



## **FTHK - REPORT BY THE BOARD OF DIRECTORS FOR THE PERIOD**

**From October 2015 TO September 2016**

### **Introduction**

Fair Trade Hong Kong Foundation (FTHK) is a not-for-profit organisation that promotes Fair Trade. We are committed to establishing a Fair Trade economy to ensure producers in the developing world can receive their fair share of income, alleviate poverty, reduce inequality and contribute to a sustainable future.

### **Principal Activities**

In the past 12 months, FTHK has organized a number of activities to raise awareness of Fair Trade.

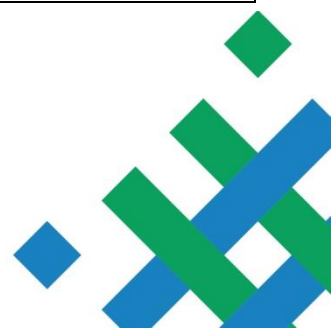
#### **A) Consumer Promotions**

The main drive of the movement is to raise consumer awareness of Fair Trade and Fair Trade products. Fair Trade Fortnight, which was first launched in 2010, is now the annual signature event of FTHK, start in year 2015, the event has extended to 'Fair Trade Fiesta' with various collaboration and promotion in community.

Moreover, we have collaborated with different organizations in spreading the message.

Below are highlights of the events held in the past year and their impacts.

<b>Date</b>	<b>Name of the Event</b>	<b>Target Audience and Party Involved</b>	<b>Impact</b>
17th Oct 2015	Fair Trade Charity Football Match	Target Audience: Corporate and schools Involved Hong Kong Exchange Clearing Ltd, Maxim, Towngas, Bank of East Asia, CFL, TMS, Convoy, Konica Minolta, Kerry Logistic, Jepsen, Danone and Hong Kong Broadband Network	Fundraise HKD199,000 for FTHK.
Nov – Dec 2015	Co-organize Ethical Consumption Month 2015	Target Audience: General Consumers, Church Leaders and corporate Parties Involved: 125 social enterprises and 6 of them are Fair Trade traders.	Face-to-face talks to over 41,000 persons. Generated HKD7.9 million ethical consumption





18 <sup>th</sup> March 2016	Fair Trade Charity Film Premier  - The True Cost	Target Audience: Corporate (involved over 370 participants)  Involved CLP, Enwin Fintech, Green Monday, SHISHEDO and SWIRE Properties, Belle, Konica Minolta and CUHK Centre of Global Health etc.	Fundraise HKD119,000 for FTHK.
13- 19th May 2016	Fair Trade Fiesta 2016 – 7 day Fair Trade Fair	Target Audience: Consumers  Involved: 15 traders participated in the event, including Rise Plus, Fair-and- Healthy, Health Aims, Lively Live, Bejoy Commune, FAIR CIRCLE, FAIRTASTE, Yisheng Organic, Welspring, Coconut Matter, ManFair Coffee, Fair Globe, Chopsticks, S.E.E.K. Health Generations and Bottle Shop.	Reached over 20,100 consumers and achieved around HKD 274,000 sales

FTHK has also collaborated with Oxfam Macau to conduct 20 Fair Trade Workshops for the consumers, students and corporate in Macau.

Eight issues of Electronic digital marketing (eDM) has been sent out during the past year. We also sent out special festive promotions emails for Mid-Autumn Festival, Valentine's Day and the Lunar New Year. The total number of subscribers has increased from 2,230 (in year 2015) to 2,773 (in year 2016 - as of Sept), i.e. 24.3% incremental.

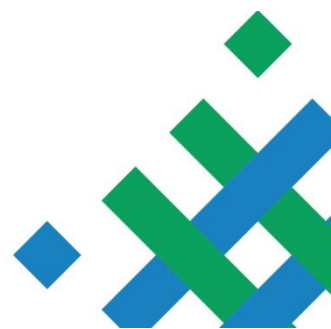
Furthermore, numbers of fans in FTHK's Facebook increase from 4,477 fans to 7,299 fans, which is 63% incremental.

## **B) Education at Schools**

Bring Fair Trade to Your Schools (BFTYS) project was started in 2010.

In the past six years, more than 150 primary and secondary schools were engaged, over 49,000 students were reached in the project. In the Fair Trade Ambassador program launched in year 2010, 100 tertiary students were recruited and trained as Fair Trade Ambassador, over 1600 people are reached in their community services.

With the support of the Hong Kong Jockey Club Charities Trust, "Jockey Club Fair Trade School Award Scheme" was also launched in the academic year 2015-2016 to increase the involvement of local secondary schools in the Fair Trade Movement.



## Summary of School Activities (From Aug 1, 2010 to July31, 2016)

	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
<b>School Talks</b>	18	19	25	21	13	18
<b>Exhibitions</b>	10	1	18	12	19	13
<b>Site-Visits</b>	13	12	9	9	2	3
<b>Campus Sales</b>	5	17	7	4	4	4
<b>Group Sharing</b>	1	1	Nil	Nil	6	1
<b>Workshops</b>	7	5	16	15	25	21
<b>Voluntary Training and services</b>	Nil	8	4	4	3	2
<b>Others (e.g. students' interviews, information booths and meetings)</b>	Nil	8	6	6	3	15
<b>Total</b>	54	71	85	71	76	77
<b>Students Reached</b>	+4,000	7,998	12,485	7,867	8,336	8,677

### C) Marketing Activities

#### Fairtrade Marketing Organization of Fairtrade International

Since July 2012, FTHK has formally become a Fairtrade Marketing Organization (FMO) of Fairtrade International. We have the mandate as part of Fairtrade International to promote, certify licensees and monitor the use of FAIRTRADE Mark in Hong Kong, Macau and Mainland China.

The roles of a Fairtrade Marketing Organization are:

- Promoting awareness of Fairtrade products in its country or region
- Monitoring and granting the use of the FAIRTRADE mark
- Providing potential licensees with information on the Fairtrade system, licensing and artwork approval support
- Reporting (Business Plan, work plan, update for GA, audited annual accounts) to Fairtrade International

In the year 2015-2016, there are 9 licensees in Hong Kong, Macau and China. The licensees fee generated in this period, from April 2015 to March 2016 was HK\$145,122 which will be used for fairtrade promotions. From April 2015 to March 2016, there were 47 enquiries mainly about the



requirement and procedures of fairtrade licensing.

Name of Licensees	Product Category with Fairtrade Certification Mark
<b>The Dairy Farm Company Ltd</b>	Cotton Pad
<b>Fairtaste (Hong Kong) Limited</b>	Coffee, Tea, Sugar, Nuts, Dried Fruits
<b>Hiang Kie Coffee Group Limited</b>	Coffee
<b>Lead Field Corporation Limited</b>	Coconut Oil
<b>Mecilla Limited</b>	Cotton T-Shirts
<b>Peninsula Merchandising Limited</b>	Tea
<b>Taikoo Sugar Ltd.</b>	Sugar
<b>tom hugh Limited</b>	Pepper
<b>Yisheng Organic International Limited</b>	Tea

### **Organizational Structure and Institutional Development**

The business and affairs of FTHK are managed by the Board, Board meeting is held bi-monthly to oversee the business and development of FTHK. FTHK has restructured the partnership program and launched 'i-buy Fair Trade Award scheme'.

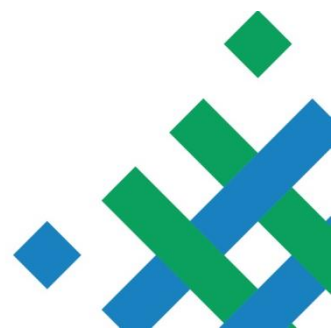
As at 30<sup>th</sup> September 2016, the Board comprises 8 Directors, namely Miranda Yip (Chair), Ivy Lau (Hon. Secretary), Ambrose Ho (Treasurer), Leung Pui Fung, Maria Cheung, Clara Kan, Alison Lloyd and Annie Chung.

FTHK recognizes the importance and the competitiveness of the fundraising environment in Hong Kong's not-for-profit organizations. Therefore, FTHK organized 2<sup>nd</sup> Fair Trade Film Premier on 18<sup>th</sup> March 2016 with the film 'The True Cost' which raised over HKD119,000 and Fair Trade Charity Football Match on 17<sup>th</sup> October 2015 which raised over HKD199,000.

Starting from year 2014, FTHK has introduced procedures of Declaration of conflict of interests so as to enhance the transparency of the organization.

### **Staff**

FTHK has five full time staff and PR consultant; they are Business Development Manager (Elaine So), Project Officer (Gladys Yun), Project Officer (Jingle Chun), Project Officer (Irina Li), Chief Officer (Daphne Ip) and PR and Media Consultant (Mrs. June Tung). FTHK is thankful to the contribution of Chen Ying (Business Development Manager until April 2016), Matthew Chiang (Part-Time Project Officer until Dec 2015) and Katy Cheung (Project Officer until April 2016) in the fair trade movement. The size of the team is small, but all colleagues are enthusiastic and energetic.



In year 2015-2016, internship positions were offered to the students from Statistic Department of The Hong Kong Polytechnic University, Sustainability Education of The Education University of Hong Kong and Accounts Department of Institute of Vocational Education (IVE).

With the dedicated effort of the staff and interns, the Fair Trade message spread rapidly in different sectors.

### **Honorary Company Secretary**

1. We are pleased to have JK Corporate Consultancy Limited as our Company Secretary on a pro bono basis.

### **Auditor**

1. Bentleys C.P.A. Company Limited was appointed as Auditor of FTHK at the 5<sup>th</sup> AGM held on **21st November 2015** until the next Annual General Meeting.



Date: 14<sup>th</sup> October 2016

The Board of Directors

FTHK

