

FTHK - REPORT BY THE BOARD OF DIRECTORS FOR THE PERIOD

From October 2016 to September 2017

Introduction

Fair Trade Hong Kong Foundation (FTHK) is a not-for-profit organization 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 organized a number of activities to raise the 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. In order to maximize the synergy with various organizations, FTHK collaborated with different organizations in spreading the message.

Highlights of the events held in the past year and their impacts are shown as below:

Date	Name of the Event	Target Audience and Party Involved	Impact on Fair Trade
23 September 2016 and 14 October 2016	Tea Tasting Workshop and Fair Trade Film Screening	Target Audience: colleagues and community partners of State Street 2 Traders were involved, including YiSheng Organic and Fair Taste	In-depth sharing with over 50 colleagues



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香港公平貿易聯盟

香港郵政總局郵政信箱6998號
P.O. Box No. 6998, General Post Office,
Central, Hong Kong

Website: www.fairtradehk.org

Tel: 9163 2566

Email: info@fairtradehk.org

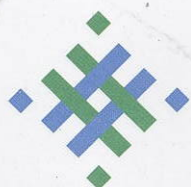
29 October 2016	Fair Trade Charity Football Match 2016	Target Audience: Corporates and schools Involved 20 teams including Bank of East Asia, HKBN, HKEX, Maxim, Towngas, Jebsen, Danone Nutricia, Airport Authority HK, CITIC Telecom International, HK Land, IES Engineering (HK) Limited, SHELL, T- factory, EGL Tours, Konica Minolta, Lan Kwai Fong Group, Caritas Lok Heep Club, Hong Kong Social Workers' General Union and Dawn Homeless Football Team	More than 300 football players participated, raised over HKD 233,097
November – December 2016	Ethical Consumption Month 2016 (as one of the co- organizers)	Target Audience: general consumers, church leaders and corporates Parties Involved: 142 social enterprises and 8 of them are Fair Trade traders.	Face-to-face talk to over 41,000 persons. Generated HKD10.2 million ethical consumption
4 November 2016	UOB Fair Trade Fairs	Target Audience: colleagues of UOB 8 Traders were involved, including: Fair Taste, YiSheng, SEEK Health Generation, Coconut Matter, Profone, Fair Globe, Welspring and Chopsticks	Generated over HKD22,000 Fair Trade Sales and spread message to over 200 colleagues
17 – 18 December 2016	Fair Trade X'mas Fair collaborated with GetSo.Today	Target Audience: consumers in Kwun Tong District 4 Traders were involved, including: Health Aims, My Fair Lady, Health Factor and Kolb Coffee	Generated over HKD10,200 Fair Trade Sales and spread message to over 100 consumers
September – December 2017	Ethical Consumption Month 2017 (as one of the co- organizers)	Target Audience: general consumers, church leaders and corporates Parties involved: 170 social enterprises and 9 of them were Fair Trade traders.	In-Progress



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Seven issues of Electronic Direct Mailing (eDM) were 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 increased by 34% from 2,675 (Oct 2016) to 3,586 (Sep 2017).

Furthermore, the number of fans on FTHK's Facebook page increased by 9.6% from 7,406 to 8,124.

B) Education at Schools

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

In the past seven years, more than 180 primary and secondary schools were engaged, over 55,000 students were reached in the project. In the academic year 2016-2017, 22 tertiary students were recruited and trained as Fair Trade Ambassador; over 1600 people were reached in their community services.

Summary of School Activities (From 1 August to 31 July 2017)

	2010- 2011	2011- 2012	2012- 2013	2013- 2014	2014- 2015	2015- 2016	2016- 2017
School Talks	18	19	25	21	13	18	10
Exhibitions	10	1	18	12	19	13	10
Site-Visits	13	12	9	9	2	3	0
Campus Sales	5	17	7	4	4	4	1
Group Sharing	1	1	Nil	Nil	6	1	Nil
Workshops	7	5	16	15	25	21	33
Voluntary Training and services	Nil	8	4	4	3	2	1
Others (e.g. students' interviews, information booths and meetings)	Nil	8	6	6	3	15	6
Total	54	71	85	71	76	77	61
Students Reached	~4,000	7,998	12,485	7,867	8,336	8,677	6,098

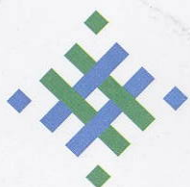
The education workshops integrated the curriculum of different subjects such as Liberal Studies, Geography, and Economics etc. It addressed the needs of teachers and allowed them to nurture the next generation with Fair Trade concept in different subjects.



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From the survey conducted in 2016-2017, among all students participating in the activities, around 97% of them agreed that they knew more about Fair Trade Concept in the activities, while around 91% agreed they were interested to know more about Fair Trade through the activities. It shows that the Fair Trade education work of FTHK can facilitate both teaching and learning of Fair Trade value in school sector.

In order to strengthen the education and engagement in tertiary education, FTHK collaborated with Hong Kong Baptist University to organize producer trip for the students to witness the impact of Fair Trade. Two producer trips were organized, including WuBei, China (14 students) from 22 to 29 May 2017 and Sri-Lanka (12 Students) from 12 to 18 June 2017.

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 2016-2017 to increase the involvement of local secondary schools in the Fair Trade Movement. First batch of Fair Trade Schools would be awarded in 2017, including: Hoi Ping Chamber Of Commerce Secondary School, HKFYG Lee Shau Kee College, YCH Lim Por Yen Secondary School and T.W.G.Hs Lo Kon Ting Memorial College.

Producer trip was an important element of the project. FTHK led 10 students who participated in the Jockey Club Fair Trade School Award Scheme to visit Sri-Lanka from 4 to 10 July 2017, and students are expected to spread the Fair Trade message in the campus in the coming semester.

Furthermore, FTHK collaborated with Oxfam Macau to extend the Fair Trade education work to Macau. 20 sessions of workshops were conducted in 2016-2017.

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:

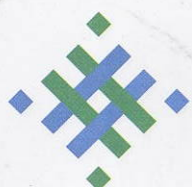
- Promoting awareness of Fairtrade products in its country or region
- Monitoring and granting the use of the FAIRTRADE mark
- Providing potential licensees with information on the Fairtrade system, licensing and artwork approval support
- Reporting (business plan, work plan, update for GA, audited annual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



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In the year 2016-2017, there are 12 licensees in Hong Kong, Macau and China, while the number of licensed products increased from 144 to 157.

The license fee generated in the period of July 2016 to June 2017 was around HKD121,000 which will be used for fairtrade promotions. From October 2016 to September 2017, 262 enquiries were received mainly about the requirement and procedures of fairtrade licensing.

Name of Licensees	Product Category with Fairtrade Certification Mark
The Dairy Farm Company Ltd	Cotton Pad
Fairtaste (Hong Kong) Limited	Coffee, Tea, Sugar, Nuts, Dried Fruits
Hiang Kie Coffee Group Limited	Coffee
Lead Field Corporation Limited	Coconut Oil
Mecilla Limited	Cotton T-Shirts
Peninsula Merchandising Limited	Tea
Taikoo Sugar Ltd.	Sugar
tom hugh Limited	Pepper
Yisheng Organic International Limited	Tea
Fairtree (Beijing) Co., Ltd.	Tea
Birmingham Food Products Ltd.	Tea
China Tea & Herbal World (HK) Co., Ltd.	Tea

To keep the organization informed of development of Fair Trade awareness and Fair Trade market in Mainland China, FTHK has engaged with Mr. Simon Zhang, who based in Beijing to become a member of the Market Committee.

On top of Fairtrade Licensee, our Fair Trade Trader Partners play a significant role in connecting the consumers with Fair Trade products. The number of Fair Trade trader partner increased from 13 to 24 in 2016-2017 (as of October 2017), including SWISS International, Cuddle Me, Evertoll, Ozakka, The Bottle Shop, Good4Life, FAIR Spirits, Sleeping Goat, Soaper Delights, Jennymadrose and Organic Plus. The varieties of Fair Trader products expanded to include towels, spirits, shampoo and soaps. FTHK successfully held 2 trader gatherings in 2017 for facilitating the networking and collaboration among the traders and other partners.

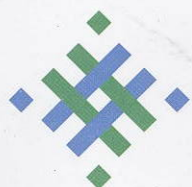
Furthermore, FTHK actively promoted the Fair Trade message in various trade shows and online shopping platforms, including Natural Organic Product Asia, LOHAS, Watson Mall, Yahoo, DimBuy etc. Corporate Social Responsibility is a trend of business development. As FTHK



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requested, 'the usage of Fair Trade Product under Trade Partner of FTHK' was incorporated in the scoring criteria of Caring Company by HKCSS.

Organizational Structure and Institutional Development

Board meeting is being held bi-monthly to provide strategic advice and overall development of FTHK. We maintained 3 standing committees to oversee education, consumer promotion and market development.

As of 30 September 2017, the Board comprises 8 Directors, namely Miranda Yip (Chair), Ivy Lau (Treasurer), Ambrose Ho (Hon. Secretary), Leung Pui Fung, Maria Cheung, Delton Li, Alison Lloyd and Daisy Chan. Ms. Annie Chung resigned from the role of board director on 26 September 2017. FTHK thanks her for her valuable contribution in the past year.

Starting from year 2014, FTHK introduced the procedures of declaration of conflict of interests which enhanced the transparency of the organization.

Furthermore, FTHK relocated its office on 15 September 2017 from Kwai Chung to Dream Impact, Unit C, 4/F, 760 Cheung Sha Wan Road. Dream Impact is not only a co-working and event space, but a community of socially minded entrepreneurs.

Staff

FTHK has five full time staff, including Chief Officer (Daphne Ip), Business Development Manager (Elaine So), Project Officer (Gladys Yun), Project Officer (Emily Lam) and Project Officer (Vicky Ng). FTHK is grateful for the contribution of Jingle Chung (Project Officer until July 2017) and Sion Chan (Project Officer until March 2017) in the fair trade movement. The size of the team is small, but all colleagues are enthusiastic and energetic.

In year 2016-2017, 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, School of Business & Management of The Hong Kong University of Science & Technology and Accounts Department of Institute of Vocational Education (IVE).

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

Honorary Company Secretary

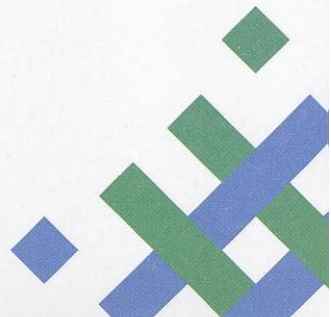
1. We are pleased to have JK Corporate Consultancy Limited as our Company Secretary on a pro bono basis.

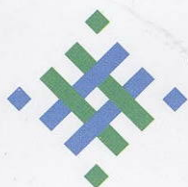


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Auditor

1. Bentleys C.P.A. Company Limited was appointed as Auditor of FTHK at the 6th AGM held on 12th November 2016 until the next Annual General Meeting.

Date: October 2017

The Board of Directors

FTHK

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