

2025 ANNUAL REPORT



EXECUTIVE
SUMMARY



OXFAM

Magasins du monde

THE YEAR IN BRIEF

2025 was a year of significant pressure, from a change of government and a right-leaning shift in public debate to the announcement of cuts to grants and a difficult economic climate. But the teams at Oxfam-Magasins du Monde did not lose heart. On the contrary, a number of major projects were completed or are currently underway. Our volunteers kept shops running, spearheaded local efforts and stood up for our beliefs. Our partners stayed focused: the more unstable the world becomes, the more our Movement is needed. Alongside our focus on responsible consumerism, we recognise the significance of fair trade as a political movement: building economic relationships based on dignity and sustainability, in which solidarity is the norm and fundamental rights are inalienable.

OUR UPDATED STRATEGY FOR 2025-2030

To respond to the growing pressures on the socio-economic model of justice which we champion, we have updated our strategic plan for 2025-2030. Seven priorities were collectively approved at our Annual General Meeting in June. They provide a shared framework within which everyone can identify their role and contribute to the collective project. We also confirmed our determination to combat all forms of domination. This issue now guides all our work on the ground, along with our advocacy and awareness-raising activities. It is underpinned by three pillars: a decolonial approach, gender equality and climate justice.

ANALYSIS AND ADVOCACY: TRANSFORMING THE SYSTEM

Working with other social economy stakeholders, we organise advocacy campaigns to influence public policy and address the structural causes of injustice. Our recommendations are based on research and analysis to identify drivers of change. In 2025, we published 2 studies, 11 analytical reports and 3 educational tools.

WAYS TO MAXIMISE OUR IMPACT

Our commercial activities support our mission. To develop these activities, the B2B department has strengthened our links with the Flemish Oxfam-Wereldwinkels network. Meetings with volunteers from our sister organisation provided an opportunity to present our partners' new collections and to work together to develop a range of services which meets the needs on the ground.

In addition, customisable collections have been developed for businesses. They can now customise several of our products to showcase their commitment to fair trade.

The B2C department has changed the way it provides support for in-store teams to maximise the potential of each retail location. This new approach focuses on two complementary types of support: facilitation and expertise. Facilitators analyse the dynamics specific to each team and bring in experts as and when required.

The Second-Hand strategy has also been revised, from stock rotation to pricing and labelling. For the first time, Second-Hand Clothing (SHC) Days were organised to provide volunteers with training on changes in the textile sector and specific in-store initiatives.

CHANGING INFRASTRUCTURE

Work to renovate our head office in Wavre began in October 2025, with an estimated timeframe of 18 months. Partly financed by a European Recovery and Resilience Plan grant, this project will make it possible for us to move away from gas and oil and to generate electricity on site. The renovated building will feature flexible workspaces and training rooms for volunteers.

Another major project was launched at the same time: the roll-out of a new ERP (enterprise resource planning) system. As the backbone of our organisation, it includes accounting and a new system for managing the movement of goods between the warehouse, suppliers and shops. Migrating to this new system temporarily disrupted the day-to-day operations of the relevant departments, but it is already significantly improving the traceability and efficiency of our operations.

OUR SOLIDARITY-DRIVEN BUSINESS

Thanks to our local teams' volunteers, responsible consumerism becomes an attractive and everyday reality. In 2025, our network of shops expanded to include two new addresses in Berchem-Sainte-Agathe and Ath.

Our network of partners now includes Zimba Arts (Zimbabwe/Netherlands), which transforms recycled materials into handicrafts, and Pom d'Happy (Belgium), which turns less-than-perfect fruit into artisanal organic juices which are fairly priced for producers.

Another new addition to our partnerships and on our shelves: Fairafric chocolate, produced entirely in Ghana. This project, which keeps wealth within the communities where raw materials are grown, embodies our commitment to radically transforming the balance of power in trade.

As is the case every year, opportunities to meet up with our partners brought the issues surrounding fair trade and its impact on producer communities into sharper focus. We have invited Anak Bunnak from Villageworks (Cambodia) and Selyna Peiris from Selyn (Sri Lanka) to share their incredible work, vision, successes and challenges with our Movement, they spoke with some of our Belgian partners, discussing their respective roles and the realities on the ground.

OXFAM BREAKFASTS: A COLLECTIVE WAKE-UP CALL

With its slogan "Let's wake up, together!", the 2025 edition of Oxfam Breakfasts was a call to action to tackle inward-looking attitudes. The call was heeded after the publication of an open letter: the event brought together 19,200 people who attended 144 breakfasts in Wallonia and Brussels.

Every year, part of the profits from Oxfam Breakfasts is used to finance a capacity-building project run by one of our partners. In 2025, this fund was given to Allpa (Peru), which is developing an innovative system to save water.

WOMEN AT THE HEART OF OUR ANNUAL CAMPAIGN

Our ongoing 2025-2026 education campaign highlighted women's role in fair trade. It centred on a touring exhibition of twenty portraits of inspiring women, photographed in India and Belgium. This exhibition will run until 2027. Visitors are accompanied by volunteer guides; this is a new way to get involved and gain valuable experience within our Movement.

INSIDE OUR MOVEMENT

Oxfam-Magasins du Monde has 1,902 adult volunteers who are organised into 63 local teams in the Wallonia-Brussels Federation. In addition, there are 83 JM-Oxfam (Jeunes Magasins-Oxfam) groups for 14- to 18-year-olds. Supported by the EduAction department, their energy is testament to the perspicacity of the younger generation which is driving change. However, it continues to be challenging to build engagement with 18- to 25-year-olds, through our Oxfam-en-Action programme. This has prompted joint discussions with Oxfam Belgium; the aim is to develop an approach which is better suited to what these young people are looking for.

More generally, diversifying the ways in which people get involved within our Movement has been the subject of in-depth work in 2025 and has led to the creation of a dedicated Movement team. We also approved the creation of new committees (Movement, Political, Commercial) to strengthen participatory governance within our Movement from 2026 onwards. These committees will work alongside the Partner Committee, which was reappointed in February.

Our WFTO (World Fair Trade Organisation) guarantee was also renewed; this confirms that our practices comply with the WFTO's fair trade principles. This guarantee was confirmed following a demanding auditing process, involving more than 130 compliance criteria.

Our Fair Trade Towns campaign was also subject to external assessment. The findings of the appointed body will form the basis of a more ambitious programme for 2027-2031, with improved steering committees.

DONATIONS

In 2025, just over €58,000 was raised by our generous donors.

WHAT'S AHEAD IN 2026: CONTINUING TO ACT

Our approach, which is inspired by the enduring nature of the collective, has never been more relevant than it is in the turbulent times we are currently living through. The seven strategic priorities which were approved in June 2025 will guide us in the years to come. We have a clear course of action: continuing with our fair trade policy, maintaining strong links with our partners and sustaining a grassroots movement which is underpinned by the joy of being together.

WANT TO FIND OUT MORE?

Read the full report on
omdm.be/2025

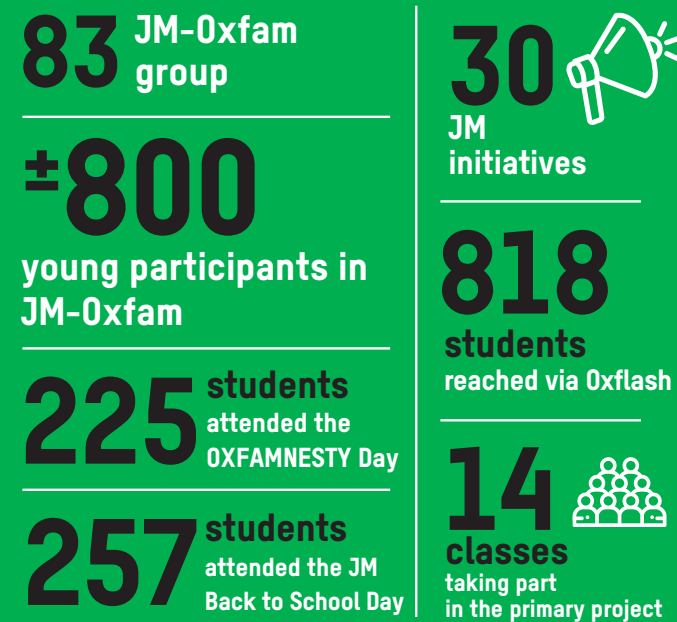
What we are building today, which receives little media attention, will be what endures tomorrow. That's what we believe at Oxfam-Magasins du Monde and that's what guides us.

2025 IN FIGURES

OUR GRASSROOTS MOVEMENT



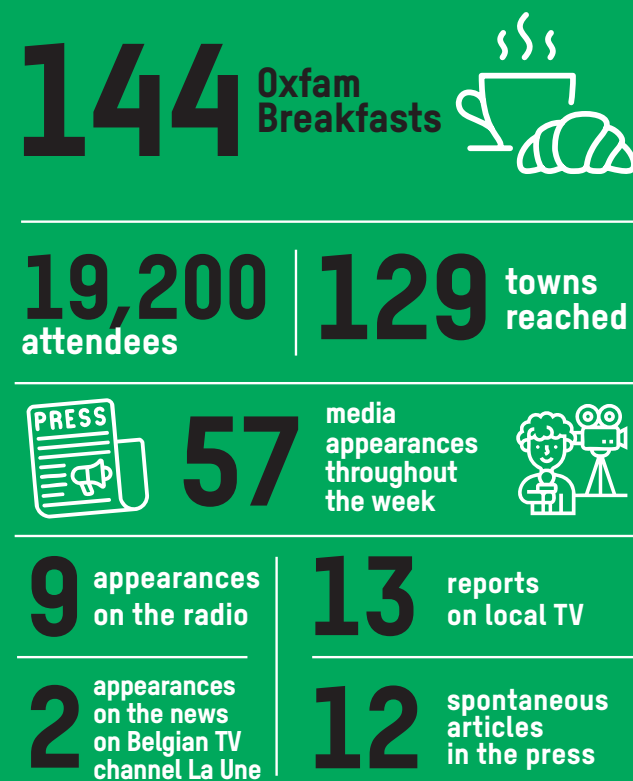
YOUNG PEOPLE AND EDUCATION



FAIR TRADE



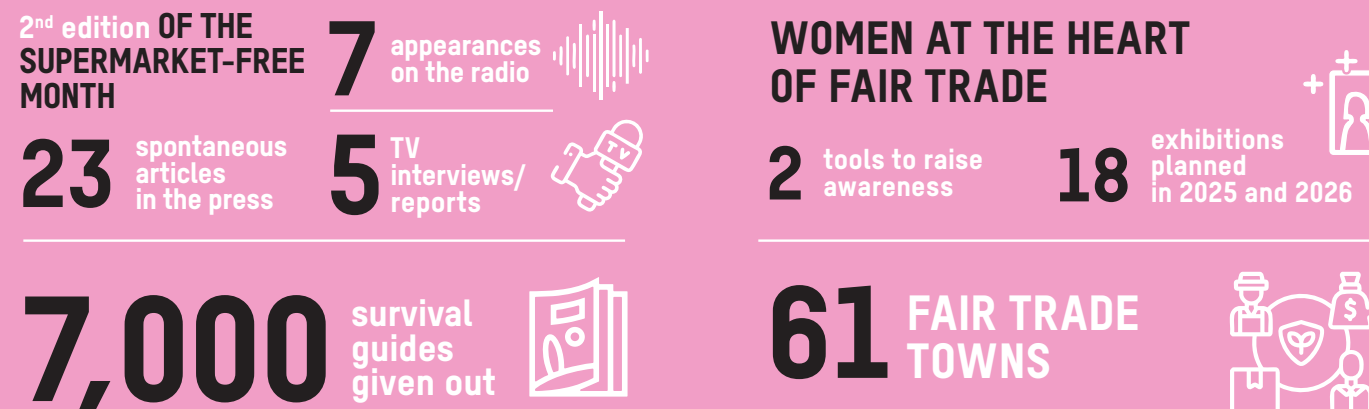
OXFAM BREAKFASTS



AWARENESS-RAISING TOOLS AND EXPERTISE



CAMPAIGNS

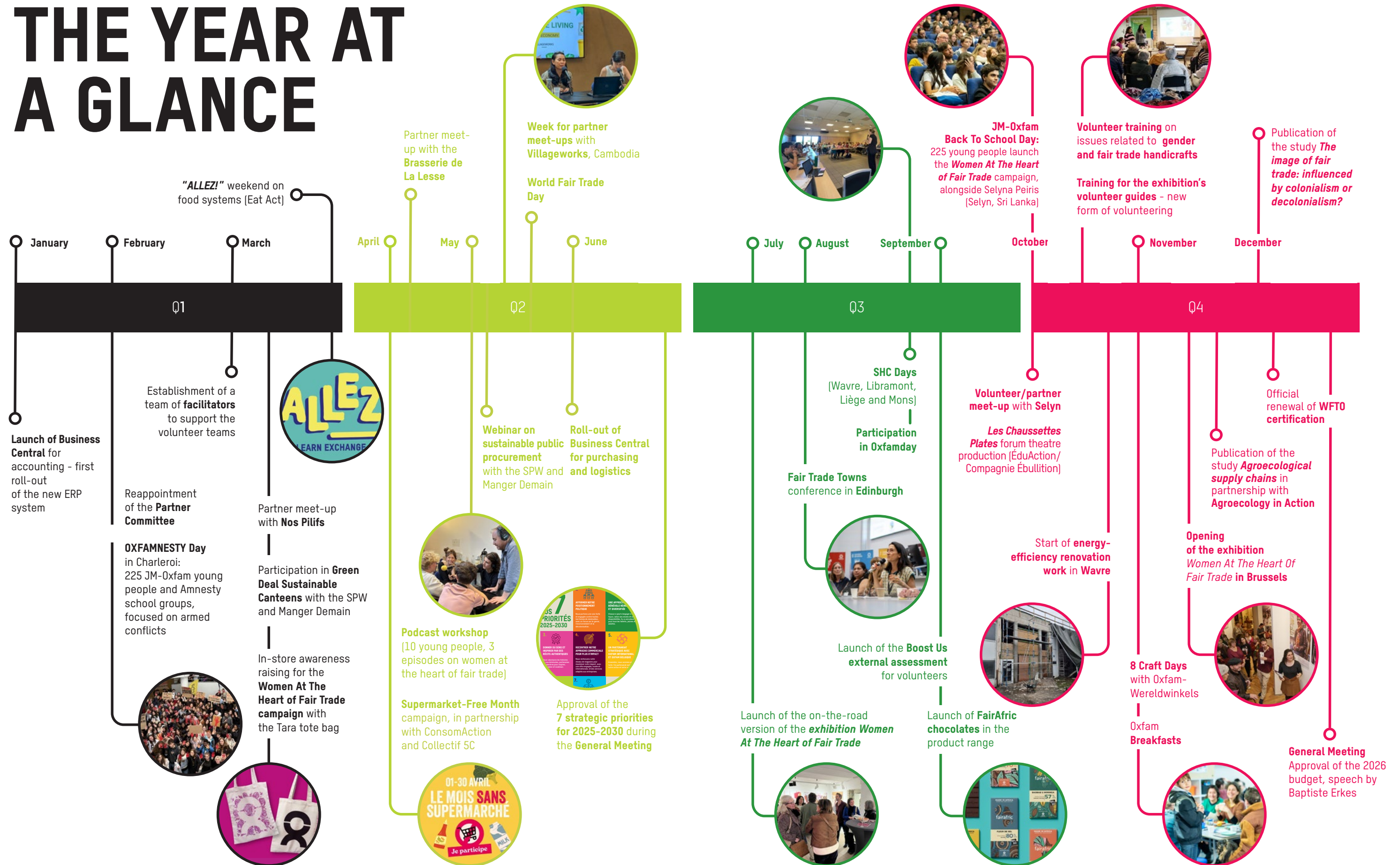


BEHIND EVERY NUMBER,
THERE'S SOMEONE WHO HAS
SPENT THEIR TIME ON
A WORTHWHILE PROJECT.

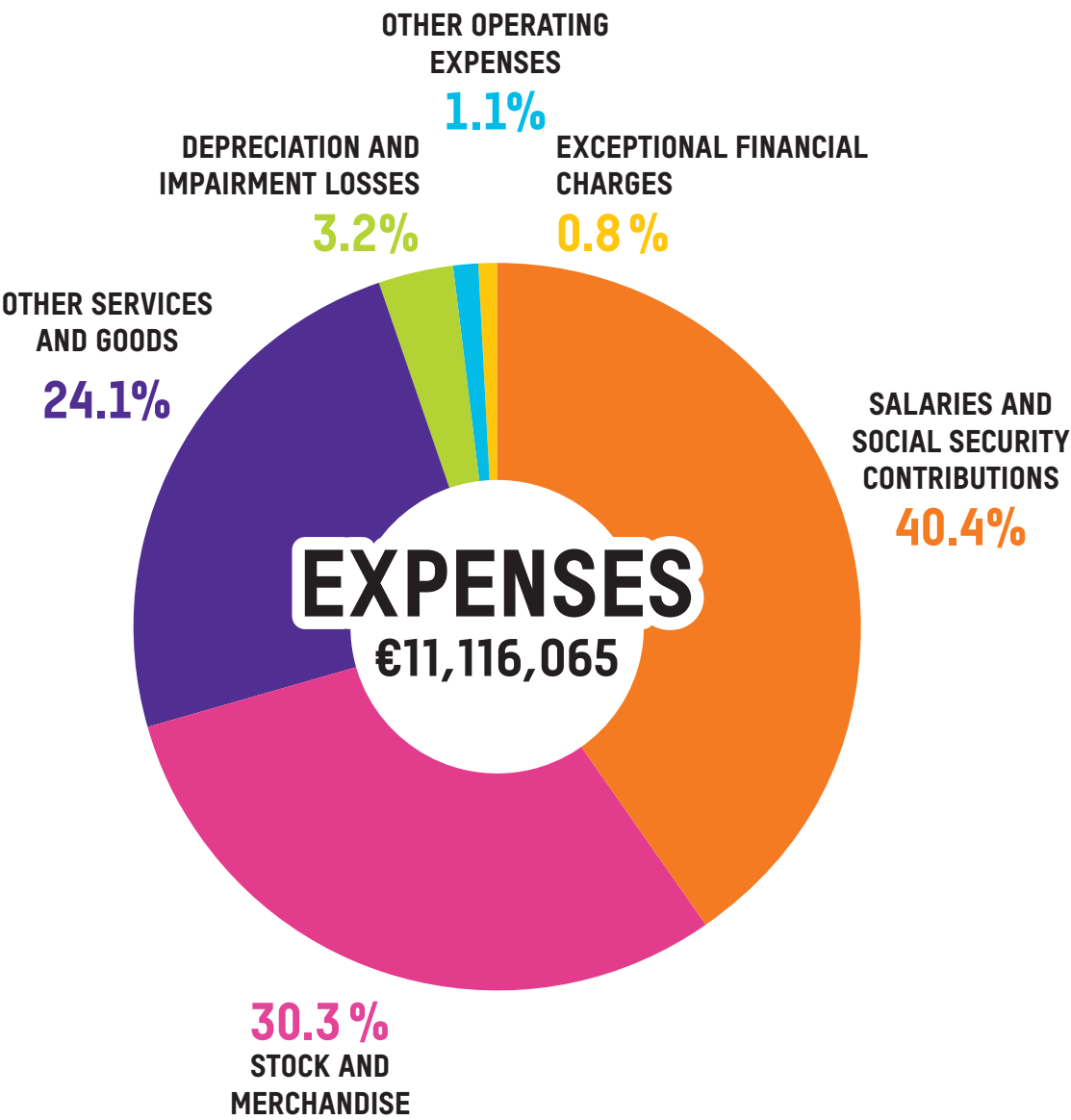
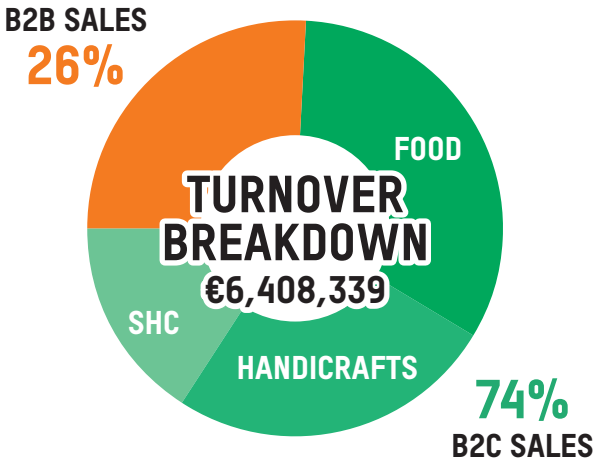
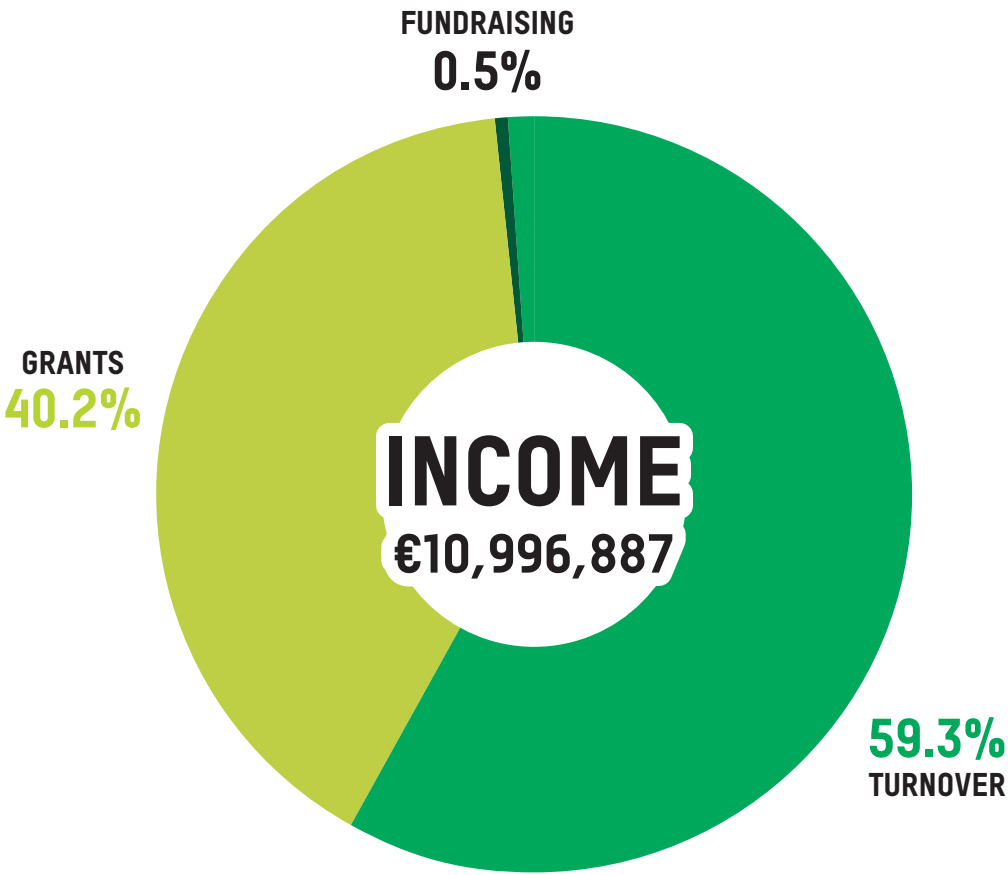


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THE YEAR AT A GLANCE



INCOME AND EXPENSES





Photos : On the cover: on the left, Bandia Bhuyan, and on the right, Indro Dasgupta, respectively senior merchandiser and director at CRC (India). In the center is Laura Pinault, Fair Trade monitoring and projects officer at Oxfam-Magasins du monde. Back cover : Chun Sreylen, head of quality control at Villageworks (Cambodia)

Oxfam-Magasins du Monde

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