

# The POWER OF Fair Trade:

## Helping the People and the Planet

towards building a resilient global social economy

By World Fair Trade Organization Asia, Represented by Ramona Ramos, Regional Director  
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# Fair Trade

a trading partnership

based on –  
dialogue  
transparency  
respect



more than trading: **Fair Trade**



Trading partnership: **Fair Trade**  
based on dialogue, transparency and respect

**more than trading: FAIR TRADE**

# Guarantee

that a successful business can also put  
**people and the planet first**



Trading partnership: **Fair Trade**  
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# Demonstrate

that greater justice in world trade is possible



people and planet first:

Best model of a successful Fair Trade business



Creative Handicrafts (CH) is a social enterprise northern suburb of Mumbai, India. One of the core projects of CH is income generating

program for women who belong to disadvantaged families in the slums and tribal areas. The CH garment cooperatives women produce beautiful garments, bags, bed covers, soft toys and textile based utility items. In another CH cooperative, i.e. Asli Food, the women make lunch packets on a daily basis and sell them in companies . [www.creativehandicrafts.org](http://www.creativehandicrafts.org)



When the entire world is propelled by profit motive Creative Handicrafts invites you to be different by joining the movement of fair trade which makes not a few millionaires but many bread winners.

# Helping PEOPLE help themselves grow out of poverty: **FAIR TRADE**

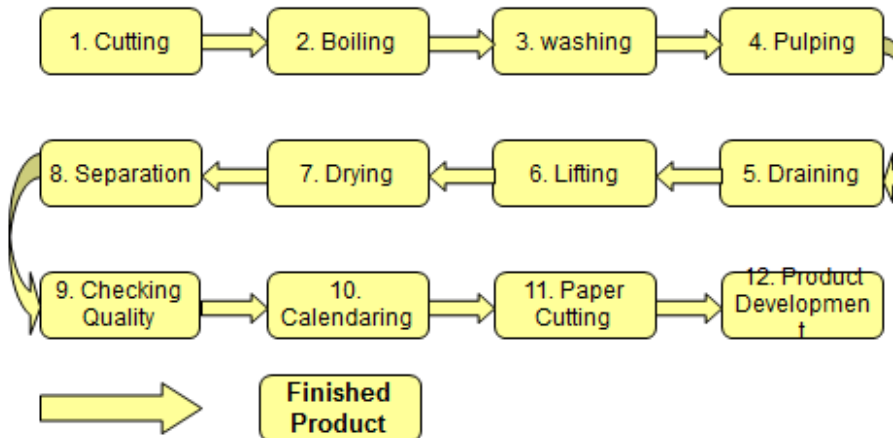


**PROKRITEE**

A member of WFTO ASIA



## The process of hand made paper



Training on paper making and designing of paper products

Prokritee, Bangladesh provides jobs for poor rural women: **widows, divorcees or head-of-households** with little or no income. By providing **jobs for women**, Prokritee is able to improve the women's standard of living and **help them send their children to school**. Now they are able to look at their future with hope and happiness, instead of poverty and despair.



# people and planet first: Best model of a successful Fair Trade business

Nepal: Mahaguthi, Craft with a conscience works with women, widows and low caste people since 1927. Mahaguthi continuously train these women to become self-reliant.

[http://cdn.serrv.org/downloads/F11\\_Mahaguthi.pdf](http://cdn.serrv.org/downloads/F11_Mahaguthi.pdf)



Philippines: The community of Salay were trained to produce handmade paper using wild grass. This is one source of livelihood for the community. SHAPPII was formed to support the marketing of Salay products.

<http://www.tenthousandvillages.com/salay>

Assisi Garments provides a haven for women to work and live in and a safe and supportive environment. Women are paid a fair wage. After three to five years of employment, the women build up their savings and receive a bonus that allows them to start a home and often their own tailoring business.

<http://www.peopletree.co.uk/about-us/who-makes-our-products/assisi-garments>



India: Assisi Garments, South India is a social business that provides training and employment for deaf, mute and economically disadvantaged women.



# people and planet first: Best model of a successful Fair Trade business



People's Organization for Development Import and Exports (PODIE) assisted a farmer group to rehabilitate one of their tanks to enable them store water during the rainy season, so that they could utilize this water for their cultivation during the dry season. PODIE is based in Negombo, Sri Lanka which is engaged in export of value added spices for over last 30 years.

# Beautiful Trade in Korea

Helping PEOPLE while creating sustainable development for families and their communities: **FAIR TRADE**



Beautiful Trade's "Beautiful Coffee" brand 'Gift of Himalayas' sourced from Nepal has successfully entered the Korean coffee market. **2% of their sales goes to the development fund for the future investment such as equipment and infrastructure for producers.** They gained the support of the Seoul government and involvement from the general citizen of South Korea. Because of the success of their first coffee project, they diversified on to Fair Trade chocolate from Peru and Uganda.



<http://www.beautifulcoferg>



# Fair Circle in Hong Kong

Helping PEOPLE while creating sustainable development for families and their communities: **FAIR TRADE**



Fair Circle is the retail arm and brand of Hong Kong Fair Trade Power, a social enterprise advocating fair trade in Hong Kong and the Greater China. They market fair trade products and strengthen consumers understanding on fair trade.

Their mission:

Protect workers and farmers: Ensure a fair return for producers, and build stable and sustainable trading partnerships for their livelihood

Reciprocal collaboration: Foster collaborations between producers and consumers to enhance mutual help and mutual benefit

Responsible consumption: Raise consumer awareness of social and environmental issues through advocating ethical consumption, and their understanding that consumption could make a difference

Fair Circle has included in its mission called Fair Trade Banquet, one of the many efforts of pluralizing, localizing, “communitizing” and “sharing” fair trade in Hong Kong.



Trading partnership: **Fair Trade**  
based on dialogue, transparency and respect

**more than trading: FAIR TRADE**

demonstrate that greater justice in world trade

# Relevance

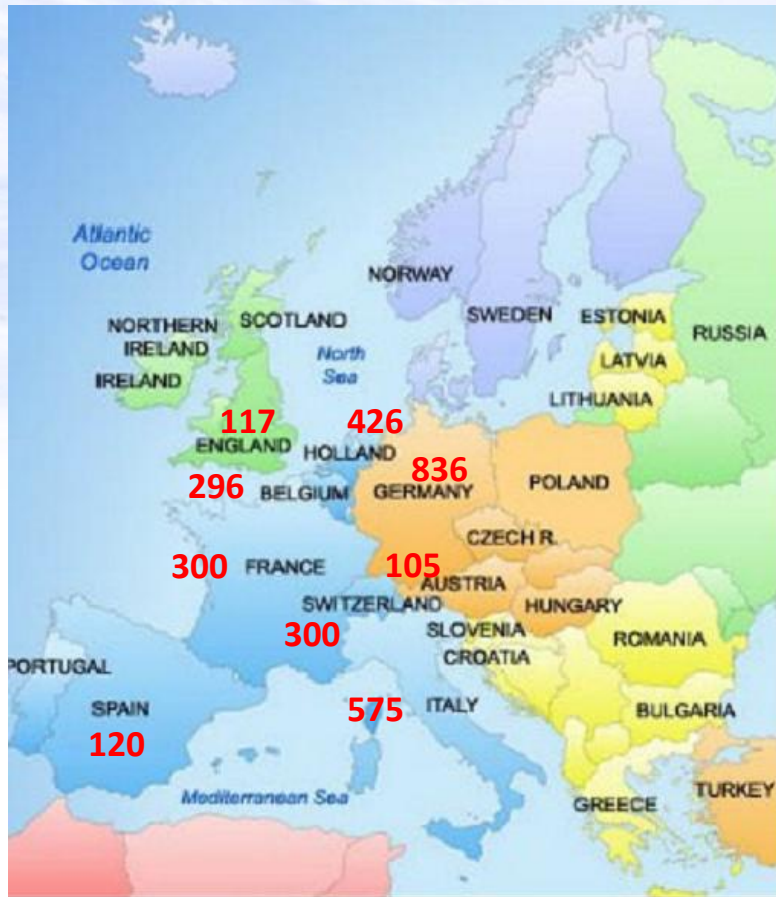
## Marketing together

## Cooperative public relations

# Greater justice in world trade at a glance

2007 Association of World Shops, The Netherlands financed by the Dutch Ministry of Finance. Survey was conducted in **19 consumer countries with 469 importers**

**3,931** World Shops in **19** countries



Germany: 836  
Italy: 575  
Holland: 426  
France: 300  
Switzerland: 300  
Belgium: 296  
England: 117  
Spain: 120  
Austria: 105  
Sweden: 44  
Finland: 19  
Denmark: 14  
Luxembourg: 8  
Ireland: 7  
Norway: 0



350 Fair Trade shops



280 Fair Trade shops

Australia and New Zealand: 60 Fair Trade Shops  
Canada: 50 Fair Trade Shops

# Greater justice in world trade at a glance

2007 Facts and Figures of Fair Trade surveyed by Jean-Marie Krier on behalf of Dutch Association of World Shops, The Netherlands financed by the Dutch Ministry of Finance

## 12,439 Supermarkets in 19 countries



Germany: 30,000  
Italy: 4,150  
Holland: 4,000  
France: 7,500  
Switzerland: 2,500  
Belgium: 0  
England: 0  
Spain: 0  
Austria: 5,000  
Sweden: 2,500  
Finland: 3,000  
Denmark: 2,700  
Luxembourg: 160  
Ireland: 350  
Norway: 5,600



40,000 supermarkets



820 supermarkets

Australia and New Zealand: 1,000 Supermarkets  
Canada: 0

# Greater justice in world trade at a glance



turnover of 58,4 million Euros

190 cooperatives and marketing organizations in over 40 countries in Africa, Asia and Latin America

Product ranges: food, handicrafts and textiles.

Products are on sale in 800 world shops and 6000 action groups, numerous supermarkets, organic food shops, business canteens and educational institutions in Germany and neighboring countries

TEN THOUSAND VILLAGES' gift shop has grown to a network of more than 390 retail outlets throughout the United States selling products of tens of thousands of disadvantaged artisans in 38 countries

It started the development of supply chain in developing countries



SERRV, a US based Fair Trade company, has grown into a \$9 million fair trade network connecting thousands of artisans in 36 developing countries with customers and volunteers across the United States. SERRV is one of the successful importers of Fair Trade products

CTM Altromercato has a network of 118 co-operatives and associations that manage 300 World Shops. Altromercato in Italy has 400 work force and over 6000 volunteers



# The need for change in the rules and practice of conventional trade:

## Fair Trade Beyond 2015 Campaign

[www.fairtrade-advocacy.org](http://www.fairtrade-advocacy.org)

This is a call for trade rules to be reformed to allow trade to be a tool of empowerment, a fundamental driver of poverty reduction and engine for sustainable development. It is also a call for cross-stakeholder partnerships, such as Fair Trade built on equity, responsibility, interdependence and transparency to truly work for development.

It calls for a new global framework that creates a just, equitable and sustainable world and supports Fair Trade as a best-practice partnership for development between governments, local authorities, businesses and citizens.



Photos of Mayors of Poznan, Rio de Janeiro, Seoul

200 Mayors around the world, including those from Rio de Janeiro, Seoul, Paris, and Madrid as well as over 120 elected local authorities and 270 Civil Society Organizations have signed in the last months since January 2013 the “Fair Trade Beyond 2015” Declaration

The campaign is open to all Fair Trade actors and Civil Society Organizations to join as active partners in the national level.





OUR **FAIR TRADE** MESSAGE

**WE HAVE THE POWER!**

To eradicate poverty

Stop child labor and forced labor

Advocate for gender equality

Support sustainability and capacity building

Safeguard the environment

Promote equality in trade

Open opportunities for health and education

**Make it happen: a resilient global social economy**

**Let the Power of Fair Trade by helping  
the people and the planet continue  
towards building a RESILIENT GLOBAL  
SOCIAL ECONOMY**



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