



# Facts and Figures

## Business year 2020

### Head office

GEPA Society for the Promotion of Partnership with the Third World, Ltd.

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**Founded on** May 14, 1975

### GEPA is backed by

- Arbeitsgemeinschaft der Evangelischen Jugend in Deutschland e.V.
- Bischöfliches Hilfswerk MISEREOR
- Brot für die Welt
- Bund der Deutschen Katholischen Jugend (BDKJ)
- Kindermissionswerk »Die Sternsinger« e.V.



**Staff (as per 31/12/2020):** 171 (thereof 43 part-time employees, 3 minijobbers and 8 trainees)

### Corporate goal

- To promote disadvantaged producers, especially in the Global South
- To influence and change consumer shopping attitudes in the North
- To influence and change structures of international trade by means of lobbying and advocacy work

### Who are our trading partners?

- Democratically organized small farmers and artisans
- Agricultural and small industrial enterprises with a management taking social and ecological responsibility for workers and employees
- Marketing organizations aiming at producer support

### How many trading partners do we have?

Africa	24 partners in	15 countries
America	58 partners in	15 countries
Asia	41 partners in	13 countries
Europe	5 partners in	4 countries
<b>Total:</b>	<b>128 partners in</b>	<b>47 countries</b>





### Our Fair Trade relationships comprise

- Dialogue on development aims
- Payment of fair prices
- Advance payment on request
- Direct trading relationships and long-term partnerships – in good and difficult times
- Advice in product development and export handling
- Promotion of Organic Agriculture

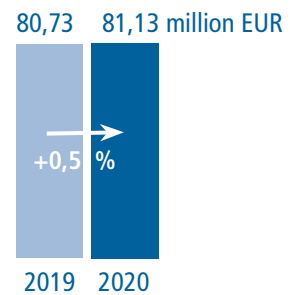
### Products

Food: coffee, tea, chocolates, sweets, honey, nuts, rice, spreads, wines, etc.

Non-food: wickerwork, textiles, candles, soaps, ceramics, sports balls

### GEPA turnover (million EUR)

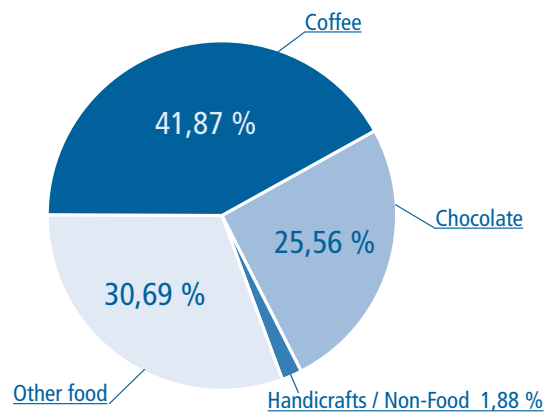
<u>2020</u>	<u>2019</u>
<b>81,13</b>	80,73



### Turnover according to product group

(see graphics)

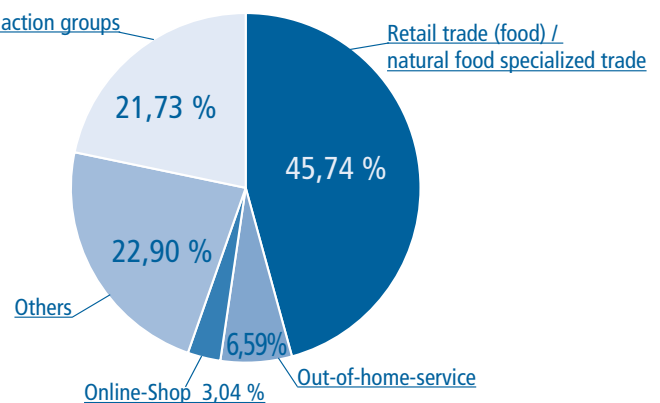
Coffee	<b>41,87 %</b>	41,84 %
Chocolate	<b>25,56 %</b>	23,99 %
Other food	<b>30,69 %</b>	32,60 %
Handicrafts / Non-Food	<b>1,88 %</b>	1,57 %



### Turnover per distribution channel

(see graphics)

Retail trade (food)/ organic food specialized trade	<b>45,74 %</b>	39,86 %
World shops and action groups	<b>21,73 %</b>	24,73 %
Out-of-home-service	<b>6,59 %</b>	10,19 %
Online-Shop	<b>3,04 %</b>	2,21 %
Others	<b>22,90 %</b>	23,01 %





## More than fair: fair +

Additional benefits on top of the general Fair Trade criteria, such as

- Eco and fair: We achieve around 85.40 per cent of our food sales with products from certified organic cultivation.
- High Fair Trade share: our composite products like chocolates and coated candies have got a very high share of Fair Trade ingredients. In the case of many GEPA chocolate products, the Fair Trade share is already 100 per cent.
- Honest and transparent declaration: the raw materials purchased under fair conditions are verifiably contained in the products.
- Our contribution to climate protection: we have our CO2 emissions measured and contribute to climate protection at our trading partners' in the South. At our trading partner ATPI (former ATC) in the Philippines, over 60'000 trees have been planted.
- Cooperation with the Klimakollekte fund: With Klimakollekte, we compensate the emissions caused by the sea transport of our coffee range and, among other things, we finance energy-efficient ovens at KCU, our coffee partner in Tanzania. Our honey range is completely climate-neutral, from the comb to the jar.
- Fund for trading partners: In 2017, GEPA launched a fund to finance small projects of trading partners (such as climate protection, human rights and organic conversion projects). In 2020, partners received special support during the pandemic.
- A future for children: better chances for children through a better income for the parents.
- Added value at the source: We offer around 40 foods that are processed, filled and packaged at the source. GEPA's country-of-origin roasted coffees were presented at the 2018 Frankfurt Book Fair. All handicraft products are manufactured in the countries of origin.

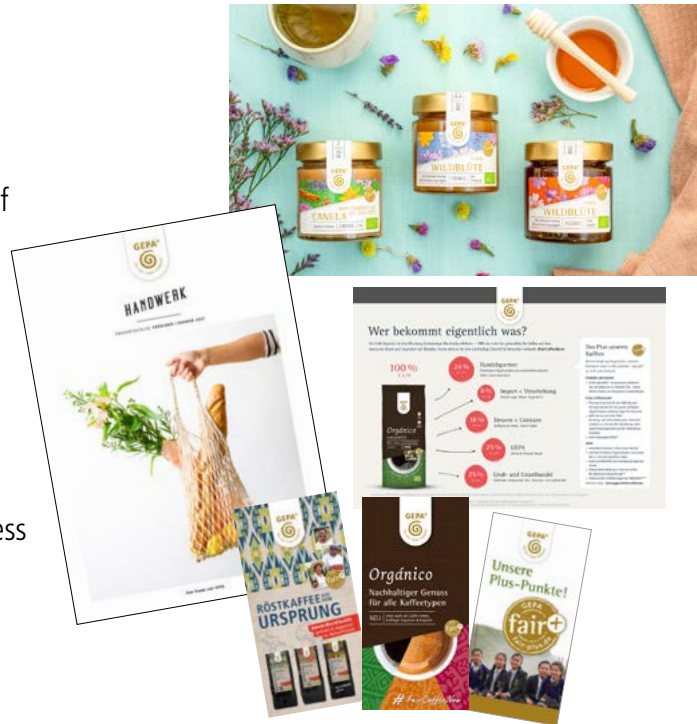
For more information, please visit: [www.fair-plus.de](http://www.fair-plus.de)





## Services to GEPA customers

- High product quality and fair production conditions
- Verifiable and transparent criteria with regard to the selection of trading partners and to trading conditions
- Information and education material on products and trading partners
- Publications and seminars on subjects referring to Fair Trade
- Designing assistance, promotion material, campaign offers, participation in trade fairs
- Additional position for an advisor for the foundation and business development of world shops



## Memberships

- WFTO – World Fair Trade Organization: GEPA is a Guaranteed member according to the WFTO Guarantee System.
- FFH – Forum Fairer Handel (Fair Trade forum)
- EFTA – European Fair Trade Association
- FLO-Cert – certified Fairtrade importer
- Licensee of Naturland Zeichen GmbH



## Awards

- 2020 CSR Award of the Federal Government: TOP 1 in the category »Responsible Supply Chain Management«
- German Sustainability Award: TOP 3 in the »Global Partnership 2020« category
- German Sustainability Award: »2018 Germany's most sustainable product« (2017 REWE Group consumer voting) – GEPA Café Orgánico
- 2018 INTERNORGA Future Prize: Top 3 / »trendsetter product – foods & beverages«
- 2014 German Sustainability Award: »Germany's Most Sustainable Brands«

