



E-Services: Fair Trade Egypt Experience

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Empowering



Content

- Fair Trade & Fair Trade Egypt
- FTE - E-Services
- FTE ... The website
 - The process
 - Challenges and work around
 - Achievements & Statistics
- Lessons Learned & Recommendations





Why Fair Trade Egypt?....

The motive behind creation

- Provision of income to marginalized craft artisans
- Preservation of Egypt's infinite cultural richness and heritage of crafts

Sustainably





Fair Trade Egypt.. Who we are?

- Financially independent venture that aims to empower local Egyptian communities through the practice of Fair Trade. It provides:
 - Artisans capacity building and development support;
 - Fair Trading (marketing) locally & internationally;
 - Fair Trade awareness & advocacy to the Egyptian public.



Fair Trade

"Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade.

It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers especially in the south"

Fair Trade definition

As recognized by European Parliament 06 &
the European economic & social commission 09



Fair Trade 10 Principles

- Creating opportunities
- Transparency & accountability
- Capacity building
- Promoting Fair Trade
- Payment of fair price
- Gender Equity
- Working Conditions
- Trade Relations
- Child Labor prevention
- Safe environment

By WFTO

The World Fair Trade organization



Fair Trade Egypt & The Artisans





Artisans Groups

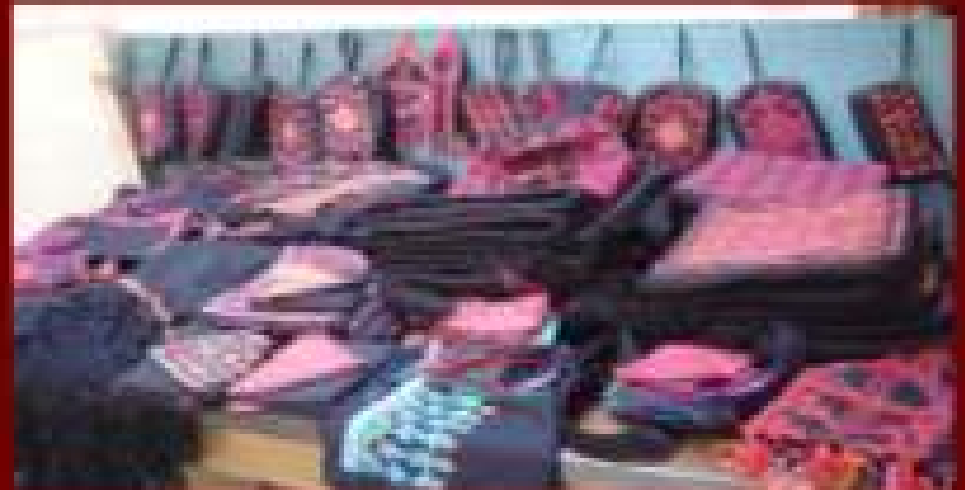
FTE provides services to
37 groups that
represents around
2700 individual artisan
around Egypt

** 85% are women





Bedouin - North Sinai: Embroidery





Berber – Siwa Oasis: Embroidery & Silver





Ababda Tribe - Marsa Allam: Weaving and leather





Villagers - Fayoum Oasis: Terracotta Pottery





Weaving & Embroidery





Wood & Ceramics





Fair Trade Egypt & The Fair Trade





Fair Trade Egypt & The Fair Trade

In Egypt

First FT artisans network and retailer in Egypt

Global

Active member of WFTO & one of its 9 board directors

Africa

Active member of COFTA & host to its 08 regional conference

Arab

Arab FT network initiator and leader



E-Services used by FTE

- Web Site www.fairtradeegypt.org
- Internal office mail accounts
- E-mail Announcements



Fair Trade Egypt



The Website





Why a website for FTE?

E-marketing & E-commerce Tool

To Reach

- Visibility & recognition: Access to more artisans support services;
- Sales: especially to international markets
- Awareness: Access to bigger audience for our FT awareness activities



FTE Website – Stage ONE

5 static pages website back in 1998 – A window

- Contained info on FTE and some artisans but no products;
- No marketing for the website;
- No updates for 6 years;



USELESS!



FTE Website – Stage TWO

(current)

An E-Commerce one rather than a static window.... we had to decide on important issues as:

- Domain name selection;
- B2B vs. B2C – Online payment, stock challenge, shipping challenges, etc.
- Language (s) to use!



FTE Website – Stage TWO (current)

Artisans
Info

Products
1st time

FT Info
1st time

Resources



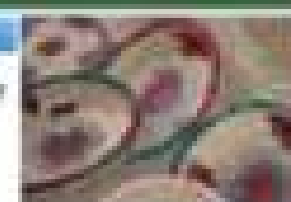
Empowering Communities

Home Products Artisans Resources News About Us

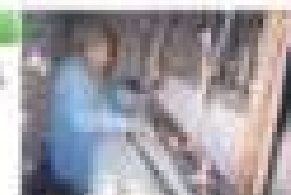


Fair Trade Egypt aims to empower local communities by offering disadvantaged artisans marketing and support services. Fair Trade Egypt promotes the application of fair trade principles as a cultural, social and environmentally responsible business ideal.

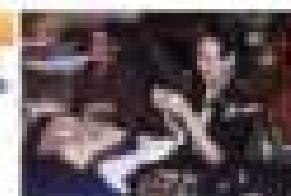
Products
Get more information about our products.



Artisans
Find out more about our artisan groups.



Resources
Our latest news and featured Egypt. Also offers our upcoming and previous events.



News
Learn more about Fair Trade Egypt and Fair Trade values.



Products | Artisans | News | Resources | Purchase | Events | Search | About Us | Contact Us



Challenges & work around

- Design
 - Photography
 - Artisans
 - Products
 - The Content
 - Data Collection
 - Write up
 - Web Hosting
 - Budget....
- 
- Ready template
 - Friends of FTE & Volunteers
 - Building in-house experience
 - Hired a copywriter
 - Continuous upload
 - International
 - Project & Invest + volunteers

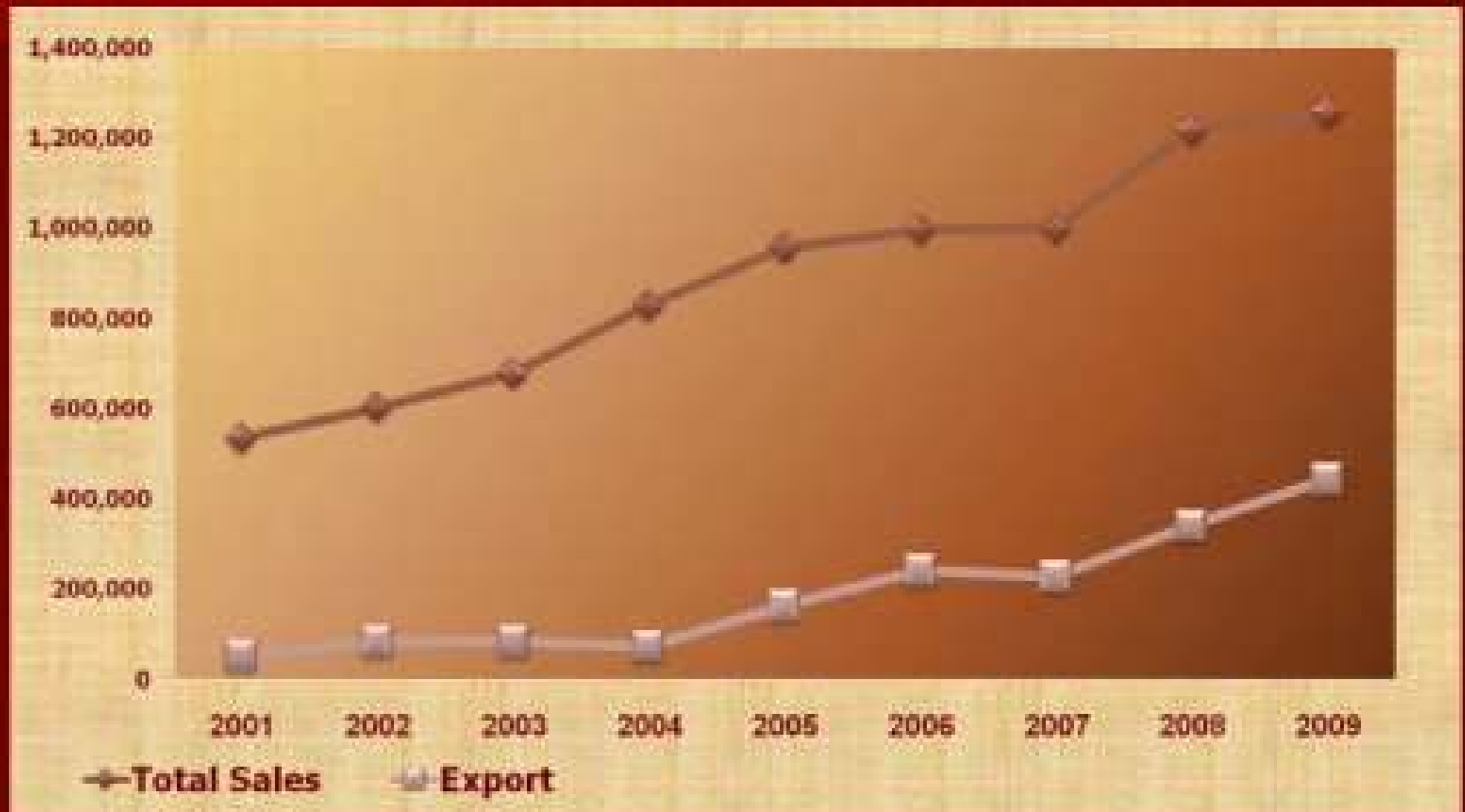


Achievements

- A powerful name and domain in the Fair Trade world;
- Global & Credible Reference for Egyptian Crafts & Fair Trade practices;
- #1 search reference for Fair Trade in Egypt, crafts, trade & many other related searches
- Powerful Marketing & Promotional tool



Sales Statistics (Local/Export)





Website Statistics (Oct-09)

Statistic range: October 2009

Total page views	7,963
Total visitors	1,783
First time visitors	1,662
Best day	5

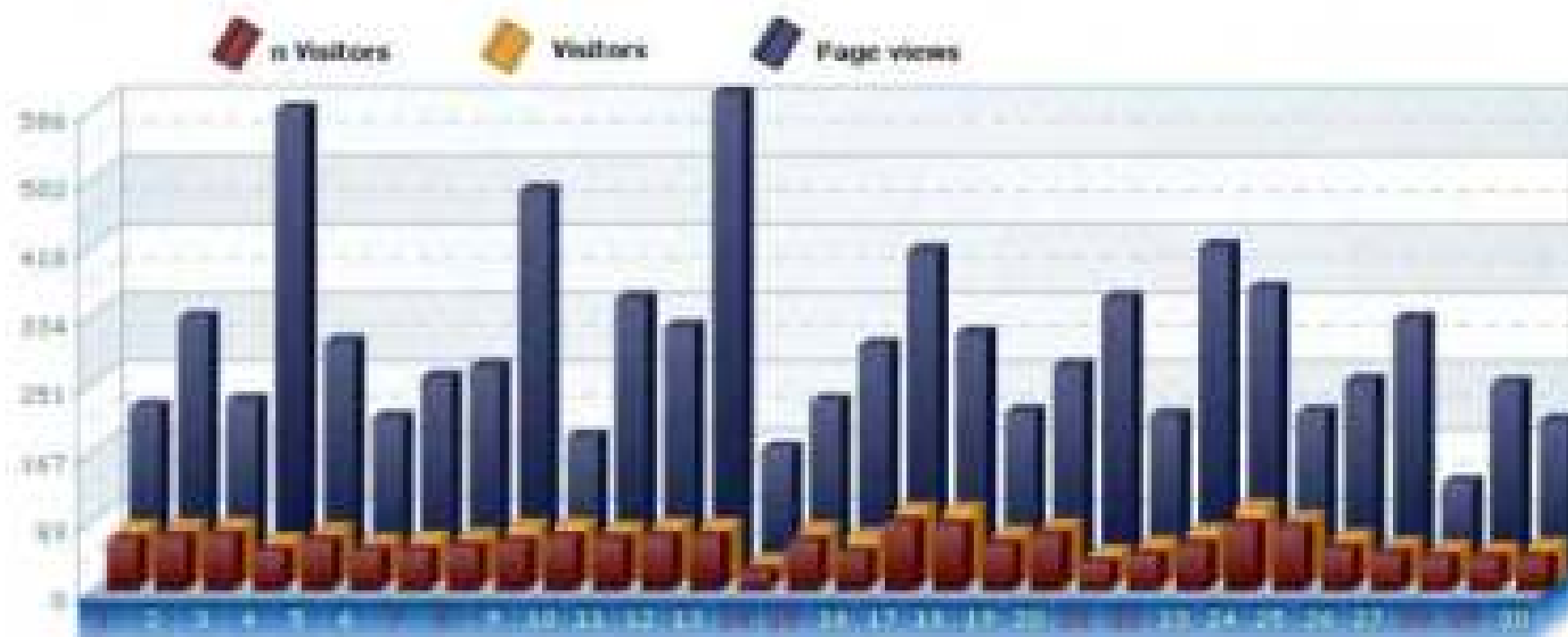




Website Statistics (Nov-09)

Statistic range: November 2009

Total page views	8.411
Total visitors	1.799
First time visitors	1.662
Best day	24





Web Statistics (By Country)



Reset City database

Last reset: NO reset



Reset Country database

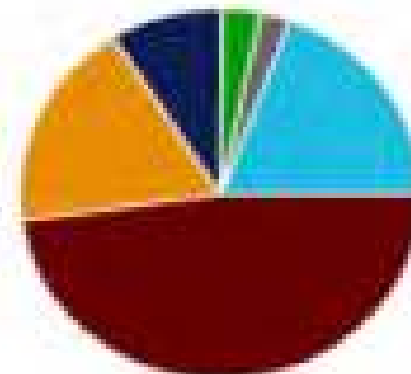
Last reset: NO reset

*City database is linked to 300 entries, reached the limit new city found will be signed as unknown

*Country database is linked to 100 entries

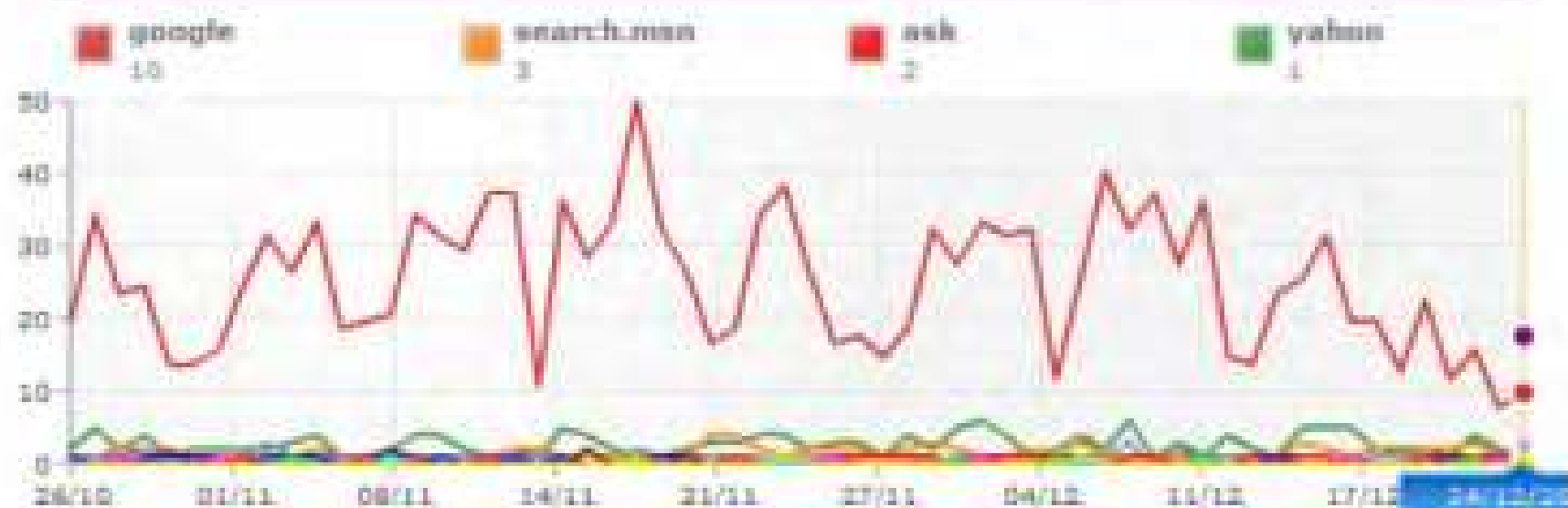
Country

UNITED STATES	: 17,073
EGYPT	: 6,345
UNITED KINGDOM	: 3,346
CANADA	: 1,133
GERMANY	: 881
other	: 6,913





Web Statistics (Referrer)



Search engine, google	Result: 51 (10 days)
51	Total visitors
79.57%	% compared with other search engine sources
Wednesday, 18 Nov	Visitors 51 (best day)
Search engine, yahoo	Result: 4 (10 days)
4	Total visitors
0.40%	% compared with other search engine sources
Tuesday, 8 Dec	Visitors 4 (best day)



Search Statistics (Language)

Languages

ENUS	: 21.449
EN	: 5.785
DEDE	: 963
FR	: 912
IT	: 456
Other lang	: 0
ENUS : 72.5 %	





FTE Website – Stage 3 (Upcoming)

Product
Focus

Re -
Branding

Interactive

Browsing





Challenges Again

- Design
 - Photography
 - Artisans
 - Products
 - The Content
 - Data Collection
 - Write up
 - Budget & Time
- 
- Local but international appeal
 - Same strategy but with more in house experience
 - In-house experience
 - **Main drawback, Money & Time... So we do things slowly**



Lessons Learned & Recommendations

- Have a website... it is a must ... and it will make a difference for your beneficiary;
- Identify your objective and so your target... make sure it is what your target needs and not what you like;
- Plan ... study then implement;
- Use reliable hosting service;



Lessons Learned & Recommendations

- Make it look professional ... not a stereotyped NGO one;
- Make it dynamic... static websites are not attractive anymore and there is a WWW competition;
- The website is a process not a task ... Maintenance and updates are essential;



Lessons Learned & Recommendations

- Market your website – search engines, social media, etc.
- Accept that there are other who would always use info that you work on... so protect (copy write) and keep innovating;
- Keep an eye on your web statistics



Thank you

Empowering
Communities