



ASIA FAIR TRADE 2016

**WFTO Retailer
Standard**

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World Fair Trade Organization

WFTO Fair Trade Retailer Standard

19-21 October 2016

WFTO.COM



10 PRINCIPLES OF FAIR TRADE



LES DIX PRINCIPES DU COMMERCE ÉQUITABLE



DIEZ PRINCIPIOS DE COMERCIO JUSTO



Background and structure

- Concept under discussion since 2006
- Approved in 2013 AGM, Rio de Janeiro
- Already being implemented in Italy and Germany; France and Australia; Brazil(?)

- Minimum Standards (due to great diversity around the world)
The minimum or fundamental (global) criteria + “Additional (regional/national) Criteria” (when stricter).

I. What is a Fair Trade shop?

II. Conditions to use the Fair Trade Organization mark

III. Criteria (fundamental, additional)

I. What is a 'shop'

An open public trading place with regular hours of operation (it means a fixed place with fixed open days/hours) owned by a legal entity (WorldShops would be an example)

- On-line shops that fulfil the same criteria as WFTO retailers.
- A « shop in shop »¹ managed and owned by a WFTO member if the products / shelves are clearly identified as FT-products / shelves.
- Temporary booths or other sales outlets (which members may establish at conference, fairs, sidewalk sales, etc.).

II - Conditions to use the Fair Trade (Retailer) Organizational Mark

1. **WFTO membership** (or membership in a national Fair Trade Association recognized by WFTO, or an associate of another organization recognized by WFTO).
2. Compliance with **WFTO Fair Trade principles and standards** (with special attention to transparency, environment, working condition and trading practice principles) and with **the FT Retailer Standards** and criteria set by WFTO.
3. Acceptance of **second-party control** and compliance with specific self assessment process/procedures

III - CRITERIA

1. ACKNOWLEDGED FAIR TRADE PRODUCTS

Products should be purchased from a **registered Fair Trade Organization** (organizational route) or **certified as Fair Trade products** (product route).

2. PERCENTAGE OF FAIR TRADE SALES

Fairly traded products are **more than 60% of the retailer's turnover**.
All products that can be fair must be fair.

3. EDUCATION AND ADVOCACY

The retailer **informs the public** about the aims of Fair Trade + **engaged actively** in awareness-raising and advocacy.

III - CRITERIA

4. CAPACITY-BUILDING

Supports **training required for its staff** (paid or volunteers) about products, producers, Fair Trade and sales techniques.

5. WFTO FT STANDARDS, PRINCIPLES AND CODE OF PRACTICE

Comply also with **all other standards** which the WFTO has in place.

6. PROFITS AND INVESTMENTS

Transparent accountancy + Part of the profit is used to develop and improve awareness for Fair Trade / create more sustainable markets.

ADDITIONAL CRITERIA (Regional or National)

Can cover issues linked to Fair Trade principles.

Can **never be less strict** than existing FT Retailer Standards or other WFTO Standards and Principles.

STEPS for national implementation (by FTN)

1 : Recognition of equivalent Retailer Standard

- WFTO Country network needs to demonstrate that their national retailer standard is **at least equivalent to the WFTO Retailer Standard** (it can be stronger)
- Submit Matrix for Assessment of Equivalence
- Final Decision by ('Recognition' Committee -> CE?)

2: Recognition of reliable national Monitoring System

- *(Criteria being finalised; ad hoc verification possible until full document ready)*
 - Submit corresponding Form (once available)
- Evaluation and recommendation by 'Recognition' Committee / CE?
- Final decision by WFTO Board

3: Logo + Signature of MoA with WFTO

- Submit to WFTO a version of the proposed national Retailer logo
- Submit Agreement for logo protection to be signed with each shop (or other suggested forms of protection)
- Sign MoA with WFTO



Thank you.

Questions?