



# Fair Trade

ADVOCACY OFFICE

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2013-2014  
Annual Report



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## Foreword

2013 was an important year both for EU development cooperation and for the Fair Trade movement. Indeed, over the year the movement and the European Commission often found themselves working together and on similar development issues.

Fair Trade is in the ascendancy. Its sales in the European Union are rising steadily year on year. Indeed, for years now the EU has been by far the largest market for Fair Trade products, accounting for between 60 and 70 per cent of global Fair Trade sales – a fact which we recently highlighted in our 2013 EU Report on Policy Coherence for Development.

Yet pressing challenges remain. Around 1.3 billion people still live in extreme income poverty and the human development needs of many more are still not met. Two-thirds of the services provided by nature – including fertile land, clean water and air – are in decline and climate change and biodiversity loss are close to the limits beyond which the effects on human society and the natural environment will prove irreversible.

In this context, the world is grappling with the most pressing challenge of all: how to eradicate poverty and at the same time deliver prosperity and well-being that are sustainable and shared by everyone. This twin challenge is at the core of the global discussions on a post-2015 framework. After last September's United Nations special event to take stock of progress towards the Millennium Development Goals, I was pleased personally to receive the "Fair Trade Beyond 2015" Declaration, signed by the mayors of over 200 cities across the world, from Paris to Rio de Janeiro and from Madrid to Seoul. I'm glad to say that we will continue engaging with the Fair Trade movement to support the uptake of Fair Trade and sustainable consumption and production practices.

We can build on a solid basis of EU support already given to local fair trade organisations with remarkable results for local producers and their communities. For instance, 2013 saw the completion of a project on Fair Trade Supply Chain in India and Nepal that benefitted 300 Fair Trade producer groups in the garment sector, providing income

generating opportunities to about 30.000 people, most of them being women. We also supported the creation of a consumer market for fair trade products in India that helps to build environmentally sustainable production and consumption practices, while reducing poverty amongst poor farmers and handicraft producers. With the help of the EU grant, the project managed to raise awareness about fair trade among 65.000 students, to increase fair trade sales in four project cities, and to train 7.000 smallholders on sustainable farming methods.

Now, it is clear that the post-2015 framework will not succeed unless all development players rally behind it in a truly global partnership. And if we are looking for inspiration on how to make a global partnership work we need look to the Fair Trade movement itself, bringing together the private sector, civil society and local authorities to empower small producers and agricultural workers. The Fair Trade movement has certainly made its mark with the European Union's institutions. This is thanks in no small measure to the sterling work that the FTAO carries out in effectively representing the movement. In 2013 the FTAO was appointed to the newly created EU Policy Forum on Development. I trust that this will lead to an even deeper partnership in the years to come between the Fair Trade movement and the European Commission, both in Brussels and in our partner countries worldwide.

**Andris Piebalgs**

European Commissioner for Development





## About us

### FTAO

**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 FTAO is a joint initiative of Fairtrade International, the European Fair Trade Association and the World Fair Trade Organization-Europe. Through these three networks the FTAO represents an estimate of 2.5 million Fair Trade producers and workers from 70 countries, 24 labelling initiatives, over 500 specialised Fair Trade importers, 4,000 World Shops and more than 100,000 volunteers. The office monitors European and international trade and development policies, ensures a constant dialogue between the Fair Trade movement and political decision makers, develops political positions in the area of Fair Trade and trade justice and publishes information material such as newsletters and brochures.

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 a clear mandate to advocate for EU policies in support of Fair Trade and Trade Justice and to strengthen the FTAO and the Fair Trade networks and their members’ capacities to interact and have an on-going dialogue with the EU Institutions. The FTAO Secretariat is based in Brussels.

#### **Fairtrade International**

An umbrella of 25 organisations around the world, including three producer networks representing producers in Africa, Asia and Latin America and the Caribbean, 19 labelling initiatives, five marketing organisations and one associate member. The members all produce or promote products that carry the Fairtrade Certification Mark





and together they are responsible for decision making within Fairtrade International. Half of the members of the Fairtrade International's General Assembly represent producers. Together, they develop the Fairtrade labelling model as a tool to secure a better deal for small farmers and workers in the South. Fairtrade International has its headquarters in Germany. [www.fairtrade.net](http://www.fairtrade.net)

#### **The European Fair Trade Association (EFTA)**

An association of 10 Fair Trade importers in nine European countries: Austria, Belgium, France, Germany, Italy, The Netherlands, Spain, Switzerland and the United Kingdom. EFTA was established informally in 1987 by some of the oldest and largest Fair Trade importers. It gained formal status in 1990. The aim of EFTA is to support its member organisations in their work and to encourage them to cooperate and coordinate. It facilitates the exchange of information and networking, it creates conditions for labour division and it identifies and develops joint projects. EFTA is based in the Netherlands. [www.eftafairtrade.org](http://www.eftafairtrade.org)

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

WFTO-Europe is formed by more than 70 members across 16 European countries, amongst them Fair Trade Organisations, national Fair Trade Networks and Fair Trade Support Organisations. It is the European branch of the World Fair Trade Organization (WFTO, formerly known as the International Federation for Alternative Trade - IFAT) which counts more than 400 members from more than 70 countries, mainly in the South. 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, certification and market access. The WFTO-Europe has its office in Belgium. [www.wfto-europe.org](http://www.wfto-europe.org)



## Membership, partners & networks



9 April 2013, Brussels – “Socially responsible public procurement of work wear - challenges and opportunities at EU level” Seminar in the European Parliament, FTAO and AchACT.

### FTAO is a member of the following EU advisory groups

- High Level Forum for a Better Functioning Food Supply Chain
- Enlarged Advisory Group on the Common Agricultural Policy Towards 2020
- Advisory Group on Organic Farming
- CAP - International Aspects of Agriculture
- Trade Civil Society Dialogue
- Policy Forum on Development
- Retail Forum for sustainability

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

- Cooperatives Europe
- Consumers International
- Euroban, European Banana Action Network
- CONCORD, European NGO confederation for Relief and Development
- EFFAT, European Federation of Food, Agriculture and Tourism Trade Unions
- ICLEI, Local Government for Sustainability



### FTAO is also founding member of various networks

- Civil Society Organisations Group on International Development
- Civil Society Organisations Informal Platform on private sector in development
- Alternative Trade Mandate Alliance (ATM)
- Brussels Trade Bunch (BTB)
- Network for Sustainable Development in Public Procurement (NSDPP)
- European Taskforce for the Beyond 2015 world-wide campaign



9 December 2013, Brussels - Hand-in to the EU Commissioner for Internal Market and Services, Michael Barnier, of the petition against Unfair Trading Practices.

## 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).



*"I would like to thank you for your letter dated 23 September 2013, sharing the list of signatories of the "Fair Trade Beyond 2015 Declaration". I take note of your call for a new global framework that enables fair trade as a part of the renewed global partnership. I commend the work of your vast network. As indicated in my recent report, A life of Dignity for All, it is my firm conviction that the international community, including the United Nations system and the Member States, must devote due attention to the principles of fairness and the contribution of trade and investment to the sustainable eradication of poverty."*

**Ban Ki-Moon**  
United Nations Secretary General  
Letter to the FTAO on 8 October 2013

*"The Fair Trade movement has set a model that others should seek inspiration from, and that can ensure that global supply chains work for the benefit of small-scale farmers and thus contribute significantly to the alleviation of rural poverty and to rural development. This is not a meager achievement. It is a source of hope."*

**Olivier De Schutter,**  
United Nations Special Rapporteur on the Right to Food,  
Question & Answer: the contribution of Fair Trade  
to securing human rights in agriculture, 2013



# Our work in 2013 and our plans for 2014

- Introduction
- Development Policy
- Public procurement
- Fairness in the supply chain
- Trade Policy
- Fair Trade Beyond 2015 Campaign
- Vote for Fair Trade campaign



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*“Producers have always been involved centrally in everything that we do. In fact there is no major decision that is taken without their guidance and support. But there is a big difference between having a seat at the negotiating table (or even a few seats) and owning half of the board room.”*

**Molly Harriss Olson,**  
Chair of the Fairtrade International Board of Directors in 2013

## Introduction

### Our work in 2013

2013 was a busy year at EU level as the European Commission, Council and Parliament intensified their work with the aim to conclude agreements on key policies and new pieces of legislation before the end of the current legislative term in May 2014. This was the case, for example, of the EU public procurement rules, the EU Development Cooperation Instrument and the EU budget for the 2014-2019 period, for which agreements were reached end of 2013 or early 2014. These developments kept us busy throughout the year.

The Fair Trade movement also started preparing the ground for the new College of Commissioners and new European Parliament that will follow the elections to the European Parliament from 22 to 25 May 2014. In this context, we launched the “Vote for Fair Trade” (Vote4FT) campaign, which has by now been taken up in more than 20 EU Member States.

At global level, the leadership of the United Nations Conference on Trade and Development (UNCTAD) and of the World Trade Organization (WTO) changed during 2013, while the United Nations discussed the future sustainable development framework that will replace the Millennium Development Goals when they expire in 2015. Against this background, we were proud that 200 Mayors, over 120 elected local authorities and 270 Civil Society Organisations across the world signed the “Fair Trade Beyond 2015” Declaration in support of Fair Trade in the post-2015 agenda.

During 2013, we also took our goal to strengthen the Fair Trade movement’s political advocacy in Europe seriously. Inter alia, we did that by organising various advocacy capacity-building sessions and exchange of best practices with our members. Last year also saw an increase in the number and depth of our cooperation with other organisations and networks, such as with Cooperatives



Europe and the Alternative Trade Mandate Alliance. Last but not least, thanks to two grants from the European Commission, we managed to strengthen our Human Resources, along with new projects and new challenges.

In 2013, the FTAO was also accepted as a full member of the new EU Policy Forum on Development, representing the Fair Trade movement in all matters linked to Development Cooperation. During the year, the FTAO also became a member of the EU High Level Forum for a Better Functioning Food Supply Chain and of the Sustainable Public Procurement Initiative of the United Nations Environmental Programme, thereby increasing its connectedness with policy makers at various levels.

### Our plans for 2014

Despite the progress made in 2013, there is no room for complacency, as our mission to advocate for Fair Trade and Trade Justice pushes us to go further every year.

At EU level, the elections will bring a new colour to the European Parliament, and a key challenge will be to engage with newly-elected officials, while also increasing our engagement with the Council of Ministers and the new College of Commissioners. Our main challenge will be to translate the growing support of Fair Trade by EU citizens into a proper European strategy for Fair Trade, as unanimously called for by the Committee of the Regions in 2010.

2014 will also see the stepping up of our work to address imbalances of power in supply chains, and hope that the new Parliament and new Commission will bring new energy to the need to take strong action to address abuses of buyer power in our supply chains, a market failure that often results in the violation of human rights of marginalised producers and workers.

At Global level, the September United Nations General Assembly meeting in New York is expected to discuss the future sustainable development goals beyond 2015,

bringing together the poverty reduction and the environmental dimensions of sustainable development. As a matter of fact, Fair Trade is all about combining these two important dimensions. The Fair Trade movement, therefore, looks forward to the adoption of the new sustainable development objectives and to work with public authorities, citizens, companies and civil society to make them a reality.

2014 will also be an important year for the internal governance of the FTAO. The FTAO Board will be renewed, project teams will be streamlined and a new membership and financial system will be put in place.



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27 September 2013, Berlin, Germany - Öko + Fair conference

## Development Policy

### Our work in 2013

Together with Cooperatives Europe the FTAO joined forces in 2013 to underline the role that people-centred businesses should have in the EU development strategy. The first result this year was a jointly organized high level conference in the European Parliament named “People-centred businesses: making supply chains work for small producers”, hosted by MEP Gay Mitchell (EPP, IRL). The direct outcome of this event was a joint paper in November 2013 on Private Sector in Development titled “Cooperatives & Fair Trade: Making Supply Chains Work for Small Producers”. The publication was particularly timely as the European Commission’s Directorate-General Development and Cooperation – EuropeAid (DEVCO) launched a public consultation on the European Commission’s upcoming Communication “Strengthening the Role of the Private Sector in achieving Inclusive and Sustainable Growth in Developing Countries”.

Beyond the Cooperative movement the FTAO continued in 2013 to work closely with civil society partners on the private sector agenda. The FTAO especially engaged with CONCORD and ECPDM to elaborate the different ways that the private sector involvement in developing countries can benefit small producers and facilitate inclusive and sustainable growth.

Furthermore the FTAO worked on a number of issues on development policy in 2013 including the discussions around the upcoming EU Multi Financial Framework specifically the Development Cooperation Instrument, Policy Coherence for Development, and the Post-2015 development framework agenda. A particular success was the inclusion of Fair Trade objectives in various parts of the Development Cooperation Instrument (DCI) programme of the new EU Multi Financial Framework.

### Our plans for 2014

The EC Communication “Strengthening the Role of the Private Sector in achieving inclusive and Sustainable Growth in Developing Countries” will after the expected publication in mid-2014 subsequently be analysed by the FTAO and precise feedback will be drawn from this. The FTAO will also work hard to ensure that the Fair Trade amendments introduced by the EP and the Council of the EU to the DCI are translated into action by the EC by implementing them in documents and programming guidelines.



*“The joint foundation of the ‘Informal Platform on Private Sector in Development’ in 2012 by FTAO, Cooperative Europe and CONCORD, has served in 2013 as a very useful platform that brought together a wide range of civil society actors working on and with the private sector in development. In the coordination for input into the EC’s consultation we have found in the FTAO a reliable and knowledgeable partner that brings forward not only the contribution of Fair Trade as a best practice model for the engagement with the private sector in development but also of SMEs and family farms. In 2014 we will continue working together to make a strong case for the private sector’s options to alleviate poverty by sharing our experiences and expertise.”*

**Ad Ooms,**  
Chair of the Taskforce Private Sector and Development of Concord

*"FTAO has joined the Sustainable Public Procurement Initiative launched by UNEP which is now becoming the official SPP Programme of the 10 Year Framework programme on Sustainable Consumption and Production. Their experience with introducing social criteria in public procurement is very valuable, as well as their knowledge of the new European rules on public procurement."*

Farid Yaker,  
Programme Officer Sustainable  
Public Procurement UNEP-DITE

*"I invited the FTAO to our conference in Bremen called "European Municipalities take action for Fair Trade", organised by us as winners of the German Fair Trade capital award. Their participation was very valuable, and as a follow-up to that conference we have engaged in a dialogue on how to strengthen the support that many other Local and Regional Authorities provide to Fair Trade in Europe."*

Christian Bruns,  
Director of the Representation of  
the Free Hanseatic City of Bremen before the EU

*"FTAO has been very active in the revision of the public procurement Directives for which I was the main rapporteur in the European Parliament. As a mayor of a Fair Trade Town myself, I have remained very attentive to the Fair Trade movement demands to make it easier for public authorities across Europe to buy fair. I did celebrate this good outcome when the Directive was voted in Strasbourg."*

Marc Tarabella,  
Member of the European Parliament (S&D, BE)

*"FTAO has joined a Working Group in the framework of the Sustainable Public Procurement Initiative launched by UNEP and coordinated by us. Their experience with introducing social criteria in public procurement is very valuable, as well as their knowledge of the new European rules on public procurement. With other ISEAL members, we have influenced the outcome of the new Directive to make the reference to voluntary sustainability labels easier."*

Norma Tregurtha,  
Senior Policy Manager, ISEAL Alliance

## Public procurement

### Our work in 2013

The FTAO continued managing the implementation of the EC-funded 3-year project "Cotton on to Fairtrade procurement", for which the Fairtrade Foundation in the United Kingdom is the lead partner. Other partners in the project are the British student organisation People & Planet, Fairtrade Ireland and the French Fair Trade Platform. The project seeks to increase public awareness, understanding and support for Fair Trade and encourage more public bodies and educational establishments to purchase fairly traded products. It builds on previous projects on this topic but with a distinct focus on Fair Trade cotton.

Throughout 2013, partners of the "Cotton on to Fairtrade procurement" project made progress towards the project outputs: collection of best practice in the procurement of

Fair Trade cotton, the writing of the procurement guides, and the organisation of the first-ever pan-European Fair Cotton Procurement Awards. They also put in place successful awareness raising campaigns for the general public on Fair Trade cotton. FTAO continued with its efforts of influencing the final outcome of the public procurement Directives, so as to ensure that the Directive allowed Fair Trade criteria to be introduced in public tenders. This was achieved, since the new text makes it easier for public authorities to buy fair. This important development for the Fair Trade movement was celebrated with Fair Trade wine by the main Members of the European Parliament involved in this dossier on the 15 January in Strasbourg, France, after the new text had been voted in the plenary.



### Our plans for 2014

The FTAO will in 2014 accompany Fair Trade actors in Europe during the transition phase of the Directives into national law, and make sure that the achievements of the new Directive are reflected in national legislation. FTAO will provide Fair Trade actors with tools to promote the uptake of Fair Trade Public Procurement at national level.

The “Cotton on to Fairtrade procurement” project will finalise in mid-2014, the main milestone for that year

being the final conference of the project, combined with the Awards ceremony of the European Fair Cotton Procurement Awards. In 2014, FTAO will look into other obstacles that Local and Regional Authorities face to follow up their Fair Trade commitments, and what tools the EU can put in place to support them.



## Fairness in the supply chain

### Our work in 2013

Present day supply chains are characterised by massive concentrations of (buying) power on the level of retailers and large traders. This leads eventually to the situation that producers and workers at the beginning of the supply chains have to pay the price with even worse working conditions and lower remuneration.

In 2013 the FTAO has continued its work for fairer and more sustainable supply chains in its capacity as member of the Expert Platform on Business to Business Contractual Practices in the Food Supply Chain under the EU High Level Forum on a Better Functioning Food Supply Chain. Important advocacy work has also been done by the FTAO as part of a coalition for the implementation of a credible enforcement mechanism at EU level against Unfair Trading Practices (UTPs) which are currently applied by big retailers and suppliers to the disadvantage of producers and workers. The coalition was led by Traidcraft and included Consumers International, Oxfam Germany, Christliche Initiative Romero, SOMO, and the Hungarian Association of Conscious Consumers.

In December 2013, together with the leaders of the International Trade Union Confederation (ITUC), European Trade Union Confederation (ETUC), industriAll, UNI Europa, and the European Federation of Food, Agriculture and Tourism Trade Union (EFFAT), the FTAO sent a letter to José Manuel Barroso, President of the European Commission, encouraging the European Commission to follow up its Green Paper on UTPs which had identified the need for action against those practices.

### Our plans for 2014

For 2014-2016 the Fair Trade movement has decided to address injustices in trade by taking on imbalances of power in supply chains. The FTAO will be coordinating the campaign named Power in Supply Chains that will combine advocacy and campaigning at EU and member states level while including alongside Fair Trade actors also allied networks and a broad coalition of civil society partners such as trade and farmers unions, consumers

*"The Fair Trade Advocacy Office (FTAO) has played a significant role in speaking out for producers and workers in the South in one of the key forums discussing Europe's food sector - the High Level Forum on the Better Functioning of the Food Supply Chain. The FTAO has not only been a very valuable member of the coalition advocating for a tough European enforcement mechanism against Unfair Trading Practices but also has provided valuable insights and contacts to enable successful outcomes. FTAO proved to be an excellent and strategic partner, and we are looking forward to continue our collaboration in 2014 with the upcoming joint project on imbalances of power in supply chains."*

**Mags Vaughan,**  
Chief Executive Officer of Traidcraft, UK

*"Since 2013 we have started to work more closely with the FTAO to encourage fair competition measures across the food supply chain to help to ensure decent work and defend workers' rights. The FTAO is an excellent partner. Together we promote fair and sustainable trade relationships along the entire supply chain. We look forward to strengthening our cooperation for our common cause in 2014 and beyond."*

**Harald Wiedenhofer,**  
General Secretary of the European Federation of Food, Agriculture and Tourism Trade Unions (EFFAT)

and small business associations. Already 20 Fair Trade partners from 11 countries have joined the campaign and numerous allies have confirmed their interest. The FTAO will gather with its partners and consolidate them in a general report. This report will document the impact of imbalances of power in supply chains and provide the central elements and demands for triggering EU action against these imbalances. The report will be launched before the end of 2014 and will be followed by further reports on specific food and non-food commodities/sectors in 2015, 2016 and 2017.





From left to right: MEPs Paul Murphy (GUE/NGL, IE), Ska Keller (Greens/EFA, DE), Helmut Scholz (GUE/NGL, DE) and Dennis De Jong (GUE/NGL, NL). 26 November 2013, Brussels - Alternative Trade Mandate Launch. Hand-in to MEPs organised by the FTAO.

## Trade Policy

### Our work in 2013

As founding members of the Alternative Trade Mandate Alliance, we were proud to contribute to the public launch and hand-in to Members of the European Parliament of the Mandate on 26 November 2013, which calls for a paradigm shift in EU trade and investment policies.

EU trade policy is decided in a very obscure manner, with little involvement of EU citizens and their elected representatives in the definition of the objectives of trade deals that the European Commission negotiates on behalf of the EU. This creates a democracy-legitimacy problem, which we tried to address during 2013 via a number of representations with policy-makers and Civil Society Organisations. While there is a growing shared assessment that there is a problem, we failed to push the EU to take any serious action to improve transparency in trade policy making.

We also followed with attention the selection process of the new Director General of the World Trade Organisation (WTO) early in the year, and reacted to the package of measures agreed by WTO members in Bali in December 2013.

### Our plans for 2014

At EU level, we hope the new European Parliament and Commission will take clear steps to improve transparency in trade policy making and to make trade policy a tool to effectively achieve the EU Treaty objectives of “sustainable development, poverty reduction and free and fair trade”.



## Fair Trade Beyond 2015 Campaign

### Our work in 2013

The aim of the Fair Trade Beyond 2015 campaign, which was started by the FTAO in November of 2012, is to advocate for the inclusion of Fair Trade and Trade Justice into the United Nations (UN) new global sustainable development framework beyond 2015.

2013 was a key year for the campaign. In the run up to the United Nations General Assembly meeting in September 2013 the campaign engaged town leaders and civil society organisations across the globe by asking them to sign the Fair Trade Beyond 2015 Declaration calling on world leaders to put in place a new global sustainable development framework beyond 2015, that supports fairer trade and Fair Trade as a best practice partnership for development.

The Campaign brought together 35 Fair Trade organisations based in 22 countries and 7 supra-national networks which managed to obtain signatures from 275 CSOs, 124 local leaders, and 206 mayors in 32 countries – including those from Paris, Madrid, Rio de Janeiro, and Seoul.

The results were personally handed over by the Fair Trade Advocacy Office to the EU Development Commissioner Andris Piebalgs and various high-level national government representatives from for example France, Brazil, and Sweden before they were eventually sent in to the UN Secretary General Ban Ki-moon.

### Our plans for 2014

The Challenge for 2014 is to channel the momentum achieved with the campaign into new directions as the detailed negotiations are ongoing at UN level.

The September 2014 United Nations General Assembly meeting in New York is expected to discuss the future sustainable development goals beyond 2015, bringing together the poverty reduction and the environmental dimensions of sustainable development. The Fair Trade movement, therefore, looks forward to the adoption of the new sustainable development objectives and to work with public authorities, citizens, companies, and civil society to make them a reality.

*“The ‘Fair Trade Beyond 2015 campaign’ was a chance for the Korean Fair Trade movement to be part of the greater global issue beyond ethical consumption. And it also was a good chance to be connected to other Fair Trade organizations in the world. With this campaign, many local leaders and National Assembly members in Korea got involved in Fair Trade and we are going to set up the legal ground for Fair Trade including public procurement with them. We believe the ‘Fair Trade Beyond 2015 campaign’ could lead to even stronger campaigns that can change the world. Thank you, FTAO, for organizing this great campaign and we are truly grateful for being part of it.”*

BooWon Nam,  
Chair of the Board of the Korean Fair Trade Organization (KFTO)

*“The Fair Trade Beyond 2015 campaign was a great success in France, partly due to FTAO’s fantastic coordination work. Being part of a global campaign has clearly added credibility to our propositions and has hugely motivated French Fair Trade activists. We are very pleased that FTAO plays this crucial role of gathering together European Fair Trade organisations. This contributes to bringing our own actions nationally to another scale.”*

Julie Stoll,  
Executive Director of the French Fair Trade Platform



From left to right: WonSoon Park (Mayor of Seoul, South Korea), DoMoon (Chief monk of Jogye Temple) and Mr. BooWon Nam.

*"Thanks to its careful and efficient support in providing tools and valid information to the other partners during the first year of the "Vote4FT" EC project, FTAO has once again revealed the extraordinary added value that it represents for Fair Trade Organisation across the world. Working hard to change the rule and practice of conventional international trade convention, this is what our FT definition states; this is what FTAO is currently doing in a great way."*

Francesca Giubilo,  
Coordinator of WFTO-Europe



## Vote for Fair Trade campaign

### Our work in 2013

The Vote4FT (Vote for Fair Trade) campaign kicked off in 2013. The campaign, which is co-financed by the European Commission, brings Fair Trade organisations from around Europe to advocate together for Fair Trade to be included in the policy agenda of the European Union. The campaign empowers EU citizens to have a dialogue with European decision-makers and take a pro-active role in shaping EU policies.

The FTAO, with the support of Fairtrade International, is in charge of the coordination of this large campaign, which involves more than twenty partners. FTAO leads also the efforts in terms of project management by the European Commission, as well as the capacity building component of the campaign, aiming at building capacities of the Fair Trade movement in terms of advocacy. Another key achievement during the first year of the Vote4FT was the drafting of the Fair Trade manifesto, which summarises the main demands of the Fair Trade movement for the next European Parliament legislative term.

### Our plans for 2014

The main challenge for 2014 is to reach a maximum of candidates running for the European Parliament elections and ensure they endorse all or some of the five demands in the Vote4FT manifesto. The FTAO will be providing tools and supporting Fair Trade organisations in more than 20 countries as they organise events and debates between EU citizens and candidates.

The activities of the campaign will continue after the elections of 22-25 May 2014, with the goal to ensure that elected Members of the European Parliament follow-up on their commitments to Fair Trade and Trade Justice during the elections campaign. The FTAO will also be working with the new College of Commissioners and the Council of Ministers and Council Presidencies to further advance Fair Trade and Trade Justice.

*"I would like to congratulate the Fair Trade movement for launching the Fair Trade Beyond 2015 campaign and wish them success. I am very happy to see how fast the Fair Trade concept spreads. Good luck for all of you!"*

Filip Kaczmarek,  
Member of the European Parliament, (EPP, PL)

# Fair Trade Advocacy Office in numbers

## Publications

**11**

**Internal Bulletins** with on average 410 recipients in the Fair Trade movement in the EU, Latin America, Asia and Africa

**4**

**External Newsletters** with on average 5500 recipients (policy-makers, civil society organisations, media, researchers)

**7**

### Press releases

- *New Global Challenges Need New Global Leadership*, 28 January 2013
- *EU's snail pace to tackling supply chain abuse*, 31 January 2013
- *The European Fair Cotton Procurement Awards are officially launched*, 22 May 2013
- *Uniting World Mayors for Fair Trade*, 27 May 2013
- *Cooperatives and Fair Trade promote people-centred businesses together*, 5 June 2013
- *200 Mayors support Fair Trade in new global goals for poverty eradication and sustainable development post-2015*, 23 September 2013
- *WTO Bali package: A giant step for the WTO, a small step for Fair Trade*, 7 December 2013

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### FTAO position papers and submissions

- *FTAO Position Paper Post 2015 Agenda*, April 2013
- *Fair Trade Advocacy Office Response to EU Green Paper on Unfair Trading Practices (UTP) in Retail Supply Chains*, April 2013
- *Cooperatives & Fair Trade: Making Supply Chains work for Small Producers*, November 2013
- *EU Sustainable Food strategy: Fair Trade movement contribution*, December 2013

**15**

**Video testimonials** containing Fair Trade producers' messages to EU policy makers



*"Fair Trade means for me the sustainability and long-term relationship. It is not that only for the trading relations we talked. We talk about the sustainability of the environment, we talk about the sustainability of the community, and we talk about the sustainability of the environment. They are many factors involved in it. So Fair Trade has a very wide meaning in that sense and it respect the producer it respect the consumer it respect the environment."*

S. C. Mittal, Pushpanjali,  
India



*"Fair Trade to us as an organisation means being able to create employment and being able to give an opportunity to people who otherwise would not have gotten anything to do to find a platform to be able to earn an income and live a better normal life like everybody else. "*

Esther Mwanyama,  
Bombolulu Workshops and Cultural Center, Kenya



## Events and activities

### Organised by FTAO

#### 1 February, Dublin, Ireland

Partner's meeting "Cotton on to Fairtrade procurement"

#### 8-9 April, Brussels

Fair Trade Advocacy triathlon of meetings (VOTE4FT meeting, EU advocacy Network, capacity building session)

#### 13 May, Brussels

EU action to address Unfair Trade Practices in Supply Chains delivering into shops in the EU– implications for non-EU businesses

#### 15 October, Brussels

Supermarkets and power in supply chains campaigning: Civil Society Organisations meeting

#### 28-29 October, Brussels

Biathlon (VOTE4FT meeting, EU advocacy Network)

#### 27 November, Brussels

Partner's meeting "Cotton on to Fairtrade procurement"

### Co-organised by FTAO

#### 28 January, Brussels

Trade Watch workshop co-hosted in the European Parliament (MEP Ska Keller and the Fair Trade Advocacy Office)

#### 9 April, Brussels

Socially responsible public procurement of work wear challenges and opportunities at EU level (AchACT, FTAO)

#### 5 June, Brussels

People-centred businesses: Making Supply Chains Work for Small Producers" (Cooperatives Europe & Fair Trade Advocacy Office) Seminar in the European Parliament hosted by MEP Gay Mitchell (EPP, IE)

#### 19 November, Bogota, Colombia

Fair Trade movement meeting with the EU delegation in Colombia

#### 26 November, Brussels

The Alternative Trade Mandate Launch Assembly and hand-in to members of the European Parliament

*"I would like to congratulate the Fair Trade Advocacy Office for having organised, together with Cooperatives Europe, the seminar -People-centered business: making supply chains work for small producers- on 5 June 2013 in the European Parliament. The seminar, which I had the pleasure to host, was attended by high-level representatives of the European Union, the Irish Presidency as well as the Fair Trade and Cooperatives movements. The event was very timely as the European Commission was starting to reflect about its future strategy on how to engage with the private sector to achieve the EU development objectives".*

Gay Mitchell,  
Member of the European Parliament (EPP, IE).



## FTAO spoke at or actively contributed to

### 12 March, Brussels

Regulating the State's Business – Public Procurement, Concessions and Public-Private Partnerships.

### 16 May, Stockholm, Sweden

Fair Trade Public Procurement organised by Fairtrade Sweden in the Swedish Parliament.

### 22-26 May, Rio de Janeiro, Brazil

World Fair Trade Organization bi-annual conference and Fair Trade week

### 4 September, Krynica, Poland

XXIII Krynica Economic Forum/ Panel on Fair Trade

### 17-18 September Bremen, Germany

"European Municipalities take action for Fair Trade" organised by the Free Hanseatic City of Bremen, Germany

### 27-29 September, Oslo, Norway

International Fair Trade Towns Campaign Conference

### 17-18 September, Bremen, Germany

European Conference on Fair Trade

### 10 October, Brussels

meeting with Chief Adams, chairman of Fairtrade Africa

### 27 September, Berlin, Germany

Öko + Fair conference

### 3 December, Madrid, Spain

VOTE4FT event in Madrid organised by Coordinadora Estatal de Comercio Justo

### 9 December, Brussels

Hand in to EU Commissioner Barnier 40,000 signatures against abuse of power in supply chain

### 16 December, Brussels

Fair labour without borders: Initiative against the worst forms of child labour by the German Land of North-Rhine Westphalia

### 20 December, Seoul

Seoul Fair Trade Winter Forum 2013 organised by the Korean Fair Trade Organization



5 June, Brussels - People-centred businesses: Making Supply Chains Work for Small Producers". From left to right: Robin Roth (GEPA Managing Director and EFTA President), Jochanan Senf (EU Director Ben & Jerry's), Vladimiro Adelmi (Own Brand Products Director, Coop Italia), Hannah Newcomb (International Development Manager, The Co-operative Group), Matthias Altman (European Commission)



4 September, Krynica, Poland – XXII Krynica Economic Forum / Panel on Fair Trade. From left to right: MEP Pawel Zalewski (EPP, PL), Giorgio dal Fiume (President, World Fair Trade Organization – Europe), Marion Lieser (CEO Oxfam Germany), Sergi Corbalán (Executive Director, Fair Trade Advocacy Office), MEP Ulrike Lunacek (Greens/EFA, AT), Xinquan Tu (Director of the China Institute for WTO studies) and Bernard Herold (Board member, Fairtrade International).

# Who we are

## 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 meets three or four times a year. Its current members are:

- **Jenny Borden** (independent Chair)
- **Lily Deforce** (representing Fairtrade International)
- **Marlike Kocken** (representing the European Fair Trade Association)
- **Sophie Tack** (representing the World Fair Trade Organization – Europe)
- **Barbara Crowther** (independent member, appointed by Fairtrade International)
- **Paul Spray** (independent member, appointed by the European Fair Trade Association)

## Board meetings in 2013

- **27 February**, Brussels
- **25 June**, Brussels
- **30 October**, Brussels

## Secretariat 2013

- **Sergi Corbalán**, Executive Director
- **Hilary Jeune**, Policy Officer (until July 2013)
- **Elba Estrada**, Project Coordinator
- **Sébastien Leclef**, Project Coordinator (from March)
- **Peter Möhringer**, Project Coordinator (from September)
- **Gabriela Filipova**, intern (January–July 2013)
- **Vittorio Mussetto**, intern (January–July 2013)
- **Alessia Ciardo**, intern (August 2013–January 2014)
- **Petra Hlavácková**, intern (August 2013–January 2014)

## FTAO Networks

The FTAO is grateful that members of the Fair Trade movement and external experts give their time in a number of ways to support the work of the FTAO. There are three expert networks on Fair Trade, Fair Trade Public Procurement and Trade Justice. These groups give advice to the FTAO and serve as information exchange networks on relevant advocacy and policy developments. There are

also specific project teams which are groups of experts set up for time-limited advocacy Fair Trade movement EU advocacy projects. There is also the EU Fair Trade Advocacy Network which works with members on advocacy in the EU and gives input to and advises FTAO in designing and setting up campaigns that bring together citizens and Fair Trade actors in the EU to achieve changes in EU and Global policies in support of Fair Trade and Trade Justice.

## The following participated in these groups in 2013:

### Expert Networks:

- **Florian Schönthal-Guttmann** (legal advisor, Austria)
- **Karliën Wouters** (Max Havelaar Belgium, Belgium)
- **Patrick Veillard** (Oxfam Magasins du Monde, Belgium)
- **Peter Defranceschi** (ICLEI, Belgium)
- **Marieke Poissonnier** (Oxfam Wereld Winkles, Belgium)
- **Magalie Schotte** (Oxfam Wereld Winkles, Belgium)
- **Gabriela Frers** (WFTO-LA President, Ecuador)
- **Ruben Tapia** (MCCH, Ecuador)
- **Reeta Partanen** (Fairtrade Finland, Finland)
- **Julie Stoll** (French Fair Trade Platform, France)
- **Danielle de Man** (Max Havelaar France, France)
- **Gaëlle Giffard** (French Fair Trade Platform, France)
- **Mark Ortiz** (FLO-Cert, Germany)
- **Györgyi Újszászi** (Védegylet, Hungary)
- **Giorgio Dal Fiume** (WFTO-E Chair & Advocacy TF member, Italy)
- **Elisa Dolci** (CTM-Altromercato, Italy)
- **Bernard Outah** (COFTA, Kenya)
- **Wangeci Gitata** (Fairtrade Africa, Kenya)
- **Jerónimo Pruin** (CLAC - Comercio Justo México, Mexico)
- **Sonam Sahu** (Network of Asian Producers, Philippines)
- **Ramona Ramos** (World Fair Trade Organization-Asia, Philippines)
- **Zuraida Villanueva** (World Fair Trade Organization-Asia, Philippines)
- **David Comet** (IDEAS, Spain)
- **Herman Van Beek** (Dutch Association of Worldshops, the Netherlands)
- **Jim Cranshaw** (People & Planet - Fair Trade Cotton Procurement Project partner, United Kingdom)
- **Gareth Siddorn** (Traidcraft, United Kingdom)





8-9 April 2013, Brussels - Fair Trade advocacy capacity-building.

#### EU Advocacy Network:

- **Bernard Mose** (Fair Trade Town Campaign, Austria)
- **Elke Schaupp** (Fairtrade Austria, Austria)
- **Veronika Mayr** (Fair Trade Platform, Austria)
- **Elfriede Schachner** (Süd wind, Austria)
- **Andrea Reitingner** (EZA, Austria)
- **Catherine Seewald** (ARGE Weltläden, Austria)
- **Geerinck Lynn** (Fair Trade Town Campaign, Belgium)
- **Patrick Veillard** (Oxfam Magasins du Monde, Belgium)
- **Julien Lesceux** (Fair trade Towns Campaign, Belgium)
- **Marieke Poissonier** (Oxfam Wereld Winkels, Belgium)
- **Karliën Wouters** (Max Havelaar Belgium, Belgium)
- **Magalie Schotte** (Oxfam Wereld Winkels, Belgium)
- **Barbora Mrazkova** (On Earth - Society for Fair Trade, Czech Republic)
- **Tomas Bily** (On Earth - Society for Fair Trade, Czech Republic)
- **Michaela Nova** (Asociace pro Fairtrade, Czech Republic)
- **Lea Egebaek** (Fair Trade Town Campaign, Denmark)
- **Maija Lumme** (Fair Trade Town Campaign, Finland)
- **Julie Stoll** (French Fair Trade Platform, France)
- **Florence Sonntag** (French Fair Trade Platform, France)

- **Danielle De Man** (Max Havelaar, France)
- **Gaelle Giffard** (French Fair Trade Platforme, France)
- **David Erhart** (Artisans du Monde, France)
- **Morgane Daeschner** (Max Havelaar, France)
- **Martin Schüller** (Fairtrade Deutschland, Germany)
- **Anna Hirt** (Weltladen-Dachverband e.V., Germany)
- **Monika Gorkisch** (Forum Fairer Handel, Germany)
- **Armin Massing** (Forum Fairer Handel, Germany)
- **Marina Sarli** (Fairtrade HELLAS, Greece)
- **Eirini Kareta** (Fairtrade HELLAS, Greece)
- **Györgyi Újszászi** (Project of the Future, Hungary)
- **Melanie Drea** (FairTrade Ireland, Ireland)
- **Lorenza Vianello** (CTM Altromercato, Italy)
- **Enrico Reggio** (CTM Altromercato, Italy)
- **Giorgio dal Fiume** (CTM Altromercato, Italy)
- **Elisa Dolci** (Altromercato, Italy)

In 2011 the FTAO Board of Directors agreed on the FTAO 2011-2015 strategic plan, which clearly lays down the vision, mission and scope of work for the 2011-2015 period. It also sets out that the main objectives are linked to the EU supporting Fair Trade, Trade Justice and strengthening the Fair Trade movement's political advocacy in Europe.

The strategic plan is available from  
[www.fairtrade-advocacy.org](http://www.fairtrade-advocacy.org)



- **Gaga Pignatelli** (Altromercato, Italy)
- **Chiara Bonati** (CTM Altromercato, Italy)
- **Elena Meneghetti** (Fairtrade, Italia)
- **Gabriella d'Amico** (Botteghe del Mondo, Italia)
- **Elena Dal Zotto** (AGICES, Italy)
- **Krol Geneviève** (Fairtrade Lëtzebuerg, Luxembourg)
- **Mahira Sheikh** (Koperattiva Kummerc Gust, Malta)
- **Tadeusz Makulsky** (Fair Trade Towns, Poland)
- **Anna Skowera** (Polskie Stowarzyszenie Sprawiedliwego Handlu, Poland)
- **Grzegorz Sokol** (Polish Fair Trade Association, Poland)
- **Darina Manurova** (Fairtrade Slovakia, Slovakia)
- **Allan Bussard** (Integra, Slovenia)
- **Eva Marn** (Humanitas, Slovenia)
- **Gudrun Schlöpker** (Sello Comercio Justo, Spain)
- **Donaire Gonzalo** (Plataforma Estatal Comercio Justo, Spain)
- **Marta Lozano** (Plataforma Estatal Comercio Justo, Spain)
- **David Comet** (Fair Trade Towns Campaign, Spain)
- **Johannes Hartvigson** (Fairtrade Sweden, Sweden)
- **Linda Alrud** (Fairtrade Sweden, Sweden)
- **Mona Bengtsson** (La Maison Afrique, Sweden)
- **Bertil Högberg** (Swedish Association of World Shops, Sweden)
- **Maria Granefelt** (Fairtrade Sweden)
- **Magdalena Streijffert** (Fairtrade Sweden)
- **Sivonen Janne** (Fairtrade Sweden)
- **Jochum Veerman** (Max Havelaar Netherlands, the Netherlands)
- **Judith Verkuil** (Max Havelaar Netherlands, the Netherlands)
- **Marijke Visser** (Centre Mondiaal, the Netherlands)
- **Herman Van Beek** (Dutch Association of Worldshops, the Netherlands)
- **Melinda Choo** (Fair Trade Gemeenten Coord, the Netherlands)
- **Rebecca Varghese** (Traidcraft, United Kingdom)
- **Adam Gardner** (Fairtrade Foundation, United Kingdom)
- **Tim Alfred** (Fairtrade Foundation, United Kingdom)
- **Shivani Reddy** (Fairtrade Foundation, United Kingdom)
- **Liz May** (Traidcraft, United Kingdom)







## Financial results

### 2013 Income

Membership fees	€ 108.833.00
Max Havelaar (BE) Partnership	€ 10.000.00
Public Procurement EU funded project	€ 151.419.00
Vote4FT EU funded project	€ 101.424.78
Additional income	€ 10.908.22
<b>tot.</b>	<b>€ 382.585.00</b>

### 2013 Expenditure

Staff costs	€ 214.115.00
Office costs	€ 22.445.00
Activity costs	€ 12.658.00
<b>tot.</b>	<b>€ 249.218.00</b>





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