

# ANNUAL REPORT

2021-2022



**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. 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, which are producers, brand owners, distribution channels and retailers, in the supply chain. The development of FTHK also requires joint efforts from different sectors. The four dots in our logo stand for four main stakeholders, namely consumers, schools, business sector and government, whom we are keen to seek their support for the Fair Trade movement.



FTHK which officially joins Fairtrade International as a Fairtrade Marketing Organization 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

Time flies and another year has passed. It has been a year of ups and downs with changes to and fro on multiple dimensions.

Even under the pandemic, it was also an eventful year for FTHK as we spring forth new starts and organized several major public events and roadshows, catching perfect timings such as breaks between COVID incomings and resumption of public activities.

Speaking of new starts, with the support of the Environment and Conservation Fund, we launched with success our community and heritage tours carefully developed under the Sustainability through the Gaps programme, introducing how sustainability can work in tandem with the community to 70 participants.

On the school side, we received waves of requests for Fair Trade educational activities from more schools at all pedagogical levels which takes us to over 100 partnering schools, indicating high interest among educators towards how traceability and fairness help reach sustainability goals. We are so pleased that these commitments are turning from one-off fun times to a thematic week of exploration on Fair Trade. It is encouraging to see the change which we believe can propel and inspire generations of global citizens.

As I rethink our advocacy, it is only more important to remind ourselves what our work really is - in tracing production with unapologetic integrity and ensuring fairness with correct contexts, also how these matter with the 12 in the 17 Sustainable Development Goals.

Fairtrade is soon in town for its 15th year - when we hit the turn of the year. Of course, we would be hard pressed to compare ourselves to other sustainability or green initiatives celebrating the golden anniversary for being so ingrained in the community. But our impact is, I can proudly proclaim, significant and forward striding.

**Maria Cheung**  
**Chief Executive**



# Public Engagement and Promotion

We believe that social synergy is the key to drive impact. Therefore, FTHK has been harnessing public engagement activities, including bazaars, talks, exhibitions and community-based projects to promote Fair Trade, which reflect what a fairer world considers to be best practice in our daily life.

## The Good Gift Christmas Fair @ Crossroads Village

Co-organized with Crossroads Foundation and supported by HSBC HK Community Partnership Programme, The Good Gift Christmas Fair was a two-day gala event, where we set up booths selling sustainable and Fair Trade products and had family activities like coffee ground upcycling and other engaging workshops, on 13 and 14 November 2021.

Target: General Public



## JC Emergency Fund 2022 & RC Lee Special Fund

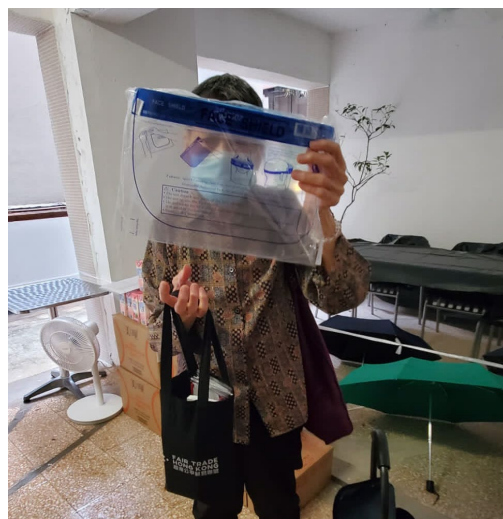
To provide timely support for the underprivileged families influenced by the pandemic with the respective support of JC Emergency Fund and RC Lee Special Fund, FTHK partnering with churches and charities distributed 2,770 Epidemic Care Packs and 300 sets of rapid test kit to target beneficiaries who were cleaners, the elderly living alone, families having Special Education Need children, the unemployed, those living in subdivided flats and / or heavily relied on subsidies and social support in various districts and outlying islands during May – June 2022.

Target: 2,770 underprivileged families



Volunteers from Holy Cross Church were packing materials into tote bags.





The Epidemic Care Packs were distributed to the elderly living alone.

## Fair Trade Fiesta @ D•PARK

This year, we celebrated the World Fair Trade Day and reignited the Fiesta in the second week of May, looking to tap on the potential influence we could have on making the world fairer! The Fair Trade Fiesta 2022 was held at D•PARK on 14-15 May 2021, where there were kick-off ceremony, Fair Trade Award Presentation Ceremony, experiential workshops, Fair Trade bazaar, symposium, as well as interactive exhibition.

Target: General Public



## Vegetarian Food Asia 2022 @ HKCEC

FTHK participated in the Vegetarian Food Asia 2022 which was held at the Hong Kong Convention and Exhibition Centre on 10-12 June, selling various Fair Trade and ethically-produced products including coffee, tea, rice milk, noodles and snacks. The event attracted more than 40,000 consumers and trade buyers.

Target: General Public





# Corporate ESG Programmes

Corporates play a significant role in Fair Trade movement in Hong Kong. FTHK has been engaging corporates through Fair Trade Corporate Partnership Scheme, Fair Trade Awards, tailor-made seminars and experiential workshops with themes of Sustainable Development Goals (SDGs), Environmental, Social and Governance (ESG), globalization, gender equality and social value commitments, etc. From April 2021 to August 2022, more than 30 sessions of engagement workshops and activities were held for our corporate partners.

## Coffee Ground Soap Making Workshop @ NWS Holding Limited

Target: Staff of NWS Holding Limited (15 participants)



## Christmas Office Bazaar @ ASMPT Technology

Target: Staff of ASMPT Technology Hong Kong Limited



## Christmas Office Bazaar @ Johnson Electric

Target: Staff of Johnson Electric Industrial Manufactory Limited





## Fair Trade Award 2022

We value the collaboration with our corporate partners. The Fair Trade Awards not only present our gratitude towards their steadfast support, but also as a constant reminder of striving to a fair and sustainable world together. This year, a total of 20 corporates, licensees and traders were awarded for their devotion and contributions.

Target: Corporates, Licensees and Traders



## Coffee Ground Candle Making Workshop @ Tag Aviation

Target: Staff of Tag Aviation (15 participants)





## Quinoa Energy Ball Making Workshop @ Hongkong Land

Target: Volunteers and Community Partners of Hongkong Land (30 participants)



## Coffee Ground Candle Making Workshop @ Sun Hung Kai Properties

Target: Volunteers and Community Partners of Sun Hung Kai Properties (45 participants)



# School Education Programmes

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

The contribution of the younger generation is crucial to the development of a sustainable city. With diversified programmes ranging from talks, specially-designed workshops and simulation experiences, FTHK nurtures students to consume sustainably, enhance their understanding of global citizenship and develop a sustainability mind-set. Since establishing in 2008, FTHK has provided various educational activities for over 170 schools and educational institutes. Started in 2010, the BFTYS Programme enhances students' awareness of Fair Trade and United Nations' Sustainable Development Goals. Even during the pandemic (2020-2022), FTHK successfully engaged over 66 schools and approximately 7,000 students.



## Jockey Club Fair Trade School Award Scheme 2019-2022

We had 16 Fair Trade schools participated in the Jockey Club Fair Trade School Award Scheme (2019-22). Launching in 2019, the scheme aims at nurturing the next generation to be more active and be the responsible global citizens who will have the ability of initiating a deeper self-reflection on consumption behaviour.

With the alleviated pandemic situation and the relaxed social distancing measures, we managed to conduct more offline in-campus activities and several public events. Despite



the overseas travel restrictions, a group of students engaged in the three-day two-night local island tour in the summer break. The outing was an experiential tour, encouraging students to experience rural lifestyle and interact with local producers.



Celebrating the World Fair Trade Day, the first student bazaar was held at the Fair Trade Fiesta in May 2022 at D•Park, Tsuen Wan. At the Fiesta, students were engaged as volunteers to assist the student bazaar, sharing messages and the stories of production behind Fair Trade products with the public. To acknowledge the commitment of participating schools, an Awards Presentation Ceremony cum Fair Trade Symposium were held to recognise the effort and contribution of the eight partner schools.



Awards Presentation Ceremony cum Fair Trade Symposium

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

With an aim of raising general public's awareness of fairness and sustainability in the aspects of environment and urban development through intergenerational collaboration, the "Sustainable and Fair Future through the Gaps" project supported by Environment and Conservation Fund was launched in August 2021. From August 2021 to January 2022, a group of 40 ambassadors (20 retired professionals and 20 university students) were recruited and participated in a total of six training sessions conducted by our partner organisations, including Hysan Place, Hong Kong International Airport, Rooftop Republic and Kai Fong Tour.



The first ambassadors training workshop– an ice-breaking game followed by 3 sharing sessions on 18 November 2021. The following speakers were invited to share their insights and exchange ideas with the 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

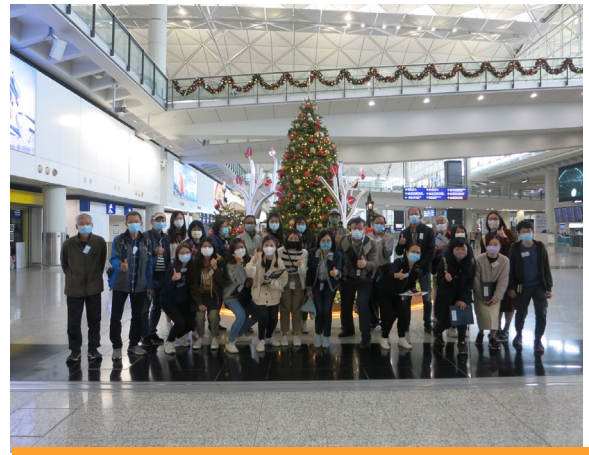


A thematic talk and design thinking workshop were arranged for ambassadors on 27 November 2021. A total of 35 ambassadors joined, where they contributed positive feedback. We were honoured to have Prof. HO Kin Chung, BBS, JP and Prof. JIM Chi Yung, BH, JP as our keynote speakers to talk about "Seeing Righteousness through Protection of Marine Environment" and "Water Resources and Urban Trees Fostering Health and Socioeconomic Well-being" respectively.





Urban farm tour and training session conducted by Hysan Place on 14 December 2021



Airport tour and training session conducted by Airport Authority Hong Kong on 22 December 2021



Local farm tour and training session conducted by Homeland Green on 29 December 2021



Tung Chung cultural tour and training session conducted by Kai Fong Tour on 8 January 2022

After the training sessions, 40 ambassadors were divided into five groups with different themes based on their background and interests.



By the end of August 2022, five routes with the respective themes of Sustainable Architectural Design, Regenerative Farming, Sustainable Energy, History and Cultural Inheritance and Reusable Resources were created by ambassadors. The general public would be invited to participate in the guided tours led by ambassadors from September 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 Awards 2021-2022.

(Listed in alphabetical order)

## **Platinum Award**

ASMPT Technology Hong Kong  
Hong Kong Housing Society  
The Peninsula Boutique

## **Gold Award**

Birmingham Food Product  
Fair Taste  
Hiang Kee Coffee Group  
Kerry Properties

## **Silver Award**

Champion REIT  
CITIC Telecom International CPC  
Hysan Development Company  
Kourmet 52  
LeadField  
NWS Holdings  
Welspring

## **Bronze Award**

Contin Technology  
Health Aims  
Keymax Technology (HK)  
Ozakka  
SIU Vision Lifestyle  
Soaper Delights Workshop

## **Fair Trade Hong Kong Foundation**

Website: [fairtradehk.org](http://fairtradehk.org)

Email: [info@fairtradehk.org](mailto:info@fairtradehk.org)

Address: Dream Impact, Unit C, 4/F, 760 Cheung Sha Wan Road, Kowloon, Hong Kong

### **Photo Credit**

Cover: Lara Di Mauro



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