European Fair Trade Seminar
Cantabria Draft Programme

This draft reflects the structure of the WFTO Europe Seminar, although it is open to modifications depending on the needs and preferences of the organization and all those interested.

Day 1: OPEN EUROPEAN SESSION

Day 1 will consist of a round table discussion that will take in the middle of the day with the theme "Challenges and the New Dimensions of Fair Trade in Europe." The principal objective of these sessions consists of visualizing Fair Trade in the public eye and how to bring Fair Trade to a Europe-wide level through the use of communication.

There will be brief breaks and the schedule will take place as follows:

5:30 pm – 6:00 pm	Reception, the turning-in of document and a tasting of Fair Trade products
6:00 pm – 6:15 pm	Inauguration of the seminar
6:15 pm – 8:00 pm	The Current State and Development of Fair Trade in Europe Fair Trade round table divided into the following groups: Public Administration, Universities, the Private Sector, and Campaigns. Debate and Synthesis
8:00 pm	Conclusion

DAY 2: INTERNAL EUROPEAN SESSION

The Internal European session will consist of a series of conferences dedicated to the internal training of our European members with the goal of improving their presentation and services offers. They will take place in one day.

The content of the conference and its activities will be of a business nature although it will apply to Fair Trade. Retailing (attention to the client, window shopping, technical window design, promotions, etc), Communication and publicity, and how to improve the situation and knowledge of Fair Trade in Europe will all be important goals of this seminar.

9:00 am – 9:15 am	Welcome to the Internal European Session
9:15 am – 11:00 am	The campaign of World Fair Trade Day. The European strategy
11:00 am – 11:30 am	Coffee break
11:30 am – 1:00 pm	National implementation of World Fair Trade Day and the campaign
1:00 pm- 2:00 pm	Lunch break
2:00 pm – 3:30 pm	Strategies and European services in the retail sector of Fair Trade Europe
3:30 pm – 3:45 pm	Coffee Break
3:45 pm – 4:45 pm	Communication and awareness of Fair Trade in Europe. Workshop and exchange of best practices
4:45 pm – 5:15 pm	Information and the day of European Projects: Geo Fair, project about the indicators of Fair Trade y local administrations that support Fair Trade
5:15 pm – 5:30 pm	Conclusion