

**FAIR TRADE HONG KONG FOUNDATION LIMITED ('FOUNDATION')
REPORT BY THE BOARD OF DIRECTORS FOR THE PERIOD
FROM OCTOBER 2012 TO SEPTEMBER 2013**

Introduction

The Foundation was incorporated as a company limited by guarantee on 7 October 2010. On the same date, the Foundation was conferred the status of a charitable institution and obtained the exemption from tax under Section 88 of the Inland Revenue Ordinance.

Principal Activities

1. In the past 12 months, the Foundation, with the objective of the relief of poverty of poor farmers and producers, has organized a number of activities to raise awareness of Fair Trade and enhance the demand for Fair Trade products in the community. The following are the activities held:
 - I. Fair Trade Fortnight 2013, 11st - 24th May 2013, highlight events included:
 - Fair Trade Fair@Hong Kong Post Office from 15th-18th & 22nd -25th April 2013
 - Fair Trade Buffet at Jordan KUC Space on 4th May
 - Fortnight Launch on 11th May and a 7-day Fair Trade Fair at Discovery Park, Tsuen Wan
 - Coffee Tasting Workshop on 25th May
 - Fair Trade Banquet at Good Kitchen on 1st June
 - Fair Trade Stamp Collection Scheme in May
 - 'Share your Fair Trade Moment' Facebook Campaign in May
 - II. Online Platform – ShopThruPost, the Foundation cooperated with Hongkong Post to launch fair trade products in the online platform – ShopThruPost with 6 fair trade trader partners.
 - III. Holding booth in Youth Summit in the session of Global Village 14th June 2013 in Youth Square in Chai Wan
 - IV. Health & Live Expo 2013 (14th – 16th June 2013) 4 trader partners had joined: YiSheng Organic, Chopsticks, Rise Plus and Organic XP. The Foundation also distributed fair trade leaflets and display some products.
 - V. Cooperation with Hong Kong BroadBand, including:
 - 4 sessions of Fair Trade Free Drinks Tasting in their internal café from 26th July to 16th August 2013 on every Friday
 - Green Fair in their two offices on 20th-21st August 2013 and 30th August 2013 respectively

- Mid-Autumn Festival Hamper with Social Enterprise iFlorist with fair trade products
- VI. Fair Trade Easter Cupcakes Workshop for corporate sectors was held on 16th March 2013 in K11 Easy123.
- VII. Social Enterprise Bazaars in HSBC from 14th January to 10th January 2013. FAIR TASTE (14/1-16/1) and FAIR CIRCLE (17/1-19/1) had held booth as Fair Trade Trader /Partners.
- VIII. 6 eDMs were issued:
 - Christmas eDM in December 2012
 - Lunar New Year eDM in Jan 2013
 - Valentine eDM in Feb 2013
 - Fortnight Summary eDM in June 2013
 - Bring Fair Trade to Your School 2013-2014 eDM in Aug 2013
 - Mid-Autumn Festival in September 2013 in September 2013

2. Bring Fair Trade to Your School (“BFTYS”) Programme 2012-13

With the funding from Oxfam Hong Kong’s Development and Education Grant, our School Committee (chaired by Ms. Carol Chen) carried out a successful BFTYS Programme during the school year 2012-13 reaching out to 44 schools and organizations and carrying out 85 activities. 19 Fair Trade Ambassadors have been trained under the Fair Trade Ambassador Programme. Award presentation was held on 17th May 2013 in Discovery Park in Tsuen Wan to dedicated ambassadors of the past years.

A two-year funding was granted from Oxfam Hong Kong from August 2012 to July 2014 which can allow flexibility and stability to our education work, amounting to \$404,700 for two year proposal.

The School committee has had in-depth discussions on the feasibility of introducing a Fair Trade School Awards Scheme in Hong Kong. The School Committee would position the BFTYS as a broad and wider education programme, while the Fair Trade School Awards Scheme as a more in-depth programme for dedicated schools. To start the whole process, the School Committee engaged a consultant to interview potential schools and write up an Action Guide and related templates for the proposed Scheme. After approval of the draft documents by the School Committee and the FTHK Board, the School Committee will consult those schools that have participated in the BFTYS for more than one year and finalise the contents of the Scheme by Jan 2014. It is proposed to launch the Scheme during Fair Trade Fortnight 2014.

3. Co-Organize Ethical Consumption Month 2012

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Apart from Fair Trade Fortnight, the Foundation considers it is necessary to maintain the momentum in the promotion of Fair Trade. Since Fullness Social Enterprise Society has planned to organize Ethical Consumption Month again in November this year, the Foundation agrees to join as one of the co-organizers. The other co-organizers are the General Chamber of Social Enterprise, Social Enterprise Business Centre and Social Enterprise Summit.

The campaign was successfully held in November 2012 with \$1.34 million total additional ethical consumption generated and reached 25,082 people of face-to-face situation.

Ethical Consumption Month would be organized in 2013 & 2014 in order to build the momentum and brand name.

4. Fairtrade Marketing Organization of Fairtrade International

In 2012, the Foundation was authorized by Fairtrade International (FLO) to become a Fairtrade Marketing Organization (FMO) which has the official status to promote and monitor the FAIRTRADE Mark in Hong Kong, Macau and Mainland China.

Roles of a Fairtrade Marketing Organization are:

- Raise awareness of, and support for the Fairtrade System and products
- Gain new licensees in collaboration with FLO International Licensing
- Build links with civil societies in their countries

A part-time staff was hired as Marketing Executive to assist the implementation of the Fairtrade Marketing Organization Business Plan, including the licensing procedures and artwork approval etc. In the year 2013, licensee fee income amounts to HK\$21,355.9 and HK\$26,043.8 in quarter one and two respectively.

As a Fairtrade Marketing Organization, several activities were organized to raise the awareness and support for the Fairtrade System:

- Regional Meeting with South Korea and Taiwan was held after the Fair Trade Forum on 30th November 2012. Several licensees and traders participated, including YiSheng Organic International Limited, Tpassion Ltd and Boncafe (Far East) Ltd.
- Meeting with Producer Services & Relations Team of Asia on 15th May in Cosmopolitan Hotel with 6 traders and FTHK Board Members -Josh, Sung Ming, Cissy and staff attending. They had also come to our Fortnight event to meet our trader partners.
- Andrea Richert had met with our FMO Task Force members (chaired by Josh) and our Board of Directors on 21st May to discuss the progress of Fairtrade System and the support needed. Series of licensee meetings was held on 20th May and 21st May, including Marks & Spencer, YiSheng Organic International Limited, Boncafe (Far East) Limited and Taikoo Sugar Ltd.

5. Institutional Development

An informal Brainstorming session was held on 3rd August 2013 with 9 Board Members attending to review the development of fair trade movement in Hong Kong and the roles and directions of the Foundation in the future.

Board of Directors & Foundation Members

1. At the second AGM held on 3rd November 2012, the following retiring Directors offered themselves for re-election and were re-elected:

- Joshua Begbie
- Carol Chen
- Leung Puifung
- CK Lo
- Miranda Yip

The other Directors continued to hold office until the third AGM:

- Alex Chan
- Kee Chi Hing
- Maria Cheung Yat Sum
- Cissy Lui
- Chow Sung Ming

Nominations of Poon Chun Kau and Kan Chung Kan to be a Director of the Foundation had been duly received and they were elected with 13 votes in favor of, and 0 vote against.

There are 12 Directors in total.

2. The Board elected among themselves the following office-bearers:

- Chair: Alex Chan
- Secretary: Cissy Lui
- Treasurer: Joshua Begbie

3. There are now 19 Members of the Foundation.

Honorary Legal Advisor and Company Secretary

1. We are pleased to have the Managing Partner of ONC Lawyers, Mr. Sherman Yan, as our Hon. Legal Advisor.
2. ONC Consulting Limited has resigned as our Company Secretary on 1st May 2013. We would like to express our sincere gratitude to ONC Consulting Limited for their contribution and support.

3. We are pleased to have JK Corporate Consultancy Limited as our company Secretary effective from 1st May 2013 (on a pro bono basis).

Auditor

1. The Board agreed to reappoint Flexkin & Co CPA, its First Auditors for the auditor report from April 2012 to March 2013, until the next Annual General Meeting.



Date: 26th September 2013

The Board of Directors

Fair Trade Hong Kong Foundation Limited