

# FAIR TRADE'S FINEST Programme

The Centre for the Promotion of Imports from Developing Countries (CBI) and the Dutch Association of World Shops (DAWS) see opportunities for expanding the market for fair trade home decorations and home textiles in Europe. These products, produced in a sustainable and fair manner in developing countries, respond to a growing demand in the market.

CBI and DAWS have jointly expressed their ambition: to make fair trade home decoration and home textiles available to all wholesale and retail organisations in Europe.

The 'Fair Trade's Finest' programme lays the foundation for the realisation of this ambition. This programme ensures that the export of these specific products to Europe between 2014 and 2017 will be substantially increased.

In order to make this growth happen, Fair Trade's Finest will focus on:

- **Providing Knowledge**  
In a coaching programme we will work on improving access to the European market for export organisation by professionalising their organisation and product range.
- **Certification**  
Through certification we will build trust in the fair production methods of home decoration and home textiles from developing countries. We will work towards a reliable, international and independent fair trade system, in cooperation with the World Fair Trade Organization (WFTO).
- **Connecting Businesses**  
By linking importers & retailers to exporting producer organisations we stimulate the market growth of fair trade home decoration and home textiles in Europe.

\*WFTO: World Fair Trade Organization, a short description can be found under the header 'More Information'.

## FAIR TRADE EXPORT COACHING

Fair Trade's Finest offers fair trade export coaching to improve market access for export organisations in developing countries.

Fair Trade's Finest offers a select number of organisations the opportunity to take part in this fair trade export coaching. Participants will be the first to have the opportunity to ready their organisations for supplying European retailers and wholesalers.

The fair trade export coaching will include business administrative support, workshops on marketing, design, market access, embedding of fair trade principles in organisations, providing insight into the European market and tailored coaching.

## FOR WHOM IS THE FAIR TRADE EXPORT COACHING INTENDED?

Registration is intended for ambitious exporting producer organisations in the field of home decoration and home textiles that want to expand their export to the European market and have serious ambitions in the fair trade branch.

Export organisations can register for Fair Trade's Finest's special fair trade export coaching at [www.cbi.eu/fairtradesfinest](http://www.cbi.eu/fairtradesfinest)

**Registration is open from September 17 – October 31, 2014.**

Applicants from South Africa, Uganda, Kenya, Tanzania, Madagascar, Egypt, Vietnam, Bangladesh, Indonesia and Mongolia will be given priority.

Annex 1 contains a Quicksan in which the most important selection conditions are listed.

## WHAT ARE THE BENEFITS?

- Receive support in the overall professionalization of your organisation;

- Receive support in the development and implementation of fair trade values in your organisation;
- Gain access to the European market (fair trade specialty stores and regular market parties);
- Gain better insight into the wishes and demands of the European market, enabling you to adapt your product selection accordingly; and
- Receive tailor-made coaching to strengthen your position in the European fair trade market.

### COSTS

Fair trade export coaching is funded by the Dutch Government. Participants are expected to invest in necessary organisational capacity building. Some of the training modules also require a financial contribution.

An overview of the different modules and related costs is included in the Annex 2.

### PROCEDURE

After the registration period has closed, a first selection of participants will be made based on the registration forms. A maximum of 16 organisations will receive an audit visit. Based on the audit, CBI and DAWS will decide which organisations can take part in the fair trade export coaching.

### PLANNING

ACTIVITY	PERIOD
Application to join the programme	12 SEPT – 1 NOV 2014
Pre-selection of participants	NOV – DEC 2014
Audit visits	JAN – MAR 2015
Coaching and training of final participants	APR – DEC 2015
Market entry	FROM FEB 2016
Closure of coaching programme	DEC 2017

### REGISTRATION

Download the registration form for the fair trade export coaching at [www.cbi.eu/fairtradesfinest](http://www.cbi.eu/fairtradesfinest)

### MORE INFORMATION

Organisations not selected for the fair trade export coaching can benefit from the Fair Trade's Finest programme in other ways. Via [info@fairtradesfinest.com](mailto:info@fairtradesfinest.com) you can register to receive the newsletter and stay updated on important developments.

-----

### **DAWS**

The Dutch Association of World Shops\* represents about 250 *Wereldwinkels* and specialises in fair trade gifts and living products. In addition to providing advice and support to World Shops, DAWS takes care of value chain development, certification of fair trade importers and implements various campaigns to promote fair trade. At the international level, the association lobbies for fair and just world trade. [www.wereldwinkels.nl](http://www.wereldwinkels.nl)

\*The *Landelijke Vereniging Van Wereldwinkels* as it is known in Dutch, is a national association of fair trade shops in the Netherlands.

### **CBI**

The Centre for the Promotion of Imports from Developing Countries (CBI) is an Agency of the Dutch Ministry of Foreign Affairs. CBI's mission is to contribute to sustainable economic development in developing countries by helping to expand exports from these countries. Our contribution consists of structurally strengthening the competitive capacities of SME (small and medium enterprises) exporters and producers in developing countries, focusing primarily on European markets; support business support organisations in improving their capabilities; and acting as a matchmaker between suppliers and buyers. CBI achieves this by offering an integrated approach applicable to companies, business support organisations and governmental authorities. Our core competence is threefold: advice, counselling and knowledge management.

[www.cbi.eu](http://www.cbi.eu)

**WFTO**

WFTO is the home of fair traders: producers, marketers, exporters, importers, wholesalers and retailers that demonstrate 100% commitment to fair trade and apply the 10 WFTO Principles of Fair Trade in their daily operations. The works and achievements of its members make WFTO a global authority on Fair Trade and a guardian of fair trade values and principles. Because of its experience with monitoring of fair trade principles, WFTO is a natural partner for 'FAIR TRADE'S FINEST' in working towards an independent international fair trade system.

[www.wfto.com](http://www.wfto.com)