



Co-Acte project conference

Fair Trade and the World Fair Trade Organization

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FAIR TRADE

Fair Trade

- Fair Trade is a partnership
- Fair Trade seeks for more equity in international trade
- Fair Trade contributes to sustainable development, especially in the South
- Fair Trade organisations and consumers support producers & workers

Source: definition of Fair Trade in the « Charter of Fair Trade Principles »

Fair Trade

- Fair Trade is not only a label
- Fair Trade supports development that is:
 1. Economically sustainable
 2. Socially sustainable
 3. Environmentally sustainable
- Two complementary approaches:
 1. Product certification (see Fairtrade International)
 2. Integrated supply chain approach (see World Fair Trade Organisation)

Fair Trade

Other important characteristics of FT:

- Supporting a 'living wage' for producers
- Fair Trade labels or certification schemes are decided by the Fair Trade movement
- Fair Trade includes food and handicrafts

FAIR TRADE MOVEMENT

The Fair Trade movement

- 70 years old global movement
- Represents 2 million producers and workers
- Includes about 1000 producers' organisations
- Includes Fair Trade organisations, Fair Trade towns, Fair Trade activists and volunteers
- Largest networks: Fairtrade International and World Fair Trade Organisation

World Fair Trade Organization

- A 'membership association', established in 1989
- Close to 400 members' organisations (trading organisations, national networks and support organisations)
- 100% committed to Fair Trade (representing the entire supply-chain)
- Global network of artisans, farmers, producers, brands and businesses. Our membership represents the Fair Trade chain from production to sale, spread across five continents
- 5 regional branches (Europe, Africa, Asia, Latin America and Pacific Rim) in around 70 countries

World Fair Trade Organization

Vision:

The World Fair Trade Organization has a vision of a world in which trade structures and practices have been transformed to work in favour of small producers and promote sustainable development and justice.

Mission:

WFTO's mission is to enable producers to improve their livelihoods and communities through Fair Trade. WFTO is the global network and advocate for Fair Trade, ensuring producer voices are heard. The interest of producers, especially small farmers and artisans, is the main focus in all the policies, governance, structures and decision making within the WFTO.

1 OPPORTUNITIES FOR
DISADVANTAGED
PRODUCERS



2 TRANSPARENCY &
ACCOUNTABILITY



3 FAIR TRADE
PRACTICES



4 FAIR PAYMENT



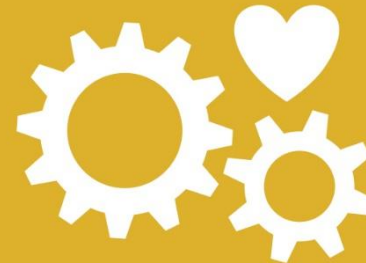
5 NO CHILD LABOUR,
NO FORCED LABOUR



6 NO DISCRIMINATION,
GENDER EQUITY,
FREEDOM OF ASSOCIATION



7 GOOD WORKING
CONDITIONS



8 CAPACITY BUILDING



9 PROMOTE
FAIR TRADE



10 RESPECT FOR THE
ENVIRONMENT



TEN
PRINCIPLES
OF
FAIR TRADE



WFTO Guaranteed System

- Launched in 2013
- Monitoring and verification system based on the WFTO Fair Trade Standard (founded on the 10 Fair Trade principles)
- Best practices of Fair Trade Organisations (not a product certification system)
- A “Guaranteed Member” status is the result of:
 - Self Assessment
 - Peer visit
 - External audits



WFTO Guaranteed System

- ✓ The WFTO Product Label is an organisational label that can be used on products
- ✓ Differentiates Fair Trade products in the market.
- ✓ Continuous learning – empowers members to strive for continuous improvement
- ✓ Available to WFTO members who have successfully passed the WFTO Guaranteed System
- ✓ Guaranteed members are regularly monitored



**GUARANTEED
FAIR TRADE
ORGANIZATION**

2 Product Labels: Selyn and ACP





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