

ANNUAL REPORT

2019-2020



**FAIR TRADE
HONG KONG**
香港公平貿易聯盟



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HONG KONG 香港

ABOUT FAIR TRADE HONG KONG



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



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In 2012, FTHK officially joined Fairtrade International to become 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 ever since.

MESSAGE FROM THE CHIEF EXECUTIVE

Challenging Year

The past year was truly tough and difficult. Hong Kong has gone through social unrest and suffered from the global COVID-19 pandemic. Though the time was full of uncertainty and change, Fair Trade Hong Kong Foundation (FTHK) always remembers its mission which we are part of the global movement for trade justice.

Social distancing and other stringent measures to stop the widespread of the pandemic triggered us to seek different means to promote Fair Trade. Making use of digital tools, we were able to connect with our stakeholders remotely. Over the course of the past year, the organization has demonstrated the effectiveness of conducting workshops on Livestream to raise our stakeholders' awareness of Fair Trade in these unprecedented times.

Grooming for a Fair Trade Generation

Though 2020 fundamentally challenged long-established certainties, we continue to provide internship opportunities for undergraduate students and offer them comprehensive training and development, spanning Fair Trade concept induction to the promotion of Fair Trade through social media platforms and video production. FTHK hopes that those students who have gained invaluable experience from the internship will become passionate Fair Trade advocates in future.

Looking Ahead

It is most likely that across the world, new normal would remain in place for a period of time whereas workplaces and practices inevitably have had to adapt to halt the spread of the virus. Yet, indubitably FTHK will continue to make our hard effort to continue promoting Fair Trade and adjust our Fair Trade movement activities to reflect what we aspire to be.

Let's join hands to make the world fairer!

Maria Cheung
Chief Executive



MARKETING AND PROMOTION

FTHK held different promotional events, such as award ceremony, bazaar and football competition, to draw public attention to tackle poverty and support the sustainable development of small producer organizations and agricultural workers in developing countries.

Fair Trade Cup 2019

25 soccer teams participated, including 7 local women's teams (1st division)

Target: Corporates & Organizations



Fair Trade Cocktail Workshop @TAG Aviation Asia

Target: Staff of TAG Aviation Asia



ESG Seminar cum Fair Trade Corporate Label Award Ceremony 2019

A total of 40 corporates / traders awarded with different levels of Fair Trade Corporate Label Award

Target: Corporates & Traders



Fair Trade Bazaar @ ASM

Target: Staff of ASM



Vegetarian Food Asia 2020

Target: General Public



FTHK participated as an exhibitor in the event

Online Coffee Ground Candle Workshop @ The Wharf (Holdings) & @ Kerry Properties

Targets: Staff & Office Tenants / Staff



Fair Trade Talk @ Natural Organic Asia 2020

Target: General Public



Hong Kong Jockey Club COVID -19 Emergency Fund

With the generous support of the Hong Kong Jockey Club COVID-19 Emergency Fund, we received a grant to provide essential relief to the mothers who just gave birth to newborns in the deprived community. Between April and July 2020, HK Electric and Landmark North of Sun Hung Kai Properties sent their volunteers to help packing several hundreds of hygiene supplies, including home cleansing sprays, hand sanitizers and cotton face covers for the mothers who needed to bring their infants to the hospitals for necessary health check-up. All these products were sourced from Fair Trade and organic suppliers.



SCHOOL EDUCATION PROGRAMMES

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

The programme has commenced since 2010 to enhance students' understanding of Fair Trade. Through over 40 sessions of various educational activities, including school talks and workshops, almost 5,000 primary and secondary students were reached.



Jockey Club Fair Trade School Award Scheme

Funded by The Hong Kong Jockey Club Charities Trust, The Jockey Club Fair Trade School Award Scheme (2019-2022), with a new scheme structure, was launched in September 2019. The scheme is to nurture a Fair Trade generation with an understanding of Fair Trade issues and relevant skills to promote Fair Trade in schools and to the public. In view of the trend of overconsumption and the impact of fast fashion, which has created environmental problems and wastage, the scheme aims to initiate a deeper self-reflection on consumption behaviour.

The Jockey Club Fair Trade School Award Scheme 2017-2019 was completed with an Award Ceremony held on 26 October 2019. Four schools successfully completed all requirements and were entitled to the Fair Trade School Award:

- HKMLC Queen Maud Secondary School
- Holy Trinity College
- Leung Shek Chee College
- Sha Tin Government Secondary School



The opening ceremony of the **Jockey Club Fair Trade School Award Scheme 2019 -2022** was also held on the same day, with eight schools participating in the scheme (First batch), including:

- The Chinese Foundation Secondary School
- ELCHK Lutheran Secondary School
- Heung To Secondary School
- Kowloon True Light School
- Shatin Methodist College
- SKH Lui Ming Choi Secondary School
- SKH Tang Shiu Kin Secondary School
- Ying Wa College



During this period, 21 recruitment workshops were held for almost 3,000 students and over 20 teachers, in which the concepts of Fair Trade and related global issues were introduced. There were three sets of education materials specially designed for students working groups, focusing on the topics such as United Nations’ Sustainable Development Goals (SDGs), poverty, climate change, as well as responsible production and consumption. As of the end of November 2020, 22 sessions of workshops and one thematic talk were conducted for the participating schools. Last but not least, one workshop was held for teachers to let them learn more about the scheme, SDGs and the concepts of Fair Trade.



Students learning about topics related to Fair Trade, such as poverty, in a range of group workshops



Workshop for secondary students about the ‘dark side’ of chocolate production and how Fair Trade responds to these problems

The recruitment for the second batch of schools started in early Academic Year 2020-2021, with eight schools enrolled:

- Carmel Alison Lam Foundation Secondary School
- HKFYG Lee Shau Kee College
- Hoi Ping Chamber of Commerce Secondary School
- Kiangsu-Chekiang College (Kwai Chung)
- Lions College
- Shun Tak Fraternal Association Leung Kau Kui College
- St. Rose of Lima's College
- Tin Shui Wai Methodist College

As of the end of November 2020, four sessions of online student workshops were conducted. We expect such online arrangement will maintain in this remaining Academic Year 2020-21.

"Fairness under the Sun" Programme funded by Environment and Conservation Fund

Thanks to the Environment and Conservation Fund, the project lasted from December 2018 to June 2020. 11 recruitment exhibitions and 17 recruitment talks were held in the first round from January to April 2019, followed by eight training workshops for student ambassadors from March to May 2019. After receiving the first round training, student ambassadors organized eight community tours, visiting different stakeholders in the renewable energy development industry. However, due to social unrest and the outbreak of COVID-19 in late 2019, a number of activities could not be held as planned.

For the second round of recruitment from September to November 2019, eight recruitment exhibitions and 13 recruitment talks were held in eight tertiary institutes, with the latter reaching almost 400 students. One exhibition was cancelled due to the suspension of class at Lingnan University. The student ambassadors received four training workshops from December 2019 to January 2020, while five training workshops were scheduled and completed online in April and May 2020.



From September 2019 to January 2020, six full-day community tours were conducted by the student ambassadors for people from all walks of life, including students, community members and general public. In the tours, participants visited several solar energy facilities in private and government premises. Due to transport disruption, instead of a full-day trip, it was split into two half-day community tours to Siu Ho Wan Waste Water Treatment Plant. However, for the second round of community tours, they could not be conducted due to the pandemic.

A total of 44 students from two schools were recruited and participated in workshops to learn about the roles of different stakeholders in reducing carbon emissions and understand climate injustice faced by least developed countries.



Workshop to equip students with adequate knowledge on climate change and other topics and skills



One of the workshops talking about issues arose from sub-divided flats Hong Kong



A trainer equipped students with tour guiding skills in one of the workshops



Student ambassadors visiting and learning about a solar energy facility in Landmark North



A well-trained student ambassador guiding a community tour at a solar energy facility at CUHK



Another student-ambassador-guided tour at the Electrical and Mechanical Services Department Gallery

It was in the original plan that an award ceremony would be held to recognize partners, individuals, the community, environmental groups, organizations, etc. for their effort and contribution to the project. However, due to the severe pandemic outbreak, the event was cancelled.

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 Label Award 2019.

(Listed in alphabetical order)

Extraordinary & Gold Award

Hiang Kie Coffee Group Limited

Gold Award

Fair Taste (HK) Limited

Peninsula Merchandising Limited

Silver Award

Alaya Consulting Limited

ASM Pacific Technology Limited

Baobab Tree Event Management Company Limited

CITIC Telecom International CPC Limited

Eaton HK

Fund Wealth Limited (Soda Mall)

Gift Love Company Limited

Hong Yip Service Co. Ltd

Jebsen Fine Wines

Joyful and Health Chinese Medicine Centre

Kolb (H.K.) Ltd. - Kolb Coffee

Lead Field Corporation Limited

S.E.E.K. Health Generations Limited

Shell Hong Kong Limited

SIU Vision Lifestyle Limited

Soaper Delights Workshop Limited

Subway

TAG Aviation Asia

The Hongkong Electric Co., Ltd.

Wharf Estates Limited

Bronze Award

Baker Tilly Hong Kong

Bright Way Industries Limited

China Mobile International Limited

Convoy Global Holdings Limited

Credit Suisse (Hong Kong) Limited

EGL Tours Company Limited

Henderson Land Development Company Limited

Hung Fook Tong Group Holdings Limited

J.S. Utopia International Limited

Kai Shing Management Services Ltd - Landmark North

Meiyume (Hong Kong) Limited

Midland Realty Services Limited

New World Development Company Limited

Savills Property Management Ltd

Stan Group (Holdings) Limited

TDK Hongkong Co., Ltd.

Tsit Wing Coffee Company Limited

INCOME AND EXPENDITURE

For the year ended 31 March 2020

	2020	2019
		Restated
REVENUE	HK\$	HK\$
Sponsorship and event fee income	539,495	854,047
Grants	913,338	994,938
Licensee fee income	256,613	286,766
General donation	54,237	16,803
Partnership fee income	15,600	77,542
	1,779,283	2,230,096
OTHER REVENUE		
Bank interest income	58	64
Sundry income	5,893	3,500
	5,591	3,564
EXPENDITURE		
Staff costs	1,229,992	1,235,252
Program expenses	586,349	799,568
Advertising	244,614	168,666
Rent	126,375	132,109
Insurance	61,194	16,363
Sundry expenses	27,706	27,392
Printing and stationery	25,802	79,330
Auditor's remuneration	9,000	7,695
Transportation	8,943	13,063
Accounting fee	8,000	2,000
Telecommunications	6,750	9,913
Secretarial fee	3,855	2,730
Bank charges	1,378	1,703
Bank overdraft interest	18	9
Staff benefits	-	20,526
	(2,339,976)	(2,516,319)
OTHER NET LOSS		
Exchange losses, net		(211)
DEFICIT FOR THE YEAR	(554,953)	(282,659)

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