



Fair Trade

ADVOCACY OFFICE



2012
annual review



Content

Foreword	03
About us	04
What is Fair Trade	07
What we did in 2012	09
Who we are	20
Financial results	23

Foreword

As a citizen and as a consumer, I have been a long-time supporter of the idea of opening conventional distribution channels to a form of trade respecting the environment and the social rights of small producers around the globe.

I am glad that this idea is growing fast. From its fairly modest beginnings more than thirty years ago, the Fair Trade movement has turned into a well-known and successful economic model, which today benefits more than 6 million producers. And it goes much further than just securing people decent remuneration for their work, since Fair Trade generally goes hand-in-hand with more sustainable agriculture, empowerment of women and an overall better quality of life for entire families and communities.

So how can Europe better support Fair Trade? One way is through an appropriate trade policy – I know that the Fair Trade Advocacy Office (FTAO) actively contributed to this objective in 2012, while also advocating on the EU development policy.

But Fair Trade is not just about trade and development policy. If we want Fair Trade to keep on growing in Europe and make it commonplace for all Europeans, we need to use other available tools to help marginalised producers and workers from the South to “trade their way” out of poverty. I think notably of the different dimensions of our single market.

First, we need to make full use of the great potential of public procurement, which accounts for 18% of EU GDP. In addition to making rules simpler for SMEs and public authorities, our reform proposals aim to ensure greater respect for social and environmental aspects by means of considering life-cycle costing, the integration of vulnerable and disadvantaged people and the production process and commercialisation of products and services, which would in effect allow many fair trade considerations to be taken into account when awarding contracts.

Second, we need fairer and more sustainable trading relationships along the food and non-food supply chain. Rebalancing the current relation is a question both of justice and of efficiency. The European Commission launched a broad consultation on this topic on 31 January 2013. I trust that the FTAO will actively contribute to this consultation, and provide important input, as it did throughout the process of drafting the Green Paper.

Lastly, innovative economic models promoting green and inclusive growth must be encouraged also here in Europe. That is why I attach so much importance to social businesses, which play a key role in including people far away from the labour market and small entrepreneurs far away from financial markets.

Trade policy, public procurement, unfair trade practices: on all these issues, the FTAO has been very active in 2012. So let me seize the opportunity of this foreword to thank the FTAO, its team and its Members’ networks and organisations all over Europe for their very useful contribution to our work. I look forward to continuing this very good cooperation in the future.

Michel Barnier

European Commissioner responsible for
internal market and services



About us

The FTAO, speaking out for Fair Trade and Trade Justice!

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 (FLO)

An umbrella of 27 organisations around the world, including three producer networks representing producers in Africa, Asia and Latin America and the Caribbean, 19 labelling initiatives, four 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 FLO. Half of the members of the FLO General Assembly represent producers. Together, they develop the Fair-trade labelling model as a tool to secure a better deal for small farmers and workers in the South. FLO has its headquarters in Germany. 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

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

WFTO-Europe is formed by more than 90 members across 17 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 450 members from 75 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

"The Alternative Trade Mandate (ATM) Alliance is a network of some fifty organizations, from all across Europe, developing an alternative vision for European trade policy that puts people and planet before big business. We aim to use our vision to campaign for change in the run up to the European elections in 2014. The FTAO has been a key player at the heart of the ATM and the knowledge and experience of the European institutions and processes has been invaluable in developing the vision and planning our campaign. FTAO has not only been a very valuable member of the coordinating group of the ATM but has been able to provide valuable insights and contacts to ensuring that the ATM accurately reflects the reality of EU trade policy and that we are able to identify and work with potential allies within the institutions."

Toby Quantrill,
Coordinator, Alternative Trade Mandate (ATM) Alliance

"The FTAO is our main partner when it comes to advocating for a people-centred business model. Indeed, Fair Trade and Cooperatives share the same conviction that only a business model putting people and not capital at the core of the enterprise, can achieve sustainable and inclusive development, that will alleviate poverty. In this sense, FTAO and Cooperatives Europe are working hand-in-hand to advocate towards EU for a private sector in development which empowers local communities and stakeholders. FTAO proved to be an excellent and efficient partner to raise awareness and visibility, and we are looking forward with enthusiasm to a reinforced collaboration in 2013."

Klaus Niederländer,
Director, Cooperatives Europe

Membership, partners & networks



FTAO is a member of the following advisory groups of the European Commission

- Expert Platform on Business to Business Contractual Practices in the Food Supply Chain - under the High Level Forum on the functioning of the food supply chain (DG ENTR)
- Enlarged Advisory Group on the Common Agricultural Policy Towards 2020 (DG AGRI)
- Advisory Group on Organic Farming (DG AGRI)
- CAP - International Aspects of Agriculture (DG AGRI)
- Trade Civil Society Dialogue (DG TRADE)
- Retail Forum for sustainability (DG ENVI)

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

- Cooperatives Europe
- Eurocoop, European Community of Consumer Cooperatives
- Consumers International
- Euroban, European Banana Action Network
- CONCORD, European NGO confederation for Relief and Development
- VOICE, Network of Organisations working in Cocoa
- CAOBISSCO, Chocolate Biscuits & Confectionery of Europe
- 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)
- European Trade Network (ETN)
- Brussels Trade Bunch (BTB)
- Network for Sustainable Development in Public Procurement (NSDPP)
- European Taskforce for the Beyond 2015 world-wide campaign

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, WFTO-FLO, 2009)




“With over 1,250 Fair Trade Towns in 24 countries and the interest in developing Fair Trade Towns in the South, this global movement has enormous potential not just for promoting Fair Trade but to bring about real change for international trade justice. It has been a privilege and a pleasure to work with the Fair Trade Advocacy Office throughout 2012 to transform this potential into practical action e.g. at the European Parliament Breakfast in Brussels in October and launching the ‘Fair Trade Beyond 2015 Declaration’ at the 6th International Fair Trade Towns conference in Poznan (Poland) in November, which was first signed by the Mayor of Poznan, the first Fair Trade Town in Poland and later by the Mayor of Garstang, the world’s first Fair Trade Town.”

Bruce Crowther,
Director of the FIG Tree and founder of the
Fair Trade Towns Campaign

“In 2012, the FTAO appeared to be our most important ally in defending the interest of ambitious civil society initiated certification schemes. These interests are under threat in current negotiations between the EU decision making bodies about new public procurement rules. Together we fight for allowing, and even encouraging, public authorities to require products and services certified for their positive environmental and social characteristics. FTAO proved to be well connected both with leading members of the European Parliament, but also was an effective driver of the platform of civil society organisations promoting sustainable public procurement.”

John Hontelez,
Chief Advocacy Officer, Forest Stewardship Council (FSC)



A photograph showing a woman and a young child walking away from the camera on a dirt path. The woman is carrying a large, shallow, light-colored bowl balanced on her head. She is wearing a green and blue patterned wrap. The child is also carrying a similar bowl on their head and is wearing a patterned wrap. To the left of the woman, a grey plastic container lies on the ground. The background is filled with lush green vegetation and tall grasses.

"Our mission and goals are to improve the living standards of the artisans, who work with Fair Trade craft production guided by the Fair Trade principles. The Fair Trade model merges the ethos that the business had when it was an NGO, with the empowerment model of trade and business. We continue to grow, proud of our international business as we look forward to the future."

Uganda Crafts 2000 Limited, Uganda

What we did in 2012

Below is a summary of the issues and activities FTAO worked on in 2012:

General

FTAO strengthened and consolidated its role within the Fair Trade movement by not only carrying on its on-going advocacy work towards the EU institutions but also stepping-up its work to coordinate advocacy activities of Fair Trade actors in various countries. This was mainly achieved through a strengthened EU advocacy network (see page 06).

The cooperation between the FTAO and the European Parliament remained strong, the number of Members of Parliament who have pledged their commitment to Fair Trade rose by 27% and the European Parliament Fair Trade Working Group meetings were well attended. Martin Schulz, the President of the European Parliament, issued an official statement for World Fair Trade Day 2012 where he expressed his pride and content over the increasing sales of Fair Trade products sold in the European Union and its contribution to sustainable consumption.

FTAO continued to improve its monitoring capacity for relevant EU legislative, policy proposals and parliamentary questions and continued to meet with key decision makers in the European Commission. The FTAO represented the Fair Trade movement in six different European Commission Advisory Groups (see page 06). Additionally, the FTAO submitted the views of the Fair Trade movement to European Commission public consultations on topics like sustainable consumption and production, the post-2015 development framework and the local authorities' role in development.

The FTAO also met with the two rotating Presidencies in 2012 of the Council of the European Union, in particular

with the Permanent Representation of Denmark on 19 December 2011 and with the Permanent Representation of Cyprus on 10 September 2012.

2012 was a year that saw FTAO build closer relations with representatives of developing countries in Brussels. As a result, several Southern countries Ambassadors and Embassy commercial attachés participated at the annual European Parliament Fair Trade Breakfast, which took place on 3 October 2012.

FTAO believes networking is an important part of its work, and in 2012 built further relations with new networks and stakeholders to gather knowledge, exchange different views and explore ways of innovative collaboration, such as with the VOICE network (voice of organisations of cocoa in Europe) and CAOBISSCO (Chocolate Biscuits & Confectionery of Europe). FTAO also built during 2012 stronger relations with academics working on Fair Trade issues. The FTAO Executive Director was invited to give a keynote speech at the International Fair Trade Academic Symposium "Connecting producers and consumers through fair and sustainable value chains" that took place at Liverpool Hope University (UK) from 2 to 4 April 2012.

FTAO is continually improving its communications both towards the EU Institutions, decision makers and civil society as well as keeping the Fair Trade movement informed. In 2012 it published four newsletters, sent eleven monthly internal updates for our members and issued eight press releases.

EU Trade Policy

2012 saw FTAO continue its cooperation with other CSOs working on trade (see page 06), especially with the Alternative Trade Mandate Alliance (ATM), composed of approximately 50 organisations developing an alternative vision of EU trade policy that puts people and planet first.

The ATM in 2012 continued its ambitious EU-wide consultation process and started to draft an alternative trade strategy for the European Union. The aim is to present an Alternative Trade Mandate in 2013 and build a campaign around this document and towards the European Parliament elections in 2014. The FTAO is a member of the coordination team and the writing group of the Alliance.

The Fair Trade movement has many experts working on trade justice issues across Europe and world wide. The FTAO expert group on Trade Justice has been instrumental in supporting the office in its capacities to input and influence these technical subject areas.

In the context of World Fair Trade Day 2012, the FTAO co-organised an event in the European Parliament “Eradicating child-labour in our chocolate – The need for ambitious EU action”, together with the VOICE network, as a follow-up to the European Parliament resolution of 14 March 2012 on child labour in cocoa sector. This event, which brought together Members of the European Parliament (MEPs), civil society and industry representatives, served as a forum to discuss possible measures that the EU could put in place to eradicate child labour and promote more sustainability in cocoa supply chains.

With various Members of the European Parliament and CSOs, FTAO started in 2012 to facilitate discussions on the possible setting up of an independent watch dog to better monitor the formulation and implementation of EU trade policy. These discussions will continue into 2013.

In 2012 the European Commission published its long-awaited Trade, Growth and Development strategy. FTAO issued a press release on the day of its publication and held a number of meetings in anticipation of the European Parliament’s reaction to the report in early 2013.

FTAO is a member of the European Commission advisory group for international aspects of agriculture. FTAO is there to highlight the importance of Southern small producers and their relations with international trade and the agricultural supply chains.

FTAO created a document for International Women’s Day (8 March) highlighting the importance of women and trade. It portrayed a number of stories highlighting how Fair Trade works for women and girls. This document was sent to the European Parliament’s International Trade committee members in preparation for their meeting with the World Trade Organisation’s representative responsible for gender and trade.

“ FTAO and CONCORD have been partners for several years, working closely together within the framework of the EU CSO Group on International Development. In 2012, we stepped up our engagement by jointly founding with Cooperative Europe the ‘Informal Platform on Private Sector in Development’, a Platform bringing together a wide range of civil society actors working more specifically on the private sector in development topic. We look forward to continuing along this path of building on each other’s’ knowledge, expertise and outreach and reinforcing our common messages and long term vision on sustainable development.”

Olivier Consolo,
Director, CONCORD

“ VOICE, the network of NGOs and unions striving towards a sustainable European cocoa sector, collaborated with FTAO to organise a debate in the European Parliament on World Fair Trade Day. VOICE and FTAO shared contacts in the sector and at European level. The result was a debate on the worst forms of child labour in the cocoa supply chain and the responsibility of European policy makers in this. For VOICE, the expertise of FTAO at the European level is a great added value to what we have been working on in the different member states. It also made clear that there are plenty of opportunities to ask European policy makers to contribute to a sustainable cocoa supply chain”

Marieke Poissonnier,
European cocoa network of NGOs and unions (VOICE)



© Fairtrade International

“ The FTAO has provided Eurodad with good insight on the support that procurement systems in developing countries can provide to smallholders in promoting of local economies. Our work in public procurement has been complementary to theirs and together we have put forward arguments in favour of policy coherence for development.”

Jesse Griffiths,
Director, EURODAD

EU Development Policy

The Fair Trade movement has many experts working on Fair Trade and small producer issues. The FTAO expert group on Fair Trade has been instrumental in supporting the office in its capacities to input and influence subject areas related to Fair Trade.

The FTAO is a member of the Civil Society Organisations (CSO) Group on International development which continued to be a useful platform for the exchange of information and contacts. This group consists of organisations that work on development but which are not only ‘classical’ development organisations but also ‘new actors in development’ such as Trade Unions and Cooperatives.

In 2012, FTAO continued its collaboration with Cooperatives Europe, which materialised inter alia in the or-

ganisation of a joint civil society brainstorming meeting on 19 September 2012 on the role of the private sector in development. This resulted in the setting up of the CSO informal platform on the role of private sector in development, including CONCORD as joint organiser. There was a follow-up meeting to plan further work areas as a platform. FTAO developed a joint position paper with Cooperatives Europe, which was published in the ECDPM Greater Insights publication special issue for the 2012 European Development Days on the role of the private sector in development.

FTAO has worked on a number of issues on development policy in 2012 including the discussions around the upcoming EU Multi Financial Framework specifically the Development Cooperation Instrument, Policy Coherence for Development, the UN Summit on Sustainable Development, Rio +20 and the Post-2015 development framework agenda.



"I have worked with the Fair Trade Advocacy Office since 2004. In this time they have been a very helpful source of information for the work that I do on the European Parliament's Development committee, for my work with the Pan-African Parliament and on the EU-ACP Joint Parliamentary Assembly. In particular I have appreciated the analysis FTAO has provided on budget questions and on trade and development issues. The FTAO has also provided important support to the European Parliament's Fair Trade working group, including helping to organise our annual Fair Trade Breakfast and acting as a reliable source of data and analysis for the working group."

MEP Fiona Hall,
UK, Group of the Alliance of Liberals and Democrats for Europe

"I have hosted and participated in various advocacy events organised by the FTAO in the European Parliament in 2012. FTAO has shown again its capacity to keep abreast of up-to-date and complex topics from child labour in cocoa supply chains to public procurement legislation, and present the Fair Trade model as a solution to the current challenges posed by global supply chains."

MEP Sirpa Pietikäinen,
FI, Group of the European People's Party



Public procurement

The FTAO's work in the field of public procurement has intensified since the European Commission published a proposal for a new public procurement Directive at the end of 2011 which, inter alia, aims at enabling contracting authorities to achieve societal "strategic objectives" via their purchasing decisions. After this, the FTAO liaised with the main decision makers and advocated for legal clarity to make it easy for contracting authorities to introduce Fair Trade considerations. To that end, the FTAO relied on Fair Trade actors' support across Europe to disseminate its position to relevant decision makers at national level.

The FTAO also contributed to the assessment that Network for Sustainable Development in Public Procurement made of the Commission proposal and which had a multiplier effect of the broader sustainability demands from civil society, given the number of signatory organisations. The FTAO also worked closely with external experts, not least thanks to the pro-bono legal support the FTAO receives on this issue from the Brussels office of the law firm Bird & Bird.

The Court of Justice of the European Union issued in May 2012 an important and timely ruling (North Holland case), which clarified that contracting authorities are legally allowed to give extra points to products "of fair trade origin". This evolution in the case law is expected

to be reflected in the final text of the future EU Public Procurement Directive. 2012 saw yet a third relevant development in this area with the issuing by the European Commission of a proposal for a Regulation regarding the access of third country goods and services to the Union's public procurement market, also known as the "reciprocity initiative".

In view of these developments, the annual European Parliament Fair Trade Breakfast, which took place on 3 October, was devoted to public procurement. The event, which took place in the framework of the Belgian Fair Trade week, was attended by fifty participants, including MEPs from all political groups, representatives from the European Commission, third country Embassies and Fair Trade actors. This event provided a good occasion to exchange views on the best EU regulatory framework to empower contracting authorities to contribute to Fair Trade via their purchasing decisions.

Fairness in the supply chain

As member of 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, FTAO advocated during 2012 for a robust system to eradicate unfair commercial practices from the supply chains of products on the EU market,

including those affecting non-EU suppliers. FTAO sent two policy briefings to the High Level Forum members and had numerous meetings with EU decision-makers and stakeholders.

FTAO worked closely together in this area with, inter alia, Traidcraft, Consumers International, Oxfam Germany, Christliche Initiative Romero, SOMO and the Hungarian Association of Conscious Consumers. FTAO will continue engaging with EU policy makers and CSOs on this topic in 2013.

Campaigns

Fair Trade Beyond 2015 Campaign

In 2012, FTAO started a Fair Trade specific campaign, Fair Trade Beyond 2015 Campaign. Its aim is to engage town leaders and civil society organisations across the globe by signing the Fair Trade Beyond 2015 Declaration to call on world leaders to put in place a new global development framework beyond 2015, that supports fairer trade and Fair Trade as a best practice partnership for development.

The campaign was launched on 10 November 2012 at the 6th International Fair Trade Towns Conference held in Poznan, Poland. The first to sign the Declaration were the

"In 2012, Caobisco was invited to participate in a panel organized by Voice and FTAO in the European Parliament to discuss the role of the EU in the elimination of Child Labour in Cocoa. This event was the opportunity to start developing a relationship which aims at improving working conditions at origin in cocoa production notably through the implementation of responsible sourcing guidelines. We are looking forward to working with FTAO on these matters with the aim to enhance impacts on the ground."

Sabine NAFZIGER,
Secretary General, CAOBISCO
(Chocolate, biscuits and confectionery of Europe)

"Working with the Fair Trade networks represents a very important positive change for us. It is about new revenues that allows us greater economic stability and the possibility to plan and develop our work. Our desire is to maintain our connection with Fair Trade, thus enabling us to deliver some potential that otherwise we could not develop."

Marcelo Pallas,
Handicraft producer, Uruguay

"Fair Trade is not just for earning money: it also makes a change in people's mentality possible. Naturally, it is also a matter of fair prices: Fairtrade premiums give our members the opportunity to learn and grow. However, beyond these purely financial considerations, Fair Trade is also a life philosophy. It is a way of thinking, which allows people to rebuild their place in their specific environment. I genuinely believe that this vision will fundamentally change the way the world is turning."

Hiderico Zavala Bocangel,
Executive of Oro Verde,
cooperative of coffee and cocoa producers, Peru

"Fair Trade has had a huge impact on me and our communities in many ways. Beginning with improving the standard of living, changing the mind-set of little or no regard for the environment, bringing people of common objectives together, empowering producers and communities, and the list goes on. In short, Fair Trade has proven to be our window of hope in this global environment."

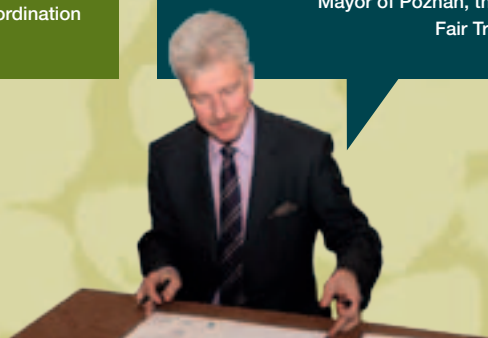
Conrad James,
banana farmer, St. Lucia, Windwards Islands

"It has been a pleasure to work together with the Fair Trade Advocacy Office and, by doing so, contribute to the advocacy work for a decent life for small producers and steer together the path towards Fair Trade."

Marika de Peña,
President, Latin American and
Caribbean Small Producers Coordination

"I, the Mayor of Poznan...recognise the importance and significance of actions carried out within the Fair Trade Towns Campaign. Mayors and other local leaders have the means to promote global development and this campaign is one example on how we can take our responsibility."

Ryszard Grobelny
Mayor of Poznan, the first to sign the Campaign's
Fair Trade Beyond 2015 Declaration



mayor of Poznan, the President of the World Fair Trade Organization, the Chief Executive of Fairtrade International and the founder of Fair Trade Towns Campaign. By the end of the year, 41 organisations based in 22 countries across five continents had joined the campaign.

The signatures, that will be collected until the biannual Global Conference of the WFTO in Rio de Janeiro on 27 May 2013, will be handed over to world leaders that will gather at the UN General Assembly High-Level Meeting on the Millennium Development Goals in New York in September 2013.

Projects

The FTAO started managing 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.

This project targets procurement professionals and harnesses grassroots' networks to campaign and interact with public bodies and policy makers at local and regional level on cotton procurement. It also pushes for clearer and more consistent interpretation of EU procurement guidance by member states in Europe. To this effect, the project partners produced practical tools on Fair Trade cotton procurement that encourage public action on development. In the framework of this project, the FTAO provided during the year guidance on the European Union legislation and managed the European Observatory on Fair Trade Public Procurement, a repository of relevant information and best practices in this area across Europe.



"I have been working closely with the FTAO in 2012, in particular on the EU rules on public procurement, an area that is of strategic importance to the Fair Trade movement since the public sector can play a key role as a demand driver for Fair Trade products. Their input has been very useful, providing me with information, contacts and first-hand experience of the difficulties that contracting authorities have encountered when wishing to introduce Fair Trade considerations in their public contracts. Their analysis of the Commission proposal for a new Directive has also been very helpful in order to point out the consequences that some of the proposed provisions would have on the future uptake of Fair Trade by public authorities."

MEP Heide Rühle,
DE, Greens/EFA Group

“Espresso with Anna Maria”

Sergi Corbalán, the Executive Director of Fair Trade Advocacy Office (FTAO) was invited to meet and have an “espresso” Fair Trade coffee with Anna Maria Darmanin, the Vice President of the European Economic and Social Committee (EESC) part of the “espresso with Anna Maria” video interview series. The FTAO was the first civil society actor (not a member of the EESC) to have been invited to participate in this series.

Sergi Corbalán explained that Fair Trade is acknowledged as an engine of sustainable development but the FTAO believes that European Union policies should mainstream Fair Trade principles across EU policies. He welcomed that the EESC has repeatedly supported the Fair Trade principles in several policy papers but also does so practically - all coffee, juice, bananas and chocolate served in the cafeterias are Fair Trade products. This is an important acknowledgement of how public authorities can make a difference for small producers with their own procurement policies.

“[...] The increasing importance in the use of social requirements in public procurement meets great support among the European public. According to a special survey of the Eurobarometer only 13% of the people in Europe think that the “cheapest price” should be the most important factor for awarding public contracts while the overwhelming majority takes the view that the best offer for a public contract should be judged on a mix of characteristics including social, environmental and other factors (European Commission 2011c: 113f.). 88% of the EU population supports the consideration of social aspects in public procurements even if this would make public contracts more expensive [...]”

Source: Special Euro Barometer report 363, September 2011



“[...] Smallholder farmers are vital for the world’s food system:

- Smallholder farmers grow 70% of the world’s food. Most are women.
- Over 90% of the world’s cocoa is grown on 5 million small farms.
- 80% of the world’s coffee is grown by smallholders.
- FAO figures show that US\$170 billion is invested annually by smallholders themselves into their own farms – far more than investment from all other sources put together [...]”

Source: Powering up smallholder farmers to make food fair (Fairtrade Foundation), February 2013



© Sean Garrison

"[...] 80% of export earnings come from unprocessed commodities, while 70% of those working are in vulnerable and poorly-paid jobs - for women the figure is 84%, and 80% of jobs pay less than \$2 a day. [...]"

Source: Africa: Building on growth (Friends of Europe), Autumn 2011

"[...] According to a Flash Eurobarometer survey 'Europeans' Engagement in Participatory Democracy':

- At least seven out of 10 respondents agree that NGOs can influence decision-making at both the local and national levels.
- Over half of the respondents in 19 Member States think that NGOs can influence EU decision-making
- Around 70% of respondents feel that voting in local/regional or national elections is an effective way of influencing political decisions, and over half think that voting in EU elections or joining an NGO is effective.
- In all but two Member States a majority of respondents think that being a member of an NGO is an effective way to influence political decisions.[...]"

Source: FLASH EUROBAROMETER 373, March 2013



© Fairtrade International



© Nathalie Bertrams

"[...] 'We should not be arrogant against the smallholder – 80% of Africa's agricultural production today is actually created by these smallholder farmers, so it gives employment and these are the traditional structures,' Mr Piebalgs, European Commissioner for Development. [...]"

Source: This is Africa: Special report on smallholder value chains, December/January 2012

European Parliament Fair Trade Working group

In November 2003, MEPs from different parliamentary groups first met in an informal meeting to discuss how to further promote Fair Trade in the EU. One year later the FTAO was born and together with Linda McAvan MEP, the FTAO took the initiative to start the Fair Trade Working Group in the European Parliament. It was created as a platform for discussion and to share information and ideas on Fair Trade across different committees and party lines. During the mandate of the sixth European Parliament (2004 - 2009) the interest in this working group grew steadily, which resulted in a number of campaigns and conferences, a successful push for a wide range of Fair Trade products in the European Parliament and, crucially, an own initiative report on Fair Trade in

2006, which was adopted with an impressive majority. This resolution was the first EU policy document which defined the concept of Fair Trade in the same way the Fair Trade movement did. The working group has since stimulated the debate on a wide range of issues related to Fair Trade. It encourages the Commission to consider the underlying principles of Fair Trade as an important example towards sustainable trade policy in the EU and to give the right example when it comes to procurement. More than 200 MEPs from across the EU and from most of the political groups have now expressed their support for the work of the Fair Trade Working Group and the Fair Trade concept as a unique way to enable people in the South to trade themselves out of poverty.





© Florencio Aquino (Archivo Altomercato)

“[...] More than 1.2 million producers and workers in 58 developing countries now benefit from global Fairtrade sales. [...]”

Source: Fairtrade International Facts and Figures, 2009

“[...]”

- Shoppers spent €4.9 billion on Fairtrade products in 2011, a 12% increase since 2010.
- Fairtrade products are now sold in over 120 countries.
- Nearly 6 in 10 customers have seen the Fairtrade mark and of those 9 in 10 trust it.
- Latin America 538, Africa 299, Asia 154 - in total 991 Fairtrade producer organizations worldwide in 2011.

“[...]”

Source: Fairtrade International Annual Report 2011-2012

“[...] Fair Trade product used by the Committees:

- Meeting room service: 100% Fair Trade coffee
- Cafeteria: 100% Fair Trade coffee
- Fair Trade juice used for cocktails, receptions
- Quantities concerning Fair Trade products an average per Month:
 - Coffee: 215 kg/month
 - Fruit juice 1L: 230 L/ month
 - Banana: 35kg / month
 - 300 snacks / month
 - Cane Sugar: 38 kg/month “[...]”

“[...]”

Source: EESC procurement of Fair Trade products (Dimitri LEVIN: Restaurant Manager Sodexo), 2012

“[...] So far 3 towns in the South have made their own self declarations as Fair Trade Towns: Perez Zeledon (Costa Rica), Alfenas (Brazi), and New Koforidua (Ghana). [...]”

Source: WFTO-Europe Annual review 2011/2012, August 2012

“ Together with the FTAO we worked on advancing the trade watch project. The idea is to get an independent monitoring body for trade negotiations in order to make trade deals more transparent and to facilitate democratic and informed decision making by MEPs. It was and still is very valuable to work with FTAO who is for me a great facilitator between parliament and civil society in that process.”

MEP Franziska Keller
DE, Greens/EFA Group



© 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)
- **Ian Bretman** (representing Fairtrade International, until November)
- **Lily Deforce** (representing Fairtrade International, from November onwards)
- **Marlike Kocken** (representing the European Fair Trade Association)
- **Sophie Tack** (representing the World Fair Trade Organization – Europe)
- **Mike Gidney** (independent member, appointed by Fairtrade International, until November)
- **Barbara Crowther** (independent member, appointed by Fairtrade International, from November onwards)
- **Paul Spray** (independent member, appointed by the European Fair Trade Association)

Board meetings in 2012

- **7 February**, Brussels
- **21 June**, London
- **27 November**, Brussels

Secretariat 2012

- **Sergi Corbalán**, Executive Director
- **Hilary Jeune**, Policy Officer
- **Tom Rottinghuis**, Policy Officer (until September)
- **Elba Estrada**, Project Coordinator
- **Elena Tiberti**, intern (January–July)
- **Ellen Bohlin**, intern (January–July)
- **Marco Cosa**, intern (August–November)
- **Catharina Sigala**, intern (August 2012–January 2013)
- **Paola Cairolì**, intern (August 2012–January 2013)

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

"[...]Together with the signatory associations, the Fair Trade Advocacy Office raises the need for the principles of good practice to be used by actors belonging to all food supply chain stages, the importance of a strong enforcer of these principles [...] In this context, we would like to thank you the Fair Trade Advocacy Office and signatory organisations for their input and support throughout this process."

(Letter, Brussels, December 2012)

Antonio Tajani, Vice President of the European Commission,
Dacian Ciolos, Member of the European Commission
Michel Barnier, Member of the European Commission



© Sean Hawkey

achieve changes in EU and Global policies in support of Fair Trade and Trade Justice.

The following participated in these groups in 2012:

Expert Networks:

- **Florian Schönthal-Guttmann** (legal advisor, Austria)
- **Karlién 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)
- **Wangechi 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)

EU Advocacy Network:

- **Bernard Mose** (Fair Trade Town Campaign, Austria)
- **Elke Schaupp** (Fairtrade Austria, Austria)
- **Veronika Mayr** (Fair Trade Platform, Austria)
- **Geerinck Lynn** (Fair Trade Town Campaign, Belgium)
- **Veillard Patrick** (Oxfam Magasins du Monde, Belgium)
- **Julien Lesceux** (Fair trade Towns Campaign, Belgium)
- **Marieke Poissonnier** (Oxfam Wereld Winkles, Belgium)
- **Karlién Wouters** (Max Havelaar Belgium, Belgium)
- **Schotte Magalie** (Oxfam Wereld Winkles, Belgium)
- **Natália Leal** (WFTO-Europe, Belgium)
- **Barbora Mrazkova** (On Earth - Society for Fair Trade, Czech Republic)
- **Bily Tomas** (On Earth - Society for Fair Trade, Czech Republic)
- **Michaela Nova** (Asociace pro Fairtrade, Czech Republic)

“ Fair Trade makes a change! [...] It helps to tackle slavery and child labour, it guarantees women equal pay for equivalent work even in countries where women generally do not receive any financial remuneration for their labour. It enables smallholders in the South to introduce sustainable farming methods and improve the quality of their products.[...] Thank you, and happy World Fair Trade Day 2012!”

(letter, Brussels, May 2012)

MEP Martin Schulz

DE, Group of the Progressive Alliance of Socialists & Democrats,
President of the European Parliament



© Frederic Raevens

- **Lega Egebaek** (Fair Trade Town Campaign, Denmark)
- **Reeta Partanen** (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 Platform, France)
- **David Erhart** (Artisans du Monde, France)
- **Kathrin Bremer** (Fairtrade Deutschland, Germany)
- **Martin Schueller** (Fairtrade Deutschland, Germany)
- **Antje Edler** (Forum Fairer Handel, Germany)
- **Marina Sarli** (Fairtrade HELLAS, Greece)
- **Györgyi Újszászi** (Project of the Future, Hungary)
- **Melanie Drea** (FairTrade Ireland, Ireland)
- **Lorenza Vianello** (CTM Altromercato, Italy)
- **Monica Di Sisto** (Fair Coop Italia, Italy)
- **Chiara Tabaccanti** (Fair Trade Towns Campaign, Italy)
- **Enrico Reggio** (CTM Altromercato, Italy)
- **Giorgio dal Fiume** (CTM Altromercato, Italy)
- **Elisa Dolci** (Altromercato, Italy)
- **Wagenci Gitata** (Fairtrade Africa, Kenya)
- **Anne Marie Kerger** (Fairtrade Lëtzebuerg, Luxembourg)
- **Mahira Sheikh** (Koperattiva Kummerc Gust, Malta)
- **Tadeusz Makulsky** (Fair Trade Towns, 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)
- **Helena Markstedt** (Fairtrade Sweden, Sweden)
- **Mona Bengtsson** (La Maison Afrique, Sweden)
- **Veronique Verlinden** (Fairtrade Africa, South Africa)
- **Jochum Veerman** (Max Havelaar Netherlands, the Netherlands)
- **Judith Verkuil** (Max Havelaar Netherlands, the Netherlands)
- **Suze Van der Bosch** (Fair Trade Gemeenten, the Netherlands)
- **Marijke Visser** (Centre Mondiaal, the Netherlands)
- **Herman Van Beek** (Dutch Association of Worldshops, the Netherlands)
- **Paul Spray** (Traidcraft, United Kingdom)
- **Rebecca Varghese** (Traidcraft, United Kingdom)
- **Gareth Siddorn** (Traidcraft, United Kingdom)
- **Adam Gardner** (Fairtrade Foundation, United Kingdom)
- **Tim Alfred** (Fairtrade Foundation, United Kingdom)

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

Financial results

2012 Income

Membership fees	€111 833
Max Havelaar (BE) Partnership	€10 000
Belgian Development Agency	€3 930
Public Procurement EU funded Project	€59 264
Supply Chains EU funded Project	€3 150

2012 Expenditure

Staff costs	€154 515
Office costs	€22 125
Activity costs	€9 944

Audit report by KPMG available on request



Village Partenaire - Bureau 9A
15 Rue Fernand Bernierstraat
1060 Brussels - Belgium
T: +32 (0)2 54 31 92 3
F: +32 (0)2 54 34 44 4
info@fairtrade-advocacy.org
www.fairtrade-advocacy.org