



Annual Report 2020

Fairtrade more relevant than ever



FAIRTRADE
BELGIUM

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Fairtrade more relevant than ever...

2020 is the year when we all discovered again the pressing need for solidarity. The crisis confronted us with our own vulnerability and with how much we all depend on each other. For the most of us, it was the first time we saw empty food shelves and queues in front of supermarkets. Research done by Fairtrade showed that the Covid crisis made consumers more aware of the need to treat those who feed us fairly.

At the other end of the world, we were

also confronted by the impact of the crisis on producers. Less access to the fields, higher costs because of the sanitary measures, plummeting prices and demand for some products. Again, evidence of how small our world is and of how we are all connected.

But 2020 was also a year of resilience. Although the Fairtrade team worked from home, they kept doing what they do best, connecting people for whom a fairer and more sustainable world is an evidence.

We managed to keep a close contact with our partners and to keep mobilizing Belgian people for more social and environmental justice in trade.

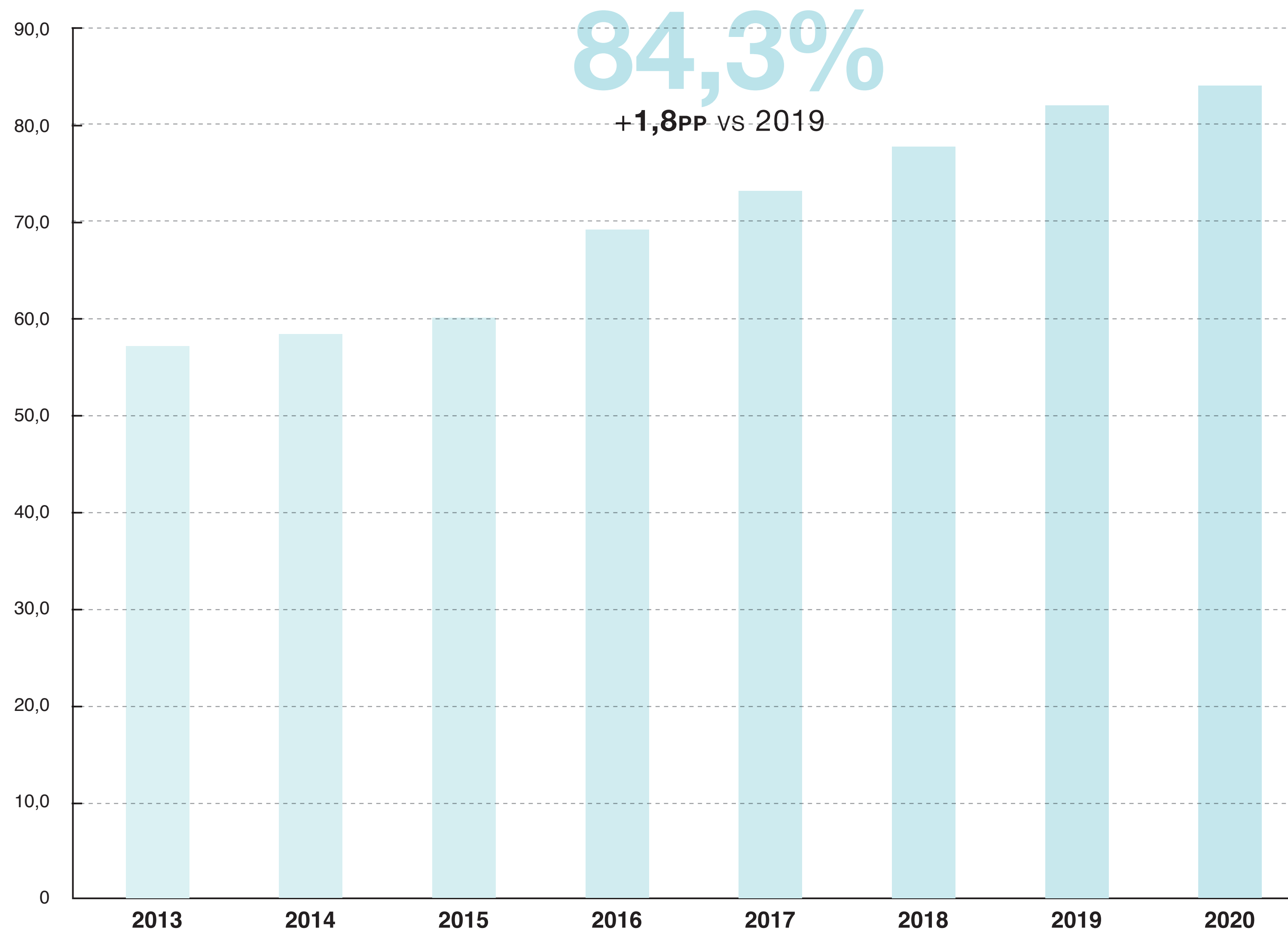
Internationally, we were again astonished by the extraordinary resilience of producer organizations. To further support their efforts, we quickly adapted our standards so they could use the Fairtrade premium to face the urgency. As an international movement we also

mobilized 15 mio euros from donors and partners to help them face the short-term impact of the crisis. Not our easiest year ever, but one that confirmed how essential and deeply relevant our work remains.




Trees Paelinck
Chair of the Board
Fairtrade Belgium.

Penetration of Fairtrade products in Belgium



% of Belgian households who bought at least one Fairtrade product for in-home consumption



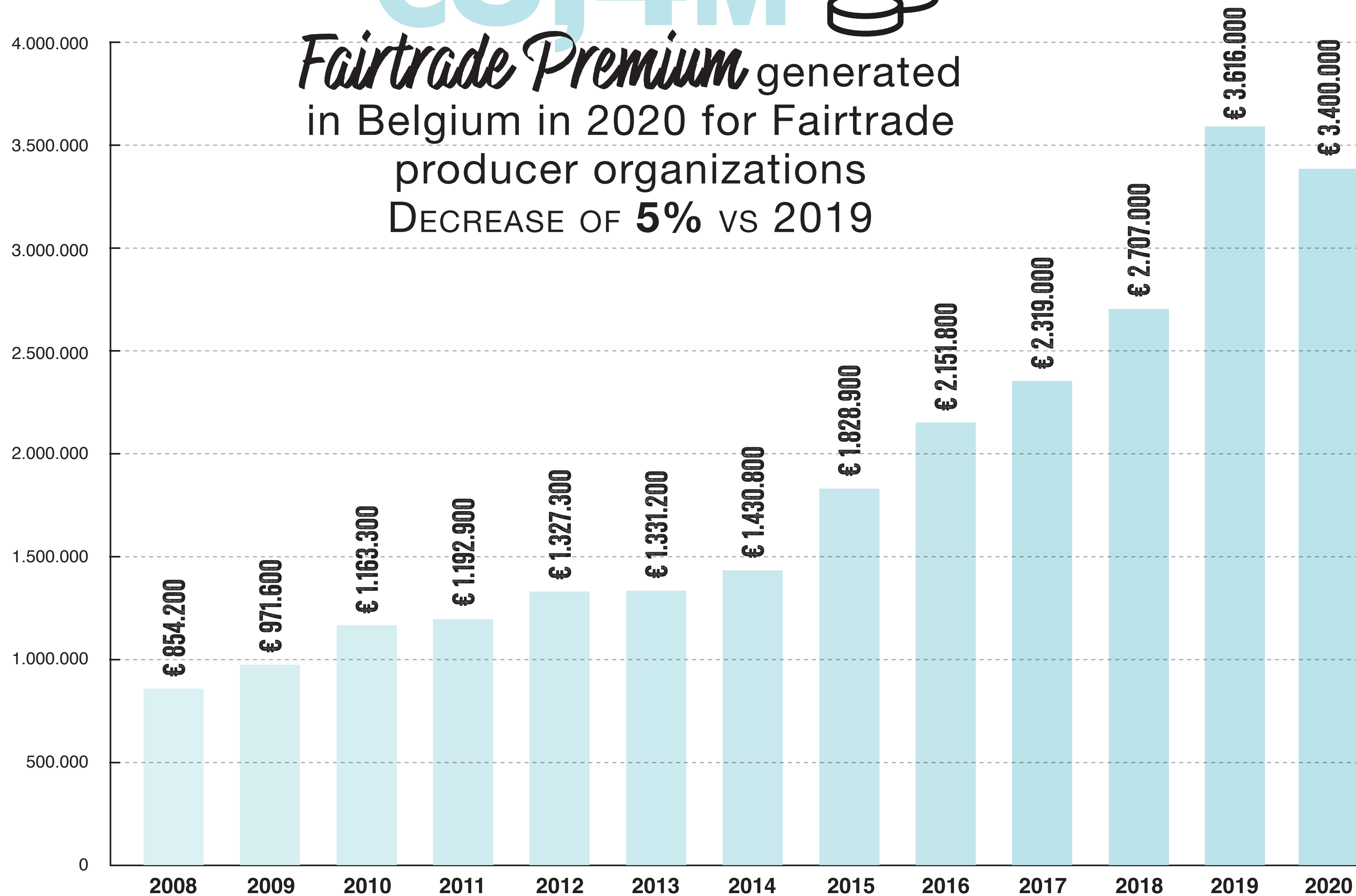
6.121
Fairtrade products in 2020
+972 vs 2019

Despite Covid-19 crisis, more and more households in Belgium buy Fairtrade products.

Source: GFK report 2020

Fairtrade Premium generated in Belgium

€3,4M 



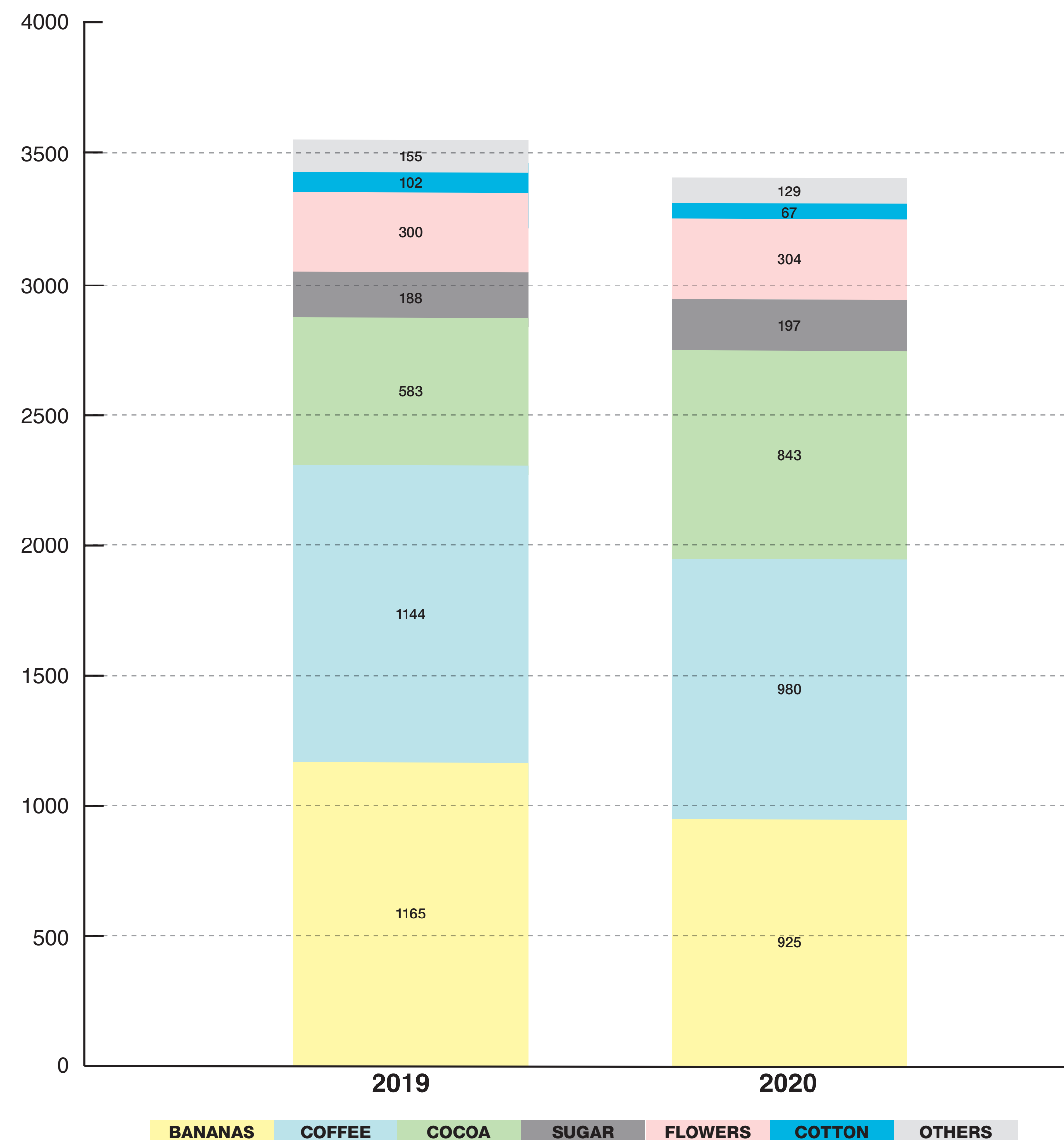
One of the most important KPIs for Fairtrade Belgium is the impact generated for Fairtrade farmers through the Fairtrade Premium.

Although the underlying long term trend remains positive, the premium generated in Belgium went down slightly in 2020. One of the main reasons is the decrease of coffee volumes due to the closure of on-trade premises as a result of the Covid crisis.

Source: Fairtrade Belgium reporting 2020

Growth in premium for cocoa partly compensates loss in premium on bananas and coffee

Premium Generated by Product Group



Source: Fairtrade Belgium reporting 2020

Fairtrade coffee sales in Belgium

78
License holders
selling in Belgium
33 BELGIANS
45 OTHERS



3,1%*

+0,7PP vs. 2019

*Market share has been calculated in the retail exclusively as we had an exceptional year in OOH due to COVID

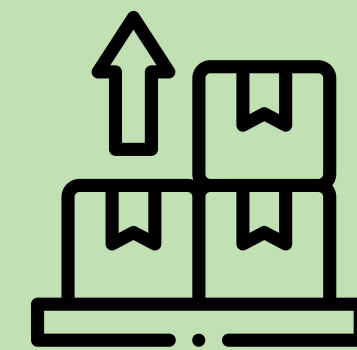


100
Brands in Belgium
SELLING 556 FAIRTRADE
LABELED PRODUCTS



€980 k
Fairtrade Premium

-14% vs. 2019



2.531 mT
Green coffee beans sold
under Fairtrade terms

-14% vs. 2019

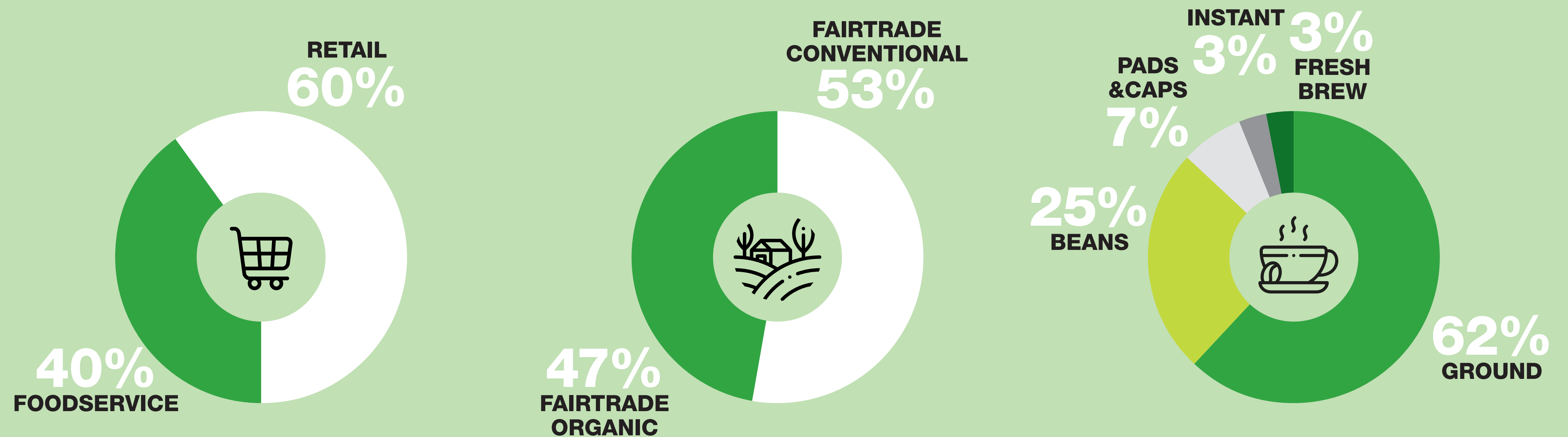


2.054 mT
Fairtrade coffee
products sold

-14% vs. 2019

Sources: Fairtrade Belgium reporting 2020

Coffee Premium details for Belgium



Sources: Fairtrade Belgium reporting 2020

Fairtrade coffee worldwide


795.023
 Fairtrade
 farmers

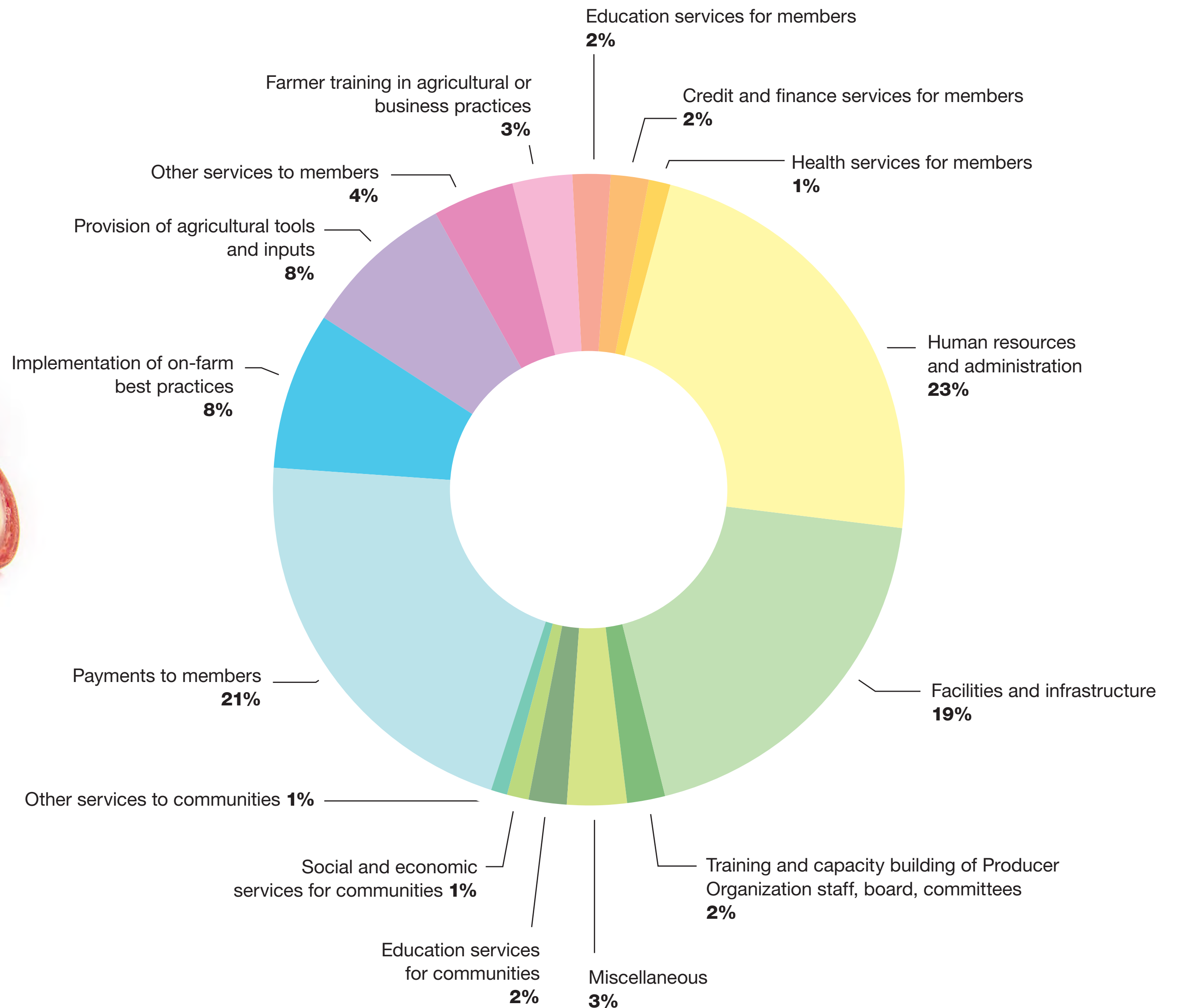



636
 Fairtrade
 farming
 organizations


1.001.002
 Hectares cultivated under
 Fairtrade standards
 in **33** countries

Sources: CODImpact monitoring data set 2019

€ 85M 
 in *Fairtrade Premium* earned
 by coffee farmers & invested in:



Fairtrade cocoa sales in Belgium

79
License holders
selling in Belgium
29 BELGIANS
50 OTHERS



8,5%

+2PP vs. 2019



124
Brands **in Belgium**
SELLING 1.223 FAIRTRADE
LABELED PRODUCTS



€843 k
Fairtrade Premium

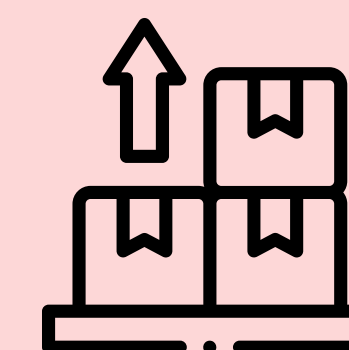
+50% vs. 2019

The Fairtrade premium for cocoa farmers has been increased in Q4 2019 from 200 to 240 USD/ton, which strengthens the effect by the volume growth



8.051mT
Fairtrade cocoa-based products sold
+35% vs. 2019

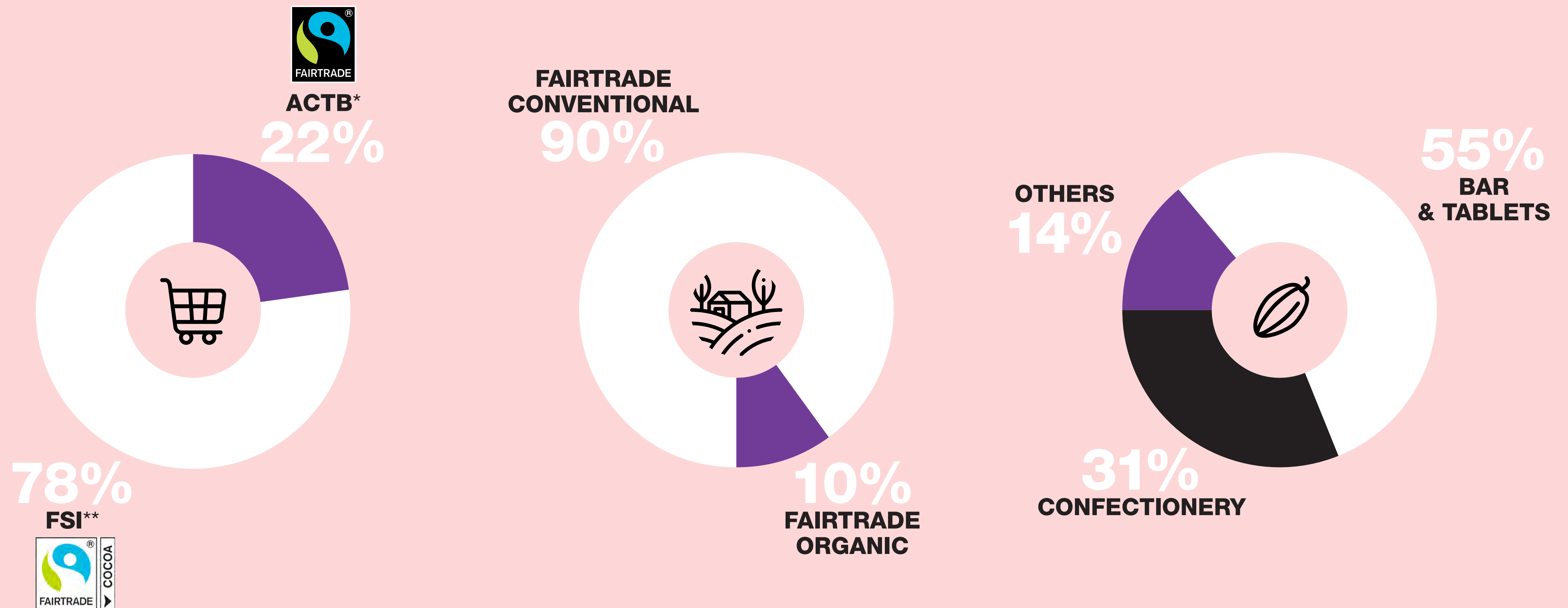
The sales of chocolate drinks have been added to this volume, this is also adjusted for 2019



4.004 mT
Cocoa beans **sold under Fairtrade terms**
+31% vs. 2019

Sources: Fairtrade Belgium reporting 2020

Cocoa Premium details for Belgium



(*) All That Can Be: the certification of all possible ingredients in an end product
(**) Fairtrade Sourced Ingredient: the certification of one commodity in an end product

Sources: Fairtrade Belgium reporting 2020

Fairtrade cocoa worldwide


415,971
 Fairtrade
 farmers

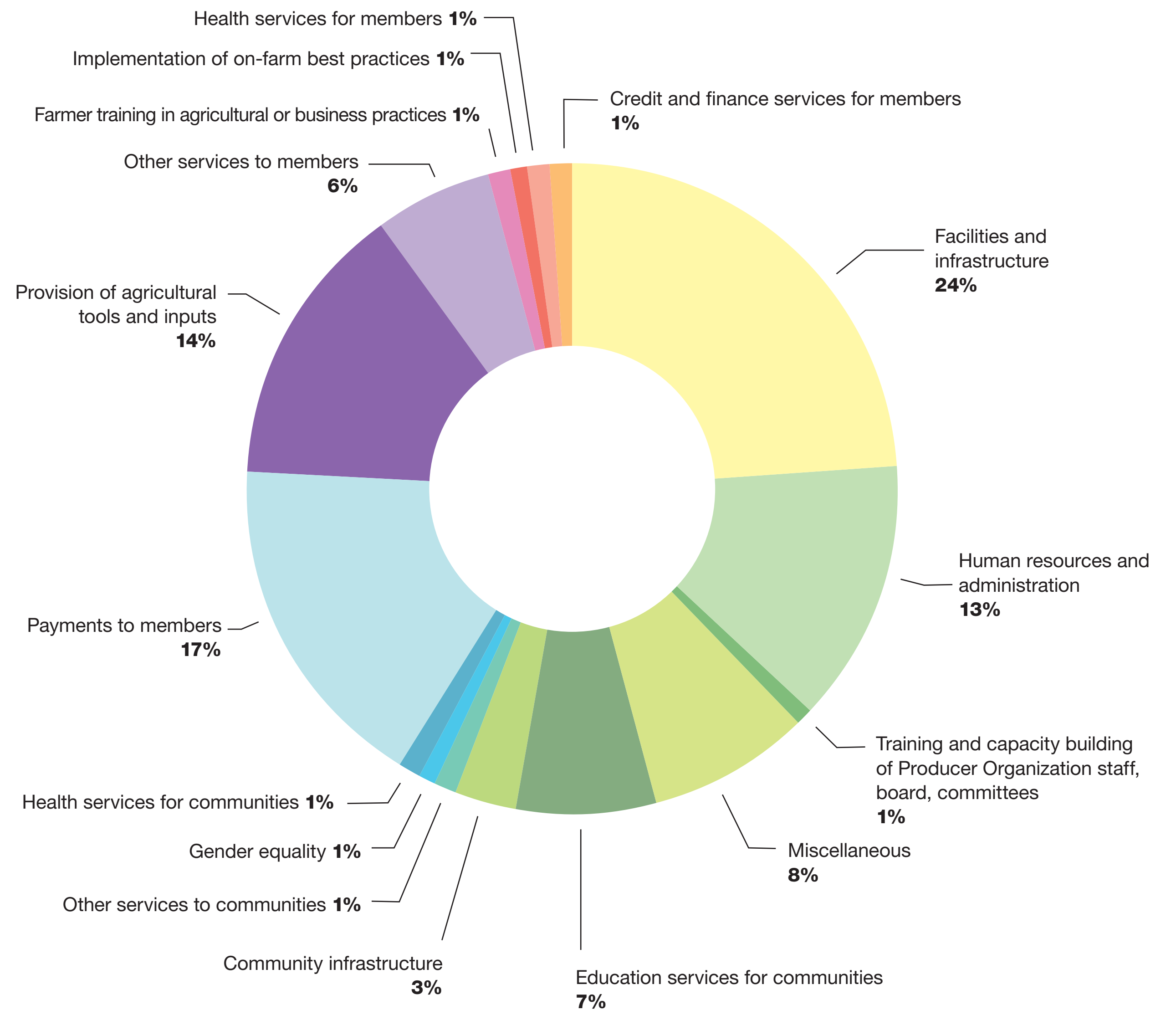



380
 Fairtrade
 farming
 organizations


1.372.820
 Hectares cultivated under
 Fairtrade standards
 in **23** countries

Source: CODImpact monitoring data set 2019

€44M 
 in *Fairtrade Premium* earned
 by cocoa farmers & invested in:



Beyond chocolate

The partnership to make Belgian chocolate sustainable

- 2-year anniversary
- A learning event on living income



As part of Beyond Chocolate, Belgian brands and retailers with Fairtrade Belgium have launched living income initiatives



Kick-off pilot projects

- Fairtrade participates to women empowerment in the project 'sustainable and high quality cocoa production for the cooperative Yeyasso', a project with Galler
- A living income for cocoa farmers in Ivory Coast with Colruyt and Puratos.



Fairtrade banana sales in Belgium



+3,2PP vs. 2018

2019 not taken into account because of strong counter figure of Lidl case



Fairtrade Premium

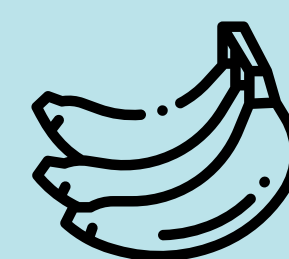
-21% vs. 2019



93%
of Fairtrade bananas are organic



Bananas are mainly sourced from Peru, Ecuador, Dominican Republic and Colombia



19.123 mT
Fairtrade bananas sold

-20% vs. 2019

Sources: Fairtrade Belgium reporting 2020

Fairtrade bananas worldwide

34 973
Fairtrade
farmers
& workers

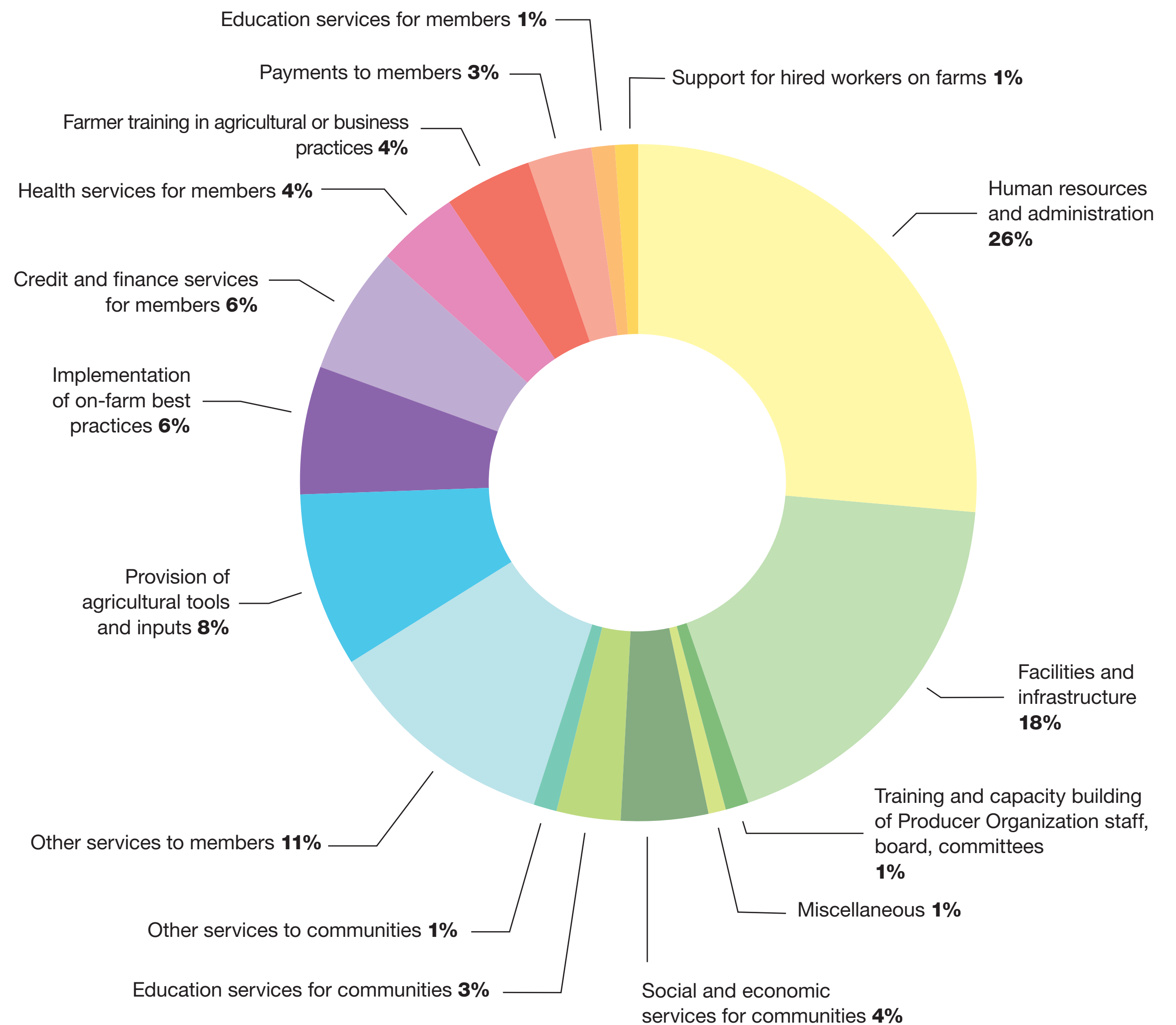


241
Fairtrade
farming
organizations

46.887
Hectares cultivated under
Fairtrade standards
in 16 countries

Source: CODImpact monitoring data set 2019

€37M 
in *Fairtrade Premium* earned
by banana farmers & invested in:



Beyond bananas ?

A first roundtable was organised for a sustainable banana sector

- Various stakeholders such as The Shift, IDH, Fairtrade Belgium, Rainforest Alliance, Belgian supermarkets and universities met in September 2020
- At a global level, the World Banana Forum leads several initiatives to increase the sustainability of the banana sector, while other EU countries have already undertaken action individually.
- It is now time to act and join forces to tackle this challenge at the Belgian level, uniting private and public actors



Banana: an exceptionally important crop for Belgium

- A great share in Belgian household spending (about 8kg of bananas per year).
- Third largest importer and exporter of bananas.
- Belgium is internationally known for its knowledge on bananas.

«For example, since 35 years, KU Leuven's Laboratory of Tropical Crop Improvement at the Faculty of Bioscience Engineering has hosted the banana gene bank managed with Bioversity International, where cuttings of an impressive 1,536 edible and inedible types of banana have been conserved.»

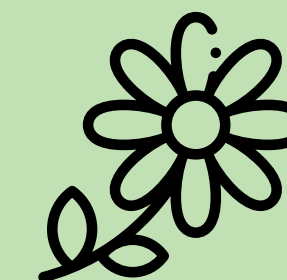


Flowers sales in Belgium



€304 k
Fairtrade Premium

+1% vs. 2019



>20 M
Fairtrade flower
stems sold

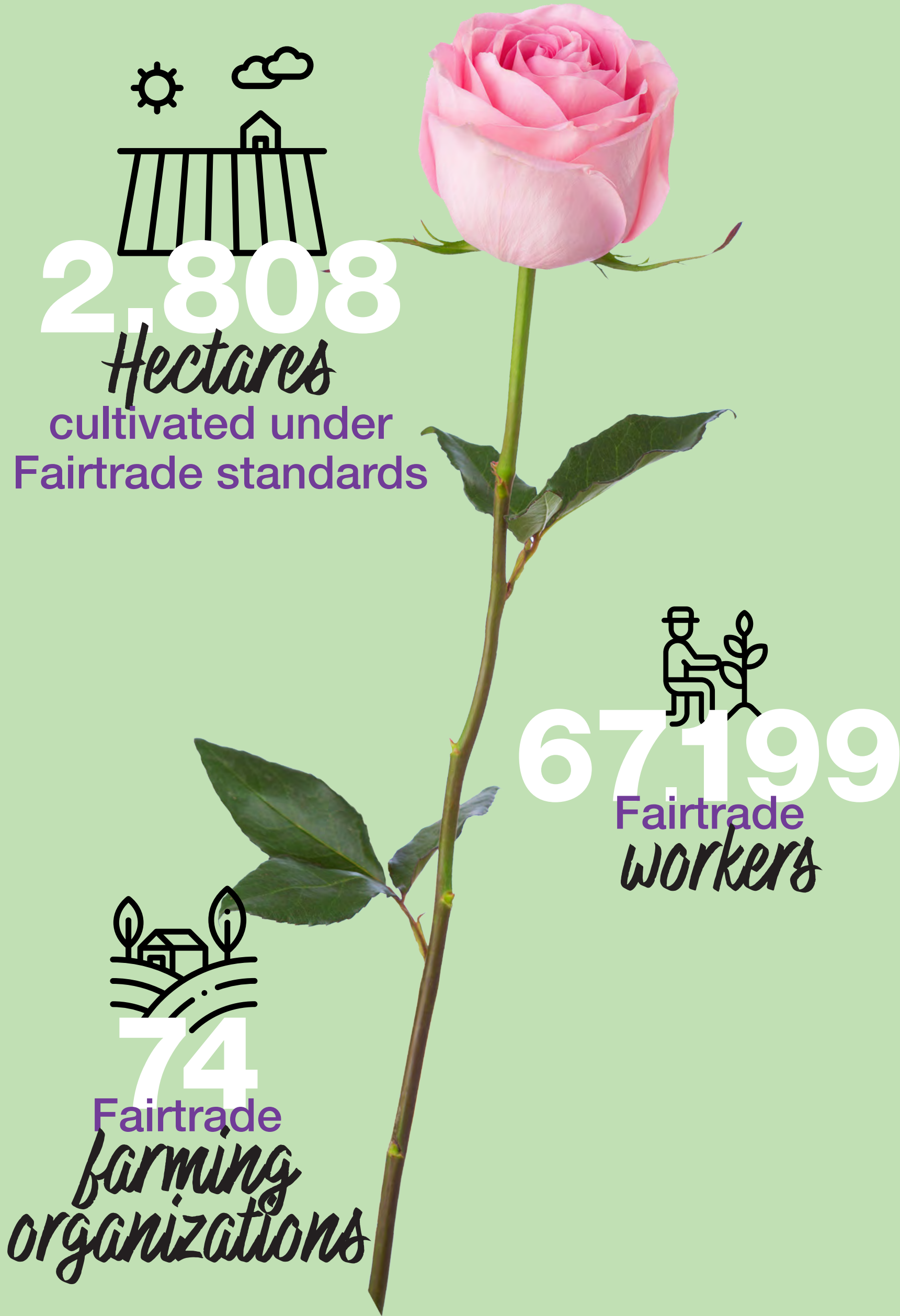
+3% vs. 2019



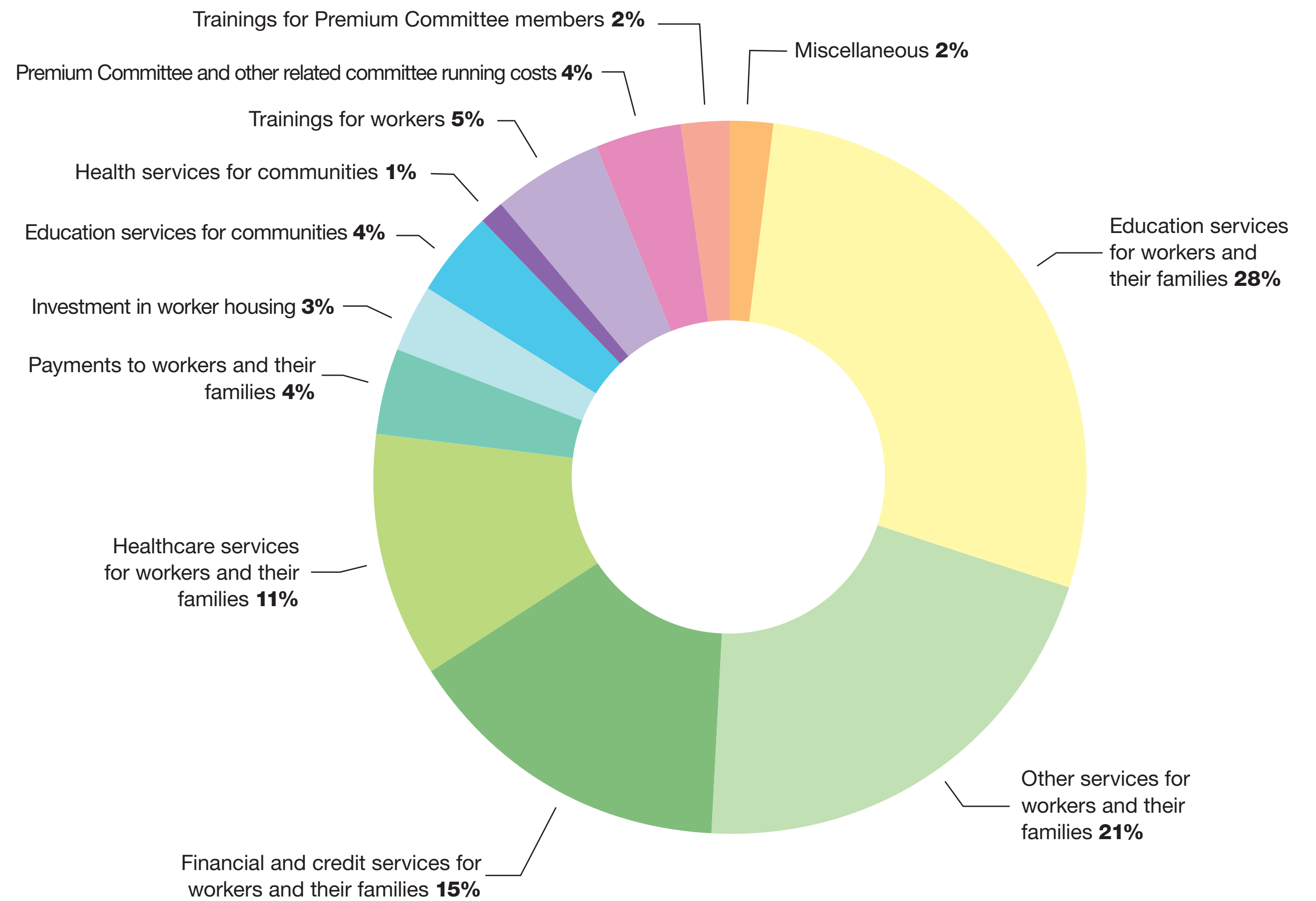
Fairtrade flowers sold
in Belgium come from
*Kenya, Uganda
and Tanzania*

Sources: Fairtrade Belgium reporting 2020

Fairtrade flowers worldwide



€7.996.271 
in *Fairtrade Premium* earned
by flower farmers & invested in :



Source: CODImpact monitoring data set 2019

Fairtrade cotton sales in Belgium

Fairtrade cotton is mainly sold in Belgium through re-usable cotton bags in retail. With the Covid crisis, sales of re-usable bags plummeted in 2020.

1.168M
Fairtrade *cotton units* sold
-39% vs. 2019


€67k
Fairtrade *Premium*
-34% vs. 2019


43
License holders
selling in Belgium
6 BELGIANS
37 OTHERS

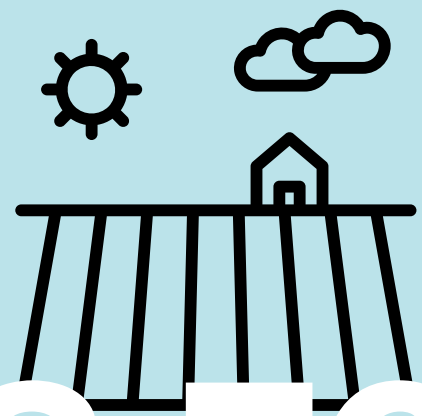

55
Brands in Belgium
SELLING 294 FAIRTRADE
LABELED PRODUCTS


508 mT
Fairtrade *cotton*
fibers sold
-34% vs. 2019

Sources: Fairtrade Belgium reporting 2020



Fairtrade cotton worldwide



48.763

Hectares cultivated under Fairtrade standards in 8 countries



43.763

Fairtrade farmers

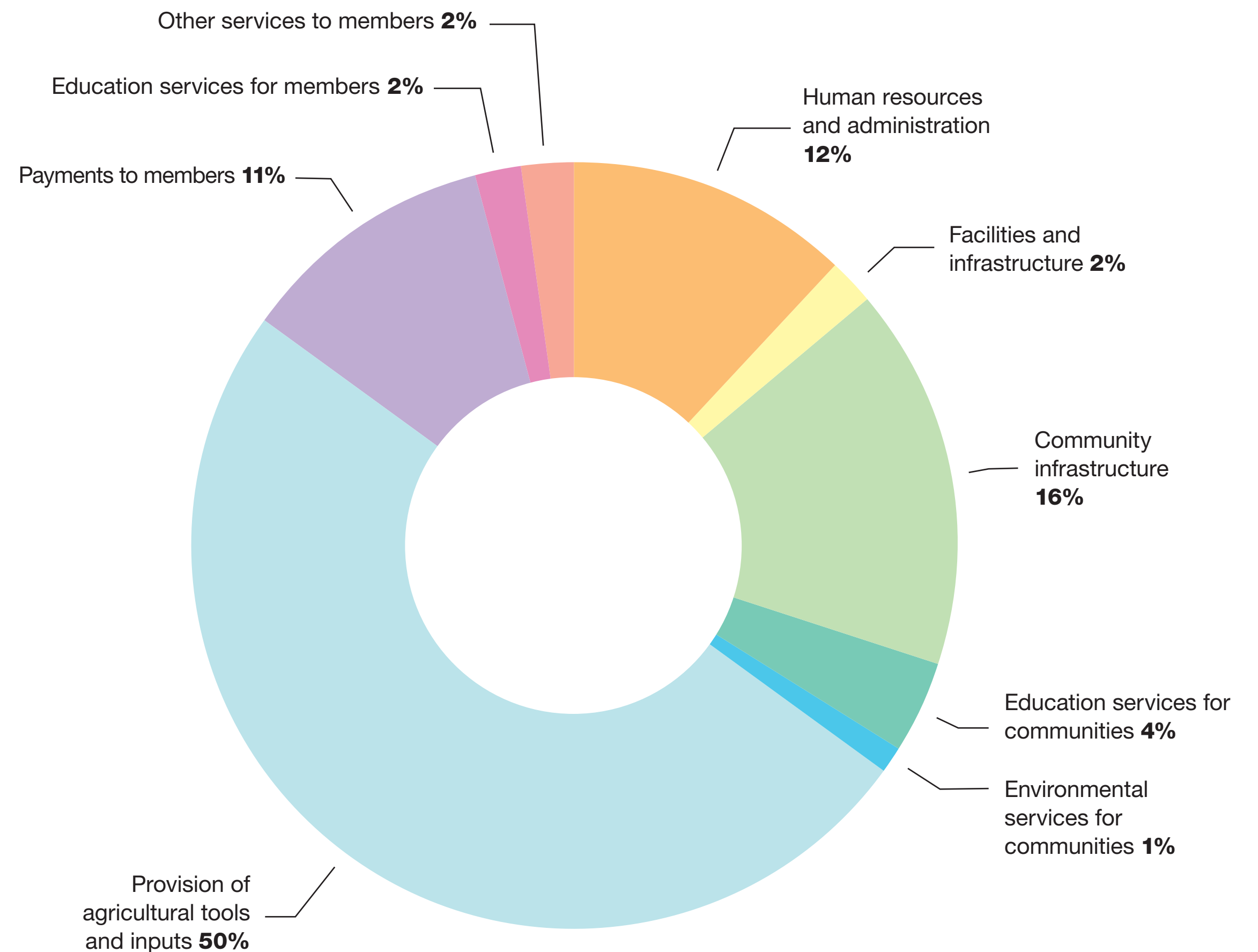


20

Fairtrade farming organizations

€ 1.462.308 

in *Fairtrade Premium* earned by cotton farmers & invested in :



Fairtrade cane sugar sales in Belgium

70%
of Fairtrade cane sugar
is used for Sugar pack/sticks but
Fairtrade cane sugar is also used for:

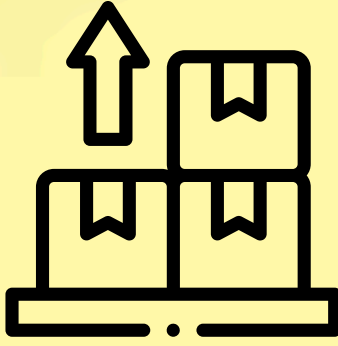
- Ice-cream (11%)
- Chocolate & Biscuits (9%)
- Choco spread & Jams (6%)
- Beverages (4%)
- Personal care (<1%)


€197k
Fairtrade Premium
+5% vs. 2019


80
License holders
selling in Belgium
34 BELGIANS
46 OTHERS


55
Brands in Belgium
SELLING 294 FAIRTRADE
LABELED PRODUCTS




3462 mT
Fairtrade cane sugar sold
+3% vs. 2019

Sources: Fairtrade Belgium reporting 2020

Fairtrade cane sugar worldwide



124.030
Hectares cultivated under
Fairtrade standards
in 8 countries

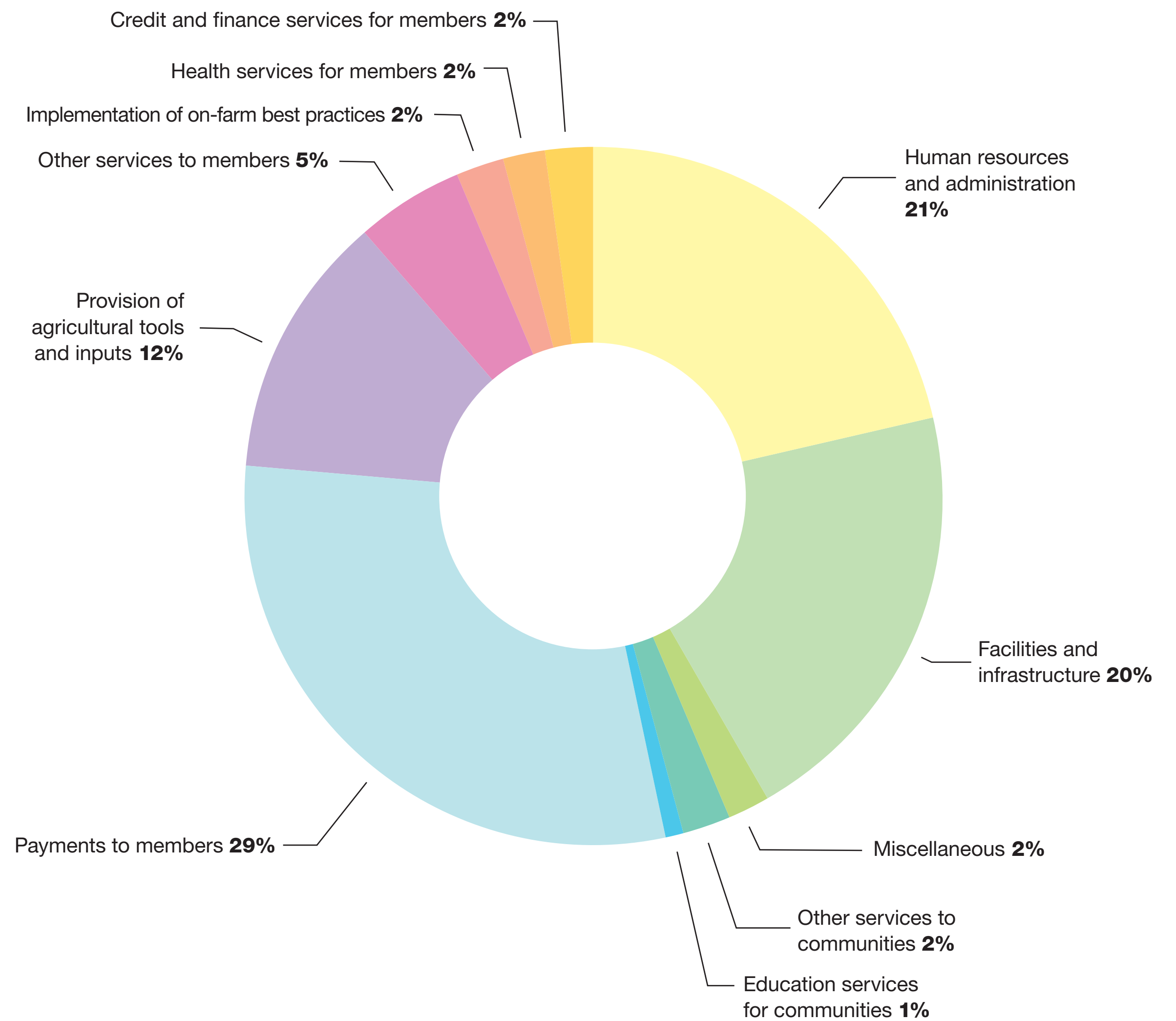


37.075
Fairtrade
farmers



76
Fairtrade
farming
organizations

€ 10M 
in *Fairtrade Premium* earned
by cotton farmers & invested in :



Fairtrade brand performance

Key figures


43%
have a *strong relationship* with the Fairtrade label



62%
find important that companies undertake *sustainable* or *socially responsible* business


92%
have *heard* of Fairtrade




70%
find it important that their *city* is managed in a *sustainable* way


90%
trust the Fairtrade label


69%
think fair trade is *important* when addressing societal subjects

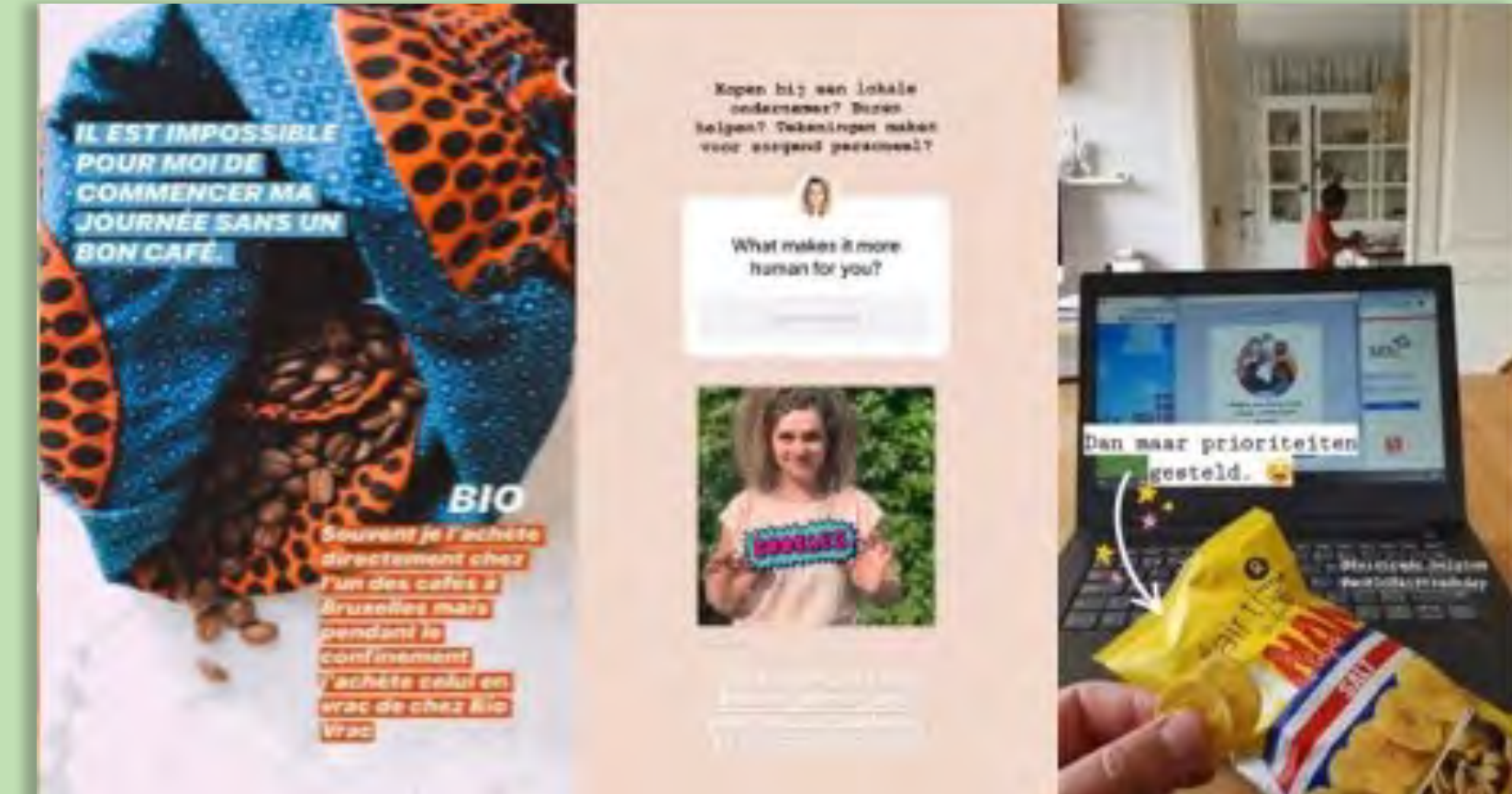
Source: Belgian consumers, GFK, November 2019

Financed by the DGD 

World Fair Trade Day

#makeitmorehuman May 8th


In the midst of the pandemic first wave, with people being separated from their loved ones, it was important, we all felt how important human connection is. This is why we decided to show that our economy lives thanks to the humans who make it; citizens who are outspoken about what matters today and for the future; consumers that choose to buy sustainable products; companies that care about respectful production for mankind & the earth. A society that cares for people & the environment worldwide. Let's make trade & our economy more human. Because without it, sustainability will never happen.

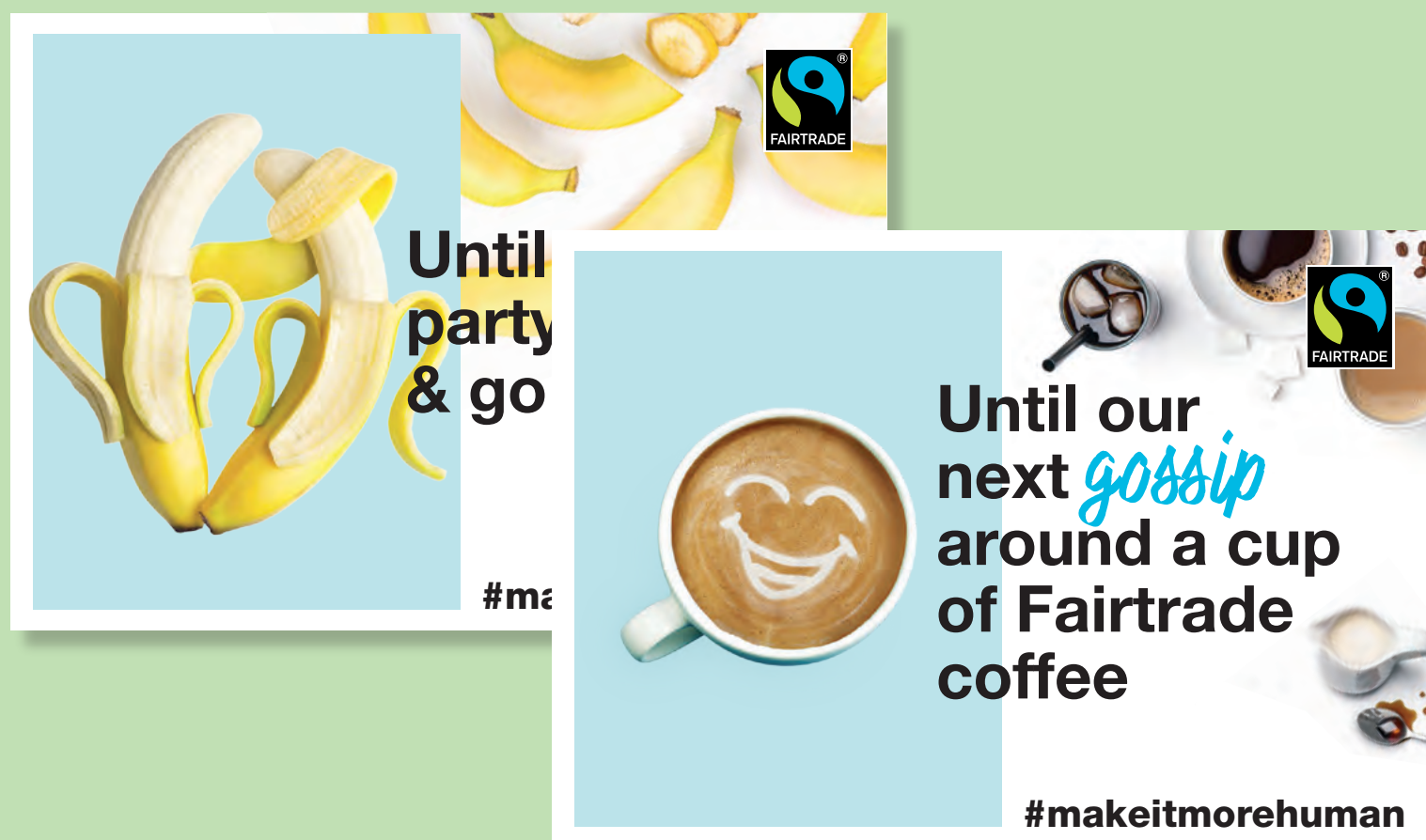


World Fair Trade Day

Fairtrade@work activation



 Send free postcards to tell someone special you are thinking of them



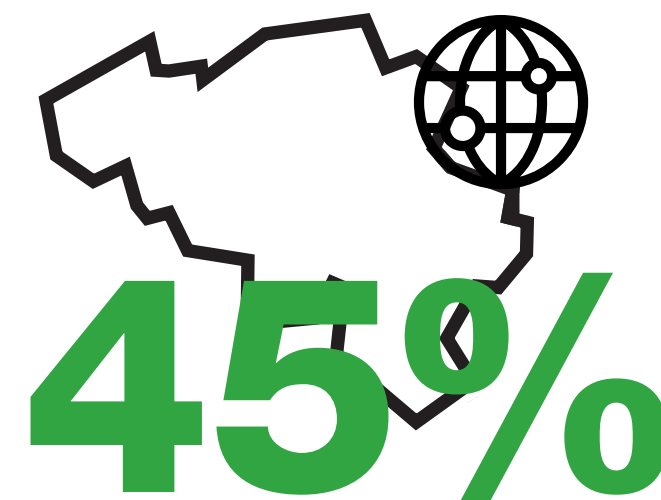
 Share companies commitments on Social Media



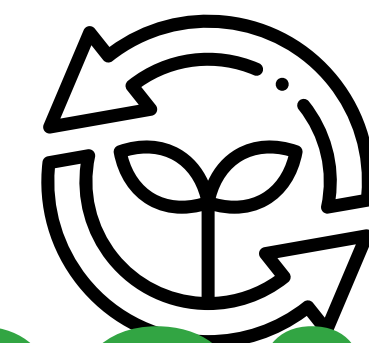
Market study*: Effects of Covid-19 crisis on sustainable choices of consumers

Belgians want to consume **more local (+42%), fairtrade (+23%)** and **organic food (+14%)**.

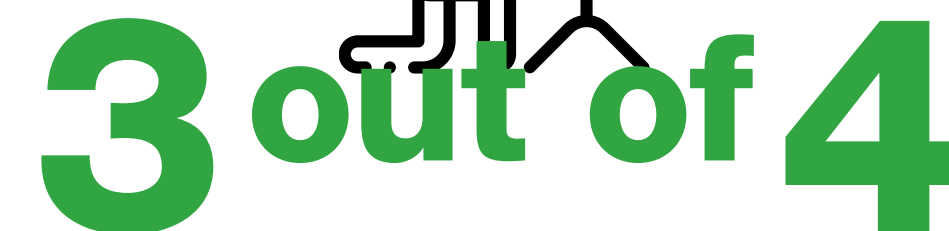
*Source: Dynata, 2020



of Belgians say they will pay *more attention* to *sustainable food* than before the crisis.



believe that the crisis should lead governments to *stimulate the transition* to more sustainable food



think we should put again *human at the center* of trade relations and the economy

Week of Fair Trade

7-17 october

Choose local, organic & fair trade

People want to consume better. In a sustainable way. They are looking for guidance. How to turn intention into practice? How to make it easier for consumers to choose sustainable products when they do their shopping?

With an easy & actionable system: choose local, organic & fair trade. They are the perfect match: they taste & do good together.

**Fairtrade
chocolade zoekt
lokaal vanille-ijs
voor een frisse date**



Fairtrade, bio en lokaal:
een lekkere match.
Maak de duurzame klik.



Connect what's good

**Fairtrade thee
zoekt bio honing
om lekker
te spoonen**



Fairtrade, bio en lokaal:
een lekkere match.
Maak de duurzame klik.



Connect what's good

**Gaufre de
Bruxelles
cherche sucre
Fairtrade pour un
duo collé - servi**



Fairtrade, bio et local,
le trio idéal. Choisissons
un quotidien durable.



Connect what's good

**Fairtrade chocolade
Bio boter
Lokaal brood**



Connect what's good



**quinoa Fairtrade
fêta bio
chicon local**



Connect what's good



**Fairtrade bier
Bio seitan
Lokale knolselder**



Connect what's good




Fairtrade, bio et local: le trio idéal



- Recipes for inspiration on how to cook with sustainable food
- Website pages and social media videos to create awareness and inform consumers
- Price promos on partners websites to give an extra incentive to shop fair
- Contest to win organic, fair trade and local products

Week of Fair Trade

#connectwhatsgoodchallenge

Maak de duurzame klik met *Oxfam*



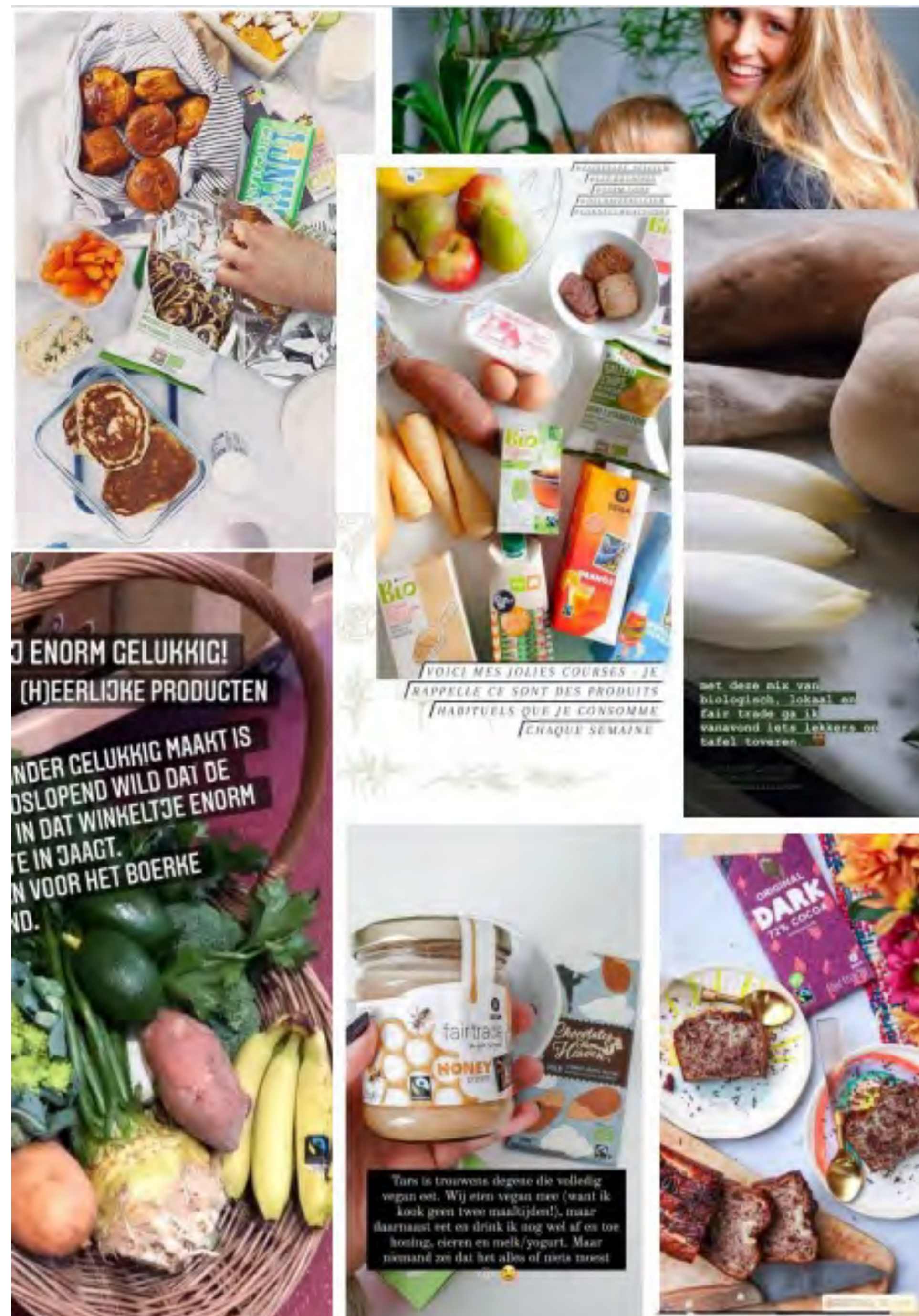
Connect what's good



Choisis un quotidien durable avec *Delhaize*



Connect what's good



Week of Fair Trade

Market study: barriers in consumers experience for eating sustainably

- How easy/difficult is it to find and purchase bio, local, Fairtrade products?
- Highlight the possible gaps between perceived barriers and real barriers
- Highlight the possible gap between consumers' expectations and reality in shops

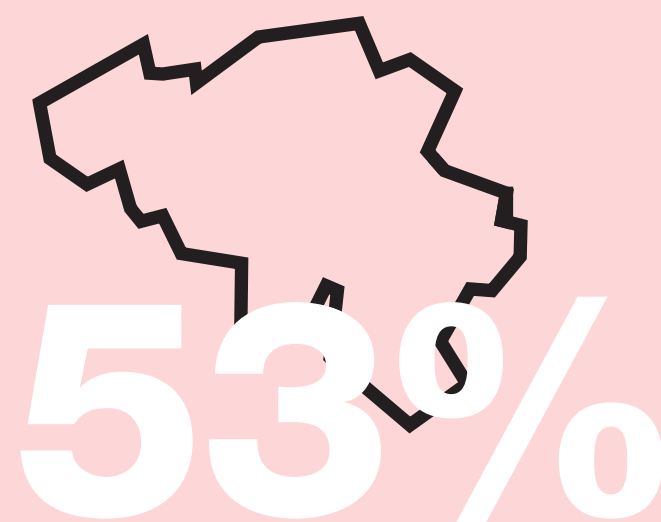
Belg zou veel meer duurzaam en Fairtrade kopen als aanbod en prijsverschillen beter gekend waren



De Belgische bevolking zou veel meer duurzame voedingmiddelen kopen als een aantal drempels wegvielen. Dat blijkt uit een bevraging van 1.000 Belgen door onderzoeksbureau AQRate, in opdracht van Fairtrade Belgium. In mei 2020 toonde Fairtrade Belgium al aan dat de Belg bij de aankoop van voeding meer dan ooit belang hecht aan duurzaamheid. In dit nieuwe onderzoek peilt de organisatie nu naar de redenen waarom mensen ondanks die trend toch nog vaak voor niet-duurzame voedingmiddelen kiezen. De belangrijkste drempels blijken het prijzainago, de lage zicht- en vindbaarheid van het aanbod en de gehechtheid van de consument aan zijn/haar vertrouwde merken. Fairtrade Belgium lanceert een oproep naar de supermarkten om mee aan het imago, het aanbod en de zichtbaarheid van duurzame producten te werken en wil de consument bewust maken van het bestaande aanbod.

Drempel 1: we denken dat duurzaam veel duurder is

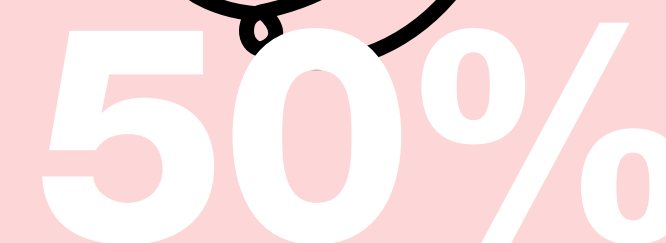
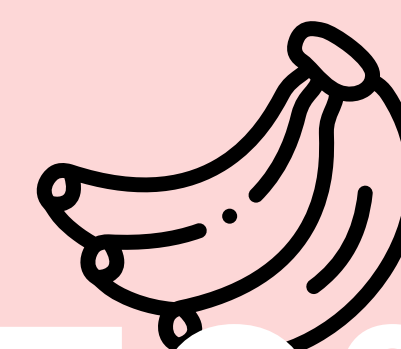
Veel Belgen kopen reguliere producten omdat duurzame en/of Fairtrade-producten in hun ogen veel duurder zijn. Maar dat is een misvatting. Wanneer ze weten wat de echte prijsverschillen zijn in hun winkel, geven veel niet-duurzame kopers aan wel een duurzaam alternatief te overwegen. In het geval van bananen gaf precies de helft van alle respondenten na het vernemen van de alternatieven en de prijsverschillen aan dat ze bij een volgende aankoop 'waarschijnlijk' of 'zeker' voor een duurzaam merk zouden kiezen. In het geval van koffie en melk is dat respectievelijk 40 en 35 procent.



of Belgians say they *already consume Fairtrade* products, and 37% would like to do so more in the future



say that they *think sustainable food* is often more expensive




of respondents say they would «probably» or «definitely» *choose a fair trade banana for their next purchase* when confronted with the alternative in their supermarket and it's actual price.

Strong social media impact

“I make chocolate disappear ... What’s your superpower?”

Connect what's good



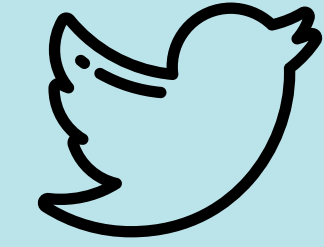
LinkedIn

Reach: **325.000**
Followers: **2.400**

Edith runt een cacaoplantage event service taxibedrijf eigen bistro



Connect what's good



Twitter

Reach: **156.000**
Followers: **2.400**



D'où vient mon vin Fairtrade?




Connect what's good



Primo

“Details make the difference and less is more.”


Connect what's good



Birgit Van Hout

“Trade agreements and agricultural policies need to be rethought to create a level playing field”

Connect what's good



Komt alle thee écht van dezelfde plant?



Connect what's good



Equality. The best tea. there is.



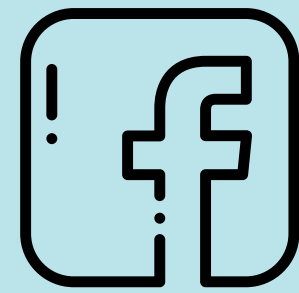
Connect what's good



Connect what's good



Connect what's good



Facebook

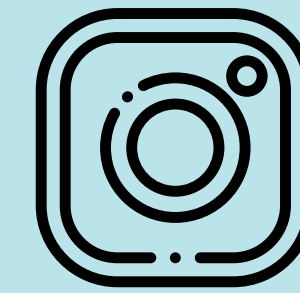
Reach: **5 Millions**
Followers: **11.800**



Justin

“Wanneer mijn mama veel bananenchips koopt, neem ik er stiekem en eet ze op”

Connect what's good



Instagram

Reach: **6 Millions**
Followers: **4.200**



Yeo (Yegesso)

“Notre ambition est de jouer dans la 'Champions League' des coopératives cacao.”

Connect what's good



Press highlights



PRESS TRIP TO GUATEMALA

Together with Delhaize and the press, we have dived into Fairtrade certified producers' villages where Delhaize sources his Latitude 28 coffee.

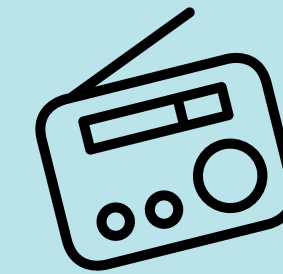
Publications: Full documentary published in EOS magazine; double page article in La Dernière Heure 15 mn video broadcasted many times on de Evenaar TV & Internet.



FAIRTRADE WEEK PRESS

The topic for the week was Fairtrade & Sustainable consumption.

More than 20 articles and audiovisual relays: La Libre, Le Soir, Trends, Le Vif, La Dernière Heure, RTBF info, Metro, Radio 2, De Wereld Morgen, Het Belang van Limburg, l'Avenir, Nostalgie ...



RESPONDING TO SPONTANEOUS SOLICITATIONS FROM MEDIAS

Our name is top of mind for journalists writing on themes related to trading fair.

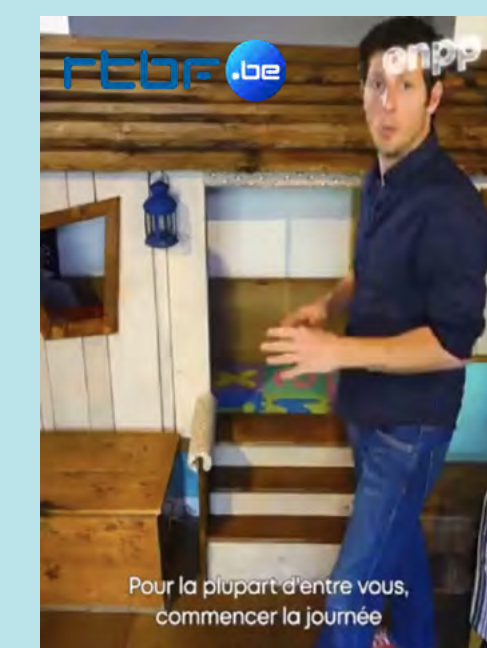
Some example: Nostalgie for the World Environment day (May), Studio Brussel - De Collega's (June), La Première – Au bout du jour (February), or on Radio 2 for the World Coffee day.



ONE WORLD FACING COVID

As many other people we felt the need to connect & listen to the shifts the crisis was creating.

The Belgian press was interested in the survey conducted by Dynata on how the covid-crisis was influencing people's attitude towards sustainable consumption.



Galler: a big commitment in 2020



A full switch to Fairtrade cocoa

- Galler switches their whole chocolate range to Fairtrade, but not only!
- With the cooperative Yeyasso, Liège University and us, Fairtrade, they launch a cocoa sustainability project in Ivory Coast.

People, Planet, Cocoa

- The project aims to increase producers income. This is done through agroforestry and an increasing participation of women in economic activities.
- Thanks to agroforestry projects, the projects helps to develop resilient and sustainable cocoa farming practices for the producers of Yeyasso cooperative.

Ben & Jerry's towards living income

“We are committed to economic and social justice through our ice cream, and now we are making history by stepping up our engagement with the cocoa we buy. Moving towards the ‘Fairtrade Living Income Benchmark’ for our chocolate is a start. We are also exploring this system for our other ingredients from global supply chains too.”



Cheryl Pinto,
Ben & Jerry's Head of Sourcing



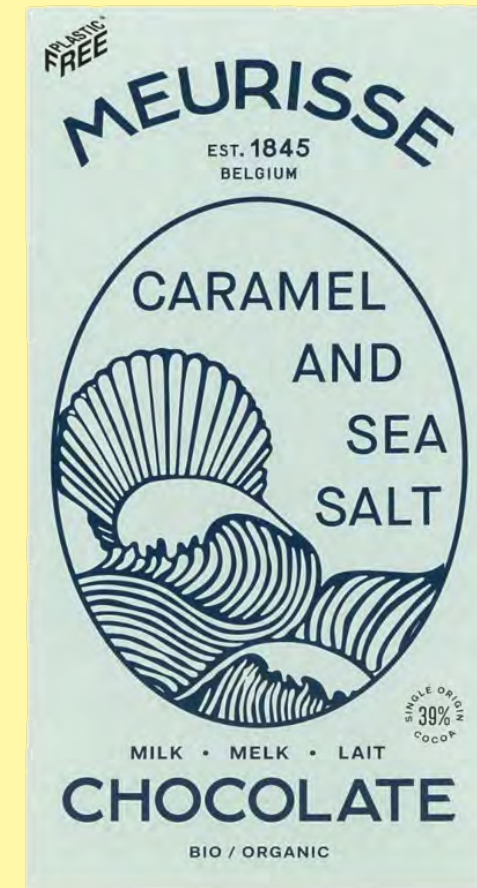
With Fairtrade, Ben & Jerry's positions itself as a pioneer with its global living income approach

- Cocoa farmers in Ivory Coast now get a higher income for their beans thanks to a new commitment from Ben & Jerry's since October 2020
- Around 5,000 Fairtrade farmers who work with Ben & Jerry's are receiving additional income that will amount to almost \$600,000 by the end of 2021

Food highlights

Meurisse

- The oldest chocolate brand of Belgium is back!



Dolfin

- Dolfin partners' up with famous Le Chat



Carrefour

- Les Belges/De Belgen is a new range of authentic products
- Belgian chocolate with Fairtrade ingredients



Delhaize

- A wide range of new Fairtrade certified products
- Ice creams, canned ananas, organic jams...



Kazidomi

- Kazidomi launched 6 new Fairtrade chocolate bars
- Not only this is fair chocolate but it is also vegan!



Belfine

- Delicious, playful and Fairtrade! A chocolate for all seasons.

Drinks & sweets highlights

Ethiquable

- 3 new tea references from cooperatives in Sri Lanka



Oxfam

- 2 new wines from La Riojana Argentina



Bio planet

- Two new Boni Bio cane sugar references



Ray & Jules

- A 100% petrol-free and fair coffee chain
- The first solar powered roaster

Colruyt

- A honey reference under the brand Boni



Meli

- Fairtrade honey from a collaboration with the cooperative Norte Grande in Argentina



Café Liégeois becomes Charles Liégeois

- New : Mano ground & beans 500g and capsules Home Compost.



Fairtrade@Work



Fairtrade@Work drives the consumption of Fairtrade coffee and other products in companies:

- Those who take part meet 4 criteria & receive a “Fairtrade Award”
- A choice at the heart of CSR strategies
- That meets the United Nations’ Sustainable Development Goals
- A commitment that drives the empowerment of coffee farmers
- A communication tool towards employees and clients

97
companies 

103k
employees 

62 Mio
coffee cups/year 

\$228k
Fairtrade Premium invested by farming communities in their practices & community 

3
new participating organizations



Fairtrade@Work

Video & posts for international coffee day



Online quiz with more than 20 companies



Campaign participation

WORLD FAIR TRADE DAY

16 offices
78k employees

THE WEEK OF FAIR TRADE

114 offices
1400k employees

From @work to @home: the answer during Corona

2020 was the year for the development of online solutions to order Fairtrade coffee. Some examples:



Rombouts

- A solution for consumers, Horeca and companies



Puro

- A new webshop for different brands of Miko so that workers can keep drinking coffee at home.
- New: bio Fairtrade pads (type Senseo) with a bamboo box to keep the fresh aroma of the coffee



Ray & Jules

- A solution for offices, homeworkers and consumers.
www.ray-jules.com



Charles Liegeois

- A large assortment of coffees, accessories and machines
www.charles-liegeois.com/boutique

FairTradeGemeente



New website launch

Discover the new website at fairtradegemeenten.be

New inspiration guide

Brand new inspiration guide to help you get started with the 6 criterias with numerous examples of actions from municipalities!

Launch new Fair-O-meter

- 92% of the Fairtrade Gemeenten responded (+32% vs 2018)
- 188 Re-confirming title of Fairtrade Gemeente
- A-score for 63 gemeenten
- B-Score for 73 Fairtrade Gemeenten

Week of Fair Trade participation

- 80+ municipalities posted on social media and 73+ activities were organised.
- 23 press appearances
- 785 quiz participants

Back to School action with Cottover

For many students back to school means a new sports or school uniform; this year, schools in Fairtrade Gemeenten could opt for Fairtrade clothing with Cottover!



Communes du Commerce Équitable



48
Communes
du Commerce
équitable

Making Belgium a fair trade country

- Meetings organised with Trade for Development Centre
- Multiple meetings with steering committees and municipal administrations
- Making Brussels capital a fair trade region: 4 meetings with the fair trade platform

Activation for fair trade week

Around 80 activities in Wallonia and Brussels with projects selected through tenders from TDC.



Green deal workshops on fair trade

Presenting the campaign of communes du commerce équitable with 15 participants



New Fair-o-meter launch

- Confirming titles of Communes du Commerce Équitable, 71% municipalities responded
- 4 municipalities with best results: Rixensart, Jette, Soignies and Uccle
- Meeting for local actors organised with 34 participants



Financial results

Balance sheet

Balance sheet Fairtrade Belgium VZW (31 December 2020)	
Assets	
Fixed Assets, Net of Depreciation	170 891
Accounts Receivable	1 305 801
Cash & Cash Equivalents	965 041
Other	6 353
Total Assets	2 448 085
Liabilities	
Equity	733 608
Financial Liabilities	125 187
Accounts payable & Accrued Expenses	1 151 219
debts with regard to taxes, salary payments and social security contributions	165 748
Incentive for growth	244 258
Other	28 065
Total Assets	2 448 085

At the end of 2020, Fairtrade Belgium cvba and Fairtrade Belgium vzw were merged.

The equity of the cvba was and partly replaced by loans to the vzw converted into equity capital of the non-profit association.

The merged vzw is a stable vzw with a healthy equity structure and a good cash position.

Due to the merger, Fairtrade Belgium became an even more transparent and efficient organisation.

The profit and loss figures are still consolidated figures of the results of the cvba 9 months and the vzw 12 months.

The balance sheet presented is the balance sheet of the vzw after the merger.

Financial results

Profit & Loss

Income

The License Fees decreased with 6% reaching 1,6 M€, mainly due to the effect of covid-19 on the coffee sales.

As part of the “Changing Trade, Changing Lives” program running from 2017 until 2021, Fairtrade Belgium annually receives subsidies from DGD (Belgian Development Cooperation). The DGD subsidies represent 80 % of total subsidies obtained.

Other Revenues relate to the income received for the coordination of FairTradeGemeente. The drop vs 2019 is mainly due to a drop of activities due to covid-19.

Connect is a Fairtrade International licensing software managed in part by Fairtrade Belgium. Fairtrade Belgium is invoicing the operational costs for the software system to other Fairtrade organizations using the system ; The income related

to connect decreased with 6 % vs 2019 due to a decrease of the operational costs.

Expenses

Activity costs for Fairtrade Belgium are the non-salary costs related to communication, business development, licensing, advocacy and public relations. The activity expenses decreased with 10% compared to 2019 due to limitations on operations because of the covid measures.

Overhead expenses were 7% lower than in 2019, mainly because of a decrease of office related costs due to obligatory homework. Salary expenses increased slightly by 2% mainly because of indexation and higher seniority.

Contributions to the Fairtrade System were 3% lower than in 2019 due to the decreased net license fees ; as a member of Fairtrade International, Fairtrade Belgium transfers approximately

1/3 of the License Fee income to Fairtrade International for the financing of the global Fairtrade system including the Fairtrade producer networks.

Producer Support: Fairtrade Belgium contributed 50k€ to 2 producer network projects. More particularly, 25k€ has been paid to the Women School of Leadership program coordinated by Fairtrade Africa and 25k€ to the Climate Change Resilience project of the CLAC.

Result

The consolidated profit (CVBA 9 months and VZW 12 months) before tax amounted in 2020 to 13k€ information on merge is needed before putting this comment (cfr note last financial page).

Consolidated Profit & Loss Fairtrade Belgium (*)	2019	2020	delta
Income			
Net License Fees	1 700 469	1 592 444	-6%
Subsidies	604 200	681 112	13%
Other revenues	35 395	30 139	-15%
Connect Income (**)	253 950	239 103	-6%
Total	2 594 013	2 542 797	-2%
Expenses			
Activities	-517 222	-464 811	-10%
Overhead	-189 746	-175 699	7%
Salary Expenses	-1 221 282	-1 248 577	2%
Depreciation & Provision	14 804	-16 652	-212%
Total	-1 913 446	-1 905 739	0%
Operational Result before FI & PN (***) contribution	680 566	637 058	-6%
FI contribution	-586 447	-569 961	-3%
Producer Support Funding	-49 000	-50 000	2%
Contributions to FI & PN	-635 447	- 619 961	-2%
Operational Result	45 119	17 096	-62%
Financial Income	8 048	-32	-100%
Financial Expenses	-2 462	-2 634	7%
Financial Result	5 585	-2 666	-148%
Exceptional Income (****)	37 753		-100%
Exceptional Expenses (****)	-9 225	-1 082	-88%
Exceptional Result	28 528	-1 082	-104%
Earnings before Tax (EBT)	79 233	13 349	-83%

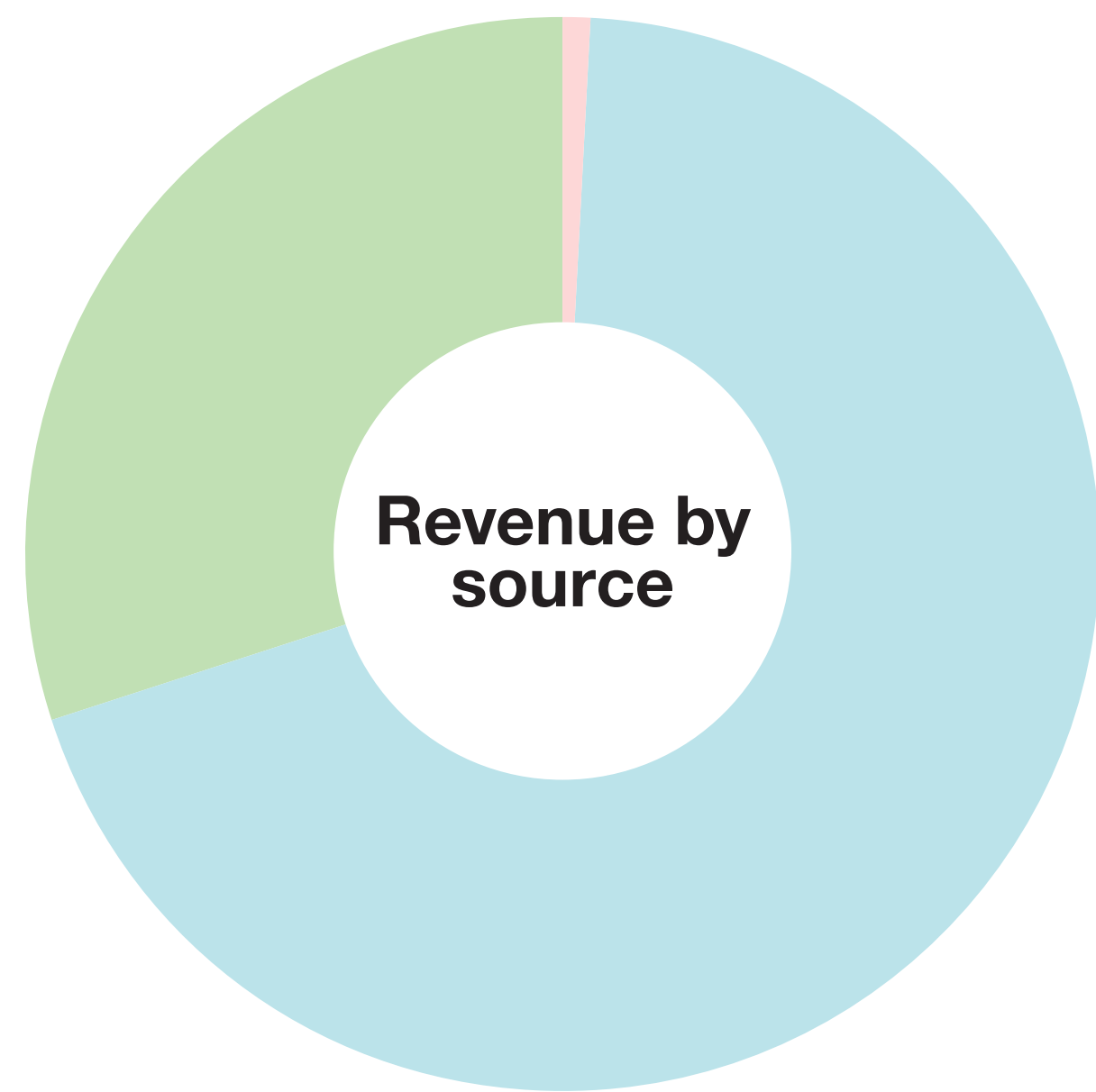
(*) Consolidation of Fairtrade Belgium CVBA and Fairtrade Belgium VZW

(**) Connect is a Fairtrade International Licensing software managed by Fairtrade Belgium

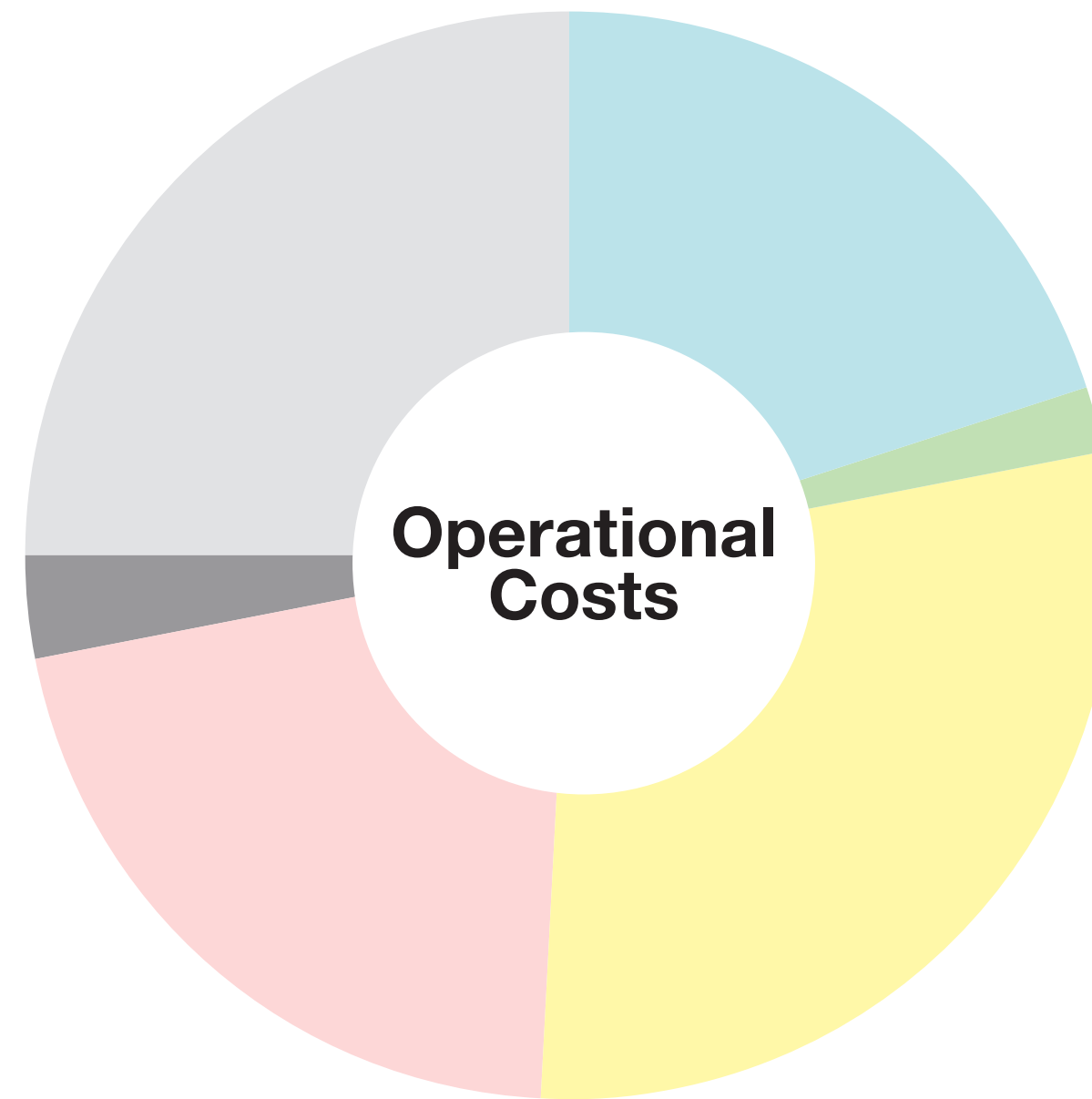
(***) FI : Fairtrade International PN : Fairtrade Producer Networks

Financial results

Profit & Loss



- **69%** License Fees
- **30%** Subsidies
- **1%** Other Revenues



- **20%** Administration
- **2%** Fundraising / Monitoring & Evaluation
- **29%** Communication & Advocacy
- **21%** Business Development
- **3%** Producer Support
- **25%** Fairtrade International system

69 % of the income of Fairtrade Belgium is generated by license fees ; 30 % was obtained through subsidies, mostly from DGD. 29 % of the costs of Fairtrade Belgium are spent on communication and advocacy.

One quarter of the expenses is linked with the financial contribution to the Fairtrade International System.

21 % of the expenses are associated with the development and expansion of the supply of Fairtrade products on the Belgian market, and more particularly to support the Belgian licensees in communication, product management, ...

Administration costs such as HR, Office, Finance and IT expenses amount to 20 % of the total expenses.

Finally, 3 % of the costs are allocated to additional producer support and supply chain projects, and 2 % of the costs are connected to the different subsidy programs and evaluations.

Team Fairtrade

June 2021

Let us know
how we can *help* !



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