



## Worldshop Newsletter Summer 2006

Dear Fair Traders,

Silly Season? Cucumber time? For some the summer is a time for lazy days and silly news stories. In my village in Holland we are having a serious problem with cows falling into ditches. How about you? Has it rained fish in Denmark yet? Not so with the NEWS Office. We are still digging out from our very successful campaign. When we launched the campaign we had no idea what a huge success it would be. How naïve we are! With nine of our National Worldshops Associations, and Hungary plus thousands of volunteers working on the 2006 campaign it was always a guaranteed success. One of the most interesting aspects of this campaign was the way in which it was executed on all levels: local, regional, national and European. Engaging to young people and adults. Fun and political at the same time. This was a grand example of the strength of NEWS and her partners. The NEWS Office would like to thank all the people who worked so hard to make this campaign so successful!

In this edition our focus is on Austria. We get an update on the The Weltcafé, so successful in Vienna that there is soon to be a new Weltcafé in Graz. Another success story features a very innovative program focused on young people approaching their peers to inform and sell fair trade goods. This program is two years old and growing! Also there is news on a joint effort between Austria and Germany for the "Come In – Go Fair" project. This action is not only a great way to reach a new and growing audience, young people; it is also a fine example of how working together with our unique experiences makes us all stronger. Thanks to Monika Voegel and Madlene Hochleitner for their contributions.

Probably the biggest event of the year is approaching. Every two years there is a Worldshop Conference. The current conference is being organized by our two Italian members, Ctm Altromercato and Associazione Botteghe del Mondo. I have had the pleasure to work with the organizing committee on the program and I was lucky enough to be able to visit Bolzano and review the conference facilities. This is going to be a truly great conference. The focus is on the future. How can we build NEWS into the retail channel of the Fair Trade movement of the future? By having speakers from the local to European level the organizers will bring our participants plenty to think about and contribute to. This will be a very interactive conference. I am looking forward to hearing about how the movement began in Italy and what is happening in the European Union. How can the Worldshop movement support high level advocacy? How can we build our existing markets? What efforts are being made to open new markets? As Fair Traders we are the guardians to the consumer; how can certification and monitoring provide us with a unique selling point and prevent fair-trade washing? It promises to be a most eventful weekend!

Enjoy this second summer edition and let us know what you would like to see in the NEWSletter. We are always very interested in what our readers think and would like to know about.

Hoping to meet some of you in Bolzano!

Jeanne Marie Jarka  
Coordinator – NEWS

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## Red Cards at European Parliament

The NEWS Office was still overwhelmed by the success of our campaign when we all realized that we had to do more with these red cars. 10,000's of thousands of messages from children and adults all over Europe demanding the end of exploitative child labour. Our solution was to join forces with the Fair Trade Advocacy Office and the IFAT Global Journey to create a real experience at the European level. Thanks to Anja Osterhaus of the Fair Trade Advocacy Office we had the opportunity to participate in a reception and the vote on the "Report on Fair Trade and Development". By joining forces it was possible to make our voices heard at the European level.

It only took one email to Anja Osterhaus to get things moving at the speed of light. NEWS could help support her with a reception to show support and convince the skeptical in anticipation of the FAIR TRADE vote that due to take place in the early afternoon of the 6<sup>th</sup> of July. With the help of trains, buses, shuttles and one car, the NEWS Office finally arrived in Strasbourg. The NEWS Office walked into the reception room at 15:00 on the 5<sup>th</sup> of July. We had two and one half hours to transform a white conference room into a vibrant visual message; an urgent and unrelenting message that exploitative child labour must be abolished and showing our support for the principles of FAIR TRADE. With the help of many people the room was transformed into a wall of red cards. Red cards in nine different languages filled large baskets from Bangladesh, photo's of our event in Potsdam covered a wall. NEWS made a significant contribution to the success of the evening.

Five MEP's signed our special 'BIG RED CARD' in support of our campaign, including the rapporteur of the Report, MEP Frithjof Schmidt.



Camera's flashed, reporters asked questions and a TV crew filmed the event.

Early next morning we are all assembled to begin helping FAO hand our information on the vote and badges. The message: I VOTE FAIR TRADE. We all sat together to see the vote. You could feel the anticipation in the air. The emotions were running high with anticipation. At last the vote. The vote passed. The chair congratulated the rapporteur and it was at once the end and the beginning. You could feel the surge of success from all the people who worked so hard for this to finally happen. For Anja Osterhaus and her team and MEP Frithjof Schmidt this was a huge success and we congratulate them.

## European Worldshops Conference:



### We're off to Italy!!

NEWS and her Italian members Associazione Botteghe del Mondo and CTM-Altromercato invite you to the European Worldshops Conference. The conference will take place in Bolzano, Italy between 6<sup>th</sup> and 8<sup>th</sup> October. This year the main goal is to build a common strategy for European Worldshops movement through sharing experiences and ideas.

In recent years fair trade increased both in terms of turnover and visibility within Europe, so in order to benefit from this opportunity a wider awareness of international, regional and national context is needed.

Since European institutions, such as the European Parliament, are now dealing with fair trade issues and given that at a national level new fair trade legislations are arising, the first session of the conference will be focused on the desire to give fair trade recognition, rules and value.

In the second section we will analyse issues related to criteria, certifications and monitoring National Worldshop Associations, all defining elements to guarantee an additional value to fair trade activities.

The third session will deal with proposals and perspectives on NEWS! and her future. The aim is to become an outstanding political actor at European level through the economic sustainability, effective campaigns and lobbying activi-

ties. The process involves several aspects concerning structures, goals and available resources of the network.

Each of us is called to give a major contribution to deal with this new challenge for the European fair trade movement.

Please contact your national Worldshops Association for to find out how the registration process is organised in your country. The registration form can also be found on NEWS website [www.worldshops.org/activities/conference.html](http://www.worldshops.org/activities/conference.html)

### Austria's Fair Successes

**Come In – Go Fair! Three days packed with fair activities at a fair trade youth conference.**



Instead of singing football songs at the end of June, 100 young people from Europe were singing "Fair Trade makes a change!" at the Fair Trade Mango Party. Dancing to African and Philippine rhythms, eating African Apopfo Annto and Inschera – and writing Fair Trade songs were all part of the fair trade youth conference held in Austria at the end of June. The conference was organised by the German and Austrian Worldshops Associations as part of their joint 3 year youth project. The weekend event gave participants a space to talk about, discuss and argue about world trade, Fair Trade, GMOs, and many more related political issues.

Participants from Germany, Austria and Belgium, as well as guests from England, Ecuador, the Dominican Republic, India, Panama and the Philippines got to know like-minded people, to share experiences, opinions and ideas – and not least to make new friends. The organisers from Germany and Austria went home with bags of inspiration and motivation for the further development of their youth project.

For info go to [www.fairjobbing.net](http://www.fairjobbing.net) or contact Monika Voegel [monika.voegel@weltlaeden.at](mailto:monika.voegel@weltlaeden.at)

### Fair Trade Points: how young people in Austria can also get active.

Fair Trade is finding its way into Austrian schools: two years ago ARGE Weltläden initiated a programme which aimed to motivate young people themselves to raise awareness on Fair Trade and to sell Fair Trade products in their own environment. After all, peers can approach and activate their peers better than anyone else!

The pupils and teachers that want to get involved with Fair Trade Points are actively supported by the local Worldshops. The Fair Trade Points are initiated by the pupils themselves and are mostly integrated into the curriculum, either as a practical or theoretical element: whilst learning about world trade and trade, pupils also get to develop important business and marketing skills.

There are already 23 Fair Trade Points in schools in which 360 young people are active – with commitment, enthusiasm and the all important multiplying-effect! 5600 young people can be reached this way. The idea is also starting to take off in Germany too.

### Weltcafé to open in Graz

When the first Weltcafé opened its doors in Vienna in December 2005, it didn't take long for it to establish itself as *the* place to go for students. Now the Worldshop in the university town of Graz hopes the winning formula works for them too: fair, organic and local ingredients for a range of international dishes and drinks; cultural and political events; art exhibitions; world music and a relaxed atmosphere. The Weltcafé in Graz will open its doors this autumn just as students descend upon the city again. For more information check out [www.weltcafe.at](http://www.weltcafe.at)





### Translating Fair Trade

A unique project between Austrain Worldshops Association (ARGE Weltläden) and translating students at the University of Graz introduced Fair Trade to students – by translating the ARGE website! Throughout the summer semester 19 international students from Japan, USA, Spain, Croatia, Bosnia, Korea and Germany attended Professor Nancy Campbell's Socio-cultural Competence course where they discussed Fair Trade, human rights and other issues related to trade and development. As part of their assessment, the students were then given the task to translate the Austrian Worldshops Association's website into English to make it accessible to non-German speakers. The page should go live this autumn. The course showed that interest in Fair Trade amongst students is high; it was so successful that some students will continue to bring Fair Trade into their studies: one student from Croatia will investigate Fair Trade Advocacy in connection with the EU and Croatia.

The course ended with a coffee-tasting for all students to celebrate the introduction of Fair Trade coffee in university coffee machines. For more information contact Madlene Hochleitner [madlene.hochleitner@aon.at](mailto:madlene.hochleitner@aon.at)

### USA's first Fair Trade Town

18 months ago this NEWSletter shared one of the UK's most successful Fair Trade campaigns – Fair Trade Towns. The concept that has been spreading throughout Europe over the last six years (with over 100 in the UK) has now reached the US. Media, Pennsylvania has just become the first Fair Trade Town in the US! Congratulations! We hope it is the first of hundreds in the US.

For more info on the first Fair Trade Town in the US, contact Elizabeth Killough. [elizabeth.killough@untours.com](mailto:elizabeth.killough@untours.com)

### Advocacy

#### European Parliament supports Fair Trade

The European Parliament adopted a resolution on Fair Trade and Development with an overwhelming majority. The text calls on the European Commission to come forward with a recommendation and increase public support for Fair Trade. "This resolution responds to the im-

pressive growth of Fair Trade, showing the increasing interest of European consumers in responsible purchasing," said the rapporteur, MEP Frithjof Schmidt, during the plenary debate.

"Sales of Fair Trade products in Europe have grown by 20% since 2000. As the EU is by far the largest market for Fair Trade products, accounting for 60 to 70% of worldwide sales, it should lead the way in supporting Fair Trade".

Peter Mandelson, EU Commissioner for External Trade, responded that the resolution will be well-received in the Commission. "Fair Trade makes the consumers think and therefore it is even more valuable. We need to develop a coherent policy framework and this resolution will help us."

The text includes a number of concrete proposals for promoting Fair Trade. Providing 'Aid for Trade' would help more small producers from developing countries to become part of the Fair Trade movement and help existing producers expand their capacity. The report also proposes to support the integration for Fair Trade criteria into public tenders and purchasing policies.

"We want fair prices for all farmers", said Linda McAvan, British MEP and shadow rapporteur for the Party of European Socialists (PES). "In the meantime Fair Trade deserves all our support because it offers producers a decent living and enables them to send their children to school." Fiona Hall, liberal MEP, added: "Fair Trade is a success story. In the UK 3 million Fair Trade hot drinks are consumed every day. But it is much less present in some Member States than in others. We need to support campaigns to raise awareness about Fair Trade, particularly in countries where it is still small."

The international Fair Trade movement welcomes the vote as a long-awaited signal to increase public support to Fair Trade which has been repeatedly recognized by European Institutions for its proven impact on sustainable development and poverty reduction.

Press Release by Anja Osterhaus of the Fair Trade Advocacy Office. A copy of the report can be downloaded at the NEWS website: [www.worldshops.org/news/new.html](http://www.worldshops.org/news/new.html)

## Project Partners Wanted!

The Waterford One World Centre in Ireland is currently looking for partners to join them on an education project that aims to promote ethical consumerism:

*"We are seeking a Grundtvig Learning Partnership so that we may exchange experiences and make plans for the future with other European groups who share similar goals. The vision for this project is two-fold: first, we would like to raise awareness of the issues surrounding trade injustice; and second, we would like to identify the best practice for educating adults about sustainable development. Our hope is to develop a guide to good practice, incorporating lists of suitable resources, descriptions of the most useful methodologies, approaches and training plans for adult educators which will be supported by a project web page.*

*The Waterford One World Centre has extensive experience in Fairtrade education both in the formal sector, for years delivering Fairtrade Development Education Workshops in both primary and secondary schools and in adult education.*

*Our "Fairtrade City" campaign, which began in 2004, expanded our target group to adult learners. We formed a Fairtrade Action Group, drawing membership from all sectors of the community, including teachers, union representatives, City Council staff, environmental activists and local business people. The Action Group sought to find ways to make global trade issues relevant to ordinary people in local and personal contexts. Our activities aim to raise awareness of local/global issues, educate people about international trade inequalities, and empower citizens to take actions that have a positive impact in their communities and in the larger global community.*

*We have targeted adult community education leaders and are working with them on strategies to encourage and support adult learners to become involved with global justice issues. We believe that a global perspective on issues such as inequality and poverty can enable learners to reflect on their own communities, to learn from others, and to act in solidarity with both local and global neighbours.*

*We will apply for financial support in March 2007 and forecast a two year span for this project. An initial partners meeting will take place early in 2007."*

If you are interesting in learning more about the project, please contact Jennifer Hennebry [fairtrade@oneworldcentre.com](mailto:fairtrade@oneworldcentre.com)

## Buy Fair – A Guide to the public purchasing of Fair Trade products

July saw the publication of "Buy Fair – A Guide to the Public Purchasing of Fair Trade Products". The booklet was published as part of the Fair Procura project, which NEWS members CTM Al-tromercato and Oxfam Wereldwinkels are involved in, and aims to provide clear and simple advice for public authorities wishing to purchase Fair Trade products. The guide includes the following:

- ❑ An introduction to Fair Trade
- ❑ Advice on minimising legal uncertainties in procurement
- ❑ Actual text that can be used directly in public tenders
- ❑ Suggestions for other complementary activities

For more information on the guide, or indeed the project itself, Marzia Rezzin can help.

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