

ANNUAL REPORT

2022-2023



**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

At the time of writing, the pandemic does seem to have long left and vibrancy has since returned. I am glad to share with you the progress FTHK have made in advocating for the Fair Trade movement in town.

This year we celebrated the summation of achievements of several projects including “Sustainable and Fair Future through the Gaps”, and our long favorite “Jockey Club Fair Trade School Award Scheme 2019-2022”. FTHK showcased our achievements with large-scale community events including bazaars in major malls as we transition the impact of such into routine programs of ours to multiply the existing impact.

Furthering partnerships has been another focus in the past year as we look to echo with SDG #17 “Partnership for the Goals”. Considering the underpinning principles, our Trader Partnership Scheme started to welcome Ethical Traders in addition to Fair Trade traders in the past. Kick-starting the drafting of Theory of Change ToC for measurement of impacts describes and illustrates how and why a desired change is expected is also a new way to provide insights and advice in policy making with solid evidence as we advocate the Fair Trade message to the government, businesses, education sector and general public.

With the Fairtrade theme of the year on climate change, FTHK as FMO of the region also developed Climate Justice Charter which synchronizes SDG#13 Climate Action. Progress on other SDGs are not slowing either, as we continue to promote SDG#12 Responsible Production and consumption as well as launching support for living wage initiative to echo with SDG#1 End Poverty.

Development of such starts young. Therefore, as we look to instill global citizenship concept to the up and coming, our programs have also extended to earlier pedagogical levels to plant a Fair Trade seed into young families. After all, we would like to see changes enter every household as they represent a key portion of our audience.

Looking forward, FTHK shall continue to stretch our arms to hand-deliver the Fair Trade message in our designated region, starting from families, schools, corporates, to ultimately the governing bodies.



Maria Cheung
Chief Executive

Public Engagement and Promotion

The Fair Trade movement has sought to build awareness of Fair Trade among our stakeholders, and its success requires joint efforts of different sectors, including schools, businesses, and consumers. Fair Trade Hong Kong Foundation seeks to promote justice, equity and sustainable development at the heart of trade structures and practices through public engagement and educational activities by various means: forums, talks, exhibitions, bazaars upcycling workshops and community-based projects which reflects what a fairer world should be in our daily life.

Fair Trade Autumn Festival @ Metroplaza (17-18 Sep 2022)

Fair Trade Autumn Festival was a two-day public event, where we invited 10 trader partners promoting and selling Fairtrade certified and ethically-made products to set up sales booths at Metroplaza, Kwai Fong. There were three themed workshops where participants learned about Fair Trade practices and sustainable lifestyles, as well as transforming waste into valuable resources. By setting up exhibition, the event also showcased the Fair Trade student ambassadors' learning journey and desired outcome of the Jockey Club Fair Trade School Award Scheme 2019-2022.



The Good Gift Christmas Fair @ Crossroads Village (12-13 Nov 2022)

Co-organized with Crossroads Foundation, The Good Gift Christmas Fair was a two-day gala event, where a total of six trader partners set up booths to promote sustainable and Fair Trade products. Family activities, coffee ground upcycling and engaging workshops were also organized to suit different ages to learn the rationale behind the Fair Trade movement.



Nature Bazaar @ Kadoorie Farm (10 Dec 2022)

Invited by Kadoorie Farm & Botanic Garden, we hosted a booth to share the stories of Fair Trade producers and introduce nature-friendly products which had a minimal impact on the natural environment and. were produced in line with the six principles of Fair Trade.

Target: General Public



Hong Kong Social Service Expo @ HKCEC (15 Feb 2023)

With the theme of Fair Trade x Sustainable Development Goals, we shared our vision of tackling poverty through responsible and sustainable production and trade patterns. We also exchanged ideas and initiated discussion on how Fair Trade practices have contributed to the sustainable development of Hong Kong with more than 30 organizations and corporations.



Vegetarian Food Asia 2023 @ HKCEC (17-19 Feb 2023)

FTHK participated in the Vegetarian Food Asia six years in a row. We managed a booth for the three-day public event and introduced a wide range of Fair Trade vegetarian and organic food, including coffee, tea, plant-based milk, snacks, soft drinks, rice and noodles, to the consumers.



Corporate ESG Programmes

As a charity organization connects businesses to co-create an environmentally and socially viable world, FTHK has been engaging business sector through Fair Trade Corporate Partnership Scheme, Fair Trade Awards, charitable events, tailor-made seminars and experiential workshops with the themes of Sustainable Development Goals, Environmental, Social and Governance, globalization, gender equality and corporate shared values. From April 2022 to March 2023, more than 21 sessions of engagement workshops and activities were held for our corporate partners.

Coffee Ground Candle Making Workshop @ CITIC Telecom

Target: Staff of CITIC Telecom International CPC Limited (15 participants)



Energy Ball Making Workshop @ Hongkong Land

Target: Tenants and Staff of Hongkong Land (30 participants)



Coffee Ground Body Scrub Making Workshop @ Baker Tilly

Target: Staff of Baker Tilly Hong Kong (15 participants)



Christmas Office Bazaar @ ASMPT Technology

Target: Staff of ASMPT Technology Hong Kong Limited



Coffee Ground Candle Making Workshop @ ASMPT Technology

Target: Staff of ASMPT Technology Hong Kong Limited (15 participants)



School Education Programmes

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

FTHK understands both behavioural and cognitive trainings are essential to nurture our youth to contribute towards the net-zero future. From pedagogy of early childhood to higher education, FTHK introduces diversified programmes ranging from talks, experiential workshops and simulation games, which fit into regular curriculums with a touch of innovation. FTHK nurtures students to become our young ambassadors and the responsible individuals who would consume sustainably and bring the Fair Trade values to their families, peers and communities. Our BFTYS programme was launched in 2010. Indeed, what we have aimed to achieve through education align with the Sustainable Development Goals set forward by the United Nations in 2015. Together with the well-defined six principles of Fair Trade, we hope to strengthen one's identity as a global citizen, hence, to develop a responsible and sustainable lifestyle.

Since its establishment in 2008, FTHK has provided various educational activities for over 170 schools and educational institutes. From April 2022 to March 2023 during pandemic, FTHK still successfully engaged over 73 schools, reaching over 5,000 students.



Jockey Club Fair Trade School Award Scheme 2019-2022

Launching in 2019, the Jockey Club Fair Trade School Award Scheme (2019-2022) was one of our most significant projects. With the mission of instilling sustainability into our next generation, the project empowered secondary students and enriched their lives through in-school and community learning opportunities. We inspire the youth to realize their responsibility as a global citizen and initiate deeper self-reflection on consumption behaviour.

Marking the end of the final year of the scheme, by the end of 2022, we showcased the impacts of the programme through several public campaigns. In September 2022, we held a press briefing to release the findings of the Sustainable Consumption Behaviour of secondary school students. The survey was featured by over 40 media outlets. With the collective effort of the student committees, school managements and our research advisors, the study successfully collected over 2,000 responses, which was a representative sample of the consuming behaviour of secondary students. The report addressed several knowledge gaps and it has provided suggestions on behavioural changes in consumption.



Knowing that our student ambassadors and ethical vendors were keen to bring Fair Trade into the community, FTHK organized the Fair Trade Autumn Festival, the second Fair Trade student bazaar, in September 2022 at Metroplaza, Kwai Fong. At the bazaar, student volunteers from 16 schools engaged in the scheme actively took up different roles. Some assisted our Fair Trade vendors in curating Fair Trade producers' stories while the others facilitated the upcycling workshops. Moreover, an exhibition was set up to showcase the learnings from the three-day local exposure tour, whose content was contributed by the participating students.



"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 aspect of environment and urban development through intergenerational collaboration, the project "Sustainable and Fair Future through the Gaps" supported by the Environment and Conservation Fund was launched in August 2021. From August 2021 to January 2022, 40 ambassadors, comprising of 20 retired professionals and 20 university students, were recruited and participated in a total of six seminars and training sessions conducted by Prof Jim Chi-yung, Prof Ho Kin-chung and Dr Man Chi-sum as well as our partner organizations, including Rooftop Republic, Kai Fong Tour, Hysan Place and Hong Kong Airport Authority.

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 designed by ambassadors.



Theme: Regenerative Farming @ Kennedy Town



Theme: Reusable Resources @ Shatin



Theme: Sustainable Architectural Design @ Admiralty



Theme: Sustainable Energy @ North Point



Theme: History and Cultural Inheritance @ Lei Yue Mun



From September to December 2022, the ambassadors led a total of 25 sessions of guided tours, engaging more than 130 participants from all walks of life, which fell short of our target set initially due to social distancing measures in place during the pandemic. In January 2023, a celebration ceremony was held to share the project outcome and achievements with our project stakeholders. The five routes have also adapted for virtual reality (VR) and show on the project's website.



A closing party cum award presentation ceremony was held on 11 January 2023. Participating intergenerational ambassadors as well as representatives of partnering organizations joined the ceremony and witnessed the achievements of this meaningful project. The following guests were invited:

- Mr. Mark Tung, General Manager of Corporate Communications, Hysan Development Company Limited
- Ms. Maria Lai, Head of Communication and Partnerships Department, Kadoorie Farm and Botanic Garden Corporation
- Mr. Joseph Chan, Head of Communication and Engagement Section, Social Responsibility and Sustainable Development Office
- Ms. Jenny Leung, Co-Founder, World Kitchen Club
- Mr. Luke Tam, Co-Founder & Community Engagement Director, Kaifong Tour
- Mr. Lee Sing Man, Experienced Interpreter



We invited intergenerational ambassadors to share their benefits and feelings throughout the project.



Appreciation certificates were distributed to ambassadors for acknowledgement.

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Photo Credit

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