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# Creating the new economy: business models that put people and planet first

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Miquelina, Colombia





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## Creating the new economy: business models that put people and planet first

- 323 WFTO members survey
- 62 bespoke survey responses
- 19 Case studies
- Insights on governance, innovation, commercial approach, inclusive business models

**Full Report:**

**[wfto.com/jointhebusinessrevolution/](http://wfto.com/jointhebusinessrevolution/)**



Yabal, Guatamala



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# The Problem with profit-primacy

## Driving inequality

focus on extracting maximum profits for shareholders fuels inequality

## Damaging the planet

Obsession with profits limits investment in sustainability (only where business case is strong)

THE RICHEST 1% NOW OWN AS  
MUCH WEALTH AS THE REST  
OF THE WORLD







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## Fair Trade Enterprises in 4 stats

### Profits for purpose

92 per cent reinvest all profits in their social mission

### Led by women

52 per cent of CEOs are women

### More resilient

4 times less likely to go bankrupt

### Can put people and planet over profit

85 per cent report actively sacrificing financial goals to pursue social or environmental goals, while retaining commercial viability





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## Case study: Manos del Uruguay

Owned by 12 women's producer cooperatives across Uruguay

All profits are reinvested or redistributed to the producers

Founded in 1968, now \$4.5-5 million sales per year

owns two large stores in Montevideo but main market is exports, incl as private label producer for luxury brands







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## Case study: WSDO (Nepal)

Producer of bags, purses, cases, gifts (indigenous designs) – majority export

100% profits to social mission, all 9 board members women (represent workers and producers)

>13,000 women benefiting from training provided, many set-up own business

Trading arm employs 100 women + 566 craft producers as members

Handmade and handwoven products





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## Gebana (Switzerland)

Annual turnover > €10m, with subsidiaries in the Netherlands, Burkina Faso, Togo and Brazil, turnover exceeds €31m.

Network of customers, farmers and partners who share vision of fair trade

Shares profit with employees worldwide, founded by Swiss women's movement

Shares 10% of mango and cashew sales turnover with farmers producing crop.







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# Fair Trade Enterprises are different

- Fully practice Fair Trade
- Prioritises people others don't
- Go places others won't
- Livelihoods focused

*e.g. WomenCraft Tanzania*







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# Social Enterprises that *fully* practice Fair Trade (76 countries)

1m livelihoods

WFTO IS A GLOBAL NETWORK OF:

- Retailers**
- +**
- Importers**
- +**
- Brands**
- +**
- Producers**





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# Enterprises of the new economy



Profit Primacy:  
Power & priority given to shareholders