

Fair Trade Advocacy Office Strategic Framework 2020



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 potential.



Mission statement

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.

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.

Fair Trade

ADVOCACY OFFICE

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.”

(Fair Trade definition agreed by the Fair Trade networks in 1998)

What is the Fair Trade Advocacy Office?

The FTAO is a joint initiative of Fairtrade International, the World Fair Trade Organization and the World Fair Trade Organization-Europe.

In June 2016, the Board of Directors of the FTAO adopted the FTAO 2020 strategic framework.

AIM 1 Lead the Fair Trade Movement's EU Advocacy

2015 saw the adoption of the United Nations Sustainable Development Goals. This new universal framework, despite its shortcomings and contradictions, can provide a useful framework in support of the Fair Trade movement objectives. At EU level, the College of Commissioners (whose term lasts until October 2019) has committed in the recent EU "Trade for All" strategy to support sustainable value chains and fair and ethical trade schemes, which the Fair Trade movement welcomes. The EC is however not expected to put forward during in the next 4 years a European Strategy for Fair Trade, let alone a fundamental re-think of trade policy that puts people and planet first, as the Fair Trade movement manifesto for the European Parliament elections had called for. The EC is also unlikely to take regulatory action to address imbalances of power in supply chains, the new College of Commissioners favouring a weak voluntary system set up by industry associations.

We will, therefore, in the coming 4 years, focus on maximising the opportunities of the above-mentioned frameworks, while in parallel researching, identifying options, researching and preparing the ground for stepping up the EU policies in these areas after the European Parliament elections and new European Commission after October 2019.

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 function)

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 function)

Research, identify, promote and influence EU policy frameworks and related political narrative that, in the mid-term, will create structural change in power in 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

Fairtrade International and the World Fair Trade Organization (Europe and Global) have recently upgraded new advocacy & campaigning plans. The FTAO is well placed to serve as cross Fair Trade movement hub to facilitate exchanges of best practices, information and strengthen political advocacy skills in those areas that are of joint interest.

In view of the above, the strategic objectives for the 2016-2020 period are:

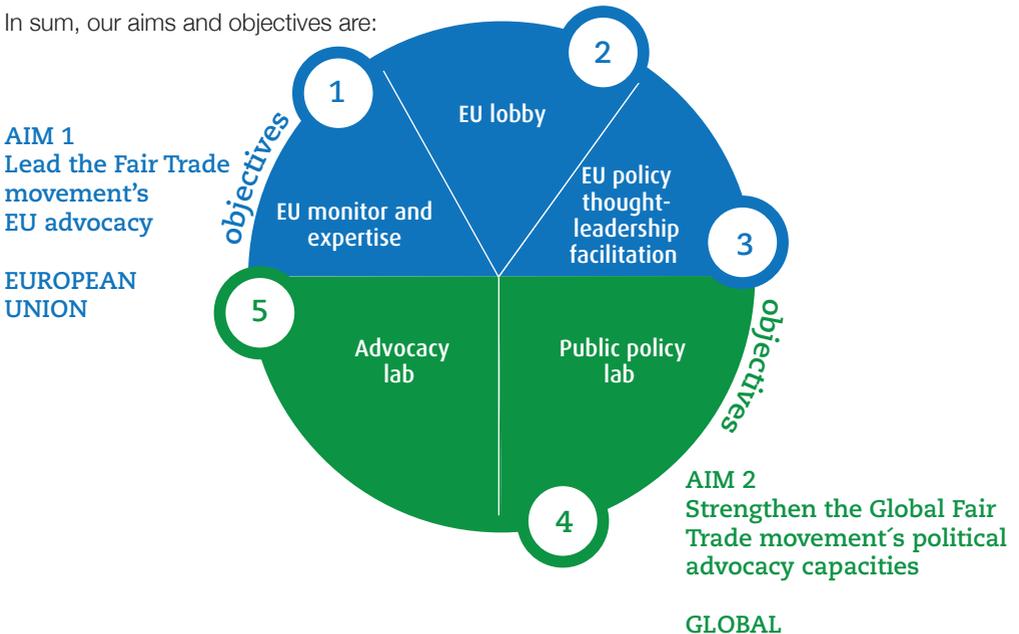
OBJECTIVE 4 (Public policy lab)

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.

In sum, our aims and objectives are:



Implementation of this strategic framework

Stakeholders

The FTAO will not achieve the objectives laid down in this strategic framework alone. It needs, first and foremost, the engagement of the Fair Trade movement, in particular the members of Fairtrade International and the World Fair Trade Organization (Europe and Global). To this aim, the FTAO will review how it works with the Fair Trade movement, in particular the Fair Trade advocacy network and its the different sub-teams. The FTAO will continue working with the International Fair Trade Towns Campaign.

The FTAO also needs to work with key partners such as researchers, organic agriculture, development, sustainable food & consumption actors, social & solidarity economy & cooperative movements. Engagement strategies will be put in place for key stakeholders.

Last but not least, the FTAO and the Fair Trade movement also need to strengthen cooperation with governments, at all levels, to encourage and support them to working with the Fair Trade movement. Objectives 4 and 5 of the strategic framework are aimed at providing tools for the Fair Trade movement to do so.

Resources & fundraising

For the implementation of the strategic framework, the FTAO Board will adopt and oversee a multi-year framework (and updated financial sustainability strategy) to gradually phase-in work towards the achievement of the strategic objectives, in relation to the amount of additional funding that is secured. In view of limited resources, additional fundraising efforts, by the FTAO and its founding members, will be required.

Monitoring & evaluation

Indicators will be developed in 2016 with a view to be able to monitor the implementation of the strategic framework and carry out a yearly evaluation.

By early 2018, a mid-term evaluation of the strategy will be done, and the Board will advise whether the present strategic framework needs to be reviewed for the period until the end of the year 2020, on the basis of the internal Fair Trade movement and external environment.

Communication

FTAO will review its communication strategy so as to better support the objectives laid down in the present strategic framework.

The FTAO is a joint initiative of:



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Fairtrade
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Organization



The European
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