

WFTO-ASIA STRATEGIC PLAN 2015 – 2018



This Strategic Plan was formulated by a small dynamic committee, after contacting the members, and was further reviewed by the Board in May 2014.

WFTO-Asia is a network of dedicated Fair Trade Organizations. It is the members who constitute the organization, who develop the principles, sit on the committees and develop the ideas and strategy of the organization. It is the review, adoption and full implementation of this plan by all WFTO-Asia members working with the secretariat which will ensure its success.

With special thanks to the strategic plan committee:

S.C. Mittal – WFTO Asia Board Director

Lucas Caldeira – WFTO Asia Strategic Planning Committee Chairperson

Pradeep Krishnappa – WFTO Asia Strategic Planning Committee Coordinator

Mitos Urgel – WFTO Asia Strategic Planning Committee Secretary

Elizabeth Tsai and Sunil Chitrakar- WFTO Asia Strategic Planning Committee members

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| VISION | Enabling dedicated Fair Trade Organizations in Asia to deliver Fair Trade and to seek greater equity in international trade. |
| MISSION: | <p>As Fair Trade Organizations in Asia we seek to be:</p> <ol style="list-style-type: none"> 1. Credible – To be the Asian membership body for all fully committed Fair Trade Organizations (FTOs) seeking to empower groups of vulnerable producers, farmers and workers through trade. 2.Voice – To be a voice for Fair Trade and trade Increasing awareness of fair trade principles and practices among producers and consumers at grass-roots, national and regional levels. Creating an impact on and influencing policy-makers at the regional level on trade policies which will stimulate South-South trading activities 3. Market Access – To enable members to access and share tools and training to improve market access locally, and regionally. Strengthening cooperation among fair trade groups in the region towards cultivating domestic and regional market linkages and networks. 4. Network – To enable members to connect with each other – to work together, to cooperate, create synergies, and share innovative ideas and learning. Promoting cooperation among member-organizations in the areas of skills development, technology transfer, and access to information; and expanding membership to all countries in the region. |
| VALUES: | <ol style="list-style-type: none"> 1. LEADERSHIP: WFTO Asia and its members will strive for excellence in all that it does as an organization, setting new |

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| | benchmarks and pioneering standards in the area of Fair Trade within its region. |
| | 2. ENTREPRENEURIAL SPIRIT: As curious and passionate professionals, WFTO Asia and its members will encourage innovative ideas collectively to move forward as the Fair Trade Body within its region. |
| | 3. ACCOUNTABILITY: WFTO Asia and its members will be accountable to its stakeholders and colleagues, and face up to situations and challenges, not giving up but being accountable stewards towards Fair Trade standards set. |
| | 4. COMMUNICATION: WFTO Asia and its members are committed to delivering the finest services to its clients, satisfying them above and beyond their expectations. |
| | 5. PARTNERSHIP: WFTO Asia and its members will contribute to the success of the movement as a company of people. We know that we can count on one another, and appreciate and respect differences. |
| OBJECTIVES | 1. GOOD GOVERNANCE: WFTO Asia will conduct good time bound outcome based governance through the Board, secretariat and members. |
| | 2. GROW MEMBERSHIP: World Fair Trade Organization Asia would strengthen its present membership and grow in the future. |
| | 3. EXTERNAL NETWORKING: WFTO Asia seeks to be recognized as an Asian collective, empowering groups of vulnerable craft producers, farmers and workers, through Fair Trade Leveraging, and supporting International linkages and reaches out to participants in the Friends of Fair Trade program |
| | 4. FINANCE: WFTO Asia will seek to develop a sustainable financial framework in place, with stable and secure operational budget coupled with fund-raising and strategic planning, to make the organization financially stable while working with vibrant activities. Build in savings to build up a reserve. Work with a range of projects that are funded from appropriate. |
| | 5. COMMUNICATION: WFTO Asia will have improved internal and external communication, within its membership, and be a platform that engages its membership in interaction, information and exchange of ideas. |
| | 6. ALIGNMENT: WFTO Asia will be the pivot with WFTO Global within its region, to implement WFTO systems, policies, labelling, communications and representation with all Asian members and work with Country Networks where possible. |

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| | <p>7. CAPACITY BUILDING: WFTO Asia will enable the building of the capacity of its members in facilitation, production, empowerment, communication and dissemination of information in its region. WFTO Asia will act as a network to enable Asia members to deliver market access and development through international trade, South-South Asian trade, merchandising and possible participation at trade fairs WFTO Asia will seek to access funds through donors to design market-led handicrafts and food products</p> |
| | <p>8. VOICE: WFTO Asia will promote and celebrate special days and events including World Fair Trade Day and Fair Trade Fortnight with maximum member participation to make its voice heard in its fraternity.</p> |
| STRATEGY | <p>1. STRENGTHEN GOVERNANCE PLAN: <ul style="list-style-type: none"> At conferences, the members are informed of the strategy and plans and are engaged in its implementation through careful and active selection of a strong Board, dynamic work groups and committees. </p> |
| | <p>2. MEMBERSHIP GROWTH PLAN: <ul style="list-style-type: none"> Collaborate with country networks to take on new members who hold the principles of Fair Trade. Disseminate information of WFTO Asia within the regions to attract members, both in handicrafts and food. Timeline: ongoing </p> |
| | <p>3. EXTERNAL NETWORKING PLAN: <ul style="list-style-type: none"> Be a dynamic community space to reach out to all kindred networks. Timeline: 2015 Liaise with country networks and its members as also local governmental bodies to promote Fair Trade at the grassroots level. Timeline: 2015 Participate and support in relevant and appropriate conferences Grow the “Friends of Fair Trade” programme Build strong collaboration with Social Solidarity Economy movement </p> |
| | <p>4. FINANCE: PLAN: <ul style="list-style-type: none"> Develop sustainable and small programs by tapping into past, present and future funders, to raise funds for the sustenance of the organisation. Timeline: 2015 Adjust the membership fee on a sliding scale over the next 3-year period to support its initiatives. Timeline: 2014 </p> |

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| | <p>5. COMMUNICATION: PLAN:</p> <ul style="list-style-type: none"> • Develop a relevant and up to date website or use the present one with regular updates and focus on topics of major relevance for the Asian Fair Trade community. Provide interactive tools, where possible, to facilitate communication between members. Timeline: 2015 • Work with Social Media to promote WFTO-Asia • Create and disseminate communications plan to the members • Liaise with country networks wherever possible to increase the scope of communication internally and externally. Timeline: 2016 • Collect key data about WFTO Asia that demonstrates who we are, who we work with, and our impact. |
| | <p>6. ALIGNMENT PLAN:</p> <ul style="list-style-type: none"> • Implement the WFTO Guarantee System with all members over a 3-year period to increase credibility, make member organisations stronger in their systems, procedures and processes, to embrace Fair Trade in totality. Timeline: 2018 |
| | <p>7. CAPACITY BUILDING: PLAN:</p> <ul style="list-style-type: none"> • Look for funding that can support projects related to <ul style="list-style-type: none"> - Capacity building in relation to the guarantee system - Building the Friends of Fair Trade Network - Business and commercial development including product design - Role of Fair Trade within the area of the Social Solidarity Economy - Publicity in travel guides and online platforms - Increasing the commercial presence of buyers at the Asia annual conference to be held in October 2016 - Other related areas |
| | <p>8. VOICE: PLAN:</p> <ul style="list-style-type: none"> • Coordinate, advocate and campaign for World Fair Trade Day/Fair Trade Fortnight and other relevant events and encourage member's participation on a massive regional/country level. Timeline: Ongoing • Engage the press and stakeholders to visibly increase the awareness of these events planned out by individual organisations with strong emphasis on Fair Trade advocacy at respective country government levels. Timeline: Ongoing • Work with FTAO on process mapping of bilateral agreements for greater understanding within the Asia region. • Promote Fair Trade and the WFTO brand within each country network for increased visibility and awareness of Fair Trade. Timeline: Ongoing |

This Strategic Plan, will be complimented by a year-by-year Business Plan to be made by the Executive Director.