

WFTO ASIA NEWSLETTER



Collaboration Focus
December 2015

In This Issue

- Trip Report: Pakistan, Sri Lanka & Vietnam
- Gender Working Group
- ASEAN Forum Magazine
- Fair Trade Twin Towns
- Call for Flood Relief
- World Fair Trade Day
- 2 New Guaranteed Members in Asia

Trip Report

Pakistan

11 - 21 November

WFTO-Asia's first visit to Pakistan was November 11th – 21st. The visit was highly successful and informative. We were pleased to collaborate with Oxfam Pakistan, Fashion Revolution Pakistan, HomeNet Pakistan and WWF-Pakistan. The trip included 2 workshops, 2 member meetings for SAR support, 1 True Cost screening and 5 producer group visits with WWF Pakistan.



Bird's-eye View of WWF-Pakistan Sewing Group in Bahawalpur.

Watch a clip from the Pakistan TV channel NewsOne of the True Cost Documentary Screening, [Link Here](#)

- Read the full WFTO-Asia report. Outlines WWF-Pakistan's, Better Cotton Initiative producer groups, [Link Here](#)
- For more images, [Link Here](#)

Sri Lanka

22 November - 3 December

Sri-Lanka has 1 Guaranteed Member, 4 members and 2 provisionals, plus 50 potential members. This visit included workshops with both existing and potential members, hosted and supported by the Export Development Board (EDB). The member workshop enabled members to discuss creating a domestic network platform with the other aligned FT organizations such as, the [Good Market](#), [Social Enterprise Lanka](#) and friends from FLO. If you are in Sri Lanka, stay tuned for developments on their WFTDay event!



Existing Member Workshop, November 30, 2015

Vietnam

4 - 10 December

WFTO-Asia travelled to Hanoi, Vietnam to meet and provide GS support to the 4 existing members. "...after a long period of hard work I feel relieved," said Tran Tuyet Lan of Craft Link on completing the SAR. WFTO member VIRI introduced 9 Social Enterprises keen to join WFTO. This visit also included high profile speaking opportunities at the International Conference on Fair Trade in Vietnam and the AWEN Conference.

International Conference on Promoting Fair Trade in Vietnam



On the 8th of December the International Conference on Promoting Fair Trade in Vietnam supported by the EU was held in Hanoi. The event connected WFTO-Asia with important potential Fair Trade producer organizations and trading companies in agricultural products and handicrafts as well as with FLO-CERT and Fair Trade International.

Link to Vietnam press release, [Link Here](#).

AWEN Conference

"ASEAN Women Entrepreneurs and the New Regional Economy: Ready for Action!"

December 10th, WFTO-Asia Christine Gent was on the conference panel for the discussion on 'ASEAN Women at the Threshold of Regional Integration' at the AWEN Conference. This conference was set up to exchange knowledge in order to strengthen the position of women in Asia.

Media Source, [Link Here](#).



- Read [here](#) the full blog about WFTO-Asia visit at Hold The Future, one of WFTO-Asia's member organizations based in Vietnam.

Gender Working Group

Principle 6: "The organization has a clear policy and plan to promote gender equality..."

The WFTO-Asia gender working group is now up and running and will be working on the application of principle 6 in Fair Trade Organisations. The group needs more representation from South Asia, please contact WFTO-Asia if you are interested in joining the group.

ASEAN Forum Magazine

Creating Fairer Trade

"While fair trade has traditionally been associated with niche markets, the movement is growing, and small organizations in the Philippines and elsewhere are gradually breaking into the big league," wrote Joanna Mayhew in the ASEAN Article titled 'Creating Fairer Trade'. The article featured WFTO members and insight from Christine Gent WFTO-Asia Executive Director, she is quoted as saying, "Fair trade is not just about a label it is about changing the way we do business."

Read, the full article [here](#).



Maya Organics, India

Fair Trade Twin Towns



Pondicherry & Auroville

[Visit their Facebook!](#)

FLO and WFTO members in Pondicherry and Auroville are combining efforts to launch the first campaign for [Fair Trade Town status](#) in India. Follow their efforts and be inspired to continue this movement in more towns throughout Asia!

Flood Relief, India

Fair Trade Forum-India along with its members is running a solidarity initiative campaign- 'Fair Trade India for Artisans of Chennai', to support and help the artisans who are severely affected in the flood prone areas of Tamil Nadu. To contribute, please contact info@fairtradeindia.org

World Fair Trade Day (WFTD)

Building Chains

14 May 2016



Vietnamese Fair Trade supporter,
Tran Pham My Hanh

[The World Fair Trade Day](#) 2016 theme will focus on **building chains** across the supply chain in the name of Fair Trade.

In light of the theme, how will you show a link to producers across the supply chain this WFTD? Link arms to connect as a human chain!

Email communications@wfto-asia.com for WFTD questions, support and promotion!

Market Tips:

Latest trends and colours for 2016 and 2017 from Brighton University, [Link Here](#)



Congratulations to
Sana Hastakala of Nepal
& **Prokritee of Bangladesh**
for becoming Guaranteed!

View the new WFTO-Asia Guaranteed map, [here!](#)



Credible | Affordable | Accessible
[Join WFTO](#)

Organizations dedicated to Fair Trade and interested to go through the Guarantee System for Fair Trade verification should contact sustainability@wfto-asia.com for application support!

