

Fair Trade Media Award 2016

Asia Fair Trade Summit 2016



Fair Trade Media Award
Certificate of Excellence in Fair
Trade Media

Fair Trade Student Award 2016

Asia Fair Trade Summit 2016



Criteria of Fair Trade Media Award

1. Quality of Fair Trade Activities in SNS
2. Background in Fair Trade media
3. Relation to Fair Trade 10 Principles
4. Level of Contributions
5. Diversity in SNS media

** “It was very motivational
and inspiring to explore the
dynamics of online Fair Trade
movements”*

Student & Media Award,
Business Coordination
Manager

Hwuisang Cho



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Fair Trade Media Award Four Finalists

Sylvaine Plan

Leblogdesuti word press, Nepal

Bianca Caruana

The Altruistic Traveler, Australia

WEAVE team

WEAVE, Thailand

Joker Rita Lai

My Fair Lady, Hong Kong

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Fair Trade Media Award Winners



Organization Winner

WEAVE (Women's' Education for Advancement and Empowerment)

Thailand

Years of advocating Fair Trade news through Facebook, Instagram, Twitter, and other SNS websites



Individual Winner

Joker Rita Lai (My Fair Lady)

Hong Kong

Producer & TV/Radio producer of Fair Trade programs

Founder, My Fair Lady (Fair Trade shop)

Advocate of Fair Trade in a variety of SNS sites

Organizer of public engagement activities

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Fair Trade Student Award

Certificate of Excellence in Fair Trade Studies

Fair Trade Student Award Review

* Participants: Students experienced in Fair Trade or studying Fair Trade as academic subject from 48 Asian countries

* Criteria of Fair Trade Media Award

1. Fair Trade academic experience
2. Relation to Fair Trade 10 Principles
3. Level of Contributions
4. Academic plans in Fair Trade studies
5. Quality of recommendation

Judge of the Student Fair Trade Award



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-Fair Trade Media Award Finalists-

* Recipient of Award: Top Three Finalists



Yumi Nomoto
Japan

Globalization, Business, and Development
University of Sussex



Senarath Yatigammana
Sri Lanka

Master of Business Administration
University of Peradeniya



Sunhwa-Kim
Republic of Korea

Management of Co-operatives
Sungkonghoe University

* Highly commended : Mahboob Elahi, Noor Quelen, Cassini Guedes, Jieun Park, Ashraf Hamad, Jae Ho Ryou, Inhyo Ko, Thanate Ittisurasing, Pubudu Weerarathna, Senarath Yatigammana, and Hwuisang Cho

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Sri Lanka
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University of Peradeniya

Fair Trade Student Award 2016

Announcement of Prize Winner

It has been an honour and a privilege to be asked to judge this competition for the student most likely to contribute and continue through academic research to the benefit and development of Fair Trade.

All three final short-listed candidates gave me excellent reasons to make the award to them.

In the end, however, I make the award to Sunhwa Kim, a PhD Student at Sungkonghoe University, Seoul, Republic of Korea. Sunhwa Kim is interested in Fair Trade as an alternative means of eradicating poverty and gender inequality in Asia. Her future research will focus on Fair Trade producers in Asia: How Fair Trade is able to change producers' lives and how they can improve their standard of living. She will also develop theoretical discourses on Fair Trade in Korea while continuing to engage with the Fair Trade movement in that country and globally.

Carol Wills

WFTO Honorary Member

2 October 2016

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-Final Winner of Fair Trade Student Award 2016-

* *Final Winner: Sunhwa Kim*

- Excellence in Fair Trade study experiences
- Fair Trade product development study
- Fair Trade Town Study
- Fair Trade Town project with Government
- Close connection to Fair Trade 10 Principles



“I believe Fair Trade is not simply meant to be ethical consumption, rather equitable partnership between producers and consumers. To me Fair Trade is the same as sustainable development.”

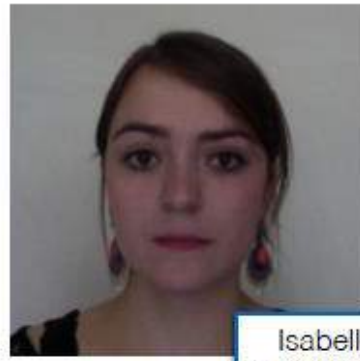
Sunhwa Kim, Republic of Korea, Fair Trade Student Award 2016 Final Winner



Lucia Scheper
at Danyun



Clara Brettfeld
at Sabala



Isabelle Roske
at Mary and Martha



Marie-Luisa Schneider
at Mary and Martha



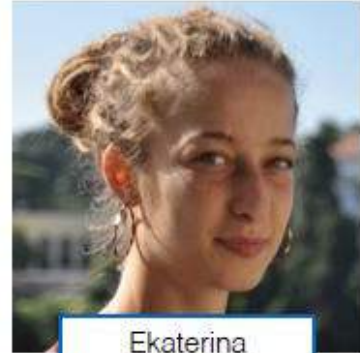
Camilia Saenz
at Thai Tribal Craft



Beata Carissa
WFTO-office in person



Layne Mostyn at
Fair Trade Group Nepal



Ekaterina
Voronkova
at The Ants Craft



WFTO-Office
Remotely



Aina Pubill
at Sabala

2016 | Gender Equity & Living Wage for Sustainable Business Growth

ASIA FAIR TRADE SUMMIT

ประเทศไทย



Conveners

- Sujata Goswami, Helena Sanabam, Netty Febriana, Rayhan Kabir
- Chen Fye
- Rodolfo Saringan
- Tatsuya Watanabe
- Rain Morgan
- Ross Chandler



WFTO-Asia President
Chitra Bahadur



WFTO-Asia Board Vice Chair
Mallamma Yalawar



WFTO-Asia Board Member
Johny Joseph

WFTO-Asia Board Secretary

Tany Dey

WFTO-Asia Treasurer
Mitos Urgel

WFTO-Asia Board Member
Roopa Mehta









