



Facts and Figures

Business year 2021

Head office

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

GEPA-Weg 1 · 42327 Wuppertal

Tel.: +49 (0) 2 02 / 2 66 83-0 · Fax: +49 (0) 2 02 / 2 66 83-10

E-Mail: info@gepa.de

www.gepa.de    



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 31/12/2021): 170 (thereof 46 part-time employees, 2 minijobbers and 10 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	27 partners in	15 countries
America	61 partners in	14 countries
Asia	38 partners in	13 countries
Europe	5 partners in	4 countries
Total:	131 partners in	46 countries





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

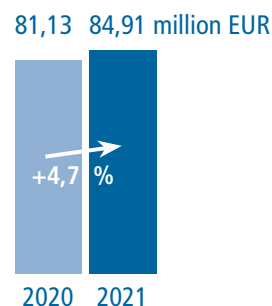
Products

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

Non-food: soaps, candles, pyjamas, socks, basketry, textiles, a.o.

GEPA turnover (million EUR)

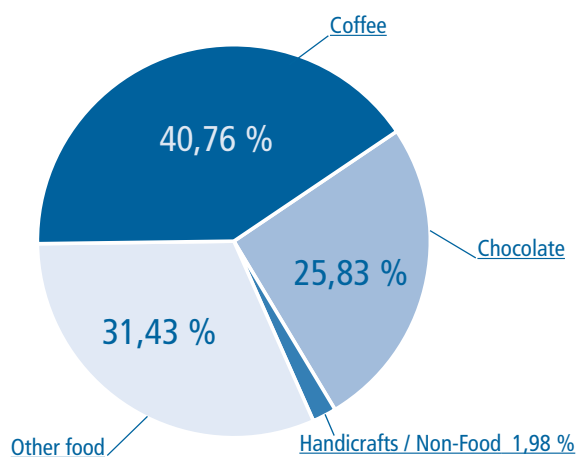
<u>2021</u>	<u>2020</u>
84,91	81,13



Turnover according to product group

(see graphics)

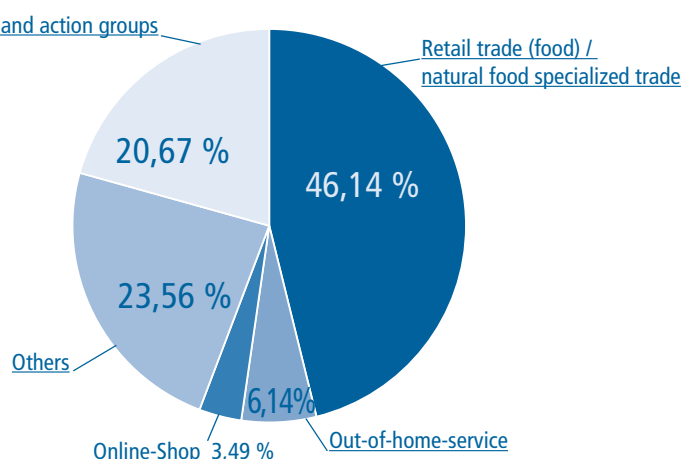
	<u>KJ 2021</u>	<u>KJ 2020</u>
Coffee	40,76 %	41,87 %
Chocolate	25,83 %	25,56 %
Other food	31,43 %	30,69 %
Handicrafts / Non-Food	1,98 %	1,88 %



Turnover per distribution channel

(see graphics)

	<u>KJ 2021</u>	<u>KJ 2020</u>
Retail trade (food) / organic food specialized trade	46,14 %	45,74 %
World shops and action groups	20,67 %	21,73 %
Out-of-home-service	6,14 %	6,59 %
Online-Shop	3,49 %	3,04 %
Others	23,56 %	22,90 %





More than fair: fair +

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

- **Eco and fair:** We achieve around 86.5 per cent of our food sales with products from certified organic cultivation.
- **A future for children:** better chances for children through a better income for the parents.
- **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.
- **Cocoa Plus Price:** GEPA pays the partners a price that is significantly higher than the minimum price set by Fairtrade International (FLO). The partner receives at least 3,500 US dollars / t of cocoa (incl. Fairtrade and organic premium).
- **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 66'550 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 2021, partners received special support during the pandemic.
- **Added value at the source:** We offer around 41 foods that are processed, filled and packaged at the source. All handicraft products are manufactured in the countries of origin.

For more information, please visit: 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 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 Organico
- 2018 INTERNORGA Future Prize: Top 3 / »trendsetter product – foods & beverages«
- 2014 German Sustainability Award: »Germany’s Most Sustainable Brands«

