



FAIRTRADE MONITORING EVALUATION AND LEARNING

WORKING GROUP

JANUARY 2017

BACKGROUND

The Fairtrade Monitoring, Evaluation and Learning Working Group (MEL WG) is a group of internal experts from member organizations within the Fairtrade system who dedicate time and financial resources to Fairtrade's global monitoring, evaluation, and learning activities. The group is not a formally elected committee but a network of experts which has been active since 2005. Members support the work of the core MEL staff team within Fairtrade International and the Fairtrade Producer Networks. Within the governance structure of Fairtrade International, the MEL WG advises the Fairtrade International Board and Leadership Team in setting appropriate strategic milestones to support system-wide learning and improvement. The MEL Working Group meets twice per year.

The role of the Fairtrade MEL Working Group encompasses the following activities and dimensions:

1. Supporting the strategic development of the Fairtrade MEL system, specifically:

- Supporting and advising the Global MEL team in the ongoing definition and implementation of the strategic plan for the Fairtrade MEL programme.
- Advocating for and promoting the global MEL plans within their own organizations.
- Supporting and advising the global MEL team on the development, implementation, and continuous improvement of an ISEAL-compliant MEL system.
- Approving and guiding the annual plans for MEL work.
- Supporting the implementation of agreed aspects of the Fairtrade MEL system within their own organizations, where relevant.



- Holding the global MEL team to account for delivery of agreed strategy and plans.
- Providing a feedback loop from their stakeholders to the global MEL team.

2. Supporting learning and improvement within Fairtrade, specifically:

Supporting the Global MEL team to develop a Fairtrade learning and improvement system, including:

- Agreeing standard procedures for presenting key findings and recommendations from MEL activities to relevant governance bodies and operational teams, including the Fairtrade Board
- Supporting the maintenance of records of key MEL findings and recommendations, and monitoring and reviewing responses to MEL recommendations within the Fairtrade system.
- Reviewing internal and external studies and recommendations, and identifying key findings and recommendations for follow-up by the Fairtrade system.
- Promoting dissemination, accurate communication and learning arising from MEL work within their own organizations, networks, and with key external stakeholders
- Where requested to do so by the core MEL team, engaging with specific stakeholders in regard to follow-up measures and responses to findings and recommendations from MEL work or from external research.

3. Supporting MEL project co-ordination and delivery, specifically:

- Ensuring the most effective use of Fairtrade MEL resources: through joint planning, prioritization, funding, fundraising, and co-ordination of activities.
- Advising the Fairtrade International MEL team on resource allocation and project delegation to other system actors.



4. Supporting Fairtrade MEL outreach and awareness of developments within the MEL WG member's country / region, specifically:

In co-ordination with the global MEL staff team:

- Fostering relationships with research institutions undertaking relevant work.
- Monitoring relevant debates, conferences, and publications relating to Fairtrade
- Representing Fairtrade MEL work in relevant debates and conferences.
- Ensuring that the MEL WG members are aware of major external research initiatives and conferences.

CURRENT MEMBERSHIP

The current membership of the Fairtrade MEL Working Group is as follows

Staff members from **Fairtrade International**

Arisbe Mendoza

Renate Siemon

Zachary Kiarie

Jesus Aguirre Chavez

Kelly Hawrylyshyn

Christine Knickelbein

Miyako Takahashi

Matthias Kuhlmann

Jannik Kaiser

Oksana Forkutsa

Daniel Castro



Staff members from the **Fairtrade Producer Networks**

Theodora Botchway (Fairtrade Africa)

Isaac Rewa (Fairtrade Africa)

Harveen Kour (Network of Asia and Pacific Producers)

Rene Moreno (Coordinadora Latinoamericana y del Caribe de Comercio Justo [CLAC])

Staff members from **National Fairtrade Organizations**

Caroline da Costa (Max Havelaar Switzerland)

Fabian Waldmeier (Max Havelaar Switzerland)

Jos Harmsen (Max Havelaar Netherlands)

Martin Schüller (Transfair Deutschland)

Tim Aldred (Fairtrade Foundation)

Sarah McDonald (Max Havelaar France)

Staff members from **FLOCERT**

Frank Brinkschneider

David Castro

Representative of the **Fairtrade International Board**

Currently vacant