

# FAIRTRADE KOREA 2021 ACTIVITY REPORT

**Fairtrade Korea 2021 Activity Report**

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**Mardiana, coffee farmer at  
Koptan Gayo Megah Berseri  
in Indonesia**



## Fairtrade Korea (FTK)

Fairtrade Korea opened in 2011 in Korea, promoting Fairtrade certified products in Korea, marketing and distribution properly, supporting companies for sales, etc.

We perform social advocacy activities of companies and consumers through cooperation with domestic companies, implementing Fairtrade campaigns and Fairtrade classes for students, citizens, and companies.

For more information, visit the Fairtrade Korea website at [www.fairtradekorea.org](http://www.fairtradekorea.org)



## 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, 125 employees, and more than 120 auditors conducting certification worldwide.

For more information, visit the FLOCERT site at [www.flocert.net](http://www.flocert.net)



## Fairtrade International(FI)

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 a 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 own the Fairtrade system together.

For more information, visit the Fairtrade International website at [www.fairtrade.net](http://www.fairtrade.net).

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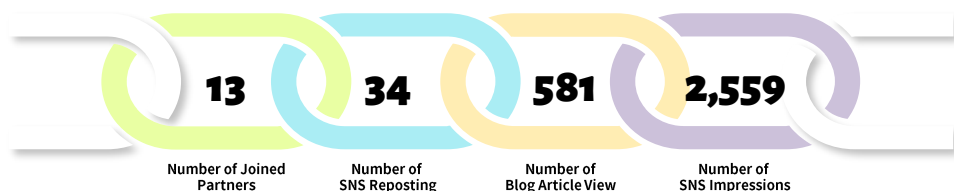
## World Fairtrade Day Online Campaigns

World Fairtrade Day is a universal awareness day that celebrates the beginning of the Fairtrade movement on the 2nd weekend of every May. To prepare and make progress for the post COVID era, Fairtrade Korea innovated the way of operating this parade into online campaigns, activating the social media platforms.

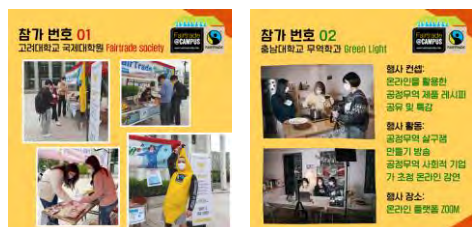
Despite the challenges and heartbreak of COVID 19, we also requested partners at all levels to join in this online campaign. We could sporadically throw this campaign for the whole of May with various promotional

online channels. The detailed events consisted of Fairtrade Essay Writing Contest/ Fairtrade Certified Products Challenge/ Online Photo Exhibition/ SNS OnlineFair.

Many companies participated in these campaigns with donations and promotions. Overall, this online campaign raised awareness of sustainable consumption and production among students, consumers, and businesses, promoting the value of Fairtrade deepening its impact.



### Online Posting of Event on Campus



### On/offline Ceremony of Essay Contest



### Online Posting of Products Promotions



### Fairtrade Certified Products Challenge on SNS



## <Farmers> Global Documentary Project

<Farmers-Fighting the Global Crisis > is a new documentary series highlighting how three farmers in different countries keep fighting the COVID-19 pandemic. The series is filmed in three locations: Indonesia, Peru, and Kenya, and local filmmakers filmed and photographed what is happening on the ground, bringing the farmers' stories to life embedded in their cultural context and with an authentic voice.

Audiences got a glimpse into the farmers' daily lives and the challenges they and their communities face beyond the pandemic, including gender equality and the uncertainty of a new generation of farmers. FTK also joined the translation process and introduced this project to Korean consumers.

<Farmers> Streaming Website [farmers-documentary.fairtrade.net](https://farmers-documentary.fairtrade.net)



## Launching First Online Training Platform <Learn Fairtrade>



The project launching the Fairtrade online course, which started in 2020, has paid off. <Learn Fairtrade> website has set in early 2021 through close collaboration between FTK and the **UPS Foundation** owned by **UPS**, a global logistics company. This online platform has enabled people at all levels to gain a clear image and understanding of what Fairtrade and its system are and how they impact the world.

Being constructed by six lectures, this course also provides short quizzes. Participants can receive the certificate after taking all sessions. More than 100 people have completed the online lecture via this website by 2021. In addition, external organizations and companies utilize this course for training their employee to learn about Fairtrade and sustainability.

<Learn Fairtrade> Website [learnfairtrade.kr](https://learnfairtrade.kr)

## 2021 Cafe Show | New Opportunities for Fairtrade Coffee in Korea Market

From November 2021 the Korean government has officially started the implementation of the “Living with COVID” policy, which loosened the social distancing restrictions. And this made it possible for the Café Show to be held in relatively normal mode. Self-quarantine exceptions became available for the fully vaccinated international visitors, making it possible for some of the producers and our colleagues from PNs to attend the exhibition in person.

Unfortunately, the possibility for exceptions was announced too late, so we couldn’t inform and support all the producers on time. Still, we 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.

In addition, we used the information we received from the producers; we built up marketing documents shared with the local coffee buyers online. The emphasis was made on sharing the samples with the buyers. Although it is wasn’t possible to hold cupping sessions at the exhibition, we listed all the pieces received from participating producers. And we offered the potential buyers to choose and obtain the samples or pick them up at our booth stand.

### Booth Design

- Size:** 72 sqm (8 booths space)
- Design:** 5 pillars containing information of CLAC, Fairtrade Africa, NAPP, ITC, and Fairtrade Korea
- Furniture:** Online meeting station, Meeting tables, Sink, Shelves for printed marketing materials.
- Equipment:** water dispenser, fridge, coffee machine, TV screen, laptop and monitor with webcam for online B2B meetings.

### New opportunities for Fairtrade coffee in Korea

The pandemic and its effect has raised the important questions about sustainable development, ethics and environment in the Korean society.

The major conclusion of this year’s Café Show buyer meetings – there is a growing trend for ethically sourced coffee, and particular interest of the buyers in Small Café & Roasters Scheme and Fairtrade Golden Cup.



## 2021 Café Show in Figures

Total Number of individual B2B Meetings <i>*including online meetings</i>	Total number of Buyer companies attending
16	10

Total Number of samples sent to the Buyers for internal cuppings	Total number of Buyer companies which requested samples
88	7

## B2B Meetings & Other Schedule

### Day 1 – B2B (November 10)

Time	Producer name	Buyer name
12:30	Oromia	VOLCAFE Korea
15:30	Oromia	Almacielo
16:30	Oromia	GSC
16:45	Bench Maji	GSC

### Day 2 – B2B (November 11)

Time	Producer name	Buyer name
10:30	APPCER	El Cafetal
10:45	Oromia	El Cafetal
11:00	Green Gold	El Cafetal
11:00	Torban Anfillo	Korea McNulty
11:15	CPC	El Cafetal
11:30	Bench Maji	Korea McNulty
12:00	Oromia	Korea McNulty
13:00	Oromia	CDC
	Oromia	
14:30	Bench Maji	Jardin
	Torban Anfillo	
14:45	Bench Maji	Radiostar
14:45	Torban Anfillo	Adria Coffee
16:00	Bench Maji	Gamsung International

### Day 3 – Webinar Day (November 12)

Time	Attendees	Event
13:30 – 15:30	ITC, FTA, Bench Maji, Fairtrade Korea	Fairtrade Webinar for Korean Female Entrepreneurs

### Day 4 – Networking Day (November 13)

Time	Attendees	Event
12:00 – 13:30	All the delegates, Fairtrade Korea & Korea McNulty	Business Lunch with Korea McNulty Sourcing Team

### Day 5 – Tour Day (November 14)

Time	Attendees	Event
13:00 – 18:00	All the delegates, & Fairtrade Korea	Tour to Seoul historical city center & visit to the Fairtrade Cafe

## 2021 Cafe Show Event: Fairtrade Webinar for Female Entrepreneurs

2021.11.12.(Fri.) 2 PM~ 3 PM  
@Zoom

**Fairtrade Webinar**

**FAIRTRADE, BUSINESS AND SUSTAINABLE DEVELOPMENT**  
**WOMEN LED/SOCIAL BUSINESS**



**Welcome Remarks**  
Eun - Jung Lee  
President & CEO of Korea Mculity

**ITC Business Support for Fairtrade producers: Strategy & Objectives**  
Cristina Reni  
International Trade Centre - Action for Alliance (ITC)

**Fairtrade Africa - Organization's Activities, Partners and Strategy**  
Getahun Gebrekidan  
Regional Programme Manager - Fairtrade Africa

**Ethiopian Coffee Producer Case Study: Life Before and After Fairtrade**  
Netsanet Nega Nigussu  
Bench Maji Coffee Farmers Cooperative Union

**Fairtrade E-Learning: Business Support for Korean Women-led Businesses**  
Dong-Hoon Jee  
Representative of Fairtrade Korea

RSVP



**FAIRTRADE KOREA**  
국제공정무역기구 한국사무소

International Trade Centre, FAIRTRADE, CLAD, ACRAM, UPS, and other logos.

## Fairtrade Webinar



### Topic/ Title

Fairtrade, Business and Sustainable Development for Women Led/ Social Business



### Audience

About 30 people  
(Women led businesses, Social businesses, women consumers, and students)

**BACKGROUND OF THE UNION**

- Bench Maji Coffee Farmers LTD Cooperative Union is located in Bench Sheko the south western part of Ethiopia.
- The union was established in 2005 with 14 founding primary cooperatives
- The main products; coffee, honey, and spices.

**Fairtrade Africa Strategy**

**Fairtrade Africa 2021-2025 Strategic Investments**

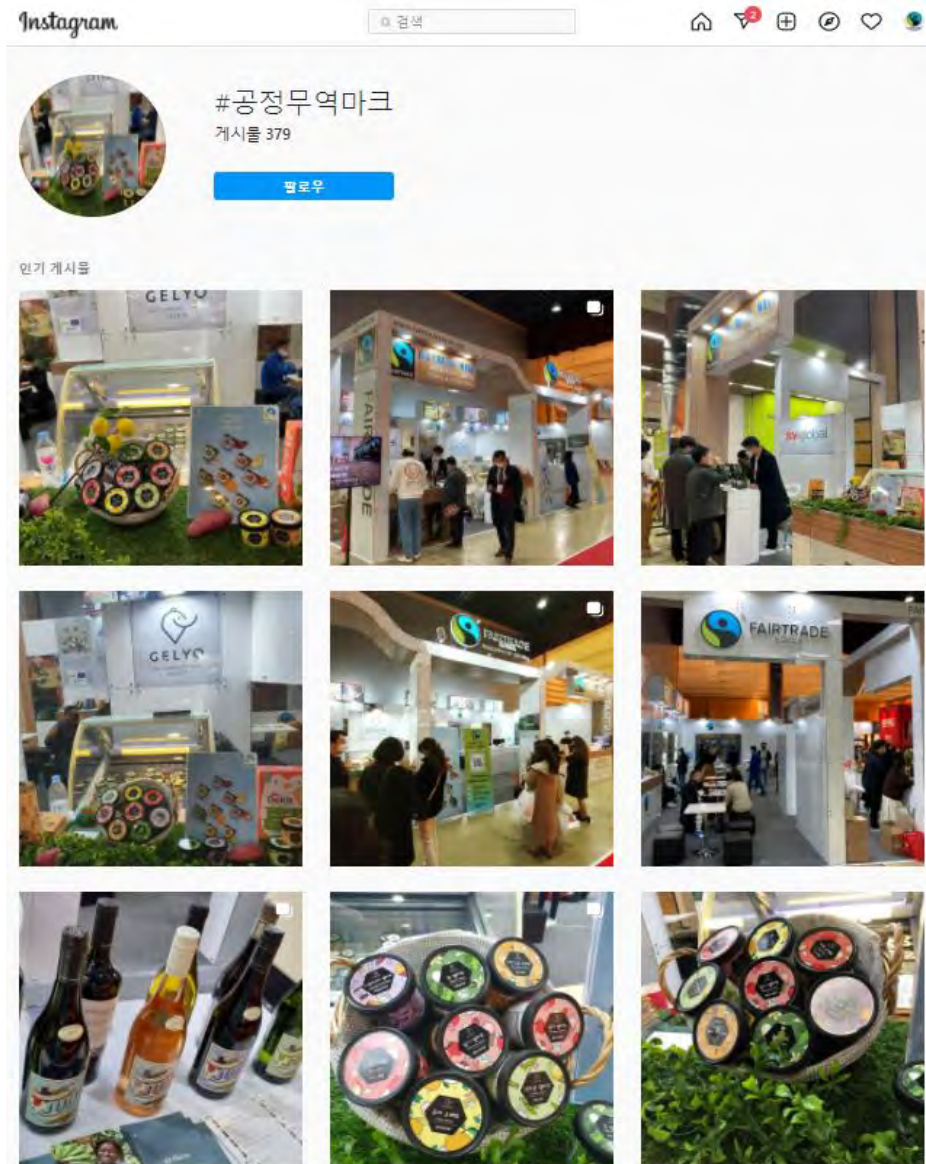
**Mission:**  
A world in which all producers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future

**Strategic Objectives:**

Strategic Objective 1	Strategic Objective 2	Strategic Objective 3	Strategic Objective 4
Product and Market Development	Advocacy & Policy	Sustainable Farming Systems	Transformed & Strengthened Producer Organizations

Almost everyone in my neighborhood got sick. 제가 사는 지역, 대부분의 사람들이 병에 걸려 있었어.

## 2021 Café Show Event: SNS Campaign



## Share Your Fairtrade!



### How To

Follow the FTK Instagram account  
Post Fairtrade certified products with  
hashtags  
#Fairtrade #FairtradeMarks



### Participants

Over 150 people  
(Café Show visitors/ Companies/ Orgs)



## 2021 Café Show - Photos



B2B Meeting - VOLCAFE



B2B Meeting - Almacielo



B2B Meeting - GSC



Online B2B meeting - El Cafetal



B2B Meeting - Korea McNulty



B2B Meeting - Korea McNulty



Online producer meeting - El Cafetal



Fairtrade Webinar Speakers



Hankook Coffee visited to pick up samples of Golden Cup Brazil & Peru



Henry Kim of GSI visited to pick up samples of Golden Cup Brazil & Peru



Tour for the FTA delegates King's Palace



Tour for the FTA delegates Fair Trade Cafe

## Lotteria, Fairtrade Coffee Product Release | 《LOTTE GRS》

**Lotteria** is one of the significant fast-food restaurant chains in Korea, with more than 1,300 stores nationwide – the largest in the country. From September 2021, **Lotteria** has replaced the whole conventional coffee sold in its restaurants with the Fairtrade certified one.

Fairtrade Korea has actively supported the company in sourcing Fairtrade green beans. And it was necessary as it was the first time for the buyer to work directly with coffee producers. As a result, the client is importing green coffee directly from producers in Brazil, Colombia, Ethiopia, and Honduras every year. We expect 5-6 containers in total annually.



## New Fairtrade Wine Importer | 《SM Global Logistics》



Early 2021, the team of **SM Global logistics**, a Korean distributor of spirits and beverages, visited the Fairtrade Korea office to discuss opportunities for Fairtrade Wine in the Korean market. Fairtrade Korea has fully supported the client in the sourcing process – contacting the wine manufacturers, collecting samples, and holding wine tasting sessions for the purchasing team. As of September 2021, the company imported Fairtrade wines from three producers (South Africa & Argentina) – one container each.

## MOU to activate Fairtrade Cotton | 《HANMI Towel & Hyundai Decor》

Last September, FTK signed an MOU with **Hanmi Towel** and **Hyundai Décor** for activating the Fairtrade Cotton industry. This contract was based on the joint agreement of raising awareness in Fairtrade Certified cotton to embed sustainability in cotton products. Both companies produced the Fairtrade selection, including towels and bathrobes, using Fairtrade cotton with the support of FTK.



## New Fairtrade Partner | 《Sullab》

**Sullab**, a well-known skin care brand, was selected as the 5th Fairtrade youth venture entrepreneur. This business released **《Cotton From Nature》**, using Fairtrade certified cotton. This product shows that Fairtrade cotton's value emits less CO2 than general cotton and prohibits the usage of hazardous material in the production process. In addition, with the prohibition of using GMO seed, Fairtrade cotton is traceable from the stage of cotton production to products distribution following Fairtrade Standards.



## Development Project in Fairtrade Community | 《Child Fund Korea》



FTK signed an MOU agreement with **Child Fund Korea**, implementing the development project at Keffa, Ethiopia, to support the primary education in Fairtrade producers' community. Thanks to **Child Fund Korea's** funds and help from the Fairtrade Africa, a Fairtrade producer network, we provided basic educational materials, such as books, uniforms, and stationeries, to children of Fairtrade producers. Six producer cooperatives, more than 6,000 students, 128 teachers, and 4,382 parents reaped the benefits of this support.

## Fairtrade Coffee Event | 《The Executive Centre》 X 《COFFEA》

**The Executive Centre Korea**, a global serviced office provider, and **COFFEA**, a famous Fairtrade Coffee manufacturer in the Korean market, hold a campaign to introduce Fairtrade coffee's impact by throwing a Fairtrade coffee tasting event. Through the partnership between both companies and FTK, this event took place for a moment, inviting **TEC Korea's** member enterprises. **TEC** headquarters also highlighted how businesses could start doing their business fair and right by providing Fairtrade coffee in their office.



## Brief of Licensees

In 2021, the number of licensees is 25 companies in total which showed a growth rate of 25% as compared to 2020 despite the pandemic situation. A total of 52 Fairtrade certified products were launched, 25 coffee products, 11 cotton products, 5 sugar products, 4 syrup/jam products, 1 fresh fruit, and 6 desserts/ice cream products. 42 out of 52 products were licensed under ATCB (All That Can Be) Model and 10 were under FSI (Fairtrade Sourcing Ingredient) Model. It was the first year of implementation of FSI Model which made more companies to consider Fairtrade and adopt the FSI Model into their business than before.

Meanwhile, as of 2021, the number of products sold in the Korean market is 190 products from local licensees and 250 products from overseas licensee, a total of 440 products. Due to the spread of corporate ESG and sustainable management trends at home and abroad, Fairtrade Korea receives inquiries from various companies to incorporate Fairtrade into their supply chain and use Fairtrade Mark and thus expects to see more licenses in coming years.

	2019	2020	2021
Number of Licensees	18	20	25

## New Products in 2021



Homeplus Signature Fairtrade Sugar - 3 types

**Homeplus**, a large chain mart in South Korea, launched 3 Fairtrade sugar with its PB brand called **Homeplus Signature**. It is a lineup of three types: Fairtrade Organic White Sugar / Fairtrade Organic Brown Sugar / Fairtrade Mauritius Muscovado.



Fairtrade Coffee in 1,300 LOTTERIA

In September 2021, **Lotteria** completely replaced the coffee used in 1,300 stores nationwide with Fairtrade certified coffee. With the launch of **Lotteria's** Fairtrade coffee, many consumers who use **Lotteria** stores across the country can easily enjoy high-quality Fairtrade coffee at an affordable price.



Dongmidan Namhae yuja syrup with FT sugar

**Barae Coop** launched Dongmidan Namhae Yuja syrup that combines Fairtrade sugar and Yuja in Namhae. It is available in three variations: 750ml in a glass bottle, gift set, and pouch to meet the needs of various customers. It boasts excellent taste, aroma and quality using only the peel of pesticide-free yuja in Namhae and FT organic sugar.



DOLGO DOLA Choco & Green Tea Syrup

At the end of 2021, **Namao** launched green tea syrup and chocolate syrup under the brand called DOLGO DOLA. As an eco-friendly and ethical brand with the values of fair trade, zero waste, vegan, and organic, these two products are also the ones that reflect these values.



Sullab Cotton Pads from Nature

**Sullab**, a Korean hot spring water skin care brand, has launched a dry tissue made from 100% Fairtrade certified organic cotton. It can be used by everyone from newborns to senior with sensitive skin. In particular, the response from mother and pregnant women is good as it can be used safely for babies.



Market Greeny Fairtrade Coffee

**Child Fund Korea** launched 5 types of Market Greeny coffee beans with **Gamsung International**. **Child Fund Korea** is a representative organization for children's rights in Korea, and **Market Greeny** is a brand to change the future of children through good consumption. The launch of Fairtrade Coffee provides customers a sustainable way to practice sustainable consumption.

## Enjoy Fairtrade Coffee with Krispy Kreme Donuts

**Krispy Kreme Donuts** launched Fairtrade coffee to use in 130 stores nationwide from Jan 2022. The launch of Fairtrade Coffee not only improves the taste and quality of coffee but also greatly contributes to strengthening ESG management. Fairtrade Korea has continuously cooperated with the licensee, **Lotte Food**, to introduce Fairtrade Coffee for Krispy Kreme and also to further expand Fairtrade into other Lotte brands.



## TRIPTI's extended FAIRTRADE line-up

In 2021, **Tripti** expanded its Fairtrade line-up from sugar to coffee. The licensee launched a gift set of Fairtrade sugar in a luxurious glass bottle, three single origin coffee beans (Ethiopia, Colombia, and Brazil) and blending black capsule coffee. Tripti's various Fairtrade products will serve as an opportunity for consumers to use Fairtrade products more widely.



## iCOOP - Launched 4 types of Fairtrade cotton products including children's t-shirts

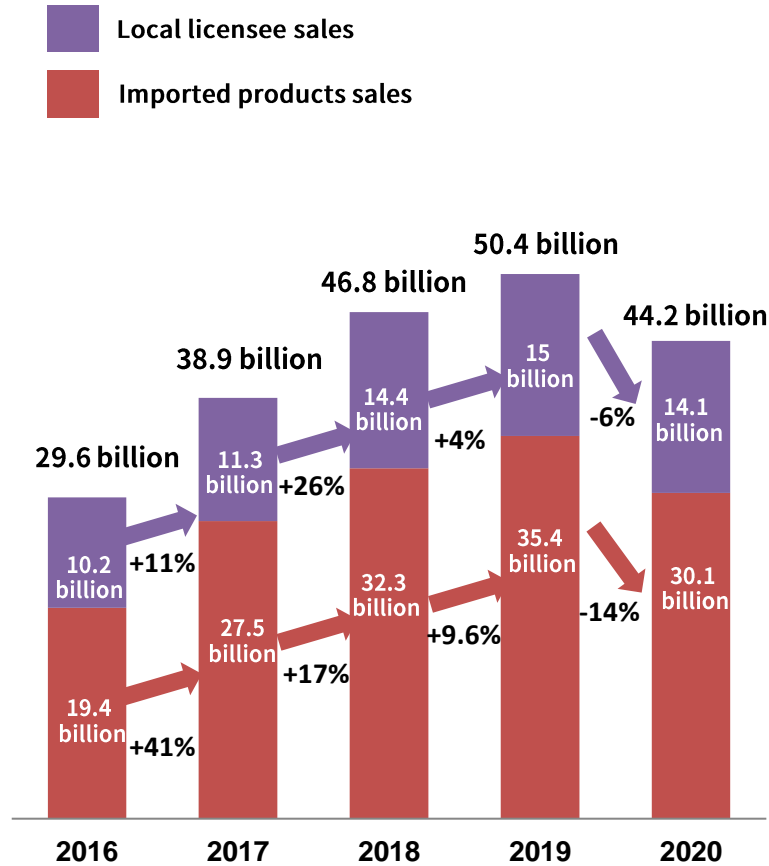
**Fair Generation** supplied a total of 4 Fairtrade cotton product for **iCOOP**; that is, 2 types of eco-bags, children's t-shirts, and towel sets. These products are receiving good feedback from consumers as high quality and affordability have been met despite using 100% FAIRTRADE and GOTS certified organic cotton.

## McNulty's easy-to-use Fairtrade soluble coffee

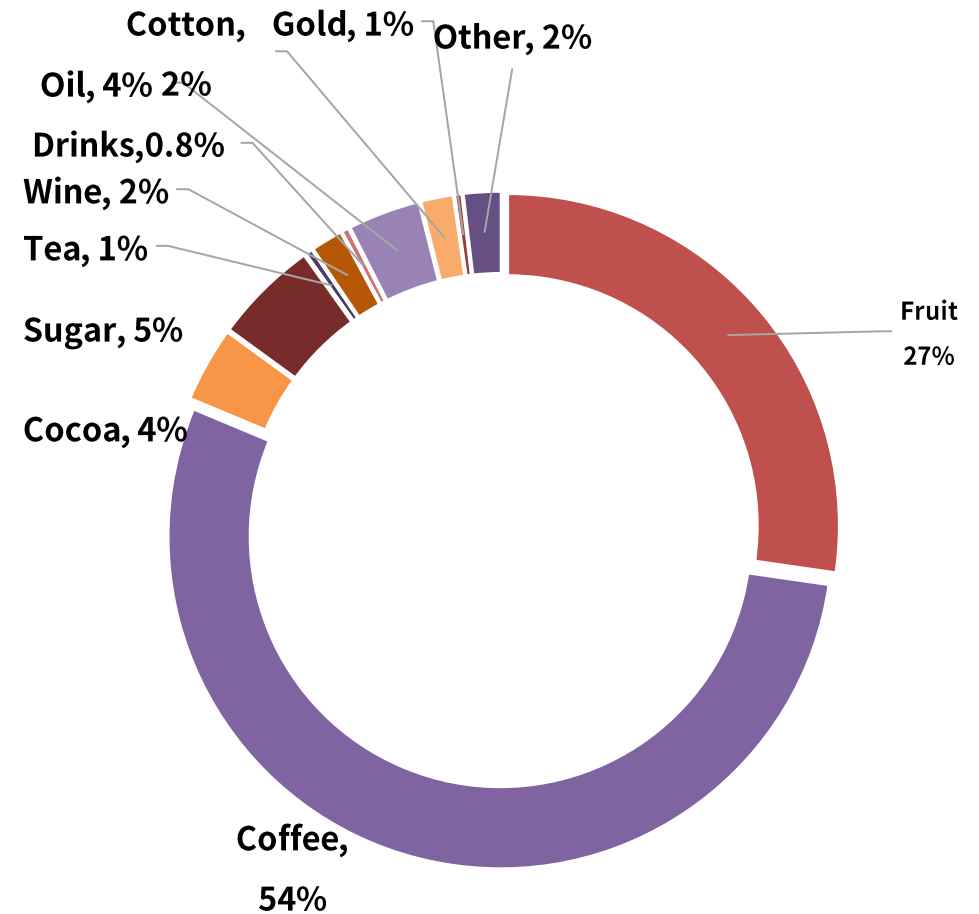
**Korea McNulty** is the No. 1 company in the domestic coffee bean market. Following the launch of various Fairtrade coffee beans in 2021, Fairtrade Americano Black and Hazelnut flavored coffee were launched. This soluble coffee made from Fairtrade coffee can be easily enjoyed at home or at work, and each product presents a reusable cup, adding eco-friendly value.



## 2016~2020 Fairtrade Product Sales in the domestic market



## 2020 Sales per Product Category



• Local licensee sales and imported products sales are estimates calculated based on the licensee's sales report data.

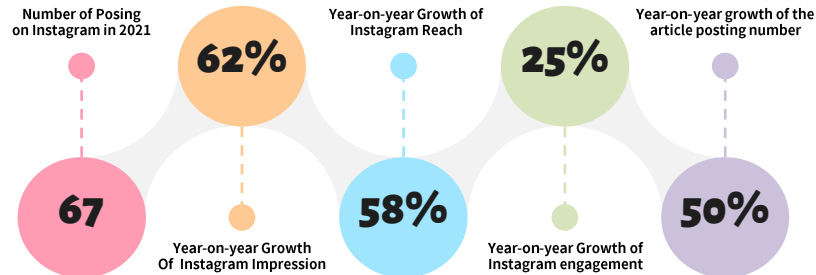
## SNS and Online Communication Channels

Targeting and communicating with the 'MZ Generation' - Millennials and Gen Z- who focus on ethical and sustainable consumption is the key to deepening Fairtrade's impact on Korean society.

FTK has increased its activities on Instagram, the most frequently used SNS by MZ Generation in this context. Especially, <FAIR-Fridays>, the online posting series on Fridays, introduced recently released Fairtrade products in Korea to followers. Moreover, <Fair Stories> - posts,

including the news from Fairtrade producers or Fairtrade International - also received widespread support from followers. We collaborated with various external manufacturers, distributors, and other NGOs to widen its exposure range, sharing the post.

In addition, the official website and blog were the main channel to proposing clear and accurate information about Fairtrade and its mark. Compared to the last year, the number of articles released on the blog in 2021 has significantly increased by 50%.



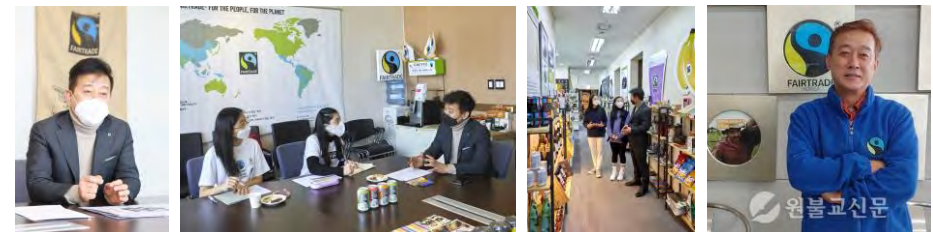
## Publication

Providing precise information about Fairtrade certified products, contained items, and its mark and system to consumers is a fundamental approach to building Fairtrade products' reliability toward them. FTK participated in the book publication with our partner company, Tripti, and published the two translated reports this year. In addition, the release of monthly Fairtrade News on the magazine <Hotel & Restaurants> kept being published as it was last year.



## Interview

As the consumers' awareness of sustainable products and productions increased, various press requested interviews with FTK. Jee Dong-hoon, the representative of FTK, participated in many interviews and features targeted different groups of audiences, highlighting the importance of the Fairtrade movement.



## Regular Newsletter Issued

FTK has established the main contact list with more than 2,000 stakeholders/ people in businesses, organizations, and governments over the past ten years. The monthly/ weekly Fairtrade newsletters were distributed based on the audience's interest. That news provided comprehensive and new information about Fairtrade from the report from Fairtrade International to Fairtrade Korea and producers.



## Fairtrade Class

Fairtrade classes took place in various ways and places, utilizing on/offline educational platforms despite the opportunity of F2F types at courses decreased. Fairtrade Korea operated the hybrid Fairtrade class in schools, using Fairtrade online e-learning website and online quizzes at the same time to raise the interests of students.

As the popularity of ESG(Environmental, Social, and Governance) is soaring, many external organizations and companies have shown their interest in Fairtrade in the same contexts. FTK provided the Fairtrade class under the theme of ESG to the staff in Bupyeong-gu Office to propose the new perspective on Fairtrade, highlighting how

Fairtrade meets the significant issues in ESG. In addition, FTK participated in the biz workshop, introducing how Fairtrade can variously benefit the start-up biz with the partnership with **《Korea Carbon Industry Promotion Agency》**.

At last, diverse groups of people, such as student clubs, enterprises, and organizations, completed the Fairtrade Introduction course through the **<Learn Fairtrade>** website. During this year of 2021, more than 300 people started or completed this online course. For instance, **《Erum Food System Inc.》** embedded this course in their staff training to raise awareness in Fairtrade among them.



## Fairtrade Photo Exhibition at Jeon-Buk Fairtrade Conference

With the partnership of **《Korea Women's Federation for Consumer Jeon-Buk Office》**, FTK operated the photo exhibition at Jeon Buk Fairtrade Conference. This event celebrated its third anniversary and provided a Fairtrade lecture, a photo exhibition, and a one-day class for two days.



## Fairtrade Advocacy and Citizen Engagement

As people's interest in the environment and sustainability goes high, education in Fairtrade has also been activated. In 2021, about six publishers got approved for publishing Fairtrade Mark on their reference books for middle/high school students in Korea. It tells us that Fairtrade education at official schools is being actively conducted.

Regarding **<Fairtrade Campus>** program, students' proactiveness led the whole process. For example, **Chung-Nam university's Commerce and Trade department** students started gathering for

the Fairtrade Campus Committee meeting. They also organized a particular online session, inviting Fairtrade licensee company in Korea.

Students in **Korea Graduate schools of International Studies** also opened a Fairtrade club with international students. They contributed to building a partnership between FTK and **《Korea University's Social Service Organization》**. For the case of **Dang-Yang Middle school**, students navigated the Fairtrade promotion campaign. They introduced Fairtrade's value to other students.

## Fairtrade Partners

In 2021, Fairtrade Korea partnered with three manufacturers and importers and one external organization to empower the Fairtrade community in Korea. **《Sullab》**, a skin care brand, was announced as a Youth venture business to promote Fairtrade cotton, and **《SM Global Logistics》**, a new importer, also led in introducing Fairtrade wine to consumers.





**FAIRTRADE**  
**KOREA**

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