the management and control of the COVID-19 Pandemic. To date, approximately 700,000 people’s masks were collectively produced by artisans (sewers) of 18 Fair Trade Enterprises in 8 countries in Asia and distributed in their respective countries and beyond.

The People’s Mask, co-created by WFTO Asia and the members, is a reusable fabric facial mask inspired and patterned from the HK Mask designed by Dr. K Kwong, a laboratory-tested fabric face mask with a disposable middle layer filters (filtration efficiency close to that of an N70 mask). The People’s Mask was collectively created for non-medical front liners and to serve and protect the health of people coming from the marginalized sectors of society while providing safe work during the crucial time of need in 2020, an intervention that demonstrate what Fair Trade is all about – creating opportunities for economically disadvantaged producers while protecting the welfare of consumers through Accountability and Transparency, Fair Pricing, to mention a few. The WFTO Asia’s People’s Mask Catalogue was made available through the active support and collaboration of the members.

WFTO Asia, through its strategic collaboration with the Institute for Social Entrepreneurship in Asia (ISEA) was actively involved in the holding of webinar series for the COVID-19 Social Enterprise Response and Visioning Effort from May to September 2020. The webinars have featured social enterprise recovery efforts that inspired the ongoing reconfiguration of the social entrepreneurship platforms towards building back better and achieving the SDGs in Asia. WFTO Asia is co-leading the platform on Decent Work for All in Sustainable Value Chains together with the Asia South Pacific Association for Basic and

Adult Education.

The 2020 Asia Fair Trade Summit with a theme “Developing Strategies for Fair Trade Enterprises to Survive & Thrive in the New Normal” kicked-off with pre-webinar series last November 11 and culminated with the holding of the formal Summit and Annual General Meeting last November 25-27 to discuss issues and innovative solutions that will foster greater regional cooperation, tipping the balance for the greater welfare of people and our planet. The virtual event generated great interests from over 250 guests and participants, including WFTO members, potential members, Fair Trade actors and supporters, social economy representatives and like-minded organizations from the region and beyond. Asian government and academic institutions also attended the Summit, as well as buyers from the UK, North America, Pacific and Europe.

WFTO Latin America

The 2020 brought a very complex challenge that forced humanity to innovate, reinvent and, above all, join together in solidarity to overcome the problems and needs in order to mitigate the negative impacts the COVID-19 situation was causing on everyone and even more so on small producers and artisans. WFTO LA members felt the need to develop strategies through which to support their producers, artisans and workers.

Members adapted to the situation generated by the pandemic and became creative to mitigate the negative effects of COVID-19 on their lives.

During 2020, the Regional Board met on a regular basis and defined actions and activities to support the membership, seeking to assist in the mitigation of COVID-19; among them, the first activity carried out was to survey all members on the impact of COVID in their respective organisations, with the objective of collecting data, having information on the situations and receiving suggestions and

input on actions that could be implemented in order to achieve benefits for all.

Information was gathered from reliable sources on COVID-19 to share with the membership, as well as the development of bulletins on safety protocols, good practices, care required to avoid contagion and safety measures when resuming activities in the different stages of the quarantine imposed by the presence of the virus in the countries of the region.

WFTO-LA was also present in various Fair Trade advocacy and promotion activities carried out on virtual platforms, with the Latin American Cities and Towns for Fair Trade campaign. It was also part of the project named “Localízanos” implemented by the FTTown campaign, with the support of FTI through CLAC, with the aim of promoting local markets in cities declared as Fair Trade Towns.

The quarantine forced the organisations to reorganise the events planned for 2020, which were held on virtual platforms. In addition to these events, many WFTO-LA members organised workshops and seminars on key topics relevant to the current situation. Other organisations developed projects based on digital tools, developing their own web shops for the sale of their products, and support strategies such as Artesol, which worked on a mapping of groups of artisans and producers from all over Brazil showing the beautiful products they develop with their different techniques and skills, and Fundación Haciendas del Mundo Maya from Mexico, which used the moment to promote and strengthen crafts at national level with the project Ensamble Artesano.

Several seminars were held in the first half of 2020, many of which were organised by public and educational institutions in which WFTO-LA representatives and members participated as speakers. Also local and international seminars were organised by members themselves, some of which became digital and were held virtually.

WFTO Africa and Middle East

WFTO Africa and Middle East (ME) maintained membership presence across 20 countries in the region – one more than the previous year, and under the stewardship of 3 full-time, 2 part-time staff and 6-member Board through 2020. Membership growth and connecting producers with the market – both international and local as well as targeted capacity building- remained the key focus of the network during the period under review.

The year 2020 saw the completion of two flagship projects – one focusing on Domestic Fair Trade, targeted at Kenya and South Africa, and the other focusing on Market Access, targeted at countries in East and Southern Africa financed by Bread for the World and Misereor respectively. A major market access highlight for 2020 was an unprecedented big tent approach to participation at trade shows in which 12 members from Kenya, Tanzania, Ethiopia, Swaziland and Palestine participated at the Ambiente Trade Show 2020. The idea of a big tent under the banner of WFTO Africa & ME was informed by the need to create an African vibe and brand and it was for the first time that the idea was being tried out at an international platform such as Ambiente. Each participating producer organisation went through elaborate and carefully planned sessions of product development and selection to meet the high international standard. Unfortunately, the impact of COVID-19 was already beginning to be felt, leading to a low number of international trade visitors; but still Ambiente did not totally disappoint.

The pilot phase of the domestic Fair Trade project provided WFTO Africa & ME with the necessary building blocks in terms of experience, networks and partnerships that have been used to successfully develop the second phase of interventions. The overall goal of the project is to contribute to the attainment of poverty reduction (SDG1)

and to foster sustainable consumption and production practices (SGD 12). Specifically, the project seeks to educate and engage consumers in Kenya (Nairobi, Machakos) and South Africa (Cape Town) on the need to adopt sustainable consumption and lifestyles, strengthening of coalition of organisations, institutions and partners including private and public agencies that promote sustainable consumption and production and to engage with businesses and producers to promote more sustainable and Fair Trade products.

Building on the footsteps of Equite Programme that was concluded in 2019, WFTO Africa & ME working in consortium with WFTO Europe and Fair Trade Lebanon, has in 2020 secured a two year funding support under Equite Programme II. The project's overall goal is to increase the uptake of Fair Trade practices in the predominantly French-speaking West Africa countries of Benin, Burkina Faso, Ivory Coast, Mali and Togo, alongside Ghana, enabling producer organisations, especially women's organisations to take full advantage of the strengthened market opportunities. Specifically, the project seeks to strengthen the footprint of WFTO in West Africa, enhance the market access opportunities for the producer organisations, strengthen the leadership, business and organisational skills of women producers and workers and increase knowledge and information on the environment and climate change adaptation and mitigation.



Finances

Reduction of costs and very careful management of WFTO finances was a major theme through 2020. The budget for 2020 had planned to invest some of the dedicated reserves. Due to the new measures taken by WFTO as a result of the pandemic, WFTO was able to finish the year with a EUR 103,673 surplus. WFTO also adapted its fee collection through 2020 to ensure it appropriately dealt with the financial situation faced by its members. This included creating an 'on-hold' status option to ensure that those who could not pay WFTO membership fees in 2020 could pause their membership status and return to membership when able. Deferred payment and payment by installments was also offered to members. This resulted in strong membership retention in a year that presented significant challenges to WFTO and its members. It also helped ensure the year was closed in surplus. This surplus was allocated to a dedicated reserve for future years to absorb the impact of COVID19 on the WFTO.

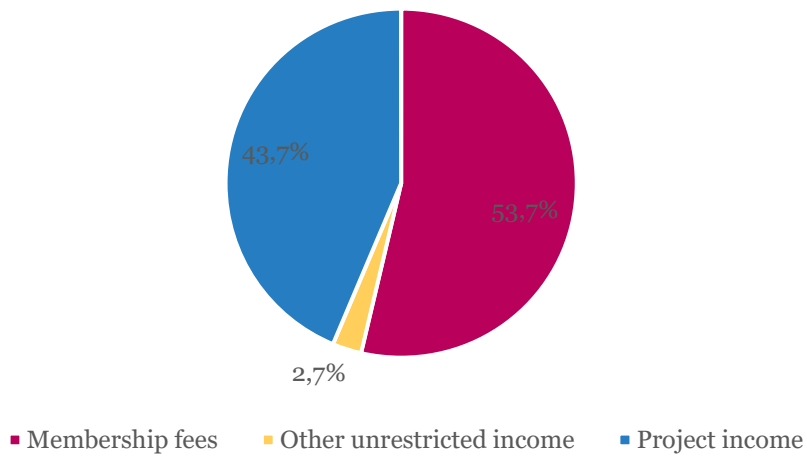
Balance Sheet

	31st December 2020 €	31st December 2019 €
FIXED ASSETS		
Tangible fixed assets		
Other fixed assets	3.706	5.350
Total tangible assets	<u>3.706</u>	<u>5.350</u>
CURRENT ASSETS		
Debtors and other receivables		
Trade debtors (members)	16.508	4.996
Other receivables	19.907	21.182
	<u>36.415</u>	<u>26.178</u>
Cash at bank and in hand	<u>733.102</u>	<u>697.100</u>
Total current assets	<u>769.517</u>	<u>723.278</u>
Total Assets	<u>773.223</u>	<u>728.628</u>
<hr/>		
RESERVES		
Allocated funds	197.146	93.470
Other reserves	300.423	300.423
	<u>497.569</u>	<u>393.893</u>
CURRENT LIABILITIES, ACCRUALS AND DEFERRED INCOME		
Creditors	95.625	88.772
Taxation and social security	22.515	24.281
Accruals and deferred income	157.513	221.682
	<u>275.653</u>	<u>334.735</u>
Total reserves and liabilities	<u>773.223</u>	<u>728.628</u>

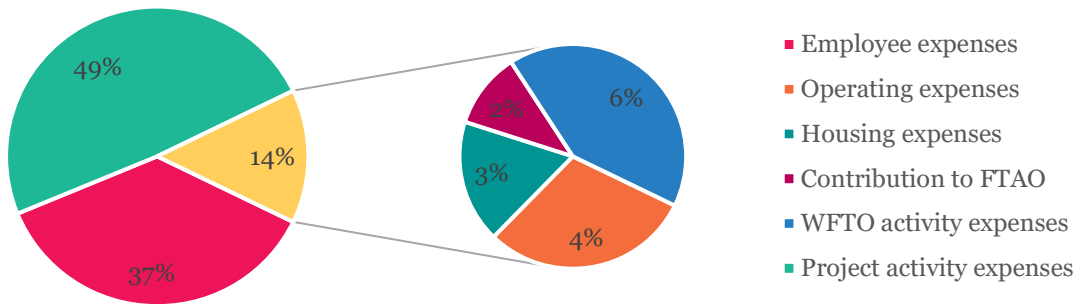
Income statement 2020

	Actual 2020 €	Budget 2020 €	Actual 2019 €
INCOME			
Core & unrestricted income (membership fees etc)	596.597	589.000	592.065
Project (restricted) income (Donor funds)	462.422	98.600	642.396
Total income	1.059.019	687.600	1.234.461
EXPENSES			
Employee expenses	<u>348.935</u>	<u>430.500</u>	<u>380.869</u>
	348.935	430.500	380.869
Depreciation fixed assets	<u>2.833</u>	<u>2.000</u>	<u>2.347</u>
	2.833	2.000	2.347
Other operating expenses			
General expenses	38.685	38.500	58.218
Housing expenses	24.397	25.700	25.285
Activity expenses Advocacy	15.000	15.000	15.000
Activity expenses WFTO	57.111	100.000	125.204
Project expenses WFTO	<u>468.507</u>	<u>87.800</u>	<u>645.559</u>
	603.700	267.000	867.266
Total expenses	955.468	699.500	1.250.482
	103.551	-11.900	-16.021
Interest income and expenses			
Interest and similar income	2	200	98
Interest and similar expenses	<u>-120</u>	<u>5.000</u>	<u>7.629</u>
	122	-4.800	-7.531
NET (DEFICIT)/SURPLUS FOR THE YEAR	103.673	-16.700	-23.552
APPROPRIATION OF RESULTS			
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
COVID19 Impact	103.673		-
Other reserves			-
	<u>103.673</u>		<u>-23.552</u>

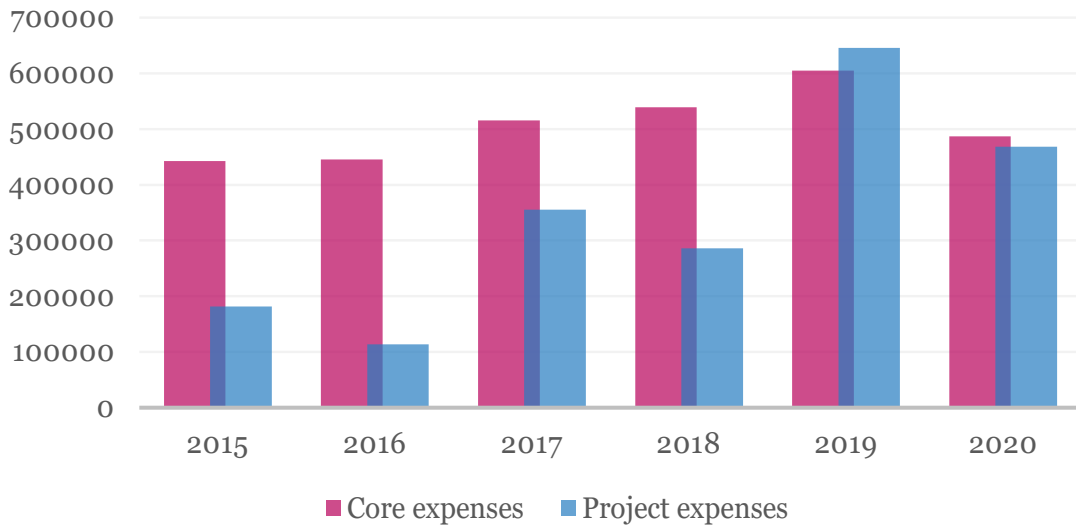
WFTO Income 2020



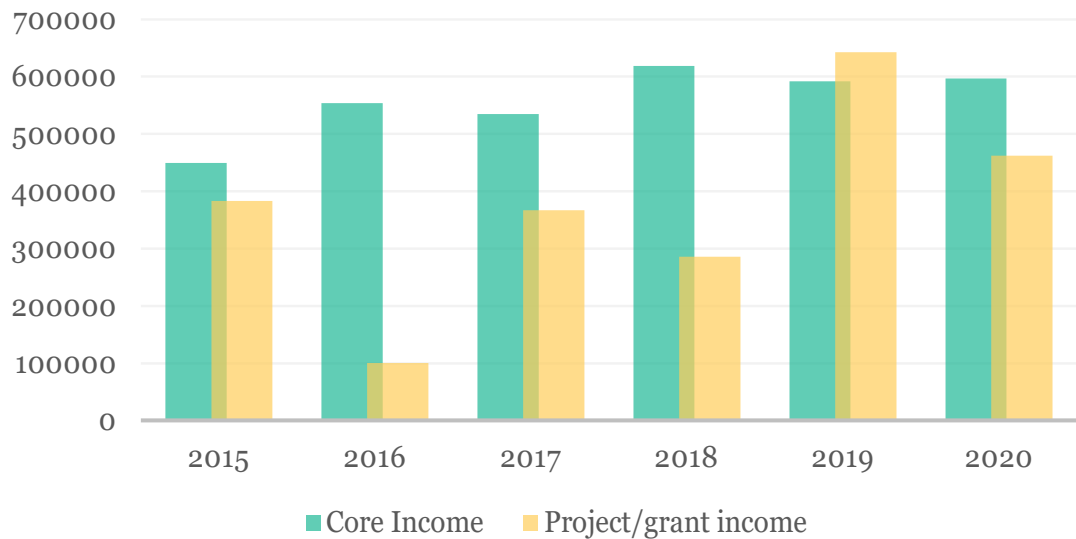
WFTO Expenditure 2020



Evolution Core expenses vs Project expenses



Core Income vs Project Income evolution







From left to right: Luis Heller, Roopa Mehta, Ileana Cordon, Sophie Tack, Giorgio Dal Fiume, Erinch Sahan, Sunil Chitrakar, Chris Solt, Indro Dasgupta and Pieter Swart

WFTO Team

WFTO Board

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 2020 and as international travel was not possible due to the pandemic the Board Meeting in September 2020 was virtual. The board also conducted virtual board meetings most months through 2020.



WFTO staff from left to right in each row: Erinch Sahan, Tamara Cobussen, Amalia Speleta, Daniel de Matos, Francesca Gnesutta, Jette Ladiges, Zulma Britz, Anna Weber, Leonardo Grasso, Michael Sarcauga, Sarah de Lange and Julia Rivero Mohedano

WFTO Staff and Interns in 2020

Chief Executive
Erinch Sahan

Communications Manager
Michael Sarcauga

Guarantee System Manager
Tamara Cobussen

Finance & Administration Coordinator
Anton Delchev, Anna Weber

Partnerships Manager
Jette Ladiges

Executive Assistant & Communications
Officer
Amalia Speleta

Membership and Monitoring Officer
Lea Strub, Francesca Gnesutta

Membership and Monitoring Officer
Zulma Britz

Membership and Monitoring Officer
Sarah de Lange

Membership and Monitoring Office &
Projects Officer
Leonardo Grasso

MADE51 Project Officer
Julia Rivero Mohedano

Communications & Finance Interns
Julia Rivero Mohedano, Daniel de Matos &
Alisa Smirnova

Online interns:
Eleanor Maloney
Lucy Carter
Patricia Rojcekova
Cecile Carrel
Cecilia Rollé
Aaron MU
Alisa Smirnova
Aspen Murray
Lily Macklin
Marta Sort Creus
Bridget Jochum
Isabelle Laight
Evelina Danielsson Valladares
Rossella Bittichesu

Partners

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



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 supporting the Beyond Beautiful concept.



Messe Frankfurt (Germany), the complimentary booth space to promote WFTO members and their support throughout the Ambiente trade show in Frankfurt, February 2020.



eBay, for their support of our members in e-commerce to thrive in ecommerce, spreading the Fair Trade social enterprise model and shaping economic ideas and policies in favour of social enterprises.



SEUK, for taking a joint journey with us to spread the Fair Trade social enterprise model in the UK and beyond, and to shape economic ideas and policies in favour of social enterprises.



New York Now (USA), for their support in all the preparations and throughout the NY NOW digital market in 2020.



Common Objective, for putting a spotlight on our members on their platform, always championing their practices and beautiful products.



Dr Bronner's, for providing financial support to implement WFTO's #StayHomeLiveFair campaign.



The UN Refugee Agency (Switzerland), for our continued partnership to implement the MADE51 project to support refugee livelihoods through local social enterprises.



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