

# Young Fair Trade Advocates

## EU WISE project

Didier Reynaud – Project coordinator

FAIR TRADE ADVOCACY OFFICE (FTAO)



**FAIR TRADE**  
**TOWN CONFERENCE**  
2021



Co-funded by the  
Erasmus+ Programme  
of the European Union

---

Workflow Youth Engagement – 19 November 2021

# FAIR TRADE ADVOCACY OFFICE



## STRATEGIC AIMS • 2021-2025

We catalyse the Fair Trade movement's collaboration at international level.



INTERNATIONAL COLLABORATION

EU ADVOCACY



We monitor and influence EU legislation, policies and their implementation.

KNOWLEDGE CO-CREATION



We facilitate the sharing and co-creation of knowledge by the Fair Trade movement and researchers.

*The Fair Trade Advocacy Office (FTAO) speaks out on behalf of the Fair Trade Movement for Fair Trade and Trade Justice with the aim to improve the livelihoods of marginalised producers and workers in the South.*



**FAIR TRADE**  
**TOWN CONFERENCE**  
2021

Workflow Youth Engagement – 19 November 2021

# Young Fair Trade Advocates



✓ **146 participants from all over Europe**  
(Belgium, Italy, France, Spain, Portugal, Germany, Eastern Europe, etc.)

✓ **50 hours of training sessions, workshops, events**  
e.g. : Fair and Sustainable Supply chains (textile, food, electronics), Slow Food, Sdgs, History of Fair Trade, Climate issues, COP26, Social medias, Advocacy work, etc.)

✓ **Numerous experts –**  
local partners such as Oxfam MDM-Fairtrade Belgium, WFTO Europe, etc.

✓ **At least one local action per country**  
(meeting with MPs, NGO, conference, etc.) related to Advocacy or Awareness Raising



Co-funded by the  
Erasmus+ Programme  
of the European Union



**FAIR TRADE**  
**TOWN CONFERENCE**  
**2021**

---

**Workflow Youth Engagement – 19 November 2021**

# EU WISE PROJECT

- ✓ To build civic and environmental awareness (2020-2022)
- ✓ Involve and empower Youth
- ✓ Provide various opportunities to take in debates and activities around sustainable consumption issues

## Partners

- ✓ Youth Association from Transsylvania, Project School, Equo Garantito, Polish Fair Trade Association
- ✓ Joint activities
- ✓ Good practices report
- ✓ Training sessions, international Meeting in Milano for Young leaders
- ✓ European Parliament Breakfast



**FAIR TRADE**  
**TOWN CONFERENCE**  
2021

**Fair Trade**  
ADVOCACY OFFICE

REPORT



## 25 GOOD PRACTICES

EMPOWERING YOUNG PEOPLE IN THE  
FIELD OF SUSTAINABLE CONSUMPTION  
AND FAIR TRADE



<https://fairtrade-advocacy.org/wp-content/uploads/2021/07/30-june-25-good-practices-updated-version-compressé.pdf>

Workflow Youth Engagement – 19 November 2021

# Fair Trade

ADVOCACY OFFICE



Co-funded by the  
Erasmus+ Programme  
of the European Union

# QUESTIONS?



[www.fairtrade-advocacy.org](http://www.fairtrade-advocacy.org)  
[reynaud@fairtrade-advocacy.org](mailto:reynaud@fairtrade-advocacy.org)

 FOLLOW US! @FairTradeFTA0

#YFTA #ERASMUSPLUS #EUWISE



**FAIR TRADE**  
**TOWN CONFERENCE**  
2021

Workflow Youth Engagement – 19 November 2021