

ANNUAL REPORT

2020-2021



FAIR TRADE
HONG KONG
香港公平貿易聯盟



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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, partnership programmes, public 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, i.e. consumers, schools, business sector and government, that we are keen to seek their support for the Fair Trade movement.



FTHK has officially joined Fairtrade International as 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 since 2012.

MESSAGE FROM THE CHIEF EXECUTIVE

Jargons from “New Normal” to “Unprecedented times” have all become cliché since the whirlwind of changes that happened in the past two years. All of such would be hardly imaginable if we ever tasked ourselves from just a decade ago with a sandbox. Despite the challenges, I hope such a time has inspired, if not transpired, in all of us a new vision and a creative way of collaborating as we move forward. There are things that we can take with us, and there are things that we either can’t or don’t. Having risen from the ashes have left every one of us this blessing in disguise.

While there are indeed certainties, some long-established ones, faced fierce challenges or even underwent major upheavals, we must not neglect the tasks at hand nor forsake the responsibility on our shoulders given to us in our position and realm. Life must go on, and it is up to us to determine what life should look like - are we willing to extend our capabilities to quench the needs and develop a fair economy? Are we sufficiently informed about what really is happening across the world, and the extent to which we are able to help the situations? Allow me to narrate this way: a few dollars today don’t mean as much to us. However, the value, when translated into the producers’ world, could have easily been double of their earnings. This was simply because their base of earning is almost negligible to our eyes. It’s all numbers to us, but it’s all sweat and patience to them.

As things stand, we are overjoyed to see heightened awareness on ESG and CSR within the corporate realm, and the success in developing a positive word-of-mouth across the community. With the latest vacuum of input in the education community following the massive upheaval of a core subject in our local education curriculum, organizations in our shape also have a role to play in instilling the sense and sensibility towards being a global citizen. These all together creates a glorious chance for Fair Trade Hong Kong to grasp on as we continue to live out our pledge in advocating for social justice on the global level and nurturing responsible members of the community.

Let's ride on the tides and make tomorrow's world a better one than yesterday's! The much we strided on in the recent decades all started one day, and let this be the day!

Maria Cheung
Chief Executive



Engagement and Promotion

With an aim of promoting Fair Trade to the public and raise their awareness of supporting the sustainable development of agricultural producers in developing countries, FTHK has been organizing different kinds of public events, including bazaars, talks, exhibitions and coffee ground upcycling workshops, for general public.

Merrier Together Hysan Christmas Bazaar

Partnered with Hysan Place and 12 traders, we were delighted to deliver a Christmas bazaar from 25 to 27 December 2020. More than 2,000 participants joined and shared the joy with us.

Target: General Public



The Good Gift Christmas Fair @ Crossroads Village

Co-hosted with Crossroad International and supported by HSBC HK Community Partnership Programme, The Good Gift Christmas Fair was a 2-day gala event that incorporated stalls selling sustainable and fair trade products and family activities like coffee ground upcycling and other engaging workshops. The response was so overwhelming that more than 4,000 participants joined on 13 & 14 November 2021.

Target: General Public



Corporates play a vital role in Fair Trade movement in Hong Kong. Therefore, FTHK has been engaging corporates through Fair Trade Corporate Partnership Scheme, Fair Trade Corporate Award, tailor-made seminars and experiential workshops with topics of sustainable development, globalization, gender equality and corporate social responsibility.

Fair Trade Corporate Award 2020

The Fair Trade Corporate Award is one of the ways we acknowledge our corporate partners who stood up to proclaim their support of Fair Trade. We recognize our partners' contributions and devotion with an annual award ceremony. A total of 20 corporates and traders were awarded this time.

Target: Corporates and Traders



Coffee Ground Dyeing Workshop @ HKPR Professionals' Association

Target: Members of PRPA (10 participants)



Chocolate Making Workshop @ Innocloud

Target: Staff of Innocloud (10 participants)



Energy Ball Making Workshop @ Contin Technology

Target: Staff of Contin Technology (16 participants)



Coffee Ground Soap Making Workshop @ NWS Holding Limited

Target: Staff of NWS Holding Limited (15 participants)



School Education Programmes

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

Nurturing a Fair Trade generation with an understanding of global citizenship and relevant skills has always been one of our focuses. Since its establishment in 2008, FTHK has provided various educational activities for over 170 schools and educational institutes. Started in 2010, the BFTYS Programme has been enhancing students' awareness of Fair Trade and United Nations' Sustainable Development Goals through school talks and specially-designed workshops. In 2021, affected by the pandemic and class suspension, around 3,000 students from primary and secondary schools benefited from the programme.



Jockey Club Fair Trade School Award Scheme 2019-2022

With a new scheme structure, The Jockey Club Fair Trade School Award Scheme (2019-2022) was launched in 2019 and entered the second project year in September 2020. The scheme aims at nurturing the next generation to be more active and become responsible global citizens, having the ability of initiating a deeper self-reflection on consumption behaviour.

Though the impact of COVID-19 and suspension of face-to-face classes continued, we managed to change most activities to online format. For the first batch of schools, we conducted thirteen online student workshops, five school talks (one face-to-face, three pre-recorded and one online streaming) and seven teacher-led (Fair Trade) lessons. Besides, two student groups organized student-led activities (a campus charity sale of Fair

Trade products and a Fair Trade exhibition and game booth) which received great support from their schools.

Regarding the joint-school part, the report of “Survey on local teenagers’ consumption behaviour” has been completed and announced on our social media platforms. Besides, the “Most Fair Product Voting” campaign was smoothly implemented through our website, Facebook, Instagram, etc. During the voting period which ended in late May 2021, students developed a series of posts describing the unfair stories behind different products and how Fair Trade could help improve the situation.



Local farm tour on 24 August 2021 (18 students)



A group of batch A students engaged in the local farm tour this summer, which was a provoking and experiential tour that concluded their programme with a taste of farmer’s life. Meanwhile, the Joint-school Committee of batch B schools has submitted their draft survey on consumption experience. While the Department of Social Science, The Hang Seng University of Hong Kong (HSU) is now reviewing the draft and offering its professional input, a coaching session coordinated by the teaching fellow from HSU was conducted on 27 October 2021.



Award Presentation Ceremony cum “Most Fair Product” Result Announcement Ceremony

This summer also marked an end to the commitment of the first batch of schools. All schools have submitted their sustainability procurement plans. Upon completion, an Award Presentation Ceremony cum the Result Announcement Ceremony of the “Most Fair Product” was held on 27 November 2021 to recognize the effort and contribution of the following eight partner schools (by alphabetical order):

- ELCHK Lutheran Secondary School
- Heung To Secondary School (Tseung Kwan O)
- Kowloon True Light Middle School
- Shatin Methodist College
- Sheng Kung Hui Tang Shiu Kin Secondary School
- S.K.H. Lui Ming Choi Secondary School
- The Chinese Foundation Secondary School
- Ying Wa College

"Sustainable and Fair Future through the Gaps" Project funded by Environment and Conservation Fund

Supported by Environment and Conservation Fund, "Sustainable and Fair Future through the Gaps", a new project organized by FTHK was launched in August 2021. The project aims at raising general public's awareness of fairness and sustainability in the aspect of environment and urban development through intergenerational collaboration. During August-October 2021, a group of 40 ambassadors (20 retired professionals and 20 university students) were recruited. By the end of the project in January 2023, we aim to deliver five guided tour routes with the theme of “fair and sustainable urban development” designed by the ambassadors.

On 18 November 2021, the first training workshop was held. A total of 25 ambassadors was in attendance. The following three speakers were invited to share their insights and exchange ideas with ambassadors:

- Dr. MAN Chi Sum, JP, The Hong Kong Wetlands Conservation Association's Chairman
- Mr. Andrew TSUI, Rooftop Republic's Co-founder
- Ms. LEUNG Pui Fung, Fair Trade Hong Kong Foundation's Founding Chair



The first ambassadors training workshop – an ice-breaking game followed by 3 sharing sessions

A thematic talk and design thinking workshop that combined with JC Fair Trade School Award Presentation Ceremony were also arranged for ambassadors on 27 November 2021. A total of 35 ambassadors joined and provided positive feedback. We were honoured to have Professor HO Kin Chung, BBS, JP and Professor JIM Chi Yung, BH, JP as our keynote speakers to talk about “Seeing Righteousness through Protection of Marine Environment” and “Water Resources and Urban Trees Fostering Health and Socioeconomic Well-being” respectively.



During the first and second quarters of 2022, ambassadors will be provided with site-visit experience and equipped with tour design and guiding skills. Schools and general public will be invited to join the guided tours designed and led by ambassadors from August to November 2022.

Gratitude for the Support of Fair Trade Movement

We extend our acknowledgement to the following corporates and traders awarded with different levels of Fair Trade Corporate Award 2020.

(Listed in alphabetical order)

Platinum Award

Fair Taste
The Peninsula Boutique
Wharf Estates Limited

Gold Award

ASM Technology Hong Kong Limited
Hiang Kee Coffee Group Limited
Hysan Development Company Limited
Kerry Properties Limited
LeadField
NWS Holdings Limited

Silver Award

Bright Way Industries Limited
Champion REIT
CITIC Telecom International CPC Limited
Contin Technology Limited
SIU Vision Lifestyle Limited
TAG Aviation ASIA
Welspring

Bronze Award

Convoy Global Holdings Limited
HK Electric
Ozakka
Soaper Delights Workshop Limited

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