

A Brief History of the Fair Trade movement



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- **Fair Trade today**
- **Where did it all begin?**
- **Crafts and food**
- **Market access and Fair Trade labelling**
- **Awareness raising, campaigning and advocacy**
- **Networking**

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Fair Trade today

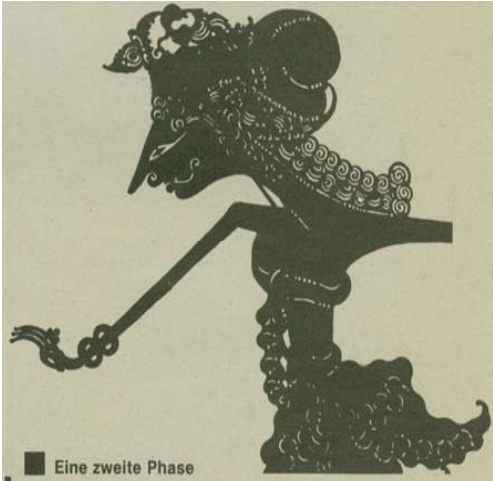
global movement

Benefit for about 1.4 mil. Small-scale producers and workers

Products sold in thousands of World-shops and supermarkets in North and increasingly in South

Impact in political discussions and social awareness

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Where did it all begin?

Many stories

- Needlework from Puerto Rico
- Crafts from Chinese refugees
- Sugar cane from the Philippines

Different motivations

- Social: Fair Trade Organisations
- Political: Trade not Aid
- Development trade
- Solidarity trade



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FT-Products

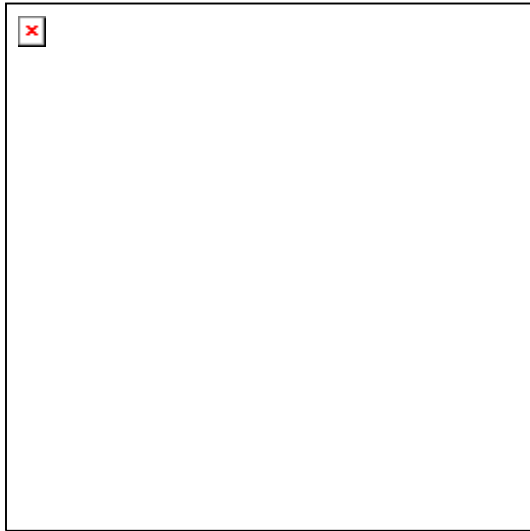
- **Crafts**
- **Food**
- **Industrial goods**
- **Fair Services**



FT Quality

- **Ecological**
- **Social**

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Market access and Fair Trade labelling

- **FLO-Label**
- **WFTO-FT Organisation Mark, SFTMS**
- **Charter of FT Principles**
- **Competitive Systems**

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Awareness raising, Campaigning and advocacy

- **1984 European World Shops conference**
- **1996 European World Shops Day**
- **2002 World Fair Trade Day**
- **FINE Advocacy Office in Brussels**



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Networking

International

- Since 1972 biannual conferences
- 1987 EFTA
- 1989 IFAT (now WFTO)
- 1994 NEWS!
- 1997 FLO

Regional

- COFTA, EFTO

National

- e.g. Kefat, FFH



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Concluding and Challenges

- **Unity in the FT-movement**
 - **Keeping the standard**
 - **Extension of product range**
 - **FT in the north**

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That is how your ancestors also dressed in their early days