



Worldshop Newsletter April 2005

Dear Fair Traders,

Welcome to our new NEWSletter, updating you with relevant Worldshops events. NEWS, the Network of European Worldshops with 15 members in 13 countries represents about 2.500 Worldshops, and is constantly growing. As you know Worldshops in Europe have to get the younger generation involved. Here we present three great examples of how this can be done to inspire you! Germany and Austria put their heads together and came up with an inventive way of turning young people's attention to fair trade. Sweden is also starting a new project to get young people interested in fair trade and in contact with Worldshops.

Next month we will bring you NEWS of how World Fair Trade Day was celebrated! Remember to take lots of photos of your activities!

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The NEWSletter has been edited by staff at the NEWS office in Mainz. We welcome your contributions and comments: office@worldshops.org

NEW Youth Project Initiated in Sweden



For 2005 the Swedish Association of World Shops has been granted funds to incorporate a one-year project which aims to involve and engage more young people in Fair Trade and in World Shops in particular. Two young people, both active in the local World Shop of Gothenburg have been employed part time to facilitate the project activities. The kick off for the project will be World Fair Trade Day, for which a campaign kit especially designed to attract young people is being developed. This material will, in addition to the material designed by NEWS, consist of a brochure designed as a fashion magazine, badges, friendship bands and fairly traded t-shirts.

The main purpose with this material is to show young people that whatever they enjoy doing, be it hanging out with their friends in the park, or playing a game of football, they can at the same time contribute to a better world using one or more fairly traded products. To reach out to young people with the material and the message, the local world shops are encouraged to undertake activities, in cooperation with youth organisations, such as inventive fashion shows, unequal sports games and street theatres during World Fair Trade Day. Later during the year the National Association also plans to spread the material through participating at national musical and/or sports events which attracts a lot of young people.

In addition to developing campaign material, the youth project will undertake activities which aim to increase the motivation and skills of local Worldshop volunteers when it comes to attracting young people. Selected young people will participate in training which will provide them with concrete tools of how to reach out with information to other young people. Furthermore, the website of the national association will be adopted as to better fit young peoples taste and interests.

For further information about the project you can contact Jesper Jones (jesper.jones@varldsbutikerna.org) or Caroline Petersson (caroline.petersson@varldsbutikerna.org).



German and Austrian Worldshop national associations have joined forces in a drive to get more young people into fair trade and in to Worldshops. A "fairjobbing" competition has already attracted the attention of over 700 young people who are clamouring for five exciting Oneworld internships at extremely trendy firms. Young people are offered the opportunity to be a TV Reporter, an online journalist, music label assistant, a sales manager and trend-spotter. Whilst learning more about fair trade themselves, the winners will also be able to bring the issue of fair trade across to other young people who wouldn't normally go into a Worldshop.



As the saying goes, two heads are better than one – and this is definitely proving to be the case for both the Weltladen associations. They each profit from sharing ideas and developing material together. Stephanie Lechner from the German Weltladen Dachverband said she is overwhelmed by the level of interest – they are getting up to thirty new applications a day with one month to go! Just how much the Worldshops have contributed though by communicating the competition to young people is hard to tell. There has been a lot more material produced than Worldshops have ordered up to now. It is now up to the Worldshops in Germany and

Austria to make sure they are attractive and cool places for young people. This project will not only bring more people into Worldshops, but will also increase the general awareness about Fair Trade.



For more information please contact Julia Goebel in Germany j.goebel@weltlaeden.de or Monika Vögel in Austria monika.voegel@weltlaeden.at or check out the website: www.fairjobbing.net

Introduction of Fair Trade in Hungary

The fruits of NEWS CEE project, which aims to support NGOs in EU accession countries develop their own Fair Trade structures and strategies, can already be seen. Project manager Hilary Thorndike is in demand to attend workshops and seminars on Fair Trade. Hungary will be the next stop. Fair Trade project manager Reku Hunyadi from Budapest tells us more about their project:

"These are exciting times in Hungary! People do not know much about Fair Trade yet but some NGOs have decided to take actions and are now working on introducing Fair Trade into the country.

There is going to be an alternative festival called Ökofeszt between 15-16 April in one of the most popular clubs in the heart of the city where people who come along will be given the chance to try the first Hungarian Fair Trade café and become familiar with at least the basics of Fair Trade issues! We are really excited what its reception will be like and how many people will be interested to learn more about the underlying principles of Fair Trade.

Since the issue of Fair Trade is subtle and raising people's awareness in a country where the concept of Fair Trade is not yet widely known and understood, the way how we should go

about it demands thorough planning. For that reason, Útilapu, the Hungarian branch of SCI is organising a workshop in Budapest between 12-16 May, funded by Phare Access, where we will have the possibility to put our heads together and come up with a solution that is likely to work in Hungary in the future!

Our aim is to provide a platform for discussion and also to enable the different Hungarian and foreign organisations to establish a partnership with each other. We believe that co-operation in such issues is vital and awareness raising can be done much more effectively in a network, therefore we would like to join the European network of Fair Trade organisations. We are also eager to learn about the experiences of foreign NGOs; their marketing strategies, their campaigns, and also their voluntary involvement.

If you would like to learn more about this workshop or you think you would like to share your experiences with us and/or you have some beneficial advice for us, please feel free to contact us! We will appreciate it!" Contact Reka at Reka Hunyadi e-mail: rruoch@yahoo.com

Advocacy

Here we update you with some information about the political activity on European level. NEWS played a part in setting up the FINE (FLO, IFAT, NEWS and EFTA) Fair Trade Advocacy office which produces a quarterly newsletter. Here are two articles from the current newsletter. If you would like to receive this yourself please contact: poppe@fairtrade-advocacy.org

Reform of the European Sugar Regime: Fair Trade position



The FINE networks have agreed on a Fair EU Sugar Regime position as a reaction to the European sugar regime which is being reformed.

The current system guarantees sugar producers and importers a high and stable price but it creates an annual surplus of more than five million tonnes of sugar which are dumped onto world markets. There is a need to reform the present

regime because it contributes to world overproduction and it destroys market opportunities for millions of sugar producers in poor countries. However, this reform needs to be carried out very carefully since a drastic change without proper assessment of its impact on producers in poor countries would throw hundreds of thousands of people into poverty.

In July 2004 the European Commission published a first reform proposal and the new regime should enter into force in 2006. Despite some positive elements of the tabled proposal, particularly a reduction in EU sugar production, it does not address key problems associated with the world sugar production.

A Fair EU sugar regime would, instead,

- put sustainable development at its heart. It would ensure that workers in sugar production are not being exploited and that sugar cultivation does not destroy the environment, neither within the EU and nor in the importing countries,
- ensure that small sugar producers, particularly in poor countries, are not being thrown into poverty,
- completely stop dumping EU sugar onto world markets,
- guarantee market access for the poorest countries (LDCs).

The following elements should be integrated into the reform:

- a thorough and independent assessment of the impact of the proposed reform on poor and small producers, particularly in the LDCs, through a proper consultation process with the affected parties,
- guaranteed market access for the poorest countries (quotas) with a stable and foreseeable price that covers their cost of production and living,
- an assessment of the inclusion of sustainability criteria into the proposal which would offer a different import tariff to sugar production that complies with good environmental and social conditions,
- design of assistance and compensation in collaboration with those developing coun-

tries and sugar producers which will be negatively affected by the proposal.

By integrating these proposals into the sugar reform the European Union could contribute to a fair and sustainable world sugar production and to a stable sugar price which enables sugar producers and workers a living wage and decent working conditions.

Stop EPA campaign update



2005 has got off to a flying start following the successful launch of the Stop EPA campaign in Africa and Europe last year. The International Federation for Alternative Trade (IFAT) has joined the campaign and we now encourage IFAT members around the world to find out more and get involved in this important issue that will affect the lives of millions of small producers around the world.

The campaign had its first success in March 2005, when the UK Government published a position paper on the negotiations, stating its agreement with one of the key concerns raised by Stop EPA campaigners – that issues rejected by African, Caribbean and Pacific countries at the Cancun WTO Ministerial meeting should not be resurrected in EPAs. The UK Government statement notes, *“each ACP regional group should make its own decisions on the timing, pace, sequencing, and product coverage of market opening in line with individual countries’ national development plans and poverty reduction strategies”*.

Campaigners in the UK and across Europe and ACP have welcomed this as an important step towards a fairer deal, but stress that the UK is only one of 25 European Union member states. It is now vital to use this momentum and keep the pressure for change up right across Europe.

Following a pan-European planning day held in Brussels in March the campaign is strengthening with activities in Ireland, France, The Netherlands, UK, Germany, Italy, Denmark, Belgium and Sweden. A number of national and joint activities are being planned for the coming months in Europe, but also in Africa, the Caribbean and

the Pacific regions – so to find out more and get involved contact Liz Dodd at Traidcraft on lizdo@traidcraft.co.uk or visit www.stopepa.org

International Banana Conference

A broad coalition of organisations in Latin America, the Caribbean and Europe have organised the second International Banana Conference (the first one was held 7 years ago). The intention is to bring together the full range of public and private organisations



involved in the international banana economy, with a view to establishing a permanent forum for dialogue and debate on the vital issues which will determine the livelihoods and welfare of the millions who depend on the banana trade.

The conference will also seek to secure commitments to a safe working and living environment, to trade union rights, to living wages and fair prices, to a fair gender division of labour, as well as to an EU import regime which promotes sustainable production and fair trade.

The conference takes place in Brussels from 28th – 30th April. For more information see <http://www.abc2.org/>