

Name & Organisation

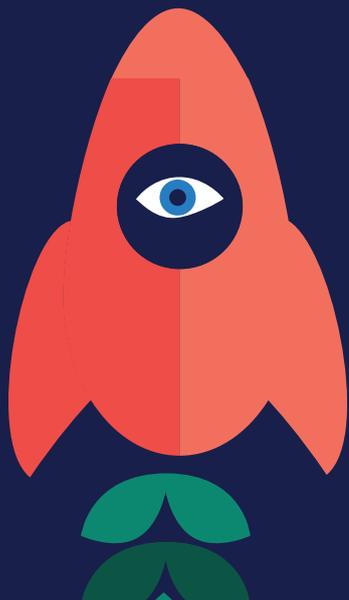
Pronouns



16th
International
Fair Trade
Summit



Welcome



Welcome to the 16th edition of the International Fair Trade Summit organised by the World Fair Trade Organization (WFTO). This biennial gathering of people and ideas stands on the belief that the way business is done has a crucial role in shaping a fair, sustainable and inclusive society. But it also stands on something else: the deeper understanding that this can't happen if significant encounters, that often trigger meaningful dialogues and alliances, are not part of the picture. We need to meet in person, shake hands (and beliefs!) with other Fair Trade thinkers, doers and allies fighting for a better world to talk about opportunities for our movement and our individual yet shared challenges.

This Summit specifically strives to create that kind of space, where personal experiences are brought together with the aim of sparking new transformative energies towards a fair, green and sustainable world. Welcome to Berlin!

Your hosts:



Home of Fair Trade
Enterprises

Your local hosts:



USEFUL INFORMATION

Please carry this booklet with you during the entire summit as your identification and reference to the sessions and locations.

LUNCH & BREAKS

All meals and coffee breaks listed in the programme will be provided at the venue.

YOUR WELLBEING IS VERY IMPORTANT TO US

In case of need, please get in contact with our staff or reach us at the infopoint at the entrance. For any emergencies, please contact us via whatsapp or call this phone number: **0049 15 67 81 46 141**

BE SOCIAL

Be part of our community beyond this gathering. Connect and share the best moments of the summit on your social media profile and tag us:

 @wfto_fairtrade

 @wftofairtrade

 World Fair Trade Organization

 @wfto_fairtrade



silentgreen

 0123456789

Kuppelhalle

FAIR TRADE FAIR

Tuesday – Wednesday, all day

This is a unique sourcing opportunity for retailers and importers to personally meet the representatives, voices and hands of 33 Fair Trade producer organisations in one place, with a great range of products exhibited from fashion, jewellery and home décor to food & drinks. Explore potential partnerships with the leaders of innovative business models.

Betonhalle

FASHION EXPO EVENT

Tuesday, 19:30 pm

Transforming the local traditional craft skills into a modern global aesthetic: the WFTO Fashion Expo will present inspirational multi-brand looks compiled from outstanding Fair Trade producers in fashion. The exhibition will kick off with a networking event, opened by a fashion panel, where you will get to know the people and stories behind the products and talk with the representatives of those fair fashion enterprises that are making sustainable practices the new standard for the fashion industry.

POLITICAL ACTION

Tuesday, 12.45 – 15 pm, outside venue

A group of young Fair Trade activists from Europe have prepared an exciting public action to bring the demands of the Fair Trade movement to the streets of Berlin. The action will take place in front of the representation of the European Commission and move to the Brandenburg gate. Join us for “change the chain – every trade should be fair” to urge European and German politicians to improve due diligence laws and raise awareness about global inequalities and possible solutions. The more we are, the more powerful the pictures! Transport from and back to the venue will be organised.

SPECIAL BOOTHS

You will find all special booths at the entrance of Betonhalle. Be amazed by the product exhibitions of Beyond Beautiful and MADE51 and get your organisation involved in unique opportunities at eBay for Change, Small But Perfect.

MIDA AWARD

Thursday, 15.30 – 16.30pm

We believe that edgy designs can go hand in hand with circularity. The focus of the 2022 edition of the MIDA Design Award is circular and climate-friendly production. Check out the top 15 submissions from committed Fair Trade enterprises at the Fair Trade Fair. At the closing ceremony, the judges will pick which product embodied this year's edition the most!

GUARANTEE SYSTEM CLINICS

Tuesday – Wednesday, all day

Do you have any in-depth questions on the GS system or your monitoring requirements? Feedback for the GS review? Our membership & monitoring team is waiting for you in the mars cafe.

OPEN DISCUSSION SPACE

Tuesday – Wednesday, all day

Some inspiring vision to share? A burning thought? Bring them to the engagement lab or use the possibility of our open discussion space at the mars cafe. Kick off discussions on crucial topics and gather new collaborators.

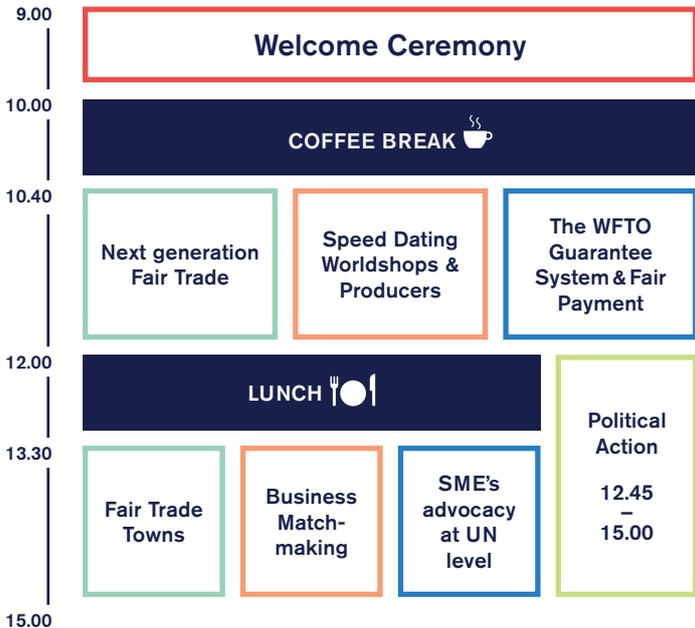
VENUE MAP



Tuesday 23rd August

DAY 1

Inspire & Welcome

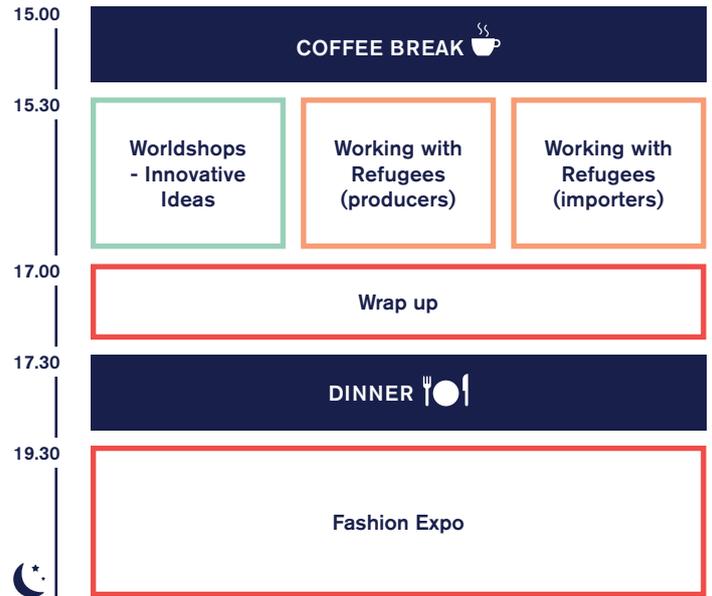


Betonhalle

Atelier 1

Atelier 2

Atelier 3+4



Mars Café

Cinema

Outside the Venue

Day 1

Atelier 2

NEXT GENERATION FAIR TRADE

Some Fair Trade enterprises have thrived for more than 40 years. In the meantime, new business models have evolved to change the entire economic system, address inequality and employ new models like “purpose economy” or “new work”. How do both sides learn from and inspire each other?

Atelier 3 & 4

SPEED DATING WORLD SHOPS & PRODUCERS

Meet the maker! Are you a producer wanting to connect with world shops? Or maybe you are working or volunteering in one of these shops and would like to meet the people behind your favourite Fair Trade product? This session is for you!

Cinema

THE WFTO GUARANTEE SYSTEM AND FAIR PAYMENT

“How to make the GS work for you”, a quick guide on how the available tools can help you in developing your business and Fair Trade practices. “How to read the local living

wage ladder”, also some insights into ways to tame the ‘elephant in the room’ - living wages and living income. Expect to learn something, and have the chance to interact, engage and ask questions.

Atelier 2

HOW FAIR TRADE TOWNS HELP TO BUILD SUSTAINABLE CITIES

This panel is looking to reinforce the vision and practices of Fair Trade towns with the participation of representatives of regions and countries. Bringing together international Fair Trade and sustainable cities’ actors will provide a platform for exchanging ideas and practices.

Atelier 3 & 4

BUSINESS MATCHMAKING

Looking for a producer to add to your product lines? Wanting to connect to potential new buyers in several countries? Curious to know more on products and how they are made? Then you are in the right place!

SME'S ADVOCACY AT UN LEVEL (SDGS)

The role of SMEs is crucial for achieving a fair and just economy. Therefore representing SMEs in (inter)national decision making processes is key. As representatives of Fair Trade enterprises, we need to fully use the opportunity and the necessity to influence the (inter)national agenda and let our voice be heard.

WORLDSHOPS IN EUROPE AND THE US – SUSTAINABLE AND INNOVATIVE IDEAS FOR THE BACKBONE OF FAIR TRADE

This session will introduce shops that are already breaking new ground in trying to reach out for (young) ethical consumers and fluctuate around the question: what would be the radical change that would lead the worldshops in each of these countries into a bright sustainable future?

WORKING WITH REFUGEES – PRODUCERS & IMPORTERS

There are additional challenges in working with refugee artisans. The closed and remote camp environments add logistical challenges and expenses. In order to ensure this value chain is possible and Fair Trade principles are applied, business devel-

opment and capacity building are needed. This session is divided into a producers' session, where you will learn how to include refugees in your social business, and an importers' session to get expert marketing and storytelling advice.

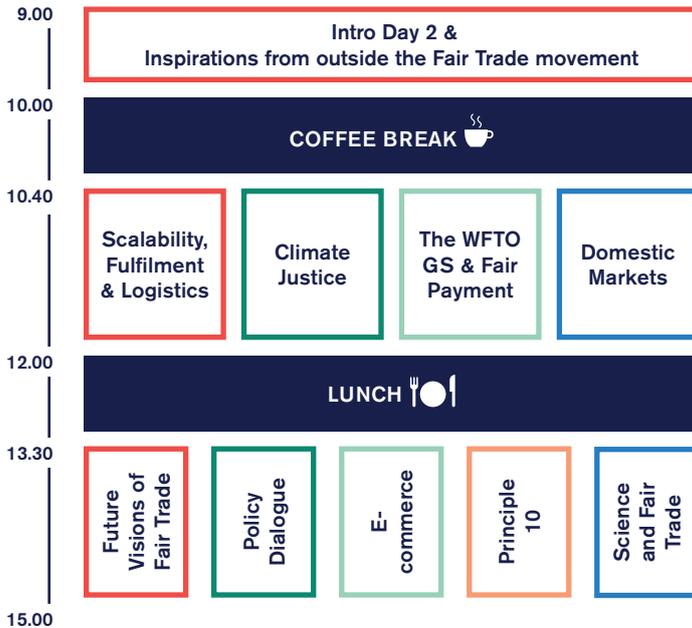
FASHION PANEL

The fashion panel will inaugurate the Fashion Expo event. In a highly competitive market where customers speak out their demands to big corporations for sustainable, fair products and a fair fashion industry that has been setting the bar higher and higher in terms of the quality and aesthetics, the role played by Fair Trade enterprises is now crucial. The panel will underscore the importance of partnerships between Fair Trade enterprises and big fashion brands, and share insights and lessons learned from successful collaborations.

Wed. 24th of August

DAY 2

Discussions & Deep Learning

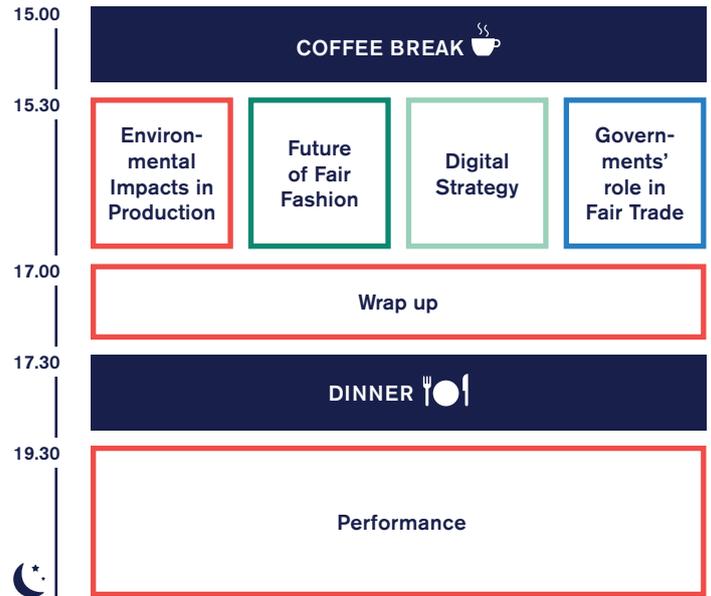


Betonhalle

Atelier 1

Atelier 2

Atelier 3



Mars Café

Cinema

Outside the Venue

Day 2

Betonhalle

SCALABILITY, FULFILMENT & LOGISTICS

How do you scale up without putting too much strain on your staff, finances and producers? How do you make sure the stock is available at the fulfilment warehouse when it is needed? Can your logistics infrastructure handle the increase in volume? This is what we want to find out in this workshop.

Atelier 1

CLIMATE JUSTICE

No climate justice without trade justice! The workshop will explore how climate justice is intrinsically linked to Fair Trade by showcasing some recent initiatives from the Fair Trade movement. We will then discuss how this link can be further strengthened within the Fair Trade movement.

Cinema

DOMESTIC MARKETS

Domestic markets are becoming ever more important for our members worldwide. In this session we would like to provide an overview of different local Fair Trade initiatives from around the world. Have a conversation with a panel of organisations that have entered this space and find out about ideas on how you can do the same!

Betonhalle

FUTURE VISIONS OF FAIR TRADE

If we want a fair future for all, we need to start imagining what this future will look like. In this participatory workshop, the German Fair Trade platform presents its visions for a fair future to discuss.

Atelier 1

POLICY DIALOGUE - MANDATORY HREDD IN THE TEXTILE SECTOR

Co-funded by the COSME Programme of the European Union, the Policy Dialogue aims to bring together civil society organisations, policy makers on national and EU level as well as SMEs with alternative business models trying to provide fair and sustainable alternatives.

Atelier 2

E-COMMERCE

Are you looking to start, build, or accelerate your e-commerce site? Interested in learning about the latest trends and what customers look for when they visit your online store? Or how to utilise immersive storytelling to set your brand apart? Join us for this comprehensive e-commerce session!

Atelier 3

PRINCIPLE 10 – ENVIRONMENTAL PERFORMANCE

One of the 10 principles of Fair Trade is increasing the environmental performance in the supply chain and the company as a whole. That is easier said than done. This session discusses and offers practical solutions for making your enterprise environmentally beneficial.

Cinema

SCIENCE AND FAIR TRADE – THE LIVING INCOME CONCEPT

The scientific concept of living income has become a new standard in the global Fair Trade community. The case of living income research 2021/22 accomplished by young Burundi and German researchers will be used to discuss the role of science for Fair Trade goals, Fair Trade organisations and local populations.

Betonhalle

HOW TO REDUCE ENVIRONMENTAL IMPACTS DURING PRODUCTION

Since many producers confront similar challenges and come up with creative solutions, we'll get to discuss the opportunities that Fair Trade thinking untaps for making your enterprise caring yet thriving. Learn more about alternatives in production, carbon neutrality, innovative techniques and much more.

Atelier 1

FUTURE OF FAIR FASHION

Which are the innovations that can further bring Fair Trade fashion to new markets, while staying true to their values? Together, we will discuss some of the next steps that we can take to make fair fashion thrive on global markets, including partnerships with luxury brands, inclusive practices to enhance craftsmanship and materials and much more.

Atelier 2

DIGITAL STRATEGY

Having a clearly defined brand is core to any successful business and marketing strategy. We will review the foundations of building a sustainable business model, breaking down the building blocks to then craft strong branding elements that lead to a strong brand.

Cinema

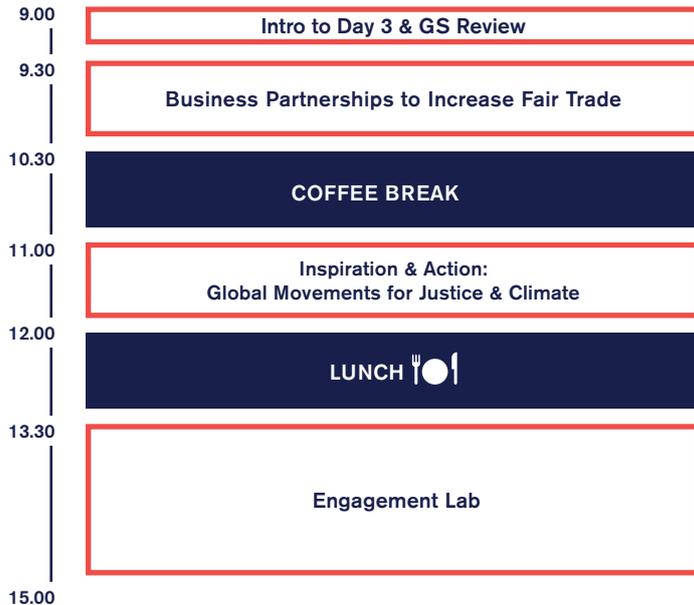
GOVERNMENTS' ROLE IN FAIR TRADE

If you believe that the Fair Trade movement objectives won't be achieved by the market alone, this is a workshop for you! This workshop will introduce the main findings of the ftao report "Fair Trade public policies around the world" followed by a discussion that identifies WFTO members that are interested to do public policy advocacy and what support they need.

Thu. 25th of August

DAY 3

Looking to the Future

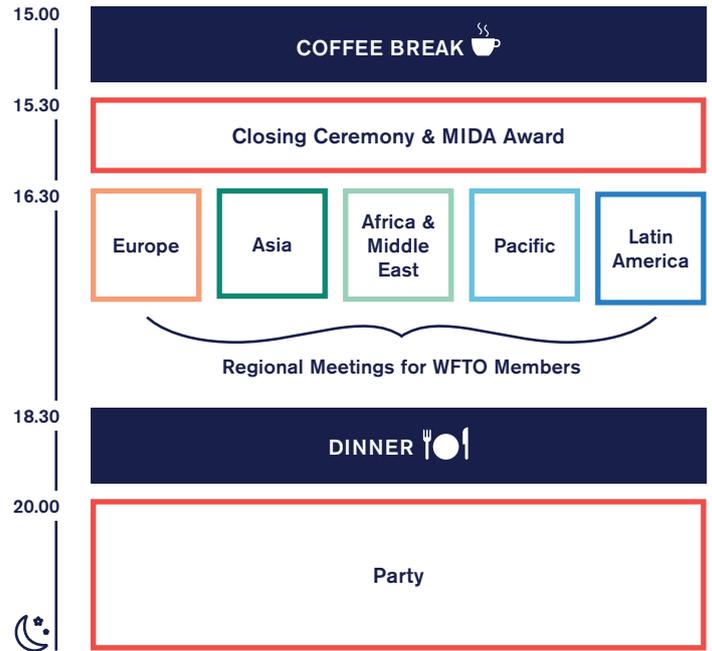


Betonhalle

Atelier 1

Atelier 2

Atelier 3+4



Mars Café

Cinema

Outside the Venue

Day 3

Betonhalle

BUSINESS PARTNERSHIPS TO INCREASE FAIR TRADE

A conversation with like-minded business associations to develop partnerships and join forces. How can we increase our market and go beyond the usual suspects?

Betonhalle

INSPIRATION & ACTION: GLOBAL MOVEMENTS FOR JUSTICE & CLIMATE

This session will investigate and discuss the conditions of success and how movements can become powerful agents for change with representatives of global movements. The discussion will inspire us to go ahead and make future plans for the Fair Trade movement. It will also offer insights into what important strategic and political alliances we need to build as a Fair Trade movement.

Betonhalle

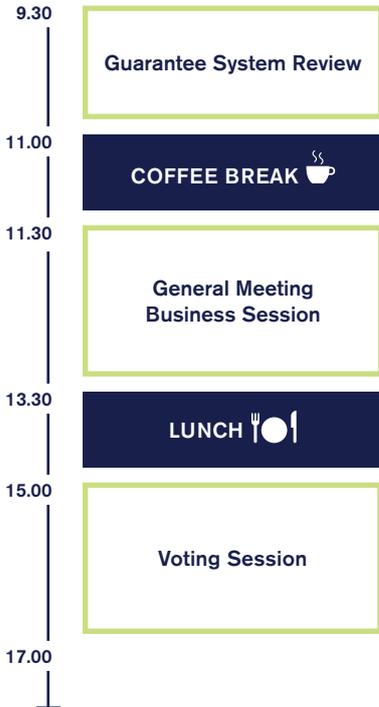
ENGAGEMENT LAB

Do you know the feeling? Three days of meetings, discussions, workshops are behind you... you leave the gathering with a bag full of contacts and plans... then it's Monday again, back to work, and all those great contacts and plans are stored somewhere... this is exactly what we are trying to avoid this time! The engagement lab will be the space where groups can make plans for the future. This can be business collaborations, a common plan to work together in a small group, the planning of a big campaign on climate justice or an advocacy action. It will offer the space to make those plans, agree on first steps and make sure that on Monday, when back at work, you have a plan rather than just a contact in your bag, so that the next steps are already ahead of you.

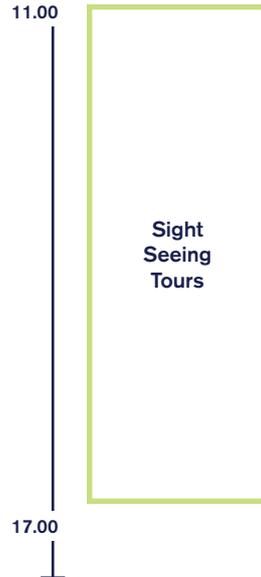
Fri. 26th of August

DAY 4

WFTO MEMBERS ONLY



ALL SUMMIT PARTICIPANTS



Day 4 Venues

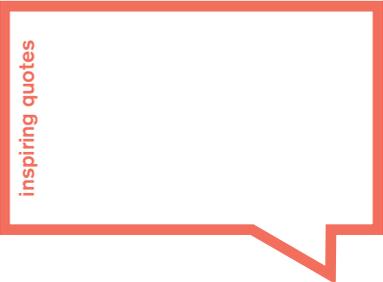
Members Meetings

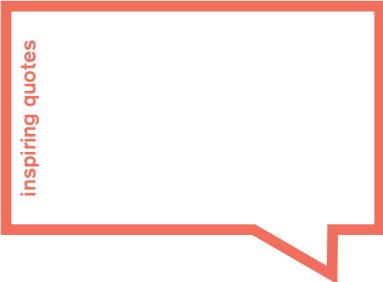
 **bUm**
Paul-Lincke-Ufer 21
10999 Berlin

Sight Seeing Meeting point

 **To be coordinated**
Berlin

INSPIRING THOUGHTS & NOTES







16th International Fair Trade Summit

WIFI LOGIN

Wifi network: silentgreen | Password: 0123456789

BE SOCIAL

Be part of our community beyond this gathering, stay social! Connect and share the best moments of the summit on your social media profile and tag us:

 @wfto_fairtrade

 @wftofairtrade

 World Fair Trade Organization

 @wfto_fairtrade



Please provide us with your
feedback on this summit.

