



FTA
Foreign Trade Association

Introducing our Vision 2030

We believe in a world where all trade
delivers social, environmental and
economic benefits for everyone.
We call this Trade with Purpose.



Welcome to our future

The world as we know it is changing, which means it's time to rethink and reimagine the future. We want to create a world where all trade delivers social, environmental and economic benefits for everyone.

This is our vision – a bold ambition guiding our future. One that has propelled us to reshape our organisation, so it is fit for the future and fit for purpose. We are excited to share it with you and explain how we'll get there.

We have 40 years of experience to be proud of. In collaboration with our members, who are retailers, importers, brands and associations, we have championed the role that trade plays in creating economic growth, innovation, investment and jobs, and in lifting millions of people out of poverty. Together we have evolved and embraced a new understanding of the relationship between trade and sustainability, and made the case that open and responsible trade can be an engine of environmental and social progress. We can look back on a track record of providing high-quality tools and support to our members while working to influence global trade policy.

Our achievements are a cause for celebration, but time doesn't stand still. We must continue to adapt. New technologies bring new opportunities; new political thinking brings new challenges. Vision 2030 takes our organisation forward with a strong mission and a clear set of priorities. It addresses the ever-changing global trends affecting our members, and positions us firmly to provide practical support and be the respected voice of open and responsible trade. Vision 2030 is a natural evolution for our organisation, and all existing services and products we provide will continue as part of it. Vision 2030 will be implemented from January 2018.

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Alongside Vision 2030 we are introducing our new identity as Amfori – a name directly inspired by the amphorae, containers used by traders to ship staples around the ancient world. They symbolise the pioneering spirit of early global traders and that trade is timeless, essential to our past and to our future – just like Amfori. This is an exciting change, which reflects our continued promotion of the globalisation of responsible trade. It brings together our retained and expanded services to create a holistic offer to members.

None of us can be sure what the future will bring, but we do know it will bring change – at a faster pace and on a bigger scale than ever before. Vision 2030 puts us on a strong footing to embrace that future. The chance to work alongside our members to make that vision a reality is an inspiring prospect. Now, together, we make it happen.



Tino Zeiske
President



Christian Ewert
Director General



From forest to fragrance

..... Responsibly produced and traded natural resources can create livelihoods for communities across the world and make products that are enjoyed globally.

Bursting with opportunity

By collaborating with members and stakeholders we are in a stronger position to respond to ever-changing global trends affecting business and people, and ready to embrace the opportunities and challenges of the future.



The time is now. A time for change.

The world looks very different from when the FTA was created in 1977. Today's technology was unimaginable 40 years ago, and the removal of most trade barriers has allowed freer movement of products, services and people. Global trade has highlighted the need for better labour and environmental standards along supply chains. Ideas and aspirations have changed, too. We have higher expectations for ourselves and more exacting demands of how organisations should behave.

Alongside our members we have advocated strongly and helped to shape today's reality. We have created practical tools, such as the Business Social Compliance Initiative (BSCI), to improve working conditions, and facilitated improved environmental performance in global supply chains with the Business Environmental Performance Initiative (BEPI). But the pace of change never lets up and we must be ready to safeguard the wins of the past and work towards a future where the Sustainable Development Goals (SDGs) – 17 global goals that United Nations member states have committed to and are set to transform our world by 2030 – are a reality.

A decade from now the world will look very different

Change creates new challenges for our members. They will have to supply the world's needs while protecting its finite resources. And the change is not simply one of scale. The growth in economic and political protectionism may mean we have to make the case for open trade once again, or resist the introduction of new barriers. Individual empowerment will see a shift away from large centralised structures to more informal networks and partnerships. We will need to be flexible, expand our global reach and improve our local impact by developing regional partnerships and infrastructure.

40 years of achievements to be proud of

We have built an organisation with a **broad, international reach** that serves the needs of all types of company and industry. **Our strength is our people** – their values, their passion and their diversity. They inspire and empower our members across the world.

Over the last 15 years we have **promoted membership** as an opportunity for **collaboration** – bringing our members together.

Grown from a handful of members in 1977 to 2,000 in 2017.



Launched BSCI in 2003 and BEPI in 2014 to address the need for better labour and environmental conditions in the commercial supply chain. **BSCI's code of conduct** is accepted globally.



Expanded from a European organisation based in Brussels to an **international organisation with 14 representations** across several continents.



40 years of experience advocating and defending companies' need for trade.



Trade with purpose

Our vision is of a world where all trade delivers social, environmental and economic benefits for everyone.

Our mission is to enable organisations to enhance human prosperity, use natural resources responsibly and drive open trade globally.

We call this Trade with Purpose.

To help us realise this future, we have developed Vision 2030 – our bold and ambitious strategy for success, which will be implemented from January 2018. By leveraging our unique position – our insight, influence and expertise – we can work with organisations to build the pace and scale of responsible trade and contribute to the achievement of the Sustainable Development Goals (SDGs).

Establishing our Vision 2030 has meant questioning how we do things and being willing to work differently. We have consulted member organisations to understand their practical support needs as well as their strategic priorities. We have assessed current best practice and benchmarked against our peers. We have reached out to other stakeholders to make sure our future capabilities will meet future needs.

Our members have the power to shape the world. We will help them do that.

The values underpinning our vision

Leadership

We will be a leading force to create positive change.

Collaboration

We will foster collaborative networks that empower our stakeholders to achieve a common vision.

Excellence

We will deliver the best in everything we do.



Build our organisation to be future fit



We will remain strong, flexible and relevant, ensuring members play an active role in all areas of our work. We will grow and diversify our membership and extend our influence, allowing us to create change and impact at scale.

Support our members through insight, expertise and influence



We will continue to act as a centre of intelligence and expertise and respond to our members' evolving needs to provide world-class tools that enable them to anticipate trends and effectively manage their supply chains. We will create mutually beneficial, multi-stakeholder partnerships that support organisations on their issues.

Vision 2030 is supported by five objectives that build on the best of what we do now and also include new activities where there is a clear need. Each objective has performance goals and action plans that will ensure we achieve our mission of enabling organisations to enhance human prosperity, use natural resources responsibly and drive open trade globally.

Inspire action around the world



We will show how individuals and organisations can promote open and responsible trade, enhancing our existing role as a thought leader and a beacon of good practice. We will pioneer meaningful trade policies and develop a network of ambassadors that inspires others to join.

Grow high-performing people to become the leaders of a sustainable tomorrow



We will continue to help organisations embed sustainability in their cultural DNA; build capability and capacity, and develop best practice responsible business models that enable organisations to achieve their goals while improving working conditions and environmental performance in their supply chains.

Prosper by contributing to the SDGs and increasing human prosperity for all



We will help members demonstrate the leading role business can play in delivering prosperity for all and protecting natural resources while achieving business success. Our combined membership can influence wider change in society and drive significant impact towards achieving the SDGs.

amfori @

Trade with purpose

Our new future-fit organisation needs a new brand that will clearly communicate our vision and purpose to our members and stakeholders, and that leaves people in no doubt about who we are and what we stand for.

Our new name reflects our belief in trade as an instrument of human progress. Amphorae were containers used to ship staples around the ancient world when the principles of successful trade were established. They symbolise the pioneering spirit of the early global traders and the timeless nature of trade, essential to our past and to our future. Our new name is directly inspired by them.

We have carried out interviews and surveys to gain valuable perspectives on our current brands: FTA, BSCI and BEPI. We wanted to make sure that we had clear branding in line with our shared purpose. A brand that encompasses all that we do under one name. A brand that is memorable and meaningful, and that reflects what we are about. This is change for the better. Change for good.

Our key milestones

We are adopting a phased approach to ensure continuity for members. We want to be clear that this will have a positive impact on the services we provide and we will share information on the changes as we go along. Our current products and services will remain, but we will broaden their scope and deepen their impact.



2017
April
Vision 2030 and our new brand is announced to members.

14 June
Our members vote on the renewed By-laws.

2018
January
Vision 2030 will be implemented and the new brand will be launched and rolled out. BSCI and BEPI will be retained as product names.

2020
January
BSCI and BEPI will no longer exist as service names. The services will be integrated with the corporate name to simplify and present our offering in a more holistic way.



Taking the right steps

Our achievements are a cause for celebration, but time doesn't stand still and we must continue to adapt. 2017 marks a new chapter for us, as Vision 2030 takes us forward with a strong mission and a clear set of priorities.





Tailored expertise

By offering practical support for our members and advocating for progressive policy we will play our part in achieving the Sustainable Development Goals. This is our ambition and our commitment.

A bold vision requires strong governance

Effective governance will be a key component of the delivery of Vision 2030.

Our current governance structures were shaped around yesterday's organisation and no longer serve today's practice. The existing by-laws do not take into account the growth of the network and the diversity of our operations. They feel disconnected from our other rules and guidelines.

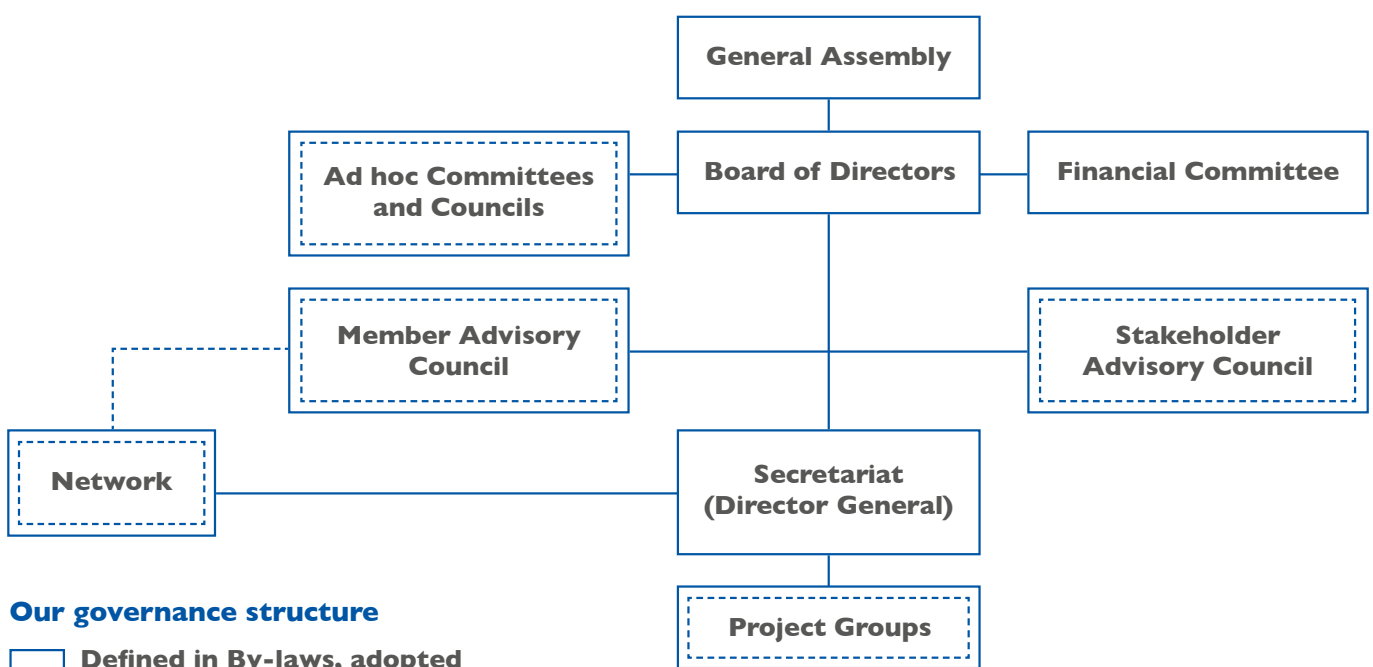
Moving forward, we are adapting and improving our governance system to fit with the new reality. Our evolved structure is a more simple and flexible one, which brings all service areas together. Through a clearer structure we will also increase information sharing between different departments and further support a transparent decision-making process that puts us in the right shape for the future.

We will make sure our members' voices are heard and their views responded to. We will build effective networks that expand our global reach and improve our local impact. We will adjust our offer to create a new Affiliate Member category, bringing new and broader engagement opportunities and increased leverage. Our ambitious vision demands partnership working at every level. We will create a culture for success.

We will be the voice of responsible global trade for today and for tomorrow.

This adapted governance will benefit the organisation and our members

- Our members' voices will come through even stronger;
- We will have better participation and integration of the network;
- There will be stronger dialogue with stakeholders;
- We will be able to increase our adaptability and efficiency to meet members' needs;
- The new Affiliate Member category will increase our membership base and our leverage.



Our governance structure

- Defined in By-laws, adopted by the General Assembly
- Defined in internal rules, adopted by the Board of Directors



This is not a win or lose world.

By creating a future of responsible trade we can unleash opportunity for businesses and people globally.

Get in touch

You can contact us through the current FTA website and regular channels.

Visit fta-intl.org/content/fta-vision-2030

Contact info@fta-intl.org