

FORUM FAIRER HANDEL

Forum Fairer Handel is the voice of Fair Trade in Germany. Together with our members BanaFair, dwp eG Fairhandelsgenossenschaft (Fair Trade cooperative), EL PUENTE, GEPA – The Fair Trade Company, GLOBO – Fair Trade Partner, Naturland and the Weltladen-Dachverband we are working to change global trade.

WE ADVOCATE FOR

- A just global trading system where human rights and environmental protection are more important than profits
- More Fair Trade on all levels, for instance in public procurement
- More corporate responsibility and transparency
- Legal regulation for companies to comply with human rights in international trade

Comprehensive information about Fair Trade is available on our website. Or you subscribe to our newsletter!

CONTACT US

Forum Fairer Handel e.V.
Chausseestraße 128/129, 10115 Berlin
Tel +49 30 - 280 40 588
Fax +49 30 - 280 40 908
Web www.forum-fairer-handel.de
Mail info@forum-fairer-handel.de

FAIR TRADE IS EFFECTIVE

For decades Fair Trade has shown that exploitation and injustice are not set in stone. Many successful Fair Trade business partnerships are evidence that an alternative approach is possible to the unequal conditions which conventional trade creates and exploits.

For example better prices and better living and working conditions. Also more self-determination for producers. While conventionally trading corporations often care more about their profits than about human rights, Fair Trade puts people on center stage. It protects, among others, childrens' rights, promotes gender equality and helps to secure livelihoods – especially in the South, but also in the North.

Fair Trade wants to change structures. Therefore education in the South and in the North is an important topic. In Tabaka, Kenya, the Organisation Smolart built a village education center for children and families of soap stone carvers. In Germany, many Fair Trade organisations provide educational materials for pupils and adults to think outside the box and to prompt discussions about consumption and world trade.

100,000 people volunteer for Fair Trade in Germany. Together they make an important contribution for more justice in global trade.

“Import organisations in Europe pay fair prices to the producers. This means for us not only simple survival, but having a future.”

Susy Gutiérrez from the cooperative El Ceibo, Bolivia

WHAT CAN I DO?

Fair Trade is a movement which depends on its members. You can join, for instance in a Worldshop or in a school, at your work place or in your municipality. You can organize informative events, support political campaigns for more fairness or ensure that your city council buys fair products.

In the Worldshops, there is a great variety of fair trade products. In supermarkets and health food stores you can pursue a fair trade purchasing policy with your shopping trolley by choosing products which carry Fair Trade labels or the brands of dedicated Fair Trade organisations. And this creates a double benefit: producers can lead a better life – and you as a consumer get high-quality products.

Editor: Forum Fairer Handel e. V. | December 2015

Concept and Design: FLMH Labor für Politik und Kommunikation, www.flmh.de

Photo front page: GEPA - The Fair Trade Company / Anne Welsing

Sponsored by Brot für die Welt-Protestant development agency, Misereor and ENGAGEMENT GLOBAL on behalf of



The content of this publication is the exclusive responsibility of Forum Fairer Handel e.V., the positions presented do not reflect the attitude of ENGAGEMENT GLOBAL gGmbH and the Federal Ministry for Economic Cooperation and Development.



Photo: GEPA - The Fair Trade Company / Andreas Fischer

FAIR TRADE – ACTING FOR GREATER JUSTICE

FF FORUM
FAIRER
HANDEL
THE VOICE OF FAIR TRADE



RECOGNISED FAIR TRADE IMPORTERS IN FORUM FAIRER HANDEL E.V.:



BETTER FAIR

Fair wages, good working conditions, social responsibility, environmental protection – for more than 40 years Fair Trade has worked to improve the living and working conditions of producers and to make Fair Trade possible globally.

Why? Because the conditions are inhuman under which many people in the Global South produce the raw materials for our consumer goods. Their work is often paid so poorly that they cannot make ends meet, let alone feed their children. They grow crops – and go hungry themselves! Many do not have time for school education. They work in terrible conditions, without any health care, and no occupational safety. And without any lobby!

From their labour big international companies benefit by buying products and raw materials at the lowest possible price. And consumers benefit from buying cheap goods.

But that kind of world trade is not okay. It is inhuman and unfair. Fair Trade offers an alternative and a way to make world trade more just.

To assure consumers that they can trust that what is called “fair” is actually fair, and that fair goods are behind fair labels, four international Fair Trade umbrella organisations agreed on common principles in 2001. These include, among others, the principle of partnership, long-term trade relationships, fair prices for producers and pre-financing goods.

Control systems ensure compliance with these basic principles.

RECOGNISING FAIR TRADE PRODUCTS



In Germany, approximately 800 Worldshops offer you the greatest variety of fair trade products.

Additionally, you can identify fair trade products sold by the recognised Fair Trade importers. These Fair Trade importers are members in Forum Fairer Handel and have their whole corporate policy aligned with the principles of Fair Trade:



More recognised Fair Trade organisations are listed in the supplier catalogue of Weltladen-Dachverband, the umbrella association of Worldshops: www.weltladen.de

Some of them have joined forces in the Fair-Band (federal association for fair import and distribution): www.fair-band.de

Seals and labels



The label of the World Fair Trade Organization (WFTO) is given to companies which fulfil all criteria of Fair Trade. Products with this label can be predominantly found in Worldshops.

The following are additional Fair Trade product labels where the Fair Trade criteria are externally monitored.



Products carrying the Naturland Fair label meet the Naturland requirements for ecological farming and also comply with the criteria of Fair Trade.



Products with the Fairtrade label were produced in accordance with the criteria of Fairtrade International and can be found in supermarkets, cafes and restaurants, and in flower shops.



The criteria of Fair for Life and ECOCERT Fair Trade labels correspond to the principles of Fair Trade.



More information on the labels and seals: www.forum-fairer-handel.de/fairer-handel/vielfalt/



SEALS AND LABELS IN FAIR TRADE

