

ANNUAL REPORT

2017-2018



**FAIR TRADE
HONG KONG**
香港公平貿易聯盟



FAIRTRADE
HONG KONG 香港

ABOUT FAIR TRADE HONG KONG



Fair Trade Hong Kong Foundation (FTHK), founded in 2008, is a non-profit-making organization that promotes Fair Trade. We are committed to establishing a Fair Trade economy to alleviate poverty, reduce inequality, contribute to a sustainable future and ensure that producers in the developing world receive fair share of income.

In Hong Kong, we dedicate ourselves to promoting Fair Trade through school education, events and market development. To encourage Fair Trade practices in daily life, we nurture the sense of global citizenship in young people, carry out public education and expand Fair Trade product varieties in the market.

Fair Trade movement stresses the importance of contributions from our stakeholders. The four lines in FTHK logo represent the four key members in the supply chain, i.e. producers, brand owners, distribution channels and retailers. The development of FTHK also requires joint efforts from different sectors. The four dots in our logo stand for four main stakeholders that we are keen to seek their support for the Fair Trade movement, i.e. consumers, schools, business sector, and government.



In 2012, FTHK officially joined Fairtrade International to become a Fairtrade Marketing Organization (FMO) and has been authorized to promote and monitor the certification of Fairtrade products in Hong Kong, Macau and Mainland China ever since.

MESSAGE FROM THE EXECUTIVE DIRECTOR

It is my honour to be trusted by the Board of Directors for taking up the post of Executive Director this year. Fair Trade Hong Kong Foundation has been working continuously with different stakeholders in promoting fair trade, no matter in schools, corporates and the society.

With the expansion of the team, we are dedicated to broadening our education programmes into local universities. Over the past year, an overseas education tour was conducted for tertiary students. Thanks to the continuous support from the Hong Kong Jockey Club, our education programme “Jockey Club Fair Trade School Award Scheme” is running for the third year, promoting the concept of Fair Trade School to local secondary schools. At the same time, we continued with our “Bring Fair Trade to Your School” programme, reaching more than 10,000 students this year.

To raise public awareness of Fair Trade, we are always exploring new opportunities around the city. By joining weekend bazaars at shopping malls, we are able to get in touch with the consumers in the field. We were also invited to share the Fair Trade message with the general public in exhibitions, seminars, and even on the radio. Our corporate partners also play a vital part in connecting Fair Trade and the society.

We are grateful for the ongoing support from our business partners and stakeholders. In the coming year, we will keep delving into new approaches to continuously foster our vision of building a Fair Trade economy in Hong Kong.

Prentice Koo
Executive Director



MARKETING AND PROMOTION

Throughout the year, Fair Trade Hong Kong Foundation (FTHK) held different events, such as corporate workshops, bazaars and charity football match, to raise public awareness of Fair Trade.

Fair Trade Charity Sale

At various shopping malls including TBG Hall and Kowloon City Plaza



Think of a Market II

The Fair Trade message was spread through DIY workshops and games.



Ethical Consumption Month Kick-off Ceremony

FTHK is one of the co-organizers. The event involved 170 social enterprises in which 9 of them were Fair Trade traders. It generated \$11 million ethical consumption.

Target: General Public, Church Leaders and Corporates



Fair Trade Charity Football Match 2017

20 teams with over 300 football players participated.

Target: Corporates & Schools



FTHK Annual Gathering 2017

Target: Students, Coporates & Traders



LOHAS Expo

Target: General Public



SCHOOL EDUCATION PROGRAMMES

Bring Fair Trade to Your School ("BFTYS") Programme



With an aim to let students get to learn Fair Trade and related global issues such as poverty, globalization and sustainability, the programme has commenced since 2010. In the past year, nearly 10,000 primary and secondary students were reached through over 70 sessions of a variety of school activities including talks, workshops and exhibitions.



Jockey Club Fair Trade School Award Scheme

Thanks to the continuous support of Hong Kong Jockey Club Charities Trust, “Jockey Club Fair Trade School Award Scheme” would continue in the academic year 2017-2018 to increase the involvement of local secondary school students in the Fair Trade movement. The scheme is to nurture our next generation to be more active and become responsible global citizens. With a deeper understanding of global issues and Fair Trade, students will be able to advocate Fair Trade in their schools and community. The following schools will be awarded the Fair Trade School Award in 2018 upon completion of the programme:

- HKMA David Li Kwok Po College
- King George V School
- Tak Sun Secondary School
- True Light Girls' College
- TWGHs Kwok Yat Wai College
- Workers' Children Secondary School





Producer trip is the highlight of this programme. FTHK led 10 students who participated in the Jockey Club Fair Trade School Award Scheme 2015-2017 to visit Sri-Lanka from 4 to 10 July 2017. Students visited several Fair Trade businesses that produced coconut oil, handicrafts and organic agricultural products. They also learned how Fair Trade could improve the local community by visiting a kindergarten which was funded by Fairtrade Premium. After the trip, students will share what they had learnt from the trip in their campuses and spread the Fair Trade message.

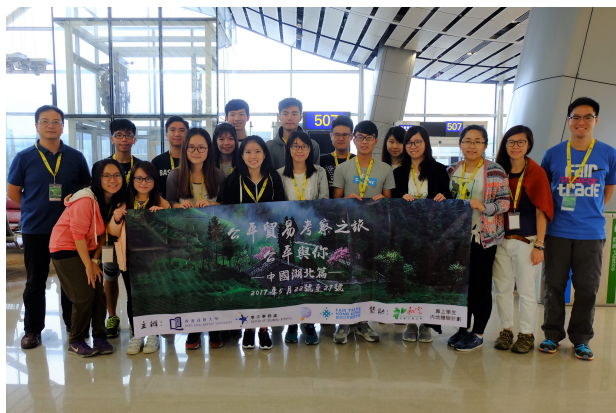


Another Corporate Social Responsibility (CSR) Project
SERENDIPOL (PVT) LTD
 "Organic Integrity - Promoting Improved Livelihood & a Healthy Life"



Wuhan Study Tour 2017

A group of students from Hong Kong Baptist University travelled to Wuhan of Hubei, China to visit some Fair Trade producers to learn more about how it benefits the community.



INCOME AND EXPENDITURE

For the year ended 31 March 2018

	2018 HK\$	2017 HK\$
REVENUE		
Sponsorship and donation	378,887	388,451
Income from activities	289,369	198,252
	<u>668,256</u>	<u>586,703</u>
OTHER REVENUE		
Bank interest income	1	1
Sundry income	2,332	1,004
	<u>2,333</u>	<u>1,005</u>
EXPENDITURE		
Activity expenses	240,831	-
Advertising	-	137,480
Bank charges	270	350
Insurance	-	6,700
Mandatory provident fund	1,300	2,114
Medical allowance	717	690
Rental fee	29,800	11,650
Salaries and allowances	63,935	41,879
Sundry expenses	10,394	12,552
	<u>347,247</u>	<u>213,415</u>
SURPLUS FOR THE YEAR	323,342	374,293

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Photo Credit

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