

The World Fair Trade Organisation announces 'The 3 Year Solution to the Economic Crisis'

Submitted by: World Fair Trade Organisation

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World Fair Trade Organisation/HOST UNIVERSAL

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MEDIA CONFERENCE INVITATION

4pm Wednesday 6 May 2009 at the British Library Business and IP Centre

The British Library, 96 Euston Road, London NW1 2DB

The World Fair Trade Organization (<http://www.wfto.com>) will announce a new Fair Trade Organization certification system - the Sustainable Fair Trade Management System (SFTMS) – today at the British Library Business and IP Centre in the run up to World Fair Trade Day 2009.

'THE 3 YEAR SOLUTION TO THE ECONOMIC CRISIS'

The World Fair Trade Organization (<http://www.wfto.com>) – the global network representing 110million farmers, artisans, retailers and advocates directly involved in the Fair Trade economy, across 70 countries – today announces a new certification for businesses and organisations who want to put Fair Trade at the heart of their mission.

The Sustainable Fair Trade Management System is a certification for organisations. The SFTMS is the new worldwide Standard for the independent certification of organisations that demonstrate a 100% Fair Trade commitment in their business practices. SFTMS Certification will require organisations and companies to follow a 3-year development process to make their businesses transparent, accountable and fair. The first company to complete the 12 Pilot project process for the SFTMS is Derby-based hat company Pachacuti (<http://www.panamas.co.uk>).

The SFTMS has been developed over the last two years by economist Heinz Werner Engel, one of the world's leading experts in Environmental Management Systems (EMS), with the active support of the 350 members of the World Fair Trade Organization across 70 countries. It is built on the WFTO's Ten Principles of Fair Trade and The Charter of Fair Trade Principles that the WFTO has co-authored with the Fairtrade Labelling Organization International (FLO). The SFTMS will exist alongside the widely-recognised Fairtrade label currently issued by FLO for use on individual products and product ranges.

The 10 Principles of Fair Trade cover creating opportunities for economically disadvantaged producers; transparency and accountability in all transactions; capacity building to improve self-determination through management skills and access to markets; promoting Fair Trade and justice in world trade; the widely recognised payment of a Fair Price; gender Equity; safe and healthy working conditions; respect for the UN Convention on the Rights of the Child; respect for the environment; and concern for the social, economic and environmental wellbeing of marginalised small producers.

The SFTMS puts social and environmental sustainability within the reach of any kind of business anywhere in the supply chain over a three-year process of continuous improvement. It also provides market access for marginalised producers and aims to maintain sustainable and equitable trading relationships; foster capacity building and empowerment for producers; demonstrate transparency and accountability and adherence to local and international law as well as promoting Environmental Sustainability.

The World Fair Trade Organization believes that the SFTMS will deliver the values-shift that every enlightened politician, economist and business leader says is essential to a sustainable economic recovery. The SFTMS is the beginning of a genuinely Sustainable Economy.

For further information, interviews with the WFTO Secretariat worldwide and further details of events please contact LOUISE CHANTAL at HOST UNIVERSAL (<http://www.hostuniversal.com>) on 020 7849 4500/07976 418232 or email wftd@wfto.com/ louisejchantal@aol.com