



Reflecting on a Disruptive Year

Overview

For businesses, governments and societies, 2016 was a year that demanded a new level of adaptability and resilience. For FTA, it was a chance to reassess our purpose and reimagine our mission. The result is our Vision 2030, a blueprint of our plans for and commitment to a future of trade with sustainable value chains.

This session is a chance to look back on the year's activities and achievements while providing an open forum to discuss the powerful foundation our new Vision offers members. Learn about how a refreshed FTA is equipped and ready to tackle a dynamic new global environment and make sustainable trade the new normal.

Speakers

Julie Gichuru, Moderator, Arimus Media Limited

Christian Ewert, FTA Director General

Darrell Doren, FTA Senior Director Sustainability

Dr. Pierre Michael Gröning, Director of International Trade Policy

Maren Barthel, CSR Manager of Buying Markets at Otto Group

Session Highlights

Christian: Vision 2030: What is this important is this not a process that was done by the secretariat and decided things for members. It was inclusive process

Presentation on Vision 2030:

We are not rebuilding or asking for a revolution, we have a strong foundation from which we can build, we want an evolution.

People, planet, and profit.

4 internal values: member satisfaction, excellence, accountability, fairness and respect

5 goals:

1. We want to build our organization to be future-proof

2. We will support members through insight, expertise and influence
3. We will inspire action around the world
4. We will develop high-performing people to become the leaders of a sustainable tomorrow
5. We will prosper by contributing to the SDGs and increasing human prosperity for all

We want you need to lead on the issues that are important to us.

Build, support, inspire, grow, and prosper.

Continue work on multi-stakeholder partnerships.

How can we be pioneers but also a network of ambassadors carrying our message forward?

How can we prove our member supply chains are contributing to these ambitious goals?

Research phase core findings: qualitative and quantitative including members and stakeholders

Step-by-step approach with a professional brand architect

amfori is designed to be clearly recognisable, memorable, and clearly identifiable.

Trade with purpose: the engine for global growth.

We will be keeping BSCI and BEPI for 2 years.

How do we create a governance that is participatory? 12 bodies will be defined as the governance structure is concerned. Network to complement our governance structure. The affiliate membership category to attract other big players.

Darrell: New developments: Better visualisations, risk, and compare and contrast progress of countries (benchmarking)

Prototype app: that will predict behavior to improve factory conditions.

Harmony of advocacy and sustainability

Policy and through a global level with our network for getting on the ground information

Responsible recruitment

We are always asking feedback and tuning to be there to support members

Pierre: Today there is a still strong policy to link trade and sustainability.

Idea of promoting values. More accepted in sourcing countries, Bangladesh is good case.

Trade is the best way of bringing people out of poverty: for example, what China has done in the past 40 years, it needs to be repeated by more emerging companies.

If you want success, you need to partner, cover all policies globally.

Priorities: Do not take open borders for granted.

Maren:

Sustainability Dashboard helps us identify hotspots about producers and problem areas.

Next step is in capacity building and finding right workshops for producers.

The Commitment Formula Dashboard helps me communicate with my buyers.

FTA is supporting open borders by helping us negotiate with single stakeholders.

Syrian workers in turkey.

If I am supplier with high turnover, I might hesitate, but if we move as a group we move more quickly.

I come from a big company, we still rely on support in these countries. For small companies, this is very important.

Priorities moving forward: expand the network, promote open and sustainable trade.

Q&A:

What is the future role of national associations?

Christian: We will be looking how we can use our network. We are evaluating our collaboration with national associations.

How are we going to raise the prices in consumer good products? Transparency is more superficial than the actual.

Pierre: In response to price pressure and transparency, there can be some reduction. We can improve trade connectivity through trade agreements. Price reduction is possible on behalf of the consumer but through trade policy.

Exploitation? There needs to be a change in the mindset from the consumer.

Darrell: We are starting to see the consumer voice is starting to be little bit stronger. The consumer is incredibly powerful.

Quotes

“You are the changemakers of the future to make Vision 2030 a success.” Christian

“ Trade is the best way of bringing people out of poverty.” Pierre

“The consumer is incredibly powerful.” Darrell

“The Commitment Formula Dashboard helps me communicate with my buyers.” Maren