



Fair Trade

ADVOCACY OFFICE



2015-2016
Annual Report



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Foreword

As Chair of the European Parliament's Committee on International Trade and a long-standing supporter of Fair Trade, the 2015 was a successful year. For the first time, the European Commission launched a trade and investment strategy with a set of commitments to promote Fair Trade among producers in the Global South and citizens, companies and public authorities in the EU, including a "EU City for Fair and Ethical Trade" award. The latter is an idea I have supported from the outset, in view of the success model of the Fair Trade Capital Award in Germany.

The new EU trade strategy, launched on 14 October 2015, different from previous trade strategy papers published by the Commission, seems to recognize the importance of a value-based trade policy, a policy that is aimed at promoting clear sustainability goals. It contains a section on the promotion of "fair and ethical trade", but also several measures on responsible supply chain management. It represents an important and comprehensive framework for the Fair Trade movement to promote an enabling environment for Fair Trade. It remains to be seen how this strategy will be implemented, and it is the role of the European Parliament and civil society across Europe to hold the Commission accountable to its commitments.

The role of EU delegations is essential in promoting the uptake of Fair Trade in the EU Southern partner countries. They are close to Fair Trade producers, and they have the instruments and means to support the uptake of the Fair Trade movement locally, in coordination with

EU Member States Embassies. For this reason, I took the initiative in September 2015 to host a Fair Trade breakfast meeting at the European Parliament with EU Ambassadors to 14 countries, including India, Vietnam, Ghana, South Africa, Ecuador and Peru, for an exchange of best practices on how EU delegations can support the uptake of Fair Trade. I intend to do the same again in September 2016.

Given the recognised contribution of Fair Trade to sustainable development, the follow-up to the new EU Fair Trade agenda fits perfectly as part of the implementation by the EU of the new 2030 Sustainable Development Agenda, and hope that the synergies between the EU trade strategy and Sustainable Development Goals implementation will materialise in 2016.

I take this opportunity to thank the Fair Trade Advocacy Office (FTAO) team and the FTAO founding members for their valuable support to the European Parliament Fair Trade Working Group. I would also like to congratulate the FTAO for its achievements in 2015.

I am confident that its close cooperation with the EU institutions will ensure the effective implementation of the Fair Trade measures that the strategy contains. Let's use the 2016 to put words to actions towards a fairer EU trade policy.

Bernd Lange

Chairman of the European Parliament's
Committee on International Trade



About us

What is the Fair Trade Advocacy Office?

The Fair Trade Advocacy Office (FTAO) speaks out on behalf of the Fair Trade movement for Fair Trade and Trade Justice with the aim to improve the livelihoods of marginalised producers and workers in the South. The members of the FTAO are Fairtrade International, the World Fair Trade Organization and the World Fair Trade Organization-Europe.

Our history

The FTAO was born in 2004 when the Fair Trade networks set up an informal advocacy cooperation mechanism. In December 2010, the Fair Trade networks formalised their commitment and set up the FTAO as a legally independent foundation “Fair Trade Advocacy Office” with the mandate to advocate for policies in support of Fair Trade and Trade Justice and to strengthen the Fair Trade movement, the Fair Trade networks and their members’ capacities to interact and have an on-going dialogue with policy-makers. The FTAO team is based in Brussels.



FTAO Executive Director Sergi Corbalán addressing the members of the European Parliament Fair Trade Working Group on 14 October 2015

Our vision

A world in which justice and sustainable development are at the heart of trade structures and practices so that everyone, through their work, can maintain a decent and dignified livelihood and develop their full human potential¹.

The importance of political advocacy

Governments have the potential to promote the uptake of Fair Trade, as defined by the Fair Trade networks, which would result in a larger share of production, trade and sales being done under Fair Trade schemes.

Governments also have the potential to gradually make Fair Trade principles become the norm. This potential is, by and large, still locked. Seeking changes to the rules and practices of conventional trade is an integral element of Fair Trade.

Our mission

The Fair Trade Advocacy Office leads the Fair Trade movement political advocacy at European Union level and contributes to the strengthening of the political advocacy capacities of the global Fair Trade movement.

What is Fair Trade?

“Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South. Fair Trade Organizations, backed by consumers, are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade.” (Definition in the Charter of Fair Trade principles, 2009)

¹ The vision of the Fair Trade Advocacy Office (FTAO) is no other the common vision by the Fair Trade movement, as laid by the Charter of Fair Trade principles (World Fair Trade Organization & Fairtrade International, 2009)

Strategic objectives 2020

In June 2016, the FTAO Board adopted the new FTAO strategic framework 2020, which lays down the two main aims and 5 strategic objectives for the FTAO to achieve from now to end of 2020.

AIM 1

Lead the Fair Trade movement's EU advocacy

OBJECTIVE 1 (EU monitor and expertise)

Provide information and policy analysis to the Fair Trade movement on the impact and relevance of EU developments and positions on Fair Trade, as well as facilitate access to EU funding opportunities, in Europe and in the Global South.

OBJECTIVE 2 (EU lobby)

Lead political advocacy work towards EU recognition and use of Fair Trade schemes as tools to implement the EU International trade and sustainable development strategies

OBJECTIVE 3 (EU policy thought-leadership facilitation)

Research, identify, promote and influence EU policy frameworks and related political narrative that, in the mid-term, will create structural change in power supply chains, with a focus on ensuring a living income and living wage for producers in the Global South.

AIM 2

Strengthen the Global Fair Trade movement's political advocacy capacities

OBJECTIVE 4 (Public policy lab)

Facilitate exchange of information on best-practice public policy environments for Fair Trade, including national policies on Fair Trade and other public policies and legislation (e.g. trade, preferential market access for sustainable products, public procurement) that can contribute to the uptake of Fair Trade.

OBJECTIVE 5 (Advocacy lab)

Facilitate exchange of information, best practices of advocacy at national level, political narrative and political advocacy tools by the Fair Trade movement.

Our members



Fairtrade International

The international Fairtrade system includes three producer networks, 29 Fairtrade organizations, Fairtrade International, and FLOCERT, the independent certification body of the global Fairtrade system. Fairtrade international's General Assembly has 50 percent producer representation and 50 percent national Fairtrade organization representation. More information: www.fairtrade.net



World Fair Trade Organization

The World Fair Trade Organization (WFTO) is a global network of organisations representing the Fair Trade supply chain. WFTO is the home of fair traders: producers, marketers, exporters, importers, wholesalers and retailers that demonstrate 100% commitment to Fair Trade and apply the 10 WFTO Principles of Fair Trade to their supply chain. The WFTO

operates in over 70 countries across 5 regions (Africa, Asia, Europe, Latin America, and North America and the Pacific Rim) with elected global and regional boards. More information: www.wfto.com



The European Branch of the World Fair Trade Organization (WFTO-Europe)

WFTO-Europe is formed by more than 70 members across 15 European countries, amongst them Fair Trade Organisations, national Fair Trade Networks and Fair Trade Support Organisations. It is the European branch of WFTO. The goals of WFTO-Europe include representing Fair Trade in Europe, supporting Fair Trade policies and supporting the global Fair Trade network. WFTO-Europe carries out its mission through campaigning, policy, advocacy, monitoring and market access. The WFTO-Europe has its office in Belgium. More information: www.wfto-europe.org



Institutional links & networks

FTAO is a member of the following EU advisory groups

- High Level Forum for a Better Functioning Food Supply Chain
- Advisory Group on Organic Farming
- CAP - International Aspects of Agriculture
- Trade Civil Society Dialogue
- Policy Forum on Development
- Domestic advisory groups on trade and sustainable development of the EU free trade agreement with Colombia and Peru as well as under the EU-Central America Association Agreement
- Consultative Committee on the implementation of the Economic Partnership Agreement between the EU and Cariforum



Make Fruit Fair event at the European Parliament on 10 November



EU Trade Commissioner Cecilia Malmström at the European Parliament Fair Trade breakfast on 14 October 2015

FTAO counts as main civil society, industry and local authority partners

- International Fair Trade Towns Campaign
- Make Fruit Fair & Power in Supply coalitions
- International Cooperative Alliance, Cooperatives Europe and Euro-coop
- CONCORD, European NGO confederation for Relief and Development
- ICLEI, Local Government for Sustainability as well as Platforma, the European voice of local and regional authorities for development
- Smart-CSOs Lab



European Parliament Fair Trade Working Group on 30 June 2015

Our work in 2015 and our plans for 2016



EU Trade Commissioner Cecilia Malmström & Chair of the European Parliament Development Committee and Fair Trade Working Group Linda McAvan on 14 October 2015

Priority 1

An enabling EU policy environment for Fair Trade

European strategy for Fair Trade

One of the key Fair Trade movement demands in the 2014 European Parliament elections was for the EC to put in place a strategy to ensure an enabling EU policy environment for the uptake of Fair Trade, across the most relevant policies (e.g. trade, development). Detailed Fair Trade movement demands were laid down in the FTAO position paper *An innovative EU approach in support of Fair Trade practices in the new EU Trade and Investment Strategy*, issued in the summer of 2015.

After the setting up of the new College of Commissioners, the Fair Trade movement engaged with the then-newly appointed EU Trade Commissioner, Cecilia Malmström. Commissioner Malmström received favourably the proposals from the Fair Trade movement. As a result, and in line with the new EU Trade Commissioner's agenda to

address sustainability in global value chains, the EC issued its blueprint for a new EU Trade Strategy "Trade for All" which, for the first time, includes a section on "Fair and Ethical Trade". This section, while falling short of the full-fledged European Strategy for Fair Trade that the Fair Trade movement had called for, lays down various specific commitments to promote the uptake of Fair Trade practices. This was a great achievement of the Fair Trade movement and the Project looks forward to contributing to the implementation of these commitments in 2016.

Another important milestone of 2015 was the adoption of the 17 Sustainable Development Goals (SDGs) by the world leaders who gathered at the United Nations Sustainable Development Summit in New York in September 2015. The FTAO contributed to the development of global indicators to measure the implementation of the SDGs. It also cooperated with other NGOs to support Fair Trade actors partner up with their national governments for the implementation of the goals, as well as to ensure Fair Trade will also support the implementation of the SDGs at EU level.

“Trade for All” strategy, section on “Fair and ethical trade”

4.2.4. Promoting fair and ethical trade schemes

Promoting fair and ethical trade schemes reflects EU consumer demand and contributes to developing more sustainable trade opportunities for small producers in third countries. There is a lack of information today about access to fair trade schemes for both producers and EU consumers. The Commission has a role to play in facilitating this connection and in raising awareness on both the supply and the demand sides.

The Commission will:

- use the existing structure for implementation of FTAs to promote fair trade and other sustainability assurance schemes, like the EU organic scheme;
- address fair and ethical trade more systematically in the upcoming review of the EU ‘Aid for trade’ strategy and report on fair trade-related projects as part of its annual ‘Aid for trade’ report;
- promote through the EU delegations and in cooperation with the High Representative, fair and ethical trade schemes to small producers in third countries, building on existing best practice initiatives;
- step up support to work in international fora, such as the International Trade Centre, to gather market data in relation to fair and ethical trade markets, which could then serve as a basis to follow the evolution of the markets; and
- develop awareness-raising activities in the EU, in particular working with local authorities in the EU via the possible launch of an ‘EU City for Fair and Ethical Trade’ award.

“Trade for All” EC Communication 14 October 2015 – section 4.2.4
http://trade.ec.europa.eu/doclib/docs/2015/october/tradoc_153846.pdf

Promoting sustainable consumption through Fair Trade

The FTAO raised awareness on Fair Trade across the EU in the context of its sustainable consumption and public procurement policies. Through 2015, it strengthened its collaboration with public authorities to advance the local and regional dimension of its European Strategy on Fair Trade. Two were the main achievement on this front. Firstly, the Committee of the Regions adopted its own-initiative opinion “Local and regional support for Fair Trade in Europe” in June 2015, drafted by Barbara Duden. The document highlighted the need to mainstream the concept of Fair Trade across various EU policy areas and called for the setup of a European Fair Trade Capital Award. Secondly, the European Commission included in its new EU Trade Strategy the commitment to develop awareness-raising activities in the EU, in particular working with local authorities. It also foresaw the possible launch of an ‘EU City for Fair and Ethical Trade’ award. The FTAO welcomed these initiatives as a way to reward

local and regional authorities’ efforts in Fair Trade and give visibility to Fair Trade in Europe. Therefore, we will keep on cooperating with local authorities to make sure that the award will be set up. For the promotion of fairly traded products in sustainable consumption and production policies, the implementation of the SDGs will also be a key framework.





FTAO Project Coordinator Peter Möhringer with Anna Hirt (Weltladendachverband) and Armin Massing (Forum Fairer Handel) at the European Parliament Fair Trade Breakfast on 14 October 2015

Promoting Fair Trade production

A more supportive EU policy environment for Fair Trade also represents an opportunity for Fair Trade producers in the Global South. Therefore, the FTAO undertook efforts in 2015 to promote the access to Fair Trade by producers and the Fair Trade market development in the EU partner countries. This should be facilitated in the trade agreements that the EU signs with countries from the South, and on the ground with the support of the EU Delegations. For this reason, we welcomed the commitment of the new EU Trade Strategy to use the development chapters of the EU trade agreements to promote Fair Trade, as well as gather market data in relation to 'fair and ethical trade markets'. We also welcomed the willingness to promote 'fair and ethical trade schemes to small producers in third countries through the EU delegations'. Concerning this last point, in 2015 the FTAO supported the initiative of the Chair of the

European Parliament Committee on International Trade, MEP Bernd Lange (S&D, Germany) to host a Fair Trade breakfast at the European Parliament to facilitate the exchange among Heads of EU Delegations on this topic. In 2016, the FTAO will keep on cooperating with Chairman Lange to support this exchange and it will help Fair Trade actors strengthen their contacts with the EU delegations and build new collaborations.

Our plans in 2016

In 2016, the FTAO will closely follow the implementation of the EU Trade Strategy and the Sustainable Development Goals at EU level. A new window of opportunity for the Fair Trade movement will be the review of the EU Aid for Trade strategy, foreseen for end 2016. The FTAO will work to ensure that specific trade measures in support of small farmers will be included and that fair and ethical trade will be addressed more systematically in the future EU Aid for Trade Strategy.



Sergi Corbalán (FTAO) with Wouter Boesman (Platforma) and Caroline Hickson (Fairtrade International) at FTAO-Fashion Revolution event on 1 December 2015

Food Smart Cities for Development

FTAO is a partner of the EU project 'Food Smart Cities for Development – EYD 2015 which aims to strengthen the role of European Cities in promoting sustainable development through food policies. Started in December 2014, this two-year project is led by the Municipality of Milano. In the context of the European Year for Development (EYD 2015) and the Universal Exposition 2015 in Milan, the project facilitated the interconnection between cities and civil society in order to share experience and call for policies to increase such initiatives. It also created opportunity to share and give visibility to past experience, projects and strategies aimed at feeding the planet and assuring energy for life to future generations. Its specific objective by the end of 2016 will be to create a common reference framework (network of Food Smart Cities) to guide European Local Authorities and Civil Society Organisations in drafting, developing and implementing local food related policies.

Priority 2

Power in Supply Chains Campaign

The Fair Trade movement launched in 2015 the Power in Supply Chains campaign to tackle one of the root causes of unfair trade: massive imbalances of (buyer) power along supply chains that eventually lead to situations where producers and workers at the beginning of the supply chains have to pay the price with even worse working conditions and lower remunerations.

The FTAO is coordinating this campaign for trade justice which includes actions on a lobby as well as on a public campaigning level by national Fair Trade movement and various partners in civil society organisations. The objective is to push the EU to implement better protection of weaker parties in supply chains against power abuses to stop the relentless downward pressure, but also to start a discussion on how to combat the issue of power concentration on a more fundamental level, e.g. by utilising competition law in a more progressive way.

Tackling Unfair Trading Practices

Throughout 2015, FTAO continued its advocacy work from previous years for fairer and more sustainable supply chains, in particular Unfair Trading Practices (UTPs), by meeting EU representatives and taking part in official bodies, such as the Expert Platform on Business to Business Contractual Practices in the Food Supply Chain under the EU High Level Forum on the functioning of the food supply chain.

Beyond Fair Trade actors, a wider coalition was kept involved consisting of other networks such as development CSOs, as well as trade and farmers' unions. Closer cooperation was established particularly in advocacy work with movements, such as COPA-COGECA, the International Trade Union Confederation (ITUC), and the European Federation of Food, Agriculture and Tourism Trade Union (EFFAT).

In the frame of the Make Fruit Fair! (MFF) project, FTAO was heavily involved in defining policy demands and drafting the petition for credible and fair enforcement against UTPs towards Commissioner Bienkowska, which



Make Fruit Fair campaign action on 10 November 2015

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the coalition due to strong campaigning of its members managed to attract 60.000 signers for.

Together with Banana Link, FTAO commissioned research into the banana supply chain. The resulting report “Banana value chains in Europe and the consequences of Unfair Trading Practices” revealed that banana workers and small farmers in developing countries are exposed to toxic agro-chemicals, earn poverty level wages and work in a climate of fear. The report also shows how European supermarkets contribute to this situation by engaging in Unfair Trading Practices. (UTPs). The report is based on interviews of more than sixty actors from the banana industry in several Latin American countries and a survey conducted in Costa Rica in August 2015. It reveals several UTPs like one-sided clauses in contracts with producers and exporters that lead to cancellations and rejections of orders on dubious grounds. The document also provides market data both for the European and Member State level of MFF coalition partners.

The report was successfully launched in the European Parliament on 10 November 2015 hosted by Member of European Parliament Olga Sehnalova (Socialists and Democrats, Czech Republic). Presented report findings were underlined by first-hand experience from producer and union representatives from Cameroon, the Windward Islands, and Latin America. The MFF coalition presented suggestions on how the EU should tackle the problem of UTPs which were commented by representatives of national UTP enforcement bodies, consumer as well as industry representatives.



Member of the European Parliament Olga Sehnalova and Sergi Corbalán (FTAO) at Make Fruit Fair event on 10 November 2015

The EC eventually published its much-expected report, on 29 January 2016, laying down its stance on how to tackle UTPs. This report was vocally criticized by FTAO as ‘a missed opportunity’ as the Commission did not take the lead in stopping abusive business practices, which impact on many hardworking farmers, workers, and businesses in Europe and beyond. Instead, the Commission passed responsibility to a voluntary initiative set up by the private sector, as well as to EU Member States.

Nevertheless, the coalition succeeded in bringing to the attention of EU decision makers the issue of the detrimental effects of UTPs on non-EU producers as reflected by the opinion of the Agriculture Committee of the European Parliament and the EC report acknowledging the existence of the problem and asking for Member State action to mitigate it. The EC also points out in its report that the voluntary industry initiative needs to provide anonymity for complainants and establish an independent governance. Both touching on key demands brought forward by the coalition.

Who's got the power in cotton supply chains?

In 2015, the FTAO commissioned research into the imbalances of power faced by cotton producers in West Africa. This is a very timely topic as the Rana Plaza tragedy has galvanised the efforts of textile companies and governments on increasing sustainability in the textile supply chain. Alas due to the length and complexity of the textile supply chain the main focus of attention has been put on the working and safety conditions of workers in garment factories, especially in Bangladesh and South East Asian countries. This has unfortunately side-lined the attention for the plight of cotton producers and their struggle with imbalances of power (also with their input providers). This research hence also aims to complete the current discourse for a fair textile supply chain from producer to consumer. This report was eventually launched in Paris in March 2016.

Our plans in 2016

In 2016, we will follow-up our work in 2016 on the Unfair Trading Practices (UTP) aspects of the power imbalance issue, in light of the disappointing EC Communication from 29 January 2016. The FTAO and its coalition partners will keep up the pressure on the European Parliament to counter the EC Communication with a strong Parliament's opinion pushing for a credible and fair enforcement at EU level.

FTAO will also closely follow the work of the EU on textiles, ensuring that transparency and fairness are applied throughout the entire supply chain, from producers of the fibres to the end consumers.

Additionally, we will also tackle power concentrations on a more fundamental level to make trade more just and sustainable by bringing together the elements to start a discussion on the general problem of power concentration. We will do this by creating opportunities for multi stakeholder dialogue and spreading ideas for a shift of the current EU competition law's narrow interpretation of consumer welfare that only focuses on the lowest price towards a more sustainable interpretation that also includes producer welfare, the environment and future generations.

Activities in 2016 will occur on various levels: Advocacy

- FTAO will continue to advocate before the EU and its Member State institutions to ensure credible and fair enforcement for non-EU producers as acknowledged in the Commission report.
- FTAO will provide partners with tools to test if their Member States' system is fit for complaints by non-EU producers. We will help build capacities of partners, specifically Fair Trade actors across Europe, to lobby their governments.
- Advocate the EC garment initiative to include producers in their scope.



Mbide Kude, Fako Agricultural Workers Union (FAWU), Cameroon, at the Make Fruit Fair event on 10 November

©K.Vadino

Public awareness raising

- The FTAO will support public awareness raising on national level by its movement partners.
- Topics that were highlighted in our 2014 "Who's got the power? Tackling imbalances in agricultural supply chains" report will be followed up in more depth. Goal is to examine through deeper analysis a range of practical possibilities for action and to produce concrete policy recommendations and suggestions that help to create fairer prices and sustainable livelihoods for producers.

Partnership with West African cotton farmers

FTAO partnered up in 2015 with the African Cotton's Producers Association, APROCA (Association des Producteurs de Coton Africains) and Max Havelaar France, in the context of a wider project in support of West African cotton small farmers financed by French Development Agency. Key outputs produced by the FTAO in the framework of this project was guidance on how the new EU public procurement rules can serve to favour textile made of organic and Fair Trade cotton and a research on power imbalances in West African cotton supply chains.

Make Fruit Fair! Campaign

The Make Fruit Fair! Campaign is a global consortium of 19 partners from the European Union, Cameroon, Colombia, Ecuador and the Windward Islands - coordinated by Oxfam Germany. The three-year campaign started in March 2015 with funding by the European Commission's Development Education and Awareness Raising (DEAR) grant. FTAO is co-chairing, together with Oxfam Germany, the campaign's policy group. More information is available at www.makefruit-fair.org



Vote for Fair Trade Project ... The End!

The Vote4FT (Vote for Fair Trade) campaign, which lasted from January 2013 to December 2015, aimed at coordinating awareness-raising and advocacy actions of the Fair Trade actors before, during, and after the European Parliament (EP) elections of May 2014. The objective was to ensure a coherent approach in how Fair Trade actors in the EU approach citizens, EP candidates and European Union decision-makers.

The last year of the project was dedicated to lobby activity. Following the Fair Trade breakfast event in October 2014 and the renewal of the Fair Trade Working Group (FTWG), new projects emerged, with the following priorities:

1. Setting a Fair Trade Shop and influencing the European Parliament's internal procurement policy
2. Unlocking the power of local authorities to support Fair Trade
3. EU trade policy and sustainable production
4. Development policy post-2015 and Fair Trade and Sustainable Consumption policies post-2015
5. EU Organic Regulation: impact on non-EU farmers
6. EU Internal Market and Competition policies against imbalances of Power Supply Chains

Simultaneously, regular conference calls were organised with the partners to continue advocacy activities at the national level. The FTAO also organized various webinars to explain the new EU trade policy to the partners and to discuss what steps can be taken at the national level. Other activities by the Vote4FT national partners included the organization of Fair Trade breakfast similar to the one organized by the FTAO at the European Parliament at the Belgian and German Federal Parliaments



The FTAO team and Board of Directors in 2015

Fair Trade Advocacy Office People

FTAO Board of Directors

The Board of Directors is the body with ultimate responsibility for the FTAO. It oversees the management and gives strategic advice to the FTAO. It met three times in 2015. Its members have been / are:

- **Paul Spray**, Independent Chair
- **Sophie Tack**, representing the World Fair Trade Organization–Europe
- **Barbara Crowther**, representing Fairtrade International
- **Rudi Dalvai**, representing the World Fair Trade Organization–Global as of January 2015
- **Marco Coscione**, representing Fairtrade International

FTAO team in 2015

- **Sergi Corbalán**, Executive Director
- **Elba Estrada**, Project Coordinator
- **Sébastien Leclef**, Project Coordinator
- **Peter Möhringer**, Project Coordinator
- **Alice Sinigaglia**, Project Coordinator

The FTAO would like to thank the following persons, which did internships with us in 2015, namely Kristýna Nemcanská, Chiara Gronchi, Elide Vincenti and Fabio Montanari.



Fair Trade advocacy network meeting on 13 October 2015

Fair Trade Advocacy network

The members of the Fair Trade Advocacy network in 2015 in the EU were:

Austria

- | | |
|---------------------|-------------------|
| • Moser Bernard | Fairtrade Austria |
| • Schaupp Elke | Fairtrade Austria |
| • Reitinger Andrea | EZA |
| • Danter Gudrun | ARGE Weltläden |
| • Polster Veronika | Fairtrade Austria |
| • Danter Gudrun | ARGE Weltläden |
| • Seewald Catherine | ARGE Weltläden |

Czech Republic

- | | |
|--------------------|---------------------------|
| • Mrazkova Barbora | Ecumenical Academy Prague |
| • Lazorova Anna | Ecumenical Academy Prague |
| • Silný Jirí | Ecumenical Academy Prague |
| • Nova Michaela | Fairtrade Cesko |

Estonia

- | | |
|----------------|-------------------|
| • Valja Jaanus | Fairtrade Estonia |
|----------------|-------------------|

Germany

- . Schueller Martin Fairtrade Deutschland
- . Schloepker Gudrun Fairtrade Deutschland
- . Blendin Manuel Forum Fairer Handel
- . Vasileva Veselina GEPA
- . Massing Armin Forum Fairer Handel
- . Hirt Anna Weltladen-Dachverband e.V.
- . Massing Armin Forum Fairer Handel
- . Herrmann Lisa Fairtrade Deutschland

Greece

- . Sarli Marina Fair Trade Hellas
- . Kareta Eirini Fair Trade Hellas

Hungary

- . Újszászi Györgyi Vedegylet (Protect the Future)

Belgium

- . Poissonier Marieke Oxfam-Wereldwinkels
- . Cambier Claire Belgian Fair Trade Federation
- . Schotte Magalie Oxfam-Wereldwinkels
- . Van Wambeke Estelle Oxfam Magasins du Monde
- . Maes Sebastien Oxfam Magasins du Monde
- . Veillard Patrick Oxfam Magasins du Monde
- . Van Den Bruel Raf Fairtrade Belgium

Denmark

- . Giersing Jonas Fairtrade Denmark

Finland

- . Sivonen Janne Fairtrade Finland

France

- . Stoll Julie French Fair Trade Platform
- . Durochat Emilie French Fair Trade Platform
- . Lagente Sarah Max Havelaar France
- . Furio Aldine Max Havelaar France
- . Sonntag Florence French Fair Trade Platform
- . Esnault Mathilde French Fair Trade Platform
- . Nace Elodie Fair(e)quitable
- . Dubreuil Estelle Fair(e)quitable
- . Erhart David Artisans du Monde

Ireland

- . Drea Melanie Fairtrade Ireland

Italy

- . Pignatelli Gaga CTM Altromercato
- . Dal Fiume Giorgio CTM Altromercato
- . Toma Stefano Fairtrade Italia
- . D'Amico Gabriella Botteghe del Mondo
- . Dal Zotto Eleonora Equogarantito

Slovakije

- . Manurova Darina Fairtrade Slovakia
- . Bussard Alan Integra

Spain

- . Martínez Juanjo Oxfam-Intermón
- . Garcia Sergi Oxfam-Intermón
- . Mangrané Marta IDEAS
- . Comet David IDEAS
- . Lozano Marta Coordinadora Estatal de Comercio Justo

Netherlands

- . Veerman Jochum Max Havelaar Netherlands
- . Eshuis Fenny Max Havelaar Netherlands
- . Van Beek Herman Dutch Association of Worldshops
- . Verkuil Judith Max Havelaar Netherlands
- . Visser Marijke Centre Mondiaal

Poland

- . Szalbot Zbigniew Fairtrade Poland
- . Makulski Tadeusz Polish Fair Trade Association
- . Zwawa Andrzej Fairtrade Poland

Sweden

- . Hartvigson Johannes Fairtrade Sweden
- . Brune Peter Manniskohjäl
- . Torner Erik Manniskohjäl
- . Alrud Linda Fairtrade Sweden
- . Hogberg Bertil Swedish Association of World Shops
- . Stammler Jaliff Pernilla Swedish Association of World Shops
- . Streijffert Magdalena Fairtrade Sweden
- . Jacobson Marta Swedish Organisation of Trade Retailers
- . Mona Bengtsson La Maison Afrique Fair Trade

United Kingdom

- . Gardner Adam Fairtrade Foundation
- . Reddy Shivani Fairtrade Foundation
- . Gooch Fiona Traidcraft
- . May Liz Traidcraft
- . Sweet Rachael Fairtrade Foundation
- . Aldred Tim Fairtrade Foundation



International Fair Trade Towns Conference, in Bristol in July 2015

Fair Trade Advocacy Office in numbers

External Newsletter trends

The FTAO External Newsletter aims at informing policy-makers, civil society partners, media on the Fair Trade movement political objectives and campaigns. In 2015, the FTAO published three editions of its external newsletter. Additionally, every issue of the Newsletter is accompanied with a short Fair Trade producer testimonial video.

Internal Bulletin

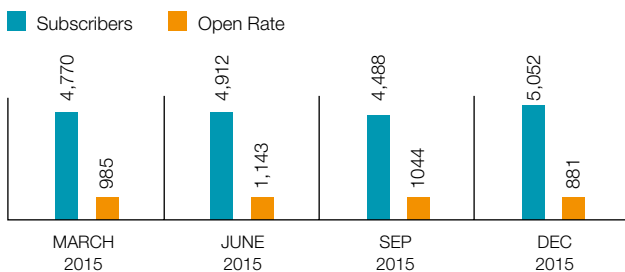
The Fair Trade Advocacy Internal Bulletin is a monthly update on the work of the FTAO. It is sent to the Fair Trade movement. In 2015, FTAO sent 12 Internal Bulletin issues.

Press Releases

In 2015, FTAO issued 4 press releases

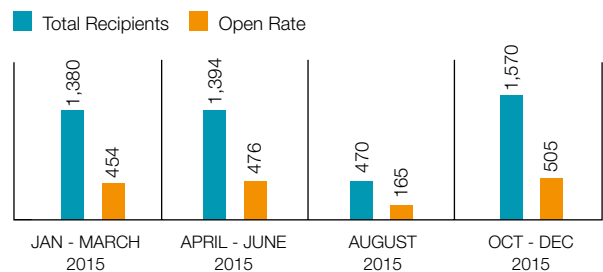
- EU Trade Commissioner reveals plans for Fair Trade 28 January 2015
- Renewed call by European local and regional authorities for more Fair Trade - 4 June 2015
- EU takes important step for Fair Trade, but long path ahead for all trade to be fair - 14 October 2015
- Fair and transparent fashion and textile supply chains - it's time for EU action! - 2 December 2015

NEWSLETTER TRENDS



In 2015, there were less subscribers to the newsletters than the year before, but more readers read at least a part of the newsletter, with an average 22% of recipients, compared to 19% in 2014.

BULLETIN TRENDS



Approximately 33,5% of all 2015 recipients actually opened the bulletins, at the same level as 2014. However, the number of subscribers to the bulletin in 2014 more than doubled in 2015.



Events & activities

27 January 2015, Brussels

Event on Fair Trade EU policies co-organised with the City of Gothenburg EU office with EU Trade Commissioner Malmström at the European Parliament

26 March 2015, Brussels

Workshop on Unfair Trading Practices with leading food waste campaigner Tristram Stuart (Feedback, UK)

16 April 2015, Brussels

Briefing for Members of the European Parliament on the new EU Organic Regulation at the European Parliament

22 April 2015, Brussels

Awareness raising event with Fashion Revolution at the European Parliament

7 May 2015, Mons

Debate on EU Fair Trade policies with MEP Marie Arena (S&D, Belgium), co-organised by Oxfam Magasins du Monde in Mons, Belgium.

3 June 2015, Brussels

Workshop on Fair Trade at the European Development Days, co-organised with the World Fair Trade Organization (Europe and Global) and Fairtrade International

4 June 2015, Brussels

Adoption by the Plenary of the Committee of the Regions of an Opinion on Fair Trade

4 July 2015, Bristol, United Kingdom

Workshop led by the FTAO on the European Fair Trade

City Award at the International Fair Trade Towns Conference Bristol, United Kingdom

2 September 2015, Brussels, Belgium

Fair Trade Breakfast hosted at the European Parliament by the Chair of the International Trade Committee with 16 European Union Ambassadors in the Global South

13 – 14 October 2015, Brussels, Belgium

Fair Trade advocacy network & capacity-building workshops

14 October 2015, Brussels, Belgium

Fair Trade Breakfast hosted at the European Parliament by the Chair of the European Parliament's Development Committee and Fair Trade Working Group with a keynote speech by the EU Trade Commissioner.

24 October 2015, Bilbao, Spain

Workshop on Fair Trade EU policies led by the FTAO in the General Assembly of the Spanish Fair Trade Platform (Coordinadora Estatal de Comercio Justo)

10 November 2015, Brussels, Belgium

Make Fruit Fair! Campaign Conference on Unfair Trading Practices in Banana Supply Chains at the European Parliament

2 December 2015, Brussels, Belgium

Event with EU policies makers on Cotton Farmers and Textile supply chains, co-organised with Fashion Revolution



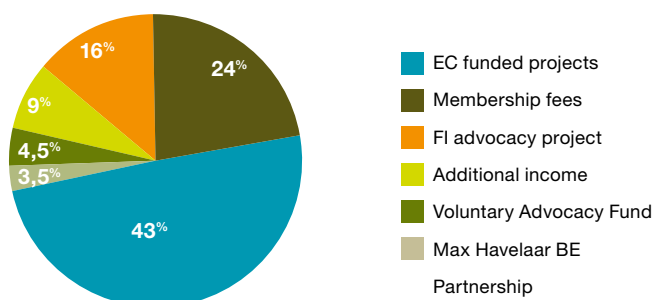
Fair Trade workshop at European Development Days in June 2015

Financial Results

Report of income and expenditures 31-Dec-15
Accounts

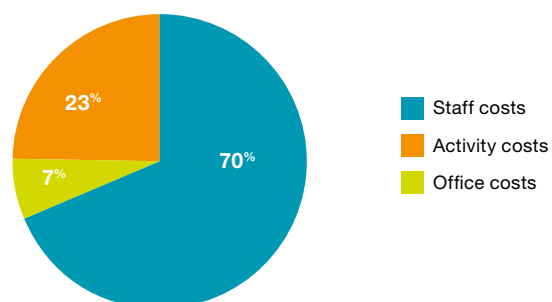
Income

Membership fees	€ 92,201
EC funded projects	€ 202,362
Max Havelaar BE Partnership	€ 12,000
Voluntary Advocacy Fund	€ 16,703
Additional income	€ 31,552
FI advocacy project	€ 56,000
Total	€ 410,818



Expenditures

Staff costs	€ 283,630
Office costs	€ 25,384
Activity costs	€ 94,115
Total	€ 403,129



Result € 7,689

Audit report by KPMG available upon request



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