



Worldshop Newsletter November 2006

Dear Fair Traders,

The NEWSletter Finnish edition covers the full spectrum of the Fair Trade retail experience. Fashion shows and a competition, the opportunity to see your product design become a Fair Trade product and a very strong showing of governmental support for Fair Trade procurement! There is something for everyone in the November edition of the NEWSletter. Please pay special attention to the new marketing strategy being used by the Finns. By being more mobile and going to the consumers and advocates via events they have touched the lives of many more individuals than they would have in the traditional shop environment.

The NEWS Office would like to take the time to thank the hosts of the last WorldShop Conference, Associazione Botteghe del Mondo and Ctm Altromercato for all their work and hospitality. The conference was held in Bolzano, Italy from the 6th-8th of October 2006.

Please let NEWS hear about your upcoming events. It would be great for us to be able to share with our members what's going on before it happens! You never know how many people are interested in what you are doing in your corner of the world.

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Xploring Fairytales

A Dutch – Kenyan Fair Trade Project

This summer 15 Kenyan and 15 Dutch young adults got the chance to discover the true stories behind Fair Trade. The Dutch visited Kenya in summer, where the Kenyan participants showed their Dutch guests how Fair Trade in Kenya works. Two months later, the Kenyan participants visited the Netherlands. There they got an insight into the export market of Fair Trade. The Kenyans shared in the daily lives of the Dutch participants got to know the Worldshops where fair trade products are being sold. The Dutch Association of Worldshops partners were importers Fair Trade Original, and Xplore – an initiative aiming to make young people share cultural differences, work experiences, life prospects. In Kenya the two partner organisations are Mango True Mirage and KEFAT. The project was financed by the Dutch Foreign Affairs ministry.

One Kenyan participant, Hilda W. Githaiga had this to say Fair Trade in the Netherlands:

„One thing I liked about Fair trade in Netherlands is their strong Branding of products and uniformity in their worldshops, I believe for a product to sell you have to observe the 4p's of marketing (Product, Pricing, Packing and Promotion) which have been incalculated appropriately. It is so easy for one to identify a fair trade product or a worldshop in any city of Netherlands because of branding and all the shops have the same colour.“





This wonderful project could be transferred to other European countries and if you are interested, Mariken de Bruijn from Dutch Association is the best person to talk to: she already has some advice "start planning early and do not to underestimate the time and effort needed to create a group feeling". Email: MdeBruijn@wereldwinkels.nl

"KIDZ@WORK" Campaign World Fair Trade Day 2007 coming soon!

Mark the date in your calendars: 12. May 2007 is the next World Fair Trade Day. It will be the last one within the ongoing campaign and carries on with the same theme as in the previous two years: exploitative child labour. Based on a product to be decided in each country Worldshops will inform their costumers about exploitative child labour and the benefits of Fair Trade especially for the producer's kids by spreading the message "FAIR TRADE PROTECTS CHILDREN'S RIGHTS!", Worldshops will show that Fair Trade is one of the important tools to fight against desperate poverty and that it's already working.

To involve kids as well, a photo-contest named "My Fair Trade World" has been created too. It will be the main activity on World Fair Trade Day and already begins on the 01. February 2007. The main goal is to get children and their multipliers in contact with their local Worldshop. Therefore the contest will be a great opportunity to do awareness raising work with children and school classes. Kids, aged 6-16, will be invited to take pictures of their Fair Trade world and bring them to their local Worldshop. Since this picture will show a very individual point of view (seen through the lens of a camera), the kid is saying: "Look, this is MY FAIR TRADE WORLD. This is the world seen with my eyes." The theme of the contest is as broad as possible deliber-

ately; there is only one "must": a Fair Trade product or Worldshop must be in the picture. The contest will run until World Fair Trade Day 2007. Local and European prizes may be won: the local winners will be announced on World Fair Trade Day live by a (children-) jury. Since Worldshops will be encouraged to use all pictures for an exhibition on World Fair Trade Day in their shop (and for example later on in the Town-hall or in schools), they can do public awareness raising work on exploitative child labour and the benefits of Fair Trade in stopping child labour too.

More information will follow soon.

By the way: next year, not only NEWS members will use the slogan "My Fair Trade World", but IFAT as well. It will be a real global "World Fair Trade Day" then!



NEWS maailmankaupat – the Finnish Association of Worldshops

Fair trade market in Jyväskylä outgrew its visitor target - Minister Mauri Pekkarinen positive about Fair Trade

The Fair Trade event held in Jyväskylä on 15-16 September gained a wide ranging interest in the public. The visitor numbers were 1/3 higher than expected: Fair Trade products and the entertainment on stage received well over 3000 visitors' interest over the weekend. The market offered a stage show, a fair trade café and a children's play corner. Exhibitors had come from all over Finland: Worldshops, Fair Trade activists and organizations among others. Worldshops included Juuttiputiikki

from Oulu, Aamutähti from Turku, Tampere ATO, Mango from Jyväskylä, Elämänlanka from



Kuopio and TÄHTI shop from Helsinki. At the Turku shop's stall Mari Virtanen was exhibiting a range of clothing produced at the Aj Quen cooperative in Guatemala, of which the visitors could vote their favourite outfit.

Fair Trade markets have also traditionally included a visit from a producer, this time marketing director Sonali Shrestha from the Mahaguthi organization in Nepal. Mahaguthi is the first and largest Fair Trade organisation operating in Nepal.



Minister of trade and industry Mauri Pekkarinen visited the market on Saturday and revealed his positive attitude towards Fair Trade and ethical purchases done by municipalities. Minister Pekkarinen promised that the Ministry of trade and industry will investigate and give instructions to the municipalities on how they can take ethical issues into account when comparing offers from distributors.

"We hope the event will serve as a revival boost for the local Fair Trade work and that it will increase the interest in fair trade in a concrete manner" said organizer of the event Elina Markuksela from the Jyväskylä Worldshop association/ Worldshop Mango.

Press photos from the event are available at: http://www.reilutmarkkinat.net/kuvia_tapahtumasta.html

Palam soap from the Palam Rural Centre favourite product

'Cleanliness is next to Godliness', goes the saying. In the Palam rural centre, soap is also what brings food to the table for the whole family. The fragrant pure vegetable oil soaps are manufactured in Southern India following the Fair Trade principles. Palam offers its employees a wage 30% to 40% above the local average, a



house, clean water and no-cost healthcare. Children receive free education at the Palam school which concentrates specially on IT in its teaching programme. In addition, the workers' future retirement years are secured thanks to the cooperative's pension scheme.

The Palam soap range includes kiwi fruit, neem, cucumber, coconut and ayurvedic javali soaps. All the soaps are wholly vegan, made from 100% natural ingredients and gentle to the skin. They are available at Worldshops. The Finnish Association for Worldshops will be inviting an artisan from Palam to visit the World Village festival in Helsinki next spring.

Winner of the best Fair Trade outfit



Finland's biggest urban festival, the World Village festival in Helsinki had its own Worldshop village within the festival area this year. The Helsinki Worldshop organised a Best Outfit voting contest. The outfit which gathered the largest number of votes was number 1, consisting of an Aish Icon t-shirt, black capri pants from Thanapara and turquoise leather belt from Palam. The winner was selected among

500 voters and is the Vantaa resident Enni Selenius. Enni will receive the 'Kypsänä työelämään' logo t-shirt from the Finnish Association of Worldshops' new t-shirt range. They are available for order at the association's website at <http://www.maailmankaupat.fi/materiaalit/index.html>

Product designing at the Oulu shop

The Oulu Worldshop, Juuttiputiikki, has formed a group focusing on the development of the shop - producer relations between it and its suppliers. The group meets every week this autumn to plan its orders from India and Bangladesh. One activity it also has is product design for clothing and toys. The aim is to start production on a unisex model for a hooded anorak for the winter 2007 season. The design and patterns will be made by Shelby Oy, a company in Oulu manufacturing outdoor clothing. The intention is that product development process could eventually

be followed by visiting the producers in Bangladesh as well.

Volunteer trainings in October

The Jyväskylä Worldshop organization will organize an open volunteer training course in the Jyväskylä city library. In Oulu there will be a training for volunteers where new members will receive information on producers, the principles of Fair Trade and Worldshops. A training session will be organized also in Turku.

Worldshops are touring markets and events

The nation-wide network of Worldshops made itself more visible by many shops taking part in a variety of events, selling traditional Worldshop products (making a distinction between them and the FLO certified products). This year the shops will be taking part in over 100 events, markets and fairs and will organize visits to schools and local churches. Especially the Oulu Southern Worldshop organization and Worldshop Kirahvi from Hämeenlinna have been active event participators, the former in Northern Ostrobothnia and the latter in Southern and Central Finland. The internet based shop Planet Fair Trade has also been active in promoting Fair Trade at several events. Kokkola Worldshop had a stall at Kokkola market on Wednesday evenings during the summer and Elimu in Rovaniemi sold products on the town's central Sampo square.



For a list of upcoming events, see:

<http://www.maailmankaupat.fi/ajankohtaista/tahtumakalenteri.html#nyt>

Some recent events:

September: Well-being event at University of Lapland, with Worldshop Elimu.

23-24 September: Rakenna-Sisusta-Asu, home improvent and decorating fair in Oulu, with Worldshop Juuttiputiikki.

3 October: Members' Day in Ivalo Kiela with discounts on selected items for members of the local Worldshop organization.

5-6 October: My Way - youth fair in Jyväskylä, with Worldshop Mango.

Sales on the increase in several shops

The summer sales figures show an increase from the previous year in a number of Finnish Worldshops.

Shop news:

-Ivalo's Kiela shop has increased its sales thanks to the new trained and qualified sales assistant.

-Lohja shop has increased its sales mostly as a result of successful events sales.

-Worldshop Mango's improved figures can be accounted for by the upkeep of the sales stock. They have also experimented selling at summer events and will continue this next year.

-The Oulu shop Juuttiputiikki made a handsome sale during the summer, particularly in July when its sales were over 30 % more than the previous year. Good sales figures are the result of joining in the credit card system, keeping an abundant selection of new products and the possibility of extending the contract of the paid sales assistant for another year. Early summer at the Oulu shop was spent on preparing and sending out wholesale orders. Ceramics, soaps and leather sandals as well as Thanapara summer clothes were sent across Finland. At present the wholesale stock can be viewed online at www.juuttiputiikki.fi/tuotekuvasto. The shop will also start stocking the KAIKU clothes range this autumn. Painting the shop walls has also given a boost to the shop; the orange wall creates a beautiful background to the cane and jute products.

-The Fair trade shop TÄHTI launched its KAIKU clothing range this spring and this has brought customers all the way from Northern Finland to the shop in Helsinki. Many were not familiar with the biggest Fair Trade shop in Finland and discovered its existence only through the interest sparked by KAIKU in the media. Often a customer coming for the clothes would find something else in the shop too, for example a sisal mat from Tanzania. The TÄHTI shop has had a new shop assistant since September, Anu Kaarina Hämäläinen. Anu Kaarina is an active member of the Worldshop Tasajako in Tampere and president in the Worldshop organization Tasajako. During this autumn the crocery selection in TÄHTI shop will be widened and constant product availability will be focused upon.

Changes within the Finnish Worldshops

Kirahvi shop in Hämeenlinna gave up its premises

Since July the Hämeenlinna Worldshop association has focused on selling solely at markets after giving up its premises. The association has traveled across Finland to 33 market events in total together with Maailmankauppalehti, the Finnish Worldshops' magazine. The events have had roughly 160 000 visitors altogether and the association has made sales of 23 500 euros, amounting to an average of 712 euros per event.



Tuija Saloranta from the Kirahvi shop says: "Worldshops operate on two equally important facets: profitable shop-keeping and information distribution. From our experiences this summer we have realized we can multiply our sales greatly by professional market selling and just in one day at a market we can reach and give information to more people than what we would by having the shop open for a whole year".

The Hämeenlinna market tour will continue until Christmas and by that time the association will have visited over 70 events. Next year the goal is to increase this number, also then in association with the Worldshops' magazine. From January until April the Kirahvi market sales group will be visiting producers and looking for new products in India for the next summer market season.

Photo exhibition 'The Chance to an Ordinary Life -moments from Bangladesh, India and Nepal' at the regional library of Lapland in Rovaniemi on 4-16 September

The exhibition set up by Worldshop Elimu displayed photos taken by Kati Hjerp and Jukka Kärkkäinen on the trading partnership visit the association Swallows in Northern Finland made to South Asia. The visitors to the exhibition could enjoy the beautiful pictures as well as read about the work done by Elimu in Rovaniemi.

Mikkeli Worldshop association began a project in Nairobi subsidized by the Finnish Foreign Office

The project was started in early April in the Kibera slum in Nairobi. The project will support a grassroots organization which has a basic operation centre in the slum. The centre has an unofficial school for children who have no other access to education (only 25 % of children in the Kibera slum go to school) – the project will pay for the teachers' salaries, education material and school meals. The project also has a youth group which organises activities and different awareness campaigns on HIV/AIDS etc. The project will be also providing the salaries for the administration personnel and school cooks. Training will be given on project management and other aspects. Young people will benefit from the chance to take up a vocational training course and girls under a specific threat (eg arranged teenage marriages, genital mutilation or sexual abuse) have received place in safety centres of other organizations. Parents of the children involved in the project have started producing crafts such as bags and ponchos, and young people are making jewelry which will possibly be available later on in Mikkeli in the local Worldshop. The project will continue to run until December 2008.

News from Estelle and the Uusituuli association

The Fair trade sailing boat s/v Estelle sailed during the summer on the Finnish coast from Turku to the World Village festival in Helsinki and on to Rauma Blue Sea film festival via Tammissaari and Taalintehdas. The ship was open to visitors with a Fair Trade café and movie and puppet shows. Footballs and hammocks were sold by the association. Estelle also acted as the place for two Prometheus camps and the Finnish Nature League's Baltic Sea camp, and organized sailing courses and volunteering days.



In early autumn a three-week long EVS volunteer camp took place in Turku both on the ship

and at the bicycle renovation centre/shop from which the association receives part of its funds.

The Fair Trade information distribution project application filed in the spring to the EU together with some other European Fair Trade associations has progressed to the final stage and the decision will be finalized in the course of this autumn. If the project will come to life it will mean a busy winter in preparing the Northern European tour and school visit material, as well as getting Estelle ready to sail on the bigger seas.

More information at www.estelle.fi and contacts at: [uusituuli\(at\)estelle.fi](mailto:uusituuli(at)estelle.fi)

Worldshops and producers

Visiting producers

In the summer the town of Äetsä received a visit from the Äetsä Worldshop association's Tanzania project partners, carpentry teacher Julius Mhando and masonry teacher David Mwangi. The Äetsä Worldshop operates a flea market and donates the profits to its Tanzania project. At present the association runs a vocational training development project in Mikochen which aims to improve the skills of the poor and marginalized youths in the Mikochen area and thus prevent their further displacement from the society.



Jyväskylä Fair Trade market is to receive a visit from Sonali Shrestha of the Mahaguthi cooperative in Nepal. Sonali will also be visiting the TÄHTI shop in Helsinki where she is to discuss the details of the KAIKU clothes range spring line and meet the Finnish designers. In Jyväskylä the KAIKU clothes will be part of the Fair trade fashion show.

The Oulu Worldshop Juuttiputiikki will host a visit from the The Palam leather and soap producers cooperative in South India in May. The secretary of the society Sundarkumar and artisan Jesuthass have been invited by the Finnish Association of Worldshops to come to Finland to the World Village festival and other events taking place in May.

Other Fair Trade related news

The drama movie 'Riisuttu mies' by Aku Louhimies opened on 15 September. It was partly shot on location in the Turku Worldshop Aa-

mutähti Exhibition on Indian stand taking comics in Jyväskylä city library on 4-18 September. World Comics held an exhibition at the Jyväskylä city library in conjunction with the Fair Trade market held in the city on 15-16 September. The exhibition, which has also been on display in the modern art museum Kiasma in Helsinki, features expressive Indian comics drawn by local NGO activists. They deal with important issues such as women's rights, problems faced by indigenous groups, corruption and the caste system. The poster comics are part of the information distribution work done by Indian non-governmental organizations. The posters are screen printed or photocopied and posted on walls in temples, post offices, health care stations and other buildings. More information can be found at the group's website at www.worldcomics.fi

Awareness Raising Impact of Fair Trade in Spain

In light of the low levels of awareness raising impact that Fair Trade has in Spain, the Spanish Association of Fair Trade (Coordinadora Estatal de Comercio Justo) has launched the project "Awareness raising impact of Fair Trade" a one year project co-financed by the Spanish Agency of International Cooperation (AECI) and aimed at providing development NGOs and Worldshops with tools and guidance on how to increase population's awareness of Fair Trade.

The project is divided in two tiers, one focused on the impact of NGOs belonging to the Spanish Association of Development NGOs and the other one focused on the potential impact of Spanish Worldshops.

For more info on the project and other activities of the Spanish Association of Fair Trade, please contact María: direccion@comerciojusto.org

Advocacy

European Parliament supports Fair Trade

As reported in the last NEWSletter, the European Parliament passed a resolution on 6th July this year "to strengthen the European Union's commitment to Fair Trade". The resolution recognises Fair Trade as an effective tool for sustainable development and suggested that the European Commission issue a recommendation on Fair Trade. Following on from this, Lib Dem MEP Baroness Sarah Ludford has now pressed the trade commissioner Peter Mandelson to "make a reality of his pledge to elaborate a coherent EU policy for support of Fair Trade products, including clothing". According to Sarah Ludford, "commissioner Mandelson's response was encouraging and I am sure that his invitation 'we are looking for opportunities to support the Fair Trade movement when it comes up with targeted 'requests' will be taken up!"

If you would like to read the full exchange, you can find it on the following website:

<http://sarahludfordmep.org.uk/speeches/131.html>

The four international Fair Trade Associations FLO, IFAT, NEWS and EFTA, will publish a new book about Fair Trade, its impacts, successes and challenges. *Business Unusual – Successes and Challenges of Fair Trade* shows how Fair Trade works in practice, based on the examples of coffee, rice, handicrafts, cotton and textiles. It demonstrates the pioneering work of Fair Trade Organisations in developing a truly responsible business model. By showing that fair trading is possible it wants to encourage all business actors to apply similar principles. It also discusses some lessons from Fair Trade for trade policy making, looking behind the reasons for the stalemate in world trade negotiations.

Business Unusual addresses important questions, such as:

- How does Fair Trade concretely benefit poor and marginalised producers?
- What is the difference between Fair Trade and other ethical trading initiatives?
- What is the right balance between business operations and the mission to make trade more fair for all?
- How can the Fair Trade movement co-operate with multinational companies and still remain critical where necessary?

Business Unusual is a reference book for everybody who wants to look behind the scenes of Fair Trade. It will be published in English, German, Dutch, French, Spanish and Italian. The

English version will be available early November, other language versions will be ready between December and February. The English version of the book will be distributed by Fair Trade media in the UK. You can order a book by calling ++44 (0)845 009 9012 or by emailing elainef@pointov.com. For further information visit www.fairtrademedia.co.uk.

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