

FAIRTRADE KOREA ACTIVITY REPORT 2020 (ENG)



FAIRTRADE
KOREA

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FAIRTRADE KOREA
국제공정무역기구
한국사무소

Fairtrade Korea (FTK)

Opened in 2011 at Korea

Performing the role of promoting Fairtrade certified products in Korea, marketing and distribution properly, supporting companies for sales, etc.

Performing social advocacy activities of companies and consumers through cooperation with domestic companies.

Implementing Fairtrade campaigns and Fairtrade classes for students, citizens, and companies.

Fairtrade Korea

: www.fairtradekorea.org



FLOCERT
assuring fairness

FLOCERT

FLOCERT is an international certification organization that provides verification and supply chain services to demonstrate Fairtrade standards. Founded in 2003 as a single Fairtrade certification body, FLOCERT has six international offices, with 125 employees and more than 120 auditors conducting certification worldwide.

For more information, visit the FLOCERT site at www.flocert.net



FAIRTRADE
INTERNATIONAL

Fairtrade International

Fairtrade International(FI) is a multilateral non-profit organization that promotes fairer conditions for international trade, promotes small-scale farmers' and workers' rights, and creates sustainable living.

Fairtrade International(FI) develops and maintains internationally agreed fair trade standards, holds the right to the fair trademark and supports the international Fairtrade system.

Fairtrade International(FI) consists of the three regions' Producers Networks, representing 1.7 million producers and workers, co-own the Fairtrade System. Additionally, National Fairtrade Organizations(NFO) and Fairtrade Marketing Organization(FMO) offices in more than 30 countries all owned the Fairtrade system together.

For more information, visit the Fairtrade International website at www.fairtrade.net

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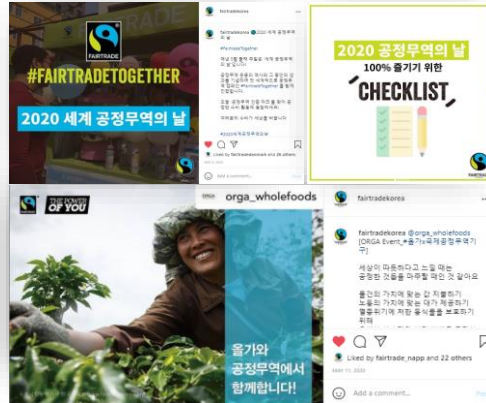
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World Fairtrade Day 2020

World Fairtrade Day is a universal day of celebration on the 2nd weekend of May every year. In 2020, Fairtrade Korea could only run an SNS campaign to prevent the spread of COVID-19 from May 8th to 22nd.

The campaign was held in cooperation with 12 Fairtrade licensees, implementing campaigns to raise Fairtrade awareness, selling Fairtrade products, and offering educational programs.



International Coffee Day SNS Campaign

The International Coffee Organization (ICO) established International Coffee Day to promote coffee to the world and discuss and solve various coffee-related problems. Along with the trend of active discussions on sustainability and safety in the coffee industry, fair trade-certified beans are drawing attention.

FTK also posted various promotional materials to promote fair trade-certified coffee through SNS and held hashtag events with consumers.



Open House 2020

The Open House event is when the public freely visit the FTK office on the designated date to experience fair trade. It is a campaign to learn and understand fair trade by experiencing Fairtrade promotional video viewing, quiz events, and product tasting events.

In 2020, Open House was held for French residents living in Korea instead of large-scale guests for preventing COVID-19. Teachers, parents, and students visited and experienced Fairtrade in person.



Global Goals Week SNS Campaign

Global Goals Week is a week to call for civic, corporate, and regional responsibility to achieve the UN-SDGs. We promote that UN-SDGs can be achieved through Fairtrade and achieve various goals through Fairtrade premium.

Fairtrade E-Learning Project

Korea's first Fairtrade E-Learning lecture project has begun. FTK joined hands with UPS, the world's largest delivery company and supply chain service leader, to produce Fairtrade E-Learning lectures to promote Fairtrade to Korean consumers and businesses.

The lecture consists of six courses and contains different contents such as the meaning of Fairtrade and its certification procedures so that anyone can easily understand Fairtrade. Anyone can take it anywhere through the website, and participants who take all courses will receive a certificate of completion.



Fairtrade Chocolate Donation Broadcasting

In December, the Fairtrade certified chocolate donation broadcast was held to help underprivileged children. The event was able through cooperation with Online Live Commerce, Miko-Market, run by a volunteer group, Nokwon, consisted of all Miss Korea winners, and Erum food, who donated Divine Chocolate.

Jee Dong-hoon, CEO of Fairtrade Korea, appeared on the donation broadcast to introduce the Fairtrade mark and the value of Fairtrade-certified chocolate. As a result, it expressed the meaning and effect of Fairtrade to the young consumer class of Miko-Market and donated about 300 boxes of chocolate to the underprivileged.



2020 Café Show

Business Support for Fairtrade Coffee Producers in the COVID-19 Era

The COVID-19 pandemic brought unexpected challenges to every dimension of human activities all over the world. Korea was seriously affected by the COVID-19 in early 2020 but has managed to keep spreading the virus at relatively low levels in subsequent months, which allowed the Café Show 2020 to be held in November as originally planned. Tightened travel restrictions and regulations made it impossible for the Fairtrade coffee producers to attend the Café Show 2020. Most domestic coffee buyers were expected to be present at the exhibition. Fairtrade Korea has decided to participate in the show, with necessary adjustments made to the program.

Fairtrade Korea invited Fairtrade Coffee producers to participate in the show remotely by sharing the information about the cooperatives and its Fairtrade coffee and sharing the coffee samples and their details. Through using the information that we received from the producers, we built up marketing documents and shared them with the local coffee buyers online. Online B2B meetings were pre-scheduled and held in the form of video conferences via ZOOM. The buyers could attend the sessions from our booth at the show or from any other location.

All the coffee samples were received in advance, listed, and stored, same as in previous years; however, instead of holding cupping events on-site, we encouraged the buyers to receive the samples to their labs for cupping.

Booth Design

Size: 72 sqm

Design: 5 pillars containing information of each Producer Network, ITC, and Fairtrade Korea

Furniture: Online meeting station, Meeting tables, Sink, Shelves for printed marketing materials

Equipment: water dispenser, fridge, coffee machine, TV screen.



Online meeting station

The booth was equipped with high-speed Internet connection, a laptop, a separate screen and camera, as well as a new pair of individual audio set for each meeting attendee.

Simultaneous interpretations to/from Korean were provided by a translation agency with support from CLAC and FI Coffee GPM.



2020 Café Show – Results in Numbers

Total Number of individual Online B2B Meetings

**including group meetings of buyers with various producers*

49

Total number of Buyer companies attending

6

Total Number of samples sent to the Buyers for internal cuppings

180

Total number of Buyer companies which requested samples

9

Number of Shared Coffee Samples

Buyer Company Name	Producer Country	Number of Samples
Mandehling Korea	India	3
	Indonesia	6
	Vietnam	2
	Laos	3
	Ethiopia	3
	Costa Rica	2
	Guatemala	2
	Honduras	1
	Mexico	2
	Nicaragua	2
Boston Coffee	India	3
	India	1
	Indonesia	8
	Vietnam	2
	Myanmar	2
	Ethiopia	6
	Costa Rica	11
	Guatemala	8
	Honduras	10
	Mexico	5
	Nicaragua	4
	Uganda	8

Buyer Company Name	Producer Country	Number of Samples
El Cafetal	Uganda	8
	Mexico	5
	Laos	3
SPC	Indonesia	1
	Vietnam	1
	Myanmar	1
	Uganda	1
	Costa Rica	1
	Guatemala	2
	Nicaragua	1
	Peru	1
	Brazil	1
	Costa Rica	11
Almacielo	Myanmar	2
	Indonesia	3

Buyer Company Name	Producer Country	Number of Samples
Hankook Coffee	India	3
	Indonesia	7
	Laos	3
N2FALLS	Ethiopia	2
	Indonesia	2
	Guatemala	1
	Honduras	2
GAMSUNG	Tanzania	4
	Honduras	10
MEETS TRADING	Ethiopia	4
	Brazil	2
	Colombia	2
	Vietnam	2

This year Fairtrade Korea decided not to host in–booth cupping sessions, as the pandemic is still active in Korea it could put additional risk both to visitors and the Fairtrade Korea team. Instead, the buyers were encouraged choosing and receiving the samples directly to their labs for cupping.

Photos



Fairtrade Korea Booth View



Online producer meeting – Boyle's Coffee



Online producer meeting – Meets Trading



Online producer meeting – Flavorpops



Online producer meeting – Almacielo



Online producer meeting – El Cafetal



Online producer meeting – N2FALLS



Fairtrade Korea visitor meeting

MOU with Korea International Cooperation Agency(KOICA)

KOICA signed a business cooperation agreement with Fairtrade International (FI) on July 1. The two organizations signed an MOU to prevent the collapse of the global value chain amid the COVID-19 epidemic and decided to support the Fairtrade ecosystem's revitalization at national and international levels.

The ceremony was held through an online conference with Chairman Lee Mi-Kyung of KOICA and Dario Soto Abril, the Fairtrade International Global CEO. This agreement is to cooperate to jointly respond to the Covid-19 crisis, foster Fairtrade-related organizations in Korea, and raise Fairtrade awareness among Korean.



Gel-Yo, Korea's first Fairtrade-certified gelato released

A gelato-brand agricultural company, Gelyo launched the first Fairtrade-certified gelato in Korea. The number of products is increasing, starting with "Jakdukong Gelato," which uses Fairtrade organic sugar and locally produced peas. At the MOU signing ceremony with the Korea International Cooperation Agency (KOICA) in July, Gelyo was praised for its local Fairtrade products, which added raw materials for domestic farms and Fairtrade products in developing countries.



Ben & Jerry's pop-up store in Korea

Fairtrade Korea and the world's No. 1 Pint ice cream brand Ben & Jerry's worked together to operate a pop-up store in Myeong-dong in September.

In particular, it tried to increase the accessibility of citizens' and students' awareness in Fairtrade and lead the popularization of Fairtrade-certified ice cream by breaking down stereotypes about Fairtrade products, which were limited to coffee and chocolate to domestic consumers.



Icoop, Fairtrade Products Release

Icoop is the very first company to be certified for Fairtrade and the company that currently handles the most extensive Fairtrade products.

In 2020, Oxfam Chocolate, Mint and Jelly products, Fairtrade Chocolate Spread, and Fairtrade Cosmetics received from farmers' unions in western India were released through Icoop. Finally, they released Fairtrade avocado imported from Mexico to the Korean market.



World's First Fairtrade Certified Rice cake

Bokdam, a Korean rice cake brand that is achieving big success on the online commerce market, has launched the world's first Fairtrade certified rice cake. Fairtrade Korea recently completed supporting the certification process for the first time globally in terms of rice cakes in cooperation with Fairtrade International's headquarters.

The Fairtrade-certified rice cake product has not only used Fairtrade-certified organic coffee and cocoa. Still, it has also increased the product's value through cooperation with Child Fund Korea, a representative organization for children's advocacy in Korea. This product consists of Fairtrade chocolate rice cakes and Fairtrade coffee rice cakes aimed at the whole family's taste, and the profits will be donated partly to the Child Fund Korea.



Fairtrade Certified RTD Coffee Products

After McNulty signed an MOU with the FTK in 2019, Fairtrade coffee products began to be released in 2020.

They purchased Fairtrade certified coffee from producers and released RTD products by facilitating it. Moreover, they started selling them through retailers such as GS 25 and Ministop. Through this, it is expected that more consumers will quickly meet Fairtrade certified products.



Fairtrade Online Mall Launching

Meets Fairtrade has launched "Buyfairtrade," an online shopping mall specialized in selling Fairtrade certified products for the first time in Korea, in partners with FTK. About 300 Fairtrade-certified products such as coffee, tea, beverage, chocolate, jam, and cotton are being sold at this online mall.

Besides, "Jinwon Trading," "Organic Doctor," "Pulmuone Olga Wholefood," and "Meet Mall" help consumers purchase Fairtrade certified products more efficiently.



Agrofair' s Korea Marketing Office Open



Agrofair of the Netherlands, a world-renowned Fairtrade banana company, opened a marketing office in Korea. Through this, many fruit buyers and companies will be more professional in supporting Fairtrade banana sourcing and storytelling in marketing. FTK is working closely with them to help in promoting Fairtrade in Korea.

Ramada Yongin Hotel' s Fairtrade event

Ramada Yong-In Hotel, the No. 1 Fairtrade Certified Hotel in Korea, held a special spring promotion package that includes Fairtrade products with FTK. Guests can get a picnic set (basket, mat rental) and six Fairtrade products as select products per night in a deluxe room. The gift included Fairtrade dry fruits, chocolates, and beverages.



The Week & Resort provided Fairtrade towel

Last September, The Week & Resort, which newly opened in Eurwang-Ri, began offering Fairtrade towels in rooms. The Week & Resort is a company that pays keen attention to environmental issues and emphasizes social responsibility. It is expected to lead the industry with hotels in the post-COVID era and resorts that consider sustainability in the tourism industry.



Organizations CRS Activities with Fairtrade

"Fairtrade @Work" is a campaign in which companies consume Fairtrade-certified products within companies such as cafeterias and conference rooms, realizing Fairtrade in their daily lives and participating in social contribution.

First of all, Seocho-gu Office started replacing field workers' uniforms with Fairtrade-certified cotton T-shirts and is expanding to eco-bags, cafes, and commissioner's offices. Besides, Seongnam City's labor union also received Fairtrade @Work certification using Fairtrade coffee at its office.



NCSOFT' s CSR Activities with Fairtrade

NCsoft, which delivers cultural content and games, is practicing social contribution through Fairtrade@Work.

NC is trying to directly practice the value of Fairtrade and promote it to employees and the community by providing Fairtrade coffee and tea at work since last May.

Perenne Bell' s CSR Activities with Fairtrade

Perenne Bell's cosmetic brand SOME BY MI is implementing Fairtrade@Work by introducing Fairtrade in the company.

Following the animal protection campaign, Some By Mi is continuing to make steady social contributions, taking the lead in spreading a conscious consumer culture.



Fairtrade Committee

FTK has been running Fairtrade Committee in support of Fairtrade licensees, importers, and retailers in Korea. Activity reports and perspective plans are announced at the meeting, to promote the sales and expand the supply chain of Fairtrade partners.

In 2020, the committee held 2 meetings in total, and will continue its efforts in 2021.



Licensee Status

By the end of 2020, there are 20 Fairtrade licensees (companies that can use the Fairtrade Mark on their products) in Korea. Despite the pandemic situation, 2 new companies got certified. In total, 8 companies mostly use Fairtrade coffee, 3 use cotton, 4 use sugar, 3 use fruits/nuts, and one each for cocoa and gold.

In 2020, over 151 domestically manufactured Fairtrade products were sold in Korea, and 239 imported from overseas, which makes 390 products in total. For 2021, 4 to 5 companies are expected to be certified additionally, nearing a total of 25 Fairtrade licensees, and about 600 different Fairtrade products to be manufactured and sold.

	2018	2019	2020
Number of Licensees	18	18	20



After being only traders for a while, Tripti started selling their own brand of Organic Fairtrade sugar “the Awaited Sugar”.

By selling white and brown sugar directly to consumers, Tripti took step forward in making Fairtrade staple ingredients available for all households.



Gelyo, a young Korean ice-cream startup, made its debut in the Fairtrade world with a unique Gelato recipe : Korean Sword Bean Gelato.

Following the success of this product in 2020, Gelyo is planning to launch 4 more flavors (Strawberry, Sweet Potato, Ginger and Mugwort).

2020: New Products



Angelin' us, the popular Korean Coffee franchise, expanded their single origin coffee line with 2 new products : Colombia Cauca and Peru La Esperanza.

By renewing the origin of their coffee each quarter, Angelin' us kept the interest of their customers and introduced different flavors of Arabica.



McNulty started their collaboration with Fairtrade through the launch of a very convenient single origin coffee cup : “The Coffee that brings Joy”

Available in numerous convenience stores, the two single origin drip-bag coffees (Colombia and Brazil) allow consumers to enjoy high-quality at an affordable price and in a handy packaging.



Vego, a German Vegan chocolate brand, launched a variety of products on the Korean market. Developed together with a team of Italian chocolatiers, the line includes chocolate bars, hazelnut pralines, chocolate spreads and nut bars.

All their products are certified Vegan, Organic and Fairtrade, ensuring both excellent quality and social responsibility.



Gamsung International (GSI) has extended their coffee line, now offering 5 types of roasted beans, in 200g, 500g and 1kg formats.

GSI has always promoted sustainable farming through direct cooperation with producers.

By committing to Fairtrade certification, GSI is ensuring the best flavor and quality for the end-consumer, and making real action to create a sustainable farming environment.

iCOOP is the biggest retailer of Fairtrade products in Korea, including 26 kinds of coffee, fresh bananas, olive oil, wine, sweets and cotton products sold in their Jayeon Dream shops, at a preferential price for their members.

In 2020, they expanded their product line to include fresh avocados, cotton pads, chocolate spreads and sweets.



Fair Generation participated in promoting Fairtrade through partnerships with several public institutions.

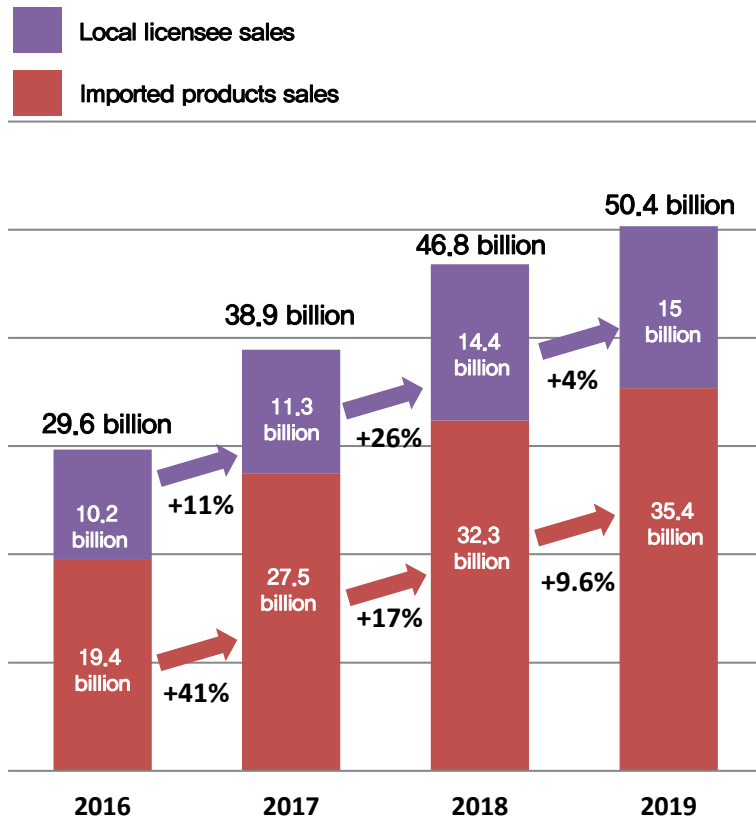
For KOICA (the Korean International Cooperation Agency), they designed and provided promotional vests and caps for the volunteers, who are involved in several ODA projects across the world.



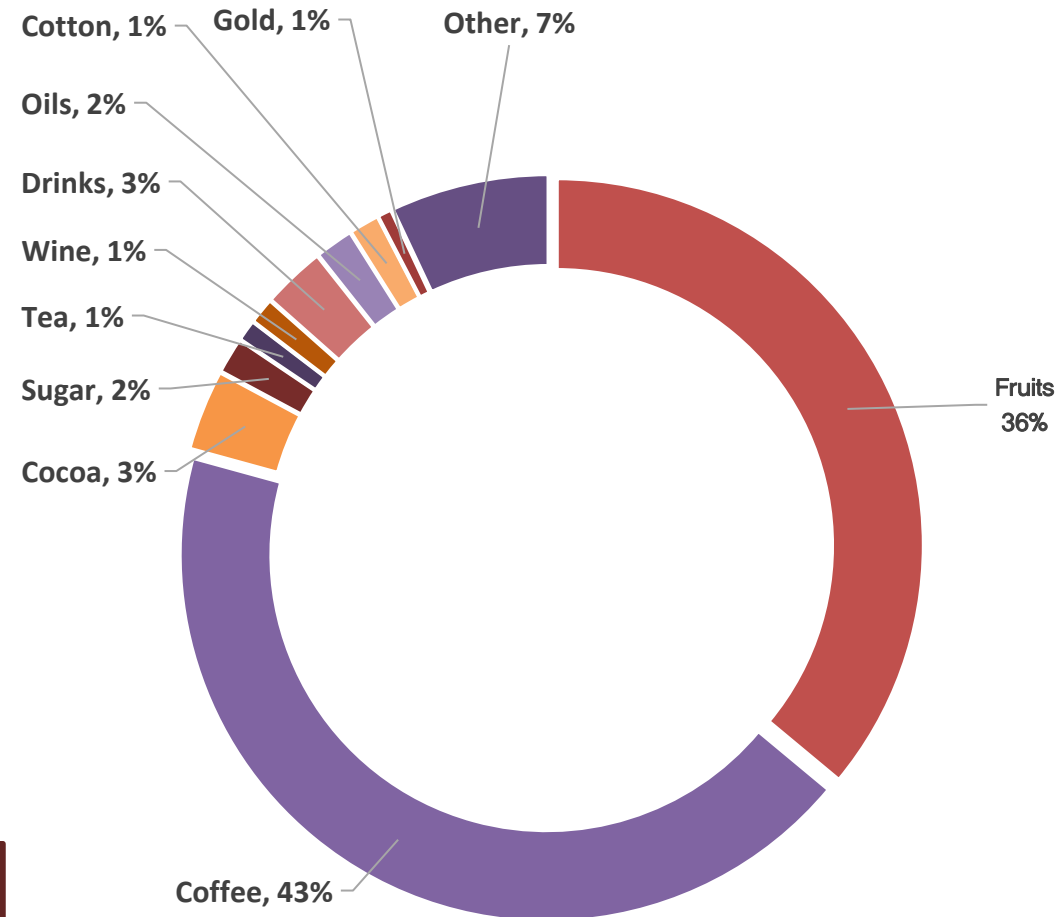
Namoo, after successfully launching their Chakada Coconut oil in 2019, followed with another great product : Dolgo Dola Blueberry Jam.

By combining Fairtrade Organic cane sugar and Korean Organic blueberries, Namoo is committed to supporting the lives of farmers on the local and global scale, while still delivering delicious products.

2016~2019 Fairtrade Product Domestic Sales



2019 Sales per Product Category



- Both domestic and overseas sales records are based on each company's reports.
- * 2020 sales records will be consolidated in Q2 2021.

Fairtrade Class

Fairtrade Korea runs the Fairtrade Class program for students and the general public, throughout the year. About 13 Fairtrade Classes were held in the past year by appointments.

Fairtrade was also introduced in volunteer trainings and office trainings. Fairtrade Class lays out the precise definition of Fairtrade, its global system, introduction of Fairtrade Certified products distributed in domestic and overseas market, using visual and textual materials. The Class is followed up by a Q&A session, and altogether takes about an hour and a half. Appointments can be made via e-mail (adpro@fairtradekorea.org) or phone (02-725-0381).

Many schools, business entities, government facilities, and Non-Government Organizations visit Fairtrade Korea. It is important for all attendees of the class to understand the concept of Fairtrade and the nature of Fairtrade

movement, as well as the gravity of sustainable procurement. Each class served as a great opportunity for the visitors to come in contact and learn about the story of Fairtrade and its producers around the world.

Below is the list of schools that participated in Fairtrade Class this year.

〈List of Participated Schools〉

Bucheon University
Donsan High School

Hongik University High School
Haesung International Convention High School

Chungnam National University



Fairtrade External Lecture

Fairtrade Korea conducts the Fairtrade External Lectures with various institutions and companies to the entire nation.

In 2020, three lectures were held: the Gwangyang Cultural City Project Group, the Korea Consumer Cultural Center, and the Ministry of Foreign Affairs.

Ministry of Foreign Affairs Talk Concert

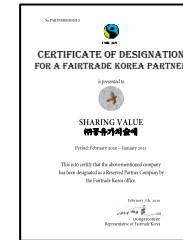
The talk concert, held with the Ministry of Foreign Affairs and the FEALAC national delegation, is significant as in-depth discussions on sustainable development in Latin America through Fairtrade. Besides, it was an important opportunity to inform the sustainable development of fair trade in Latin America during the Corona era.



Fairtrade @Work/ Fairtrade Campus/ Fairtrade Partners

Fairtrade Korea runs various community certification programs for the local community.

In particular, in 2020, Fairtrade @work was actively carried out in conjunction with ESG management. Also, certification of Fairtrade partners was made for youth enterprise preparing Fairtrade certified products release.



〈List of Community Program Participants〉

Fairtrade Campus Sanju Middle School

Fairtrade @ Work Labor Union of Seongnam City
NC Soft

Fairtrade Partners SHARING VALUE

Youth Enterprise Gamsung International
Gelvo

Seochu City Office
Perenne Bell
Culture in Siheung
Namao

Media

A good number of newspapers, magazines, online-platforms, and broadcasting companies have written and spoken about Fairtrade products and Fairtrade International. With such influx of news, a lot of people were able to learn about Fairtrade, which led to enhance public awareness for ethical purchase.

Press Release

Many Fairtrade Korea activities, including campaigns and business partnerships, have been covered widely by the media.

More than 20 media outlets and 40 press releases were posted, including the signing of MOUs with the FI and KOICA, Café Show booths operation, Angelinus' Fairtrade-certified coffee release, the operation of Myeong-dong Fairtrade cafe pop-up stores, and the opening of Fairtrade online mall, etc.



Interview

FTK has promoted the office's activities and plans and the connectivity in Fairtrade and SDGs in a media interview with All Magazine and SDSN Youth in 2020.

In particular, the planned interview with the UN's SDSN Youth in December discussed the close relationship between Fairtrade International and SDGs, providing an opportunity to inform the public more professionally about the impact of Fairtrade.



Hotel & Restaurant

FTK writes monthly articles on FI, FTK activities, new Fairtrade certified products, and the Fairtrade Hotel in the monthly 'Hotel & Restaurant' magazine.

FTK promotes the FI's article regarding producers, producer organizations, Fairtrade products. Besides releasing the news regarding Fairtrade hotel, FTK targets hotel managers for promoting ethical consumption and sustainability of the Hotel.



Coffee & Tea

FTK published six feature articles in the monthly "Coffee & Tea" magazine from May to October last year. From sustainable coffee production, justice, and gender equality with Fairtrade-certified coffee. Various impact of Fairtrade Coffee was discussed in multiple ways. Through this, the company sought sustainability through Fairtrade in the coffee industry.



SNS

Fairtrade Korea makes a continuous effort to publicize Fairtrade via popular social media, including Facebook, blog, Instagram, and Youtube.

Many news, including the precise definition of Fairtrade and its standards, upcoming Fairtrade campaigns, new Fairtrade products, and other exciting news, can be spread throughout the social media in words, pictures, and videos.

From trendy news targeting the age group of the 20s to 30s to educational postings for all ages and genders, Fairtrade Korea has expanded its online presence to reach a broader demographic and encourage their support for Fairtrade.





FAIRTRADE
KOREA

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