



13<sup>TH</sup> BIENNIAL  
CONFERENCE  
MILAN ITALY  
23-27 MAY 2015

## **TRADE FOR CHANGE** Conference Report



## INTRODUCTION

**Two hundred sixty-five** (265) participants from five continents came to attend the 13th Biennial Conference of WFTO. This is a record number of participants for a WFTO conference, with 56% from the southern regions of Africa, Asia, and Latin America, and 46% from Europe, North America, and the Oceania. Two-thirds of the participants are WFTO members representing the Fair Trade supply chain, while the rest are businesses, expert speakers, consultants, and representative of international organisations.

Overall feedback from participants is very positive, which provide proof of the success of the conference. Feedback on the content is very satisfactory and encouraging. WFTO wishes to express its gratitude to all who attended and participated in the debate and exchange of ideas to make Fair Trade grow. Special thanks to the guest speakers and workshops speakers who shared with us their knowledge and expertise that made the conference interesting and useful.

The WFTO conference is one of the international activities of the World Fair Trade Week celebration, an initiative of WFTO to bring international Fair Trade activities in one place for a weeklong event. The other major activities are the Fair Trade International Symposium, the international Fair Trade Fair, Fair Trade fashion show, and fair cuisine. Italian organisations have also organised small events for the WFTWeek. The 2015 WFTWeek was co-organised by AGICES (Italian General Assembly of Fair Trade), in collaboration with the EU supported project 'Food Smart Cities for Development,' the Municipality of Milan and Fondazione Cariplo, and with the support from Italian Fair Trade organisations: CTM Altromercato, Altraqualita, Libero Mondo, Botteghe del Mondo, EquoMercato and Chico Mendes.

The WFTO Conferene was co-organised by WFTO Europe, as the host region.

The next biennial conference and World Fair Trade Week celebration will be in India in November 2017.

## OPENING DAY - JOINT OPENING CEREMONY

The 2015 World Fair Trade Week and the 13th WFTO Biennial Conference were opened simultaneously with welcome speeches by Altreconomia Director Pietro Raitano, AGICES President Alessandro Franceschini (Italian host and co-organiser of the WFTWeek) and WFTO President Rudi Dalvai. Special words of welcome were also given by Mauro Parolini, Lombardi Region's Councillor for Trade, Tourism and Tertiary, and Fairs and Markets, and Cristina Tajani, Milan Municipality's Councilor for Employment, Economic Development, University and Research.

**Pietro Raitano** said that Italy was very happy to host the World Fair Trade Week and its participants. He thanked the participants, the organisers, and the Milan municipality, especially for allowing the use of Ex-Ansaldo building for the opening day. *'This is an extraordinary moment for Fair Trade,'* he said. Some

videos about the Fashion Show that was organized the day before in the same location were shown together with a short introduction of what was going to happen in the following days.

**Alessandro Franceschini** also offered his warm welcome to the the audience for coming, and thanked WFTO, AGICES and Altreconomia for the organisation of the activities of the World Fair Trade Week. He reserved a special welcome to those participants who travelled a long way to be in Milan. Franceschini said that Fair Trade is a valuable approach to nourish the world. To him, Fair Trade is good for the global economy. He closed his welcome speech by rousing the audience that inequality can be solved if a better management of the resources was put in place.

**Rudi Dalvai** welcomed participants to the second edition of the gathering of international activities of the Fair Trade movement – the second World Fair Trade Week. For guests who are new to the Fair Trade movement, Dalvai delivered a brief history of the WFTO and why it was formed 25 years ago. He described the aspirations of Fair Trade Organisations (FTOs) to promote Fair Trade, its goals and values, leading to the formation of WFTO. And looking back, Dalvai said that there were substantial achievements since the formation of WFTO: "We



From left to right: Mauro Parolini (Lombardi regional office), Pietro Raitano (Altreconomia), Rudi Dalvai (WFTO) and Alessandro Franceschini (AGICES).



More than 260 participants from across the globe representing the Fair Trade supply chain attended the conference.



From left to right: Rudi Dalvai (WFTO), Alessandro Franceschini (AGICES) and Cristina Tajani (Milan Municipal Office).

have succeeded quite substantially, especially in introducing Fair Trade products in the mainstream market, particularly in supermarkets. And in some way we have succeeded a little bit too much.” He then cited one observation by a participant who said to him that there was no Fair Trade coffee served in the conference. Dalvai was referring to the fact that many FTOs have succeeded in mainstreaming some of their products, but fall short in promoting or identifying these products as Fair Trade. He said that the coffee in the conference was indeed Fair Trade but without the usual Fair Trade symbols that many consumers were familiar with. *“There is something wrong in this case. Fair Trade Organisations, with Fair Trade as the core of their activities, are no longer recognised as Fair Trade.”* Citing this example, he urged fair traders to give anew more vigour in promoting (their) Fair Trade identity, and the works that FTOs were doing for Fair Trade. To be able to do this, Rudi Dalvai asserted that the WFTO Guarantee System and Product Label represents Fair Trade compliance, and FTOs can promote their identity and products as Fair Trade. He further said that the WFTO Conference would tackle that issue, along with other pressing issues like North-North and South-South Fair Trade.

**Mauro Parolini** he said he believed that Fair Trade was the proof that when the interests of all the parties were taken into account the entire economy could benefit from it. He also underlined the fact that Fair Trade organisations and activists did not only formulate a theory, but applied the Fair Trade principles on a daily basis.

**Cristina Tajani** praised the achievements of Fair Trade to combine fairness in trading of products with economic efficiency. On behalf of the entire Milan municipality, Tajani was proud to welcome the Fair Trade movement in the city, hoping that the World Fair Trade Week could become a legacy for the city, and help to spread the Fair Trade philosophy to a larger audience both in Milan and in Italy.



Palagummi Sainath

### Speech of the Guest Speaker - Palagummi Sainath

The WFTO Opening Ceremony's key speaker was Palagummi Sainath, an award-winning journalist from India who covers development issues. Sainath speech centred around inequality and the various crises the human population was experiencing today. He said the two greatest issues faced by humanity today were hunger and thirst, which he claimed created 'self-generating inequality.' For the past 25 years, he had travelled to many regions in India. According to him, there were few political discussions about the impoverished and marginalised producers, both artisans and farmers, and the inequality they faced currently.

Sainath talked about the various forms of crises around the world and highlighted the crises that affect people living in vulnerable conditions. He mentioned water shortage, hunger, climate change, unemployment and migration issues as leading crises that reinforce inequality. He claimed that the major causes were the rising prices for basic goods in poor communities, the privatisation of sectors, and the cutting of subsidies that directly impacted the lives of poor people.

He also asserted that Fair Trade could work and improve the lives of the poor and marginalised more effectively if there were additional articles in the UN Declaration of Human Rights (articles 23-26), which could parallel Fair Trade principles in business. He said there was plenty that could be done to tackle these issues, and there was already a pulse of resistance supporting this movement. Looking forward, the first step to solving



these crises was creating economic, social, political, cultural, and gender equality and justice.

You can watch the speeches of the morning session of the opening day on [YouTube](#).

### Afternoon session of the opening day:

#### The Fair Trade Movement and WFTO: Reflections of our Journey – Carol Wills

WFTO Honorary Member and former director of WFTO Carol Wills (together with Jacqui Macdonald, who could not attend on the last minute) delivered nostalgic reflections on the history of WFTO and Fair Trade movement. Carol recalled the day when 38 Alternative Trading Organisations (ATOs), early name for Fair Trade Organisations (FTOs), gathered on 12 May 1989, in Noordwijk, the Netherlands and agreed on a constitution and elected an executive committee. That meeting was the historic formation of WFTO, then called the International Federation of Alternative Trade (IFAT).

Since then, it has become a tradition to hold biennial conferences in the odd years. Carol recalled milestones that took place in the past conferences. The first proper plan for the new organ-

isation was written in 1995 conference in Maryland, USA, six years after the founding of WFTO. Its first, simple website went live in 1996. The three-part monitoring system was agreed at the 1999 Milan Conference. Carol aptly put together, the developments that led to the creation of a Fair Trade label, which was started by WFTO Honorary Member Franciscus van der Hoff Boersma and Nico Roozen – the Max Havelaar label. The label was created as a reaction to the disastrous collapse of world coffee prices that left many coffee farmers in destitution. More labels appeared in the market in the UK, Germany and elsewhere in Europe, and in mid-90s, these labels came together as Fairtrade Labelling Organizations (FLO). With many country level organisations involved in promoting Fair Trade, it became a necessity to sit down and talk. FINE (composed of FLO, IFAT, NEWS and EFTA) was formed ‘to work on common issues and to develop terms of reference for future collaboration, especially on an integrated monitoring system for Fair Trade. It was at the 2001 Arusha conference that a common definition of Fair Trade (that we are still using today) was agreed. It was also in 2001 that saw an IFAT presence at the World Trade Organisation Doha Conference, which was repeated with stronger presence during the 2003 WFTO Conference in Cancun. Advocacy and campaigning were strengthened at the 2003 conference in Newcastle – Speaking out for Fair Trade. By 2007, the Agenda for Change was adopted at the Blankenberge AGM, a key decision was to develop a credible third party certified label. At the 2008 AGM in Sri Lanka, IFAT became WFTO. A Charter of Fair Trade Principles was signed by WFTO and FLO in 2009.

Key resolutions for the WFTO Fair Trade System and Standard and the basis for the new governance structure were passed at the 2011 AGM in Mombasa. The year 2012 saw the completion of the much-awaited Guarantee System, which was piloted immediately. And finally at the 2013 AGM in Rio, the membership approved the implementation of the GS and the product label.

After an accurate run-through of the history of WFTO, Carol asked the audience about what is the next strategy for WFTO to face current challenges. She presented the 2013-2017 Strategic Plan ‘Together building a more just economy’ with the five strategic goals: Credibility and Identity, Learning, Market Access, Voice and Capability. She then shared a brief impression of the present time: current technology makes things faster and Fair Trade products are now more visible in many stores. What does this tell us, Carol asked the audience. According to her, “*being Fair Trade is not enough.*” She challenged fair traders to sell products that the consumers really want to buy as well as



Carol Wills

telling stories behind those products. FTOs in the North and South ‘*must be able to respond to a rapidly changing market environment.*’ Carol asked a striking question about fair traders recognising “*producers as workers in their own right with rights of their own to earn a decent, living wage and to be secure.*” But she also mentioned that with the Guarantee System that requires to monitor the supply chain, fair traders are on their way to knowing their producers. Another positive development that she cited is the revised strategic plan, which aims to engage more with FT Advocacy Office and Fairtrade International “*to build synergies with Social and Solidarity Economy movements*” and FT Towns campaign. She closed her reflections by saying that WFTO could not do all of these alone, but with the enabling environment of Fair Trade and proactive involvement of fair traders. She mentioned relevant keywords for the future: equality, empowerment, impact, innovation, organization and capacity building, and to “*keep on re-imagining Fair Trade and that way we may achieve the just economy we all desire.*”

#### **Strategy to Use the Label (By Geoff White), and members experience with the GS and use of the WFTO Product Label (with Selyna Peiris and Safia Minney)**

The WFTO Product Label is an added value to the brands of WFTO members, said Trade Aid General Manager Geoff White in his presentation. He said the fitting strategy to use the WFTO Product Label is ingredient branding. Geoff presented popular samples of labels used in this approach: Intel Inside, Dolby Dig-



Selyna Peiris of Selyn Exports shared their experience using the WFTO Product Label, an added value to their existing brand. Together with Selyna are Safia Minney of People Tree and Geoff White of Trade Aid who also shared their product label experience.

ital, NutraSweet, Teflon, Android, Weight Watchers and Gore Tex. According to him, these labels add value to existing brands where they are used. The same concept applies to the WFTO Label when used by members to reinforce their own brands. The advantages of the WFTO Label, according to Geoff, are: it differentiates by values and commitment, reinforces strategic relationship with Fair Trade movement, supports price premium, complements own brand strategy, regulatory acceptance, and exclusive (the label being own by the members.)

Selyn Exports Director for Business Development Selyna Peiris shared the experience of her organisation with the WFTO Guarantee System. Selyn was chosen as one of the pilot organisations when the GS was completed in 2012. She said they were honoured to be asked to take part in pilot and found it very useful for the organisation, as it allowed them to know better how they could organise their production. Selyna described their experience as informative and educational. The knowledge they gained after the process has improved the management at Selyn. The most significant impact was the ability to support other Sri Lankan organisations, said Selyna. They helped them fill out the documents and give them advice in order to develop their skills and improve their practices.



People Tree CEO and founder Safia Minney shared their experience using the WFTO Product Label. In her presentation, the WFTO Label tells the Fair Trade journey of their products and People Tree: embedded the FT standard with producers, informed opinion leaders, reinforced People Tree's branding, added to their brand image like PT's website and catalogue, used in campaigns like WFTDay, communications and PRs, competitions, among other things that the label brings to PT. Safia told the audience about their GS experience. Safia presented PT's compliance with the WFTO FT Standard by showing the 10 FT Principles with PT's images and brand, and their engagements with producers during the GS process. She also showed how PT used the WFTO Label in their product labelling and branding, a truly best practice in Fair Trade branding using the WFTO Label.

#### **Advocating for Change (Sergi Corbalan, Bruce Crowther and Tadeusz Makulski)**

This part is an introduction of two workshops by Sergi Corbalan (Advocating and Promoting Fair Trade, and Bruce Crowther and Tadeusz Makulski (Fair Trade Towns Campaign). Sergi Corbalán introduced himself as the executive director of the Fair Trade Advocacy Office (FTAO), based in Brussels (Belgium), which is a joint facility for WFTO, WFTO Europe and Fairtrade International for advocating and promoting Fair Trade. Sergi kicked off his presentation by giving a brief presentation of FTAO, terms used in the field, why the need for advocacy, partners of ongoing projects, what they have done so far for the last months of 2015 and last year (2014), and their future projects. Sergi invited the audience to join him in the workshop sched-

uled on the second of the conference.

Bruce Crowther and Tadeusz Makulski started their presentations with a history of the Fair Trade Towns campaign, and who are the lead actors during the early days of FTT. Bruce presented a picture of Garstang as the first Fair Trade Town. They then showed the five founding goals of the campaign, the number of FTTs in the UK, the shift from Fairtrade to Fair Trade (making the campaign more inclusive), the current numbers of FTTs around the world, ownership of the campaign and the international structure of the movement (IFTT), guidelines of the IFTT and its steering committee, its vision, future plans and challenges, among other topics that the conference participants can expect during the workshop (2nd day of the conference).

#### **Sneak Peek of Fair Trade Success Stories (by Mona El-Sayed and Jonit Bookheim)**

This is sneak peek of a workshop about success stories of Southern (Mona ElSayed) and Northern (Jonit Bookheim) fair traders. Mona and Janet invited the audience to learn from their experience by attending their workshop slated on the second day of the conference.

### **SESSIONS ON OTHER DAYS**

#### **Plenary : Speech by Franciscus van der Hoff Boersma (Day 2)**

The guest speaker for the second day plenary was WFTO Honorary Member Franciscus van der Hoff Boersma. He shared some of his responses to a questionnaire he was made to comment a couple of months ago. The questions were:

- What do you think is the essence, the backbone of Fair Trade?
- What was the main reason to start Max Havelaar? (Fair Trade with a seal)
- What do you consider are the main benefits of the Fair Trade for small producers?
- How would you describe the current state of Fair Trade?
- What are the main challenges of Fair Trade?
- Can Fair Trade guarantee the eradication of poverty and implement social justice and sustainable development?
- The media play an important role in the era of globalization, in the habits and tastes of people. What role does the media play in the promotion, dissemination and awareness of "Fair Trade"?
- To what extent does fair trade improve access for disadvantaged producers to market and change the rules of conventional trade?

His responses to the questions can be downloaded [here](#).

Frans, as he is popularly called, made several conclusions and recommendations for the movement. To mention some striking ones: continue to develop and strengthen Fair Trade with all its



Franciscus van der Hoff Boersma

diversities, prioritise the interests of small producers over other actors, and decolonise the economic and political perspective of the movement. Full text can be downloaded [here](#).

## WORKSHOP SESSIONS

Workshop sessions were organized around 4 main topics: Learning, Credibility and Identity, Market Access, and Voice, four of WFTO's five strategic goals.

### I. LEARNING

#### **It takes a Village: A case study in transforming a struggling organisation. ur Success Stories, by Ryan D. Jacobs, CEO of Ten Thousand Villages Canada**

From its title, this workshop talks about the lessons learned in transforming a struggling organisation into a dynamic and profitable one. Ryan D. Jacobs, Chief Executive Officer of Ten Thousand Villages Canada, shared their experience. Ryan highlighted some of the key strategies which helped his organisation to recover after going through a difficult situation, characterised by a severe drop in sales in 2009: strong, credible leadership team; 'rip off the bandage;' cut to invest; communicate; and keep the mission front and centre.

In a period of high staff turnover and decrease in sales with the fear that things could never be as good as before, there was a strong need to create credible leadership and build a confident team. The first priority was to bring expenses in line with real sales predictions, and keep employees and volunteers up to date with the small progress achieved. This helped to re-energise the team and enable it to become part of the shift, participating in decision-making process, and understanding the logic behind decisions. Communication was the tool to foster the growth. This process helped Ten Thousand Village to become more responsive in taking decisions, understand where profit was coming from, focus energies in channels that matter, and recognise the importance of training. *"The most exciting thing as a leader is to see people align themselves in a direction,"* said Ryan D. Jacobs

#### **Our success stories, by Mona ElSayed and Jonit Bookheim**

In her presentation, Fair Trade Egypt Director Mona ElSayed gave a brief history of the evolution of her organisation. Fair Trade Egypt started with a US\$2,000 fund with a group of artisans in the late 80s. Today, the Egyptian Fair Trade Organisation works with 34 artisan groups of around 2,300 individuals, 90% of which are women. Though they had a long and difficult start to get the operation going and profitable, they persevered. Their success owes to the organisation's aggressive marketing both in the domestic and international markets, adherence to the Fair Trade values at the heart their activities, innovative product development fusing traditional arts and modern style, working closely with artisan groups for capacity building and empower-



Workshop on learning by Ryan D. Jacobs



Workshops are venues for exchanging ideas and best practices in Fair Trade. Marco Coscione and Gerardo Wijnant showing a publication on Fair Trade.

ment, constant restructuring of the operation to meet current challenges and active involvement in the Fair Trade movement.

FTE suffered a major setback during the 2011 Egyptian revolution. They had to innovate in order to continue, which proved to be risky and difficult. The choice they took were bold and effective: shrink, play safe, stay stable, invest, take risks and grow. They had no choice, according to Mona. They had to re-launch their two shops in Egypt, build a modern website, engage in online marketing and social media, and hire international volunteers and interns to help them bounce back and grow. Today, FTE is back in business with renewed vigour. Some keywords for their success: strategise and align tactics with strategies, stick to your mission, slowly but surely (it is about people lives here – artisans!), dynamic team, and make sure the rest of the chain is developing and growing.

For Jonit Bookheim, partner and Marketing Director of Mata Traders, the most important thing in running a business is creating a product mix that sells. Mata Traders accomplishes this by creating bold, colourful, and aesthetically pleasing design. Their products are marketed appropriately for the kind of value they hold. For example, they create high quality products that are produced ethically and responsibly. Through marketing they highlight this to add value. But above all, they highlight the attractive components of the product itself because that is what sells a product.

Jonit explained that *"sales cure all."* From this she means that even if there are other problems within your business (disorganization, too much work, quality issues), as long as there are sales, those problems can be fixed down the road. With this said, a business should do all that it can to sell in any way possible. This could even be through friends, connections, and even home sales! She also shared a few tips on how to grow your sales as a wholesale business. A major one that has



Carol Wills leading a workshop on WFTO Guarantee System component: Peer visit.

worked very well for Mata Traders is attending trade shows.

At the NY NOW show in New York City, Mata Traders works hard to beautifully display their fair trade clothing line and fashion accessories. Aside from having a unique product that customers love, which is extremely important, Mata Traders creates a friendly and comfortable environment in their trade show booths. To do this, Jonit says it's important to say "hi" to everyone that walks by. Being friendly shows that you are approachable and can answer any questions a potential customer may have.

It is also important to create some kind of conversation starter. As a fashion clothing and accessories company, Mata Traders does something very unique at their trade shows. They give out samples of Divine Chocolate, a fair trade chocolate company. This is not only an easy way for customers to initially engage with their booth, but it can also help start the conversation about Fair Trade and what makes Mata Traders unique.

#### **WFTO Guarantee System: What it takes to be a peer visitor! (By Carol Wills)**

WFTO Honoray Member Carol Wills described a peer visit as a pre-audit visit by a critical friend. During the workshop, she explained that a peer visit can be conducted by a person from another FTO in the same country or region, from regional and country Fair Trade networks, from trading partners or from NGOs working locally.

A peer visitor is expected to know about the functioning of Fair Trade and should be able to write a report (in English or Spanish) about the visit. This report is then sent to the FTO, so that it has the chance to comment on the content. Finally the report is sent to the Guarantee System Manager. The profile of the organization and their SAR (Self-Assessment Report) are sent to the peer visitor beforehand, so that he or she can familiarize him/herself with them. A confidentiality agreement stating that the peer visitor will be neutral and honest must be signed before the visit. Every FTO can put forward 2 to 4 names of peer visitors of their choice, explaining why this person is suitable for this task. The last word, however, is given to the GS Manager. The peer visit is one of the steps of the WFTO Guarantee System, together with the SAR, the Monitoring Audit, the IMS (In-

ternal Monitoring System) and the FTAW (Fair Trade Accountability Watch). The peer visit is not mandatory in the first GS cycle, even though according to most of the FTOs that went through it, it was a very positive experience in preparation of the official audit. Once a member is guaranteed, the peer visit becomes a mandatory monitoring requirement in the Guarantee System.

Carol highlighted the fact that a peer visit is different from the audit, in the sense that it is not an inspection. Ideally, it should be a learning experience for both parties.

**Monitoring your suppliers and building an IMS: Knowing that Fair Trade is happening on the ground – By Allison Barret (Day 2 and Day 3)** – In a continuing drive to help WFTO members and interested organisations understand the Internal Monitoring System (IMS), this workshop is delivered twice to cover more audience from the conference participants. Allison Barret, chair of WFTO Standard and Guarantee System Committee, conducted the workshops.

The IMS is an important requirement of the WFTO Guarantee System. It is a tool that all members of WFTO who are dealing with suppliers of Fair Trade products must develop and use to ensure the core Fair Trade Principles are realised on the production areas and the end producers enjoy the fruits of Fair Trade. Along with the rationale and importance of IMS, Barret explained the components and how it is to be carried out by trading FTOs.

For trading FTOs to demonstrate that all its FT suppliers are compliant with WFTO's core Fair Trade principles, they must do the following:

- Actual production site visits, with visit frequency determined by the risk category of FTO;
- The visits must be documented using the IMS (covering the core FT principles), and supporting documents; and
- Follow up on identified needs for improvement.

The workshop also described how the IMS is checked through the Self Assessment Report (SAR), and during the monitoring audit. Finally, Barret illustrated how supplier verification visits of trading FTOs are coordinated, the actual assessment, its focus,

overall conduct of the visit, and the opportunity to appraise the IMS by both the suppliers and FTO.

### **The potential of Fair Share, an online training programme for Fair Trade (By Michele Stella)**

Michele Stella, staff of Italian Fair Trade organisation MONImbo, demonstrated an online training platform that can be used by Fair Trade organisations to increase their connectivity and information exchange. This platform is set to be launched very soon. Stella demonstrated the functionalities of the platform, which is supported by the LLP Programme of the European Commission. This training platform aims at developing an e-learning programme for Fair Trade entrepreneurs across Europe. All modules are free and provide information about Fair Trade to school pupils, teachers, students and FTO staff. These modules are available on this page <https://fairsharetraining.eu> and can be used to train staff and to implement different Fair Trade campaigns.

## **II. CREDIBILITY AND IDENTITY**

### **Social and solidarity economy: exploring 'domestic Fair Trade' (By Andrea Fütterer, Vittorio Rinaldi)**

Fair Trade in the North means the commercialisation and recognition of products in the region as Fair Trade. Andrea Fütterer of GEPA in Germany, and Vittorio Rinaldi of CTM Altroumercato in Italy, shared their experience with this new concept of Fair Trade in the North that may influence the next generation of the movement.

Inequalities in the North are increasing to a greater extent. Working conditions, as well as social and economic conditions are getting worse, affecting the lives of small farmers in the North. There is a great need for a re-conceptualization of Fair Trade, which as an inclusive movement, takes into account the perspective of producers in the North. In this sense, we could imagine Fair Trade on multiple dimensions, including North-North, South-North and South-South trade. Workshop participants stressed their concerns about the risk of falling into an unclear definition of concept and identity as well as the lack of proper standards that will need to be adapted to a national dimension.

There are opportunities in broadening the concept. The movement can link Fair Trade with other important issues such as climate change, food security, or land grabbing and create synergies with other movements, ultimately leading to a greater power in lobbying institutions and policy makers.

Vittorio Rinaldi ended with a statement: *"Social change is possible when there are institutional changes from the top and market solutions from the bottom."*

### **FT Fashion, changing the world (By Marina Spadafora)**

Marina Spadafora is an Italian designer that works with WFTO member CTM Altroumercato. She developed a collection called 'Autour du monde'. During the WFTO Conference she delivered a speech that focused on 'Fair Trade fashion, changing the world.' She spoke about how to make Fair Trade products more attractive for customers. She pointed out that communication plays a key role in this process, and that a well-designed web catalogues and a creative collection can be beneficial for a Fair Trade company. She stressed the fact that following every step of the supply chain is fundamental. *"It is very important to take care of every detail,"* she said. 'I control and measure the fabrics very carefully.'

During her entire career, she tried to demonstrate that fashion and Fair Trade can coexist and make products special. In her presentation, she encouraged WFTO members to be more open towards new fabrics and the needs of the customers.



Workshop on Fair Trade Fashion by Marina Spadafora

*"WFTO members could think about dedicating a section of their collection to high-level fashion. They could reach a new type of customs that are willing to pay more for a product and therefore increase their income."*

Marina also stressed that the Fair Trade movement is about making long-lasting relationships. *"I am passionate about my job because I feel I can bring a change in the life of my producers and their families."*

### **Securing brand protection for Fair Trade (By Emanuele Montelione)**

Securing the trade marks of Fair Trade Organisations through legal protection is key in sustaining Fair Trade brands, which are used in increasing sales and market recognition. This is the main message of Intellectual Property Lawyer Emanuele Montelione during his workshop. Montelione explained why it is important to protect trade marks, and also illustrated the various kinds of trade marks and the procedures for filing the registra-



Brand protection is important to safeguard genuine Fair Trade brands.

tion for protecting brands.

### **Sustainable food supply-chains and the importance of certification (By Ana Asti, Teresa Corção)**

Ana Asti and Teresa Corção discussed about the development of Fair Trade in Brazil. Ana Asti started the workshop explaining that her organisation is trying to spread the Fair Trade movement from the city centre of Rio de Janeiro to the suburbs of the city. Teresa continued sharing her experience as a restaurant owner. She belongs to a Brazilian organisation called Instituto Maniva which aims at creating links with farmers and to raise awareness among consumers. The main goal of this institution is to increase the presence of fair traders in the supply chain. According to her, the ideal supply chain should take into ac-

count different types of farmers, especially those that plant several crops and that support biodiversity. Teresa's presentation focused on the importance of transparency in the relationships among producers and consumers. She informed the audience that buyers like her can learn a lot talking directly to farmers. Indeed, she highlighted the key role of communication between the actors of the sector.

#### **Using the WFTO FT label: promoting your organisation and products (By Roopa Mehta and Geoff White)**

The core message of the workshop cites the advantages of differentiating products and brands as Fair Trade by using the WFTO Product Label on products, and in brand communications and product promotions. Roopa Mehta, CEO of Sasha Association of Craft Producers (India), and Geoff White, General Manager of Trade Aid (New Zealand), delivered inspiring presentations of their experience using the WFTO Label. The workshop identified key advantages:

- Differentiates by values and commitment
- Reinforces strategic relationship with the Fair Trade movement
- Support price premium
- Complements own brand strategy
- Regulatory acceptance
- Exclusive

Roopa's presentation provided many practical examples of where the label can be displayed. She said promotional activities can be very effective if the label is shown on product tags, transport boxes, catalogues, posters and Fair Trade campaign materials. The website and social media should display the label clearly and in a position that catches the reader's attention.

#### **The most important conversation in Fair Trade today: Fair Prices, Fair Wages and Living Wages (By Rain Morgan, Johny Joseph, Verena Albert, Frans Papma)**

Rain Morgan, of Turgle Trading in South Africa, started her presentation with a brief introduction to the topic. In 2013 during the WFTO Biennial Conference in Rio de Janeiro, after the presentation of the report commissioned by EFTA in 2012, a working group on fair prices and fair wages was created with 13 members. The discussion about fair wages is not new among Fair Trade actors. Fair Trade is ONE voice in a GLOBAL conversation. Gradually, the momentum is taking place, coupled with growing awareness on the issue. Consumers want to know directly from Fair Trade actors what is the impact that Fair Trade is generating. They expect transparency and accountability and that fair traders are paying at least a living wage. For this reason WFTO cannot afford not to join the conversation which has to happen within the whole chain from consumers to producers.

Frans Papma, of The Dutch Association of Worldshops (DAWS) in The Netherlands, presented two very practical tools to calculate a living wage, one developed by DAWS and the other one

by Social Accountability International (SAI).

As one can expect, the most frequent outcome of such discussion is the fear of its implications. On one side, producers are afraid that implementing a living wage will have a catastrophic effect on the selling price, making products nonviable in the market. On the other side, in northern FTOs which are facing financial crises the pressure is on lowering prices. What all members agreed on is that the biggest mistake that can be made is doing nothing about the issue. The workshop ended with a resolution to put forward during the WFTO AGM for the implementation of a five-year strategy which includes:

- The creation of a Pilot Fair Prices Fair Wages Working Group with 15 members (3 per regions).
- Two-year trial of the Living Wage Calculators: DAWS or SA8000 and a custom Fair Price Calculator.
- Constructing a BASIC gap analysis and bridging plan (including strategies to mitigate impact of Living Wages).
- A four-year implementation period, ending in 2020 with all members being compliant.

### **III. MARKET ACCESS**

#### **Retailing Handcrafts (By Geoff White and Lucas Caldeira)**

Geoff White, General Manager of Trade Aid, described the changes that were introduced in the marketing strategy at Trade Aid, which according to him had emphasised various areas considered relevant to improve sales. These range from avoiding stocking costs to developing plan and training for a more innovative promotion. *"I believe that a business can be successful when the right people are placed in a shop that displays good products,"* said White.

Lucas Caldeira, CEO of Asha Handicrafts, shared his experience in the past five years during which he succeeded in turning his company into a profitable business. He learned the importance of educating the staff and of monitoring production and sales regularly. *"In our shop, we rotate our stocks every week and we only keep stocks that sell well,"* said Caldeira.

Geoff and Lucas come from different regions and run different business, but they agree that what is crucial is the fact that managers should take care of the details and invest in creative campaigns. For Fair Trade organizations it is important to tell the story that is behind the product and to provide an experience that other shops do not.

#### **Handmade today: Trends in the US market and opportunities for Artisan Products (By Colvin English and Allison Garafalo)**

This workshop is held twice (day 2 and day 3) to accommodate more participants, and conducted by ByHand Consulting Co-founder Colvin English and Emerald Expositions Sales Director Allison Garafalo.

Colvin and Allison examined how the US market environment for



handmade products is doing today. In their presentation, they presented evidences that retail of handmade products is growing. The US economy keeps expanding, according to them, and consumer optimism is 25% higher than the previous year, said a study by the University of Michigan. Conscious purchasing is also becoming popular among consumers. They also showed the increasing appeal of content marketing, an approach that focused on giving valuable, relevant and consistent content to drive consumer action. Companies with successful content marketing were shown to illustrate the strategy.

Colvin and Allison demonstrated that there are numerous market opportunities for Fair Trade handmade products. The US market environment is ready, and up for grabs for Fair Trade Organisations. To prove their point, they presented images, facts and figures of the NY NOW trade show, the biggest trade show for home, lifestyle and handmade products, which is held twice a year.

#### Market Opportunities in the EU (By Mark Kwami)

Mark Kwami from CBI, the Dutch Ministry of Foreign Affairs's Centre for Promotion of Imports from Developing Countries, started his workshop with a general overview of the European economic situation, pinpointing a slow recovery. According to him, the prospective for growth lies in the quality of the production, the authenticity of the product, and in sustainable design. Mark also focused on the importance of a good branding, saying that it signals professionalism and adds value to the product. The brand is effective in communicating the story behind the product and helps the customer to identify the product with the Fair Trade philosophy. He encouraged WFTO members to explore the opportunities of the online-economy and to increase the customer service. Members should invest in growing markets and to diversify the production, in order to decrease the risks of market fluctuation. Finally, a key step in developing new markets is to raise the awareness about Fair Trade in the consumers.

#### Best practices in Fair Trade Campaigns (By Sophie Tack, Suzan Sahori and Paul Chandler)

Three Fair Trade campaigning experts shared their best practices in promoting Fair Trade: Suzan Sahori of Bethlehem Fair



Mark Kwami of CBI (Dutch Agency) addressing workshop participants on Market Opportunities in the EU.  
Photo Oscar Muñoz. Green Glass

Trade Artisans (BFTA), Sophie Tack of Oxfam Magasins du Monde, and Paul Chandler, currently Non-executive Director of Shared Interest Society and Member Nominated Director of The Co-operative Group and former Chief Executive of Traidcraft.

Suzan Sahori introduced the successes of their organisation because of their aggressive promotion of Fair Trade. BFTA's approach is grassroots campaigning. They go out to communities to promote Fair Trade. Some of their activities include: World Fair Trade Day celebrations, field visits, trainings, and collaboration with other organisations in their region. One example is the first ever, and very successful conference in the Middle East: Fair Trade Principles Conference in 2013 in Palestine.

Sophie Tack of Oxfam-Magasins du Monde in Belgium shared some wonderful insights about their successes in campaigning for Fair Trade as well as what they have learned from the things that didn't go quite as planned. Sophie presented four processes used in describing a campaign successfully: denounce injustices, propose alternatives, mobilized citizens, and question policy makers. Oxfam-Magasins du Monde puts on two campaigns per year. Each campaign is planned out at least one year in advance. In doing so, the organization can better promote the theme. The theme usually revolved around gender, food sovereignty, decent work, access to land, and/or



On the third day of the conference, Nepali Fair Trade Organisations shared their sad experience from the series of earthquakes that hit their country in the last week of April. They were received with overwhelming response of solidarity from participants.



power concentration. In order for the campaign to be successful, a number of things must be clearly identified, including: the objective, audience, message, slogan, tools the campaign has, product, and events related to the campaign. Despite their successful campaigns, Oxfam-Magasins du Monde has faced many challenges like timing out the campaign, creating a clear and positive message, and utilizing educational tools properly.

Paul Chandler drew his presentation from Traidcraft's experience. First thing off when launching a Fair Trade campaign, according to Paul, is to set clear objectives, such as: policy change, media profile, creating awareness, changing behaviour, supporter engagement and recruitment, increasing sales and fundraising. For a campaign to be effective, a set of audience or the principal targets must be identified: politicians, civil servants, business leaders, general public, or target groups like women, youth, etc. Choosing the right means for the campaign is also equally important. Some examples are: petitions, letters, postcards, marches or demonstrations, publicity stunts and lobbying. When all these are in place, the campaigners should also make sure the message of the campaign is received. The message, for Paul, must be clear and simple. Paul showed some sample of past campaigns and invited participants to have a look at Traidcraft's campaign toolkit on their website.

#### **Fair Trade Tourism (By Selyna Peiris and Andrea Monti)**

WFTO guaranteed member Selyn developed a Fair Trade tour in the area where their production takes place, in Sri Lanka. Visitors have the chance to follow the entire production process, from the cotton being picked up in the fields until the final product being sold in the shop. During the workshop, Selyna Peiris, Director of the Business Development at Selyn, underlined the fact that tourism has not become a major activity. For this reason, she pinpointed that it is crucial that they stay focused on the main objectives of the organisation and that they take conscious steps. Selyna described the factors to consider before starting such a project. She insisted on the fact that it might be useful to conduct pilot tours and to think carefully about the promotion of the tour.

Selyna gave interesting piece of advice concerning how her organisation prepared for this initiative and how the visit should be conducted, pointing out that it is important not to force tourists to do what they do not want to do or to push them to buy from the shop. Interesting topics for visitors should know: the purification of the water, the fact that the food served to the visitors is produced locally and that their organisation is guaranteed by WFTO. All these issues, together with the emphasis on the quality of the production, the engagement of the staff and of local people contributed to the authentic experience the tourist is looking for.

Andrea Monti from CTM Altromercato agreed with Selyna about the importance of providing an authentic experience to

the tourist. He explained that his organisation does not organise full package travel as this would be too complex and too expensive. However, Andrea recognised the financial impact that Fair Trade tourism could have. In Italy there are 0.5 million people buying Fair Trade products, but there are 2.5 million people travelling abroad. He said reaching out these tourists and spreading the Fair Trade message across them would be economically beneficial for the Fair Trade movement.

#### **Government regulations on Fair Trade (By Sergi Corbalán, Ana Asti)**

Ana Asti, founder and president of Brazilian NGO Onda Solidária, presented a video about farmers in Brazil. The video showed farmers harvesting in the fields and interviewed about their daily activities. One of the farmers said that when dealing with organic agriculture, all farmers bear in mind the fact that nature is the ruler. They said a harmonious relationship between people and the environment is a prerequisite to live sustainably. Later in the video, the same farmers were interviewed on a city market where they were selling their produce. The marketplace is supported and promoted by the city hall and farmers benefited this kind of intervention from local authorities. According to them, city markets are an important venue to allow farmers to sell their products directly without hassles of middlemen. The marketplace plays an important role because it is a place where farmers can meet the consumers directly. They can share information about their products to the consumers, and their production practices such as organic farming. One consumer was relieved that she was feeling much better since she started to eat organic. One farmer said that the Brazilian government should invest in organic food to promote healthy products in the market and thereby cut the expenses for the national healthcare.

#### **IV. VOICE**

#### **Small Producers & Climate Change: Context, Experiences and the Path Forward (By Ryan Zinn)**

Ryan Zinn is the Policy Coordinator of the Fair World Project and Organic & Fair Trade Coordinator at Dr Bronner's Magic Soaps. During his presentation he explained how food, farming and climate change are intrinsically connected.

Industrial agriculture accounts for up to 50% of total GHG emissions contributing significantly to global climate change. Modern



Father Graziano Mazón sharing his thoughts and experience in Ecuador. Fr. Graziano is one of the Fair Trade pioneers in Latin America. He is the president of Fundación MCCH in Ecuador.

conventional agriculture is energy intensive and based on the use of fossil fuels serving the interests of biotech, trade and energy sectors versus farmer and consumers' needs. On the other side, small-scale farmers use less fossil fuel fertilizers and emit a smaller amount of GHGs. Small-scale farmers that have been genitor and protectors of local biodiversity for years, using agroecological management practices based on diversity, traditional knowledge, agroforestry, landscape complexity and water and soil management techniques have the potential to cool down the earth and reverse climate change by sequestering CO2 from the air into the soil. According to ETC Group ([www.etcgroup.org](http://www.etcgroup.org)) "*industrial agriculture uses 70% of the world's agricultural resources to produce just 30% of the global food supply, while small-scale farmers provide 70% of the global food supply while using only 30% of agricultural resources.*"

While small-scale farmers are more productive than industrial farmers and have a crucial role in tackling climate change they are facing an increasing number of challenges including unfair trading practices, collapsing financial markets, land grabbing, and the privatization of resources. Doing nothing regarding current policies and practices in trade aimed at increasing the political and economic power of large scale farmers, means threatening the global food supply and the chance to combat climate change.

Fair World Project is putting great effort in coordinating actions aimed at restructuring local, national and international policy in favour of small-scale agroecological farmers. Fair Trade premiums are proving to give significant support to small-scale farmers around the world enabling climate change adaptation through recycling biomass, incorporating cover crop, mulching, urban reforestation, and training for farmers. But Fair Trade Organisations need to be much more active and get on the table to fight for the needs of small-scale farmers. Needed actions include among others:

- Municipal action
- Institutional policy
- Scaling up agroecology

Read the full article from Ryan Zinn [here](#). Watch a 17 minutes documentary [here](#).

### **FFTowns beyond the North: expanding into the global South (By Bruce Crowther, Tadeusz Makulski)**

The Fair Trade movement has produced some of the most incredible activists this world has ever seen. To exponentially increase the impact that these individuals have, they can pull their communities and organizations together to advocate for Fair Trade on a higher level. Fair Trade Towns, Colleges & Universities, Schools, & Congregations are all potential environments that activists can introduce Fair Trade.

The Fairtrade Foundation developed the five goals for Fair



The voice of Fair Trade. Conferences, workshops and campaigns are among the popular avenues where fair traders get to discuss pressing issues. Shown here is Agung Alit of Mitra Bali Indonesia sharing his opinion.

Trade Town campaigns to accomplish and earn such designation. Bruce Crowther, Founder of the Fair Trade Town movement, and Tadeusz Makulski, of the Polish Fair Trade Association, both discussed how these Fair Trade Town Campaigns are gaining traction in more southern areas of the world where, traditionally, only Fair Trade producers (not movements) existed.

The start of these campaigns came from the Fair Trade producer organisations in the country wanting to support Fair Trade. The campaign provides them an opportunity to promote Fair trade in their home country and venue to discuss issues relating to Fair Trade. Latin America and parts of Africa have seen an incredible growth in their newly developed Fair Trade Town movement. As exciting as this is, one issue arising is that there are no regulations or standards set in place for these new movements. The Fair Trade movement will be interested to keep an eye on the new campaigns as they develop and become important and pivotal additions to the movement.

### **Gender in WFTO: Beyond Principle 6 (By Elaine Jones, Patrick Veillard, Carol Wills)**

WFTO Honorary Member Carol Wills, WIEGO Global Trade Programme Director Elaine Jones and OXFAM Magasins du Monde Fair Trade Policy Officer Patrick Veillard strongly believe that empowering women leads to a better quality in the production and that principle 6 of WFTO is a key element to



Fair Trade is a movement of solidarity based on sustainable, lasting relationship. Members enjoying the Italian fair cuisine on the third night of the conference.

reach this goal. Since the Rio Conference that took place in 2013, Principle 6 has undergone some changes. Carol and Elaine started their workshop by looking back at the changes made on principle six. Three women from Africa, Asia and Latin America were invited to share their experiences about gender issues. It was said that people around the world are getting more and more aware of standards about gender. However, many women in the South believe that much more needs to be done. Elaine resumed the discussion stating that the revision of the sixth principle of WFTO was welcomed with enthusiasm, but that its implementation is proving to be difficult.

Patrick from Oxfam Belgium presented a common campaign organized by CORR – The jute works, Sasha, Tara projects and Oxfam-Magasins du monde. The aim of this 2015-2016 campaign is to fight against all forms of women marginalisation, both in the North and South and to promote decent work.

The workshop came up with a resolution for the AGM to approve as a follow up to the changes on principle six:

1. To mandate the Gender Working Group to liaise with the Regions to develop an action plan for the implementation of Principle 6;
2. To authorize the Gender Working Group to work on the draft gender policy, also in consultation with the regions, to come up with a final version for approval at the next AGM;
3. To request the Board to nominate a champion from

among its directors to work with the Gender Working Group to ensure that successful implementation of Principle 6; and 4. To ensure that there is appropriate criteria in the Fair Trade Guarantee Standard to monitor against Principle 6.

#### Advocating and promoting Fair Trade (By Sergi Corbalán)

Sergi Corbalán is the executive director of the Fair Trade Advocacy Office (FTAO), which is based in Brussels (Belgium). He began by explaining that the FTAO is a joint facility created in 2004 to support both the WFTO Global office, WFTO Europe and Fairtrade International. His presentation dealt with advocacy and Fair Trade promotion. The workshop was very interactive, as Sergi started by asking the audience what they expected to learn from the workshop. Many questions were raised during his presentation. He asked the participants attending the workshop to think about the word advocacy and to give their opinions about what makes a campaign effective. Sergi and his audience agreed that in the case of Fair Trade, the problem does not lie in the lack of activities, but rather in the fact that these activities should be more catchy and organized at an international level. Someone suggested that it would be good to look at events that are successful at a local level and implement them at a global level. Another participant agreed that worldwide events like World Fair Trade Day or Earth Day are effective precisely because they affect the entire world at the same time. Campaigning for Fair Trade is about recognising that the voice of one group is more powerful than a single voice.



The joint opening ceremony of WFTO Conference and World Fair Trade Week was concluded with a fair and ethical fashion show.



Conference participants got a taste of Italian fair cuisine.



A humane logo. Board and WFTO members forming a human logo of WFTO.

## WFTO INTERNAL ACTIVITIES

### V. CAPABILITY

The internal activities were dedicated to reflecting and making decisions about the 'Capability' of WFTO, the fifth of its five strategic goals that made up the theme of the conference "Trade for Change."



Members of WFTO Latin America posed after their meeting. Photo: Oscar Muñoz

#### WFTO Regional Meetings (26 May)

In the afternoon of the third day of the conference, five regional meetings were held by WFTO members to discuss internal issues. For minutes and details, kindly contact the regions.

#### WFTO Annual General Meeting (27 May)

**Business session of the 2015 WFTO Annual General Meeting (27 May)** The business meeting of the 2015 WFTO Annual General Meeting (AGM) consisted of deliberations of the resolutions put forward for members' approval during the actual AGM. Members discussed and debated the resolutions. Four new resolutions, those arising from the conference workshops, were added. The candidates for the replacement of outgoing WFTO Board of Directors were also given the chance to introduce themselves. The membership appointed Non-Executive Director of Shared Interest Society Paul Chandler to chair the business session.



WFTO President Rudi Dalvai reporting to the membership.

**The 2015 WFTO Annual General Meeting proper.** All resolutions presented to the membership were approved by the AGM. Rudi Dalvai was re-elected unopposed as WFTO President by the AGM. The AGM also elected three new Independent Board of Directors: Bob Chase (re-elected, SERRV International, USA), Roopa Mehta (re-elected, Sasha, India) and Edwin Bett (KEFAT, Kenya). The AGM also ratified the representations of five regional representatives to the WFTO Board of Directors: Pieter Swart (WFTO Africa & Middle East Regional Board of Director, Turqle Trading, South Africa), Johny Joseph (WFTO Asia Regional Board of Director, Creative Handicrafts, India), Sophie Tack (WFTO Europe Regional Board of Director, Oxfam Magasins du Monde), Luis Heller (WFTO Latin America Regional Board of Director, Allpa, Peru), and Geoff White (WFTO Pacific Regional Board of Director, Trade Aid, New Zealand).



Dr. K. Panchaksharam 'Panchu' proclaimed Rudi Dalvai as re-elected president of WFTO (unopposed) by wrapping a shawl as symbol of the membership mandate for the president to lead WFTO.

The 2015 WFTO AGM Minutes are available on WFTO Members' site.



New and outgoing Board of Directors joined by WFTO Chief Executive Natália Leal (extreme left.) From left to right: after Natália is Bob Chase, Pieter Swart (new), Fred Masinde (outgoing), Ana Asti (outgoing), Johny Joseph, Rudi Dalvai, Roopa Mehta, Edwin Bett (new), Sophie Tack (new), Mona ElSayed (outgoing), Malcolm Curtis (outgoing), Geoff White and Luis Heller (new).



WFTO members casting their votes on a resolution during the 2015 WFTO Annual General Meeting

## AWARDS AND CLOSING CEREMONY

Right after the formal proceedings of the WFTO AGM ended, the announcement of winners of the 8th Mohammed Islam Design Awards followed. Besting 39 other entries, five products emerged as winners: Paper Christmas Trees by Prokritee (Bangladesh) for Best Design for Gifst and Stationery, Jewellery and Accessories, Manta Ñawi (Alapaca throw) by ALLPA (Peru) for Best Design Home Wares and Textiles, Fashion Buttons by Manushi (Nepal) for Best Traditional Design Afapted to Contemporary Trends, four bottles of Ukavai Africa hot drops by Turqle Trading (South Africa) for Best Food Packaging, and Chilean Araucaria ring by Manos del Bio Bio (Chile) for Best Product Made of Recycled Materials. The judges were: Renée Bowers from Fair Trade Federation (US), Alexandra Doughty, Individual associate member of WFTO (Australia), Ana Asti from Onda Solidária (Brazil), Mike Muchilwa, Fair Trade Con-



8th Mohammed Islam Awards winners.

sultant (Kenya), and Michael Sarcauga, Communications Co-ordinator at WFTO global office. Laura Badalucco, Professor of Industrial Design at the University of Venice (Italy) collaborated as an external judge.

Rudi Dalvai formally closed the conference by thanking the participants for coming and taking part in the discussions and debate during the plenaries and workshops. He also thanked members of the staff and volunteers of WFTO and AGICES

for their part in making the conference successful and organised. The Italian host led by Alessandro Franceschini thanked everyone for coming to Italy and attending the WFTO Conference and other activities of the World Fair Trade Week. Giorgio Dal Fiume, president of WFTO Europe, also thanked the participants.

Dalvai announced that the next WFTO Conference and World Fair Trade Week will be in India in 2017 to be hosted by Fair Trade Forum India.



Solidarity message from Antonia Rodriguez (ASARBOLSEM Bolivia).



Our hosts: Giorgio dal Fiume (WFTO Europe President), Alessandro Franceschini (AGICES President) and Vittorio Leproux (AGICES Board Member).



Five regional members of the WFTO Board of Directors. Left to right: Johny Joseph (India), Sophie Tack (Belgium), Luis Heller (Peru), Pieter Swart (South Africa) and Geoff White (New Zealand).



Three elected independent members of the WFTO Board of Directors: Left to right: Bob Chase (re-elected, USA), Roopa Mehta (re-elected, India) and Edwin Bett (Kenya).



**13<sup>TH</sup> BIENNIAL  
CONFERENCE**  
MILAN ITALY  
24-27 MAY 2015



## ACKNOWLEDGEMENTS

Co-organiser of the WFTO Conference



Host and co-organiser of the 2015 World Fair Trade Week



Collaboration and support



## Photo credits

MICHAEL SARCAUGA, WFTO  
OSCAR MUÑOZ, CALYPSO GLASS CHILE & GREEN GLASS  
SHIHHSIANG YANG, TWINE (cover photo)

© 2015 World Fair Trade Organization