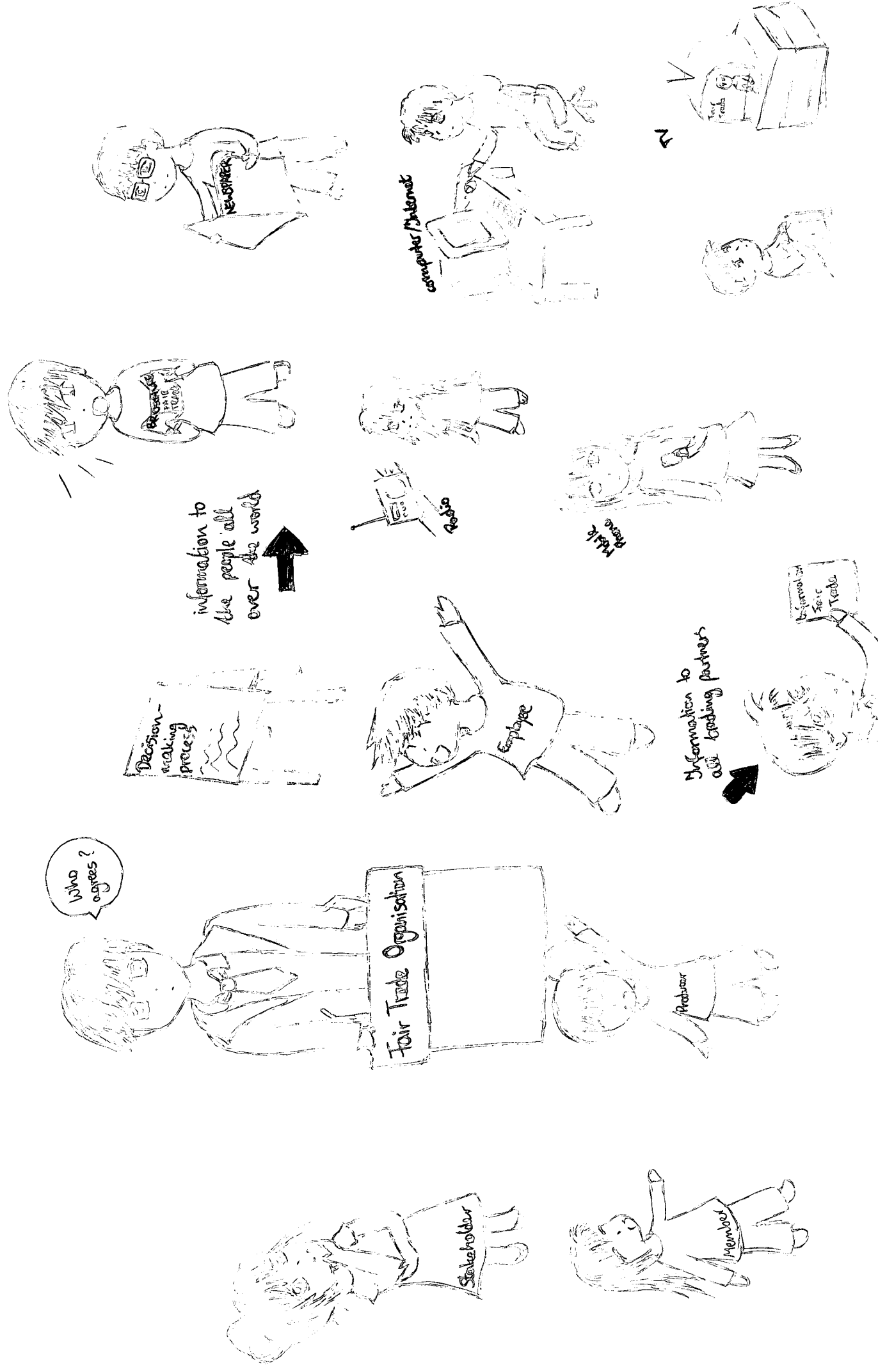


Principle Two:

Transparency and Accountability



Principle 9

→ Promoting Fair Trade!

The new Fair Trade
chocolate!



with fairly won
cocoa beans!

Enjoy the fair taste

More information: www.fairtrade.com

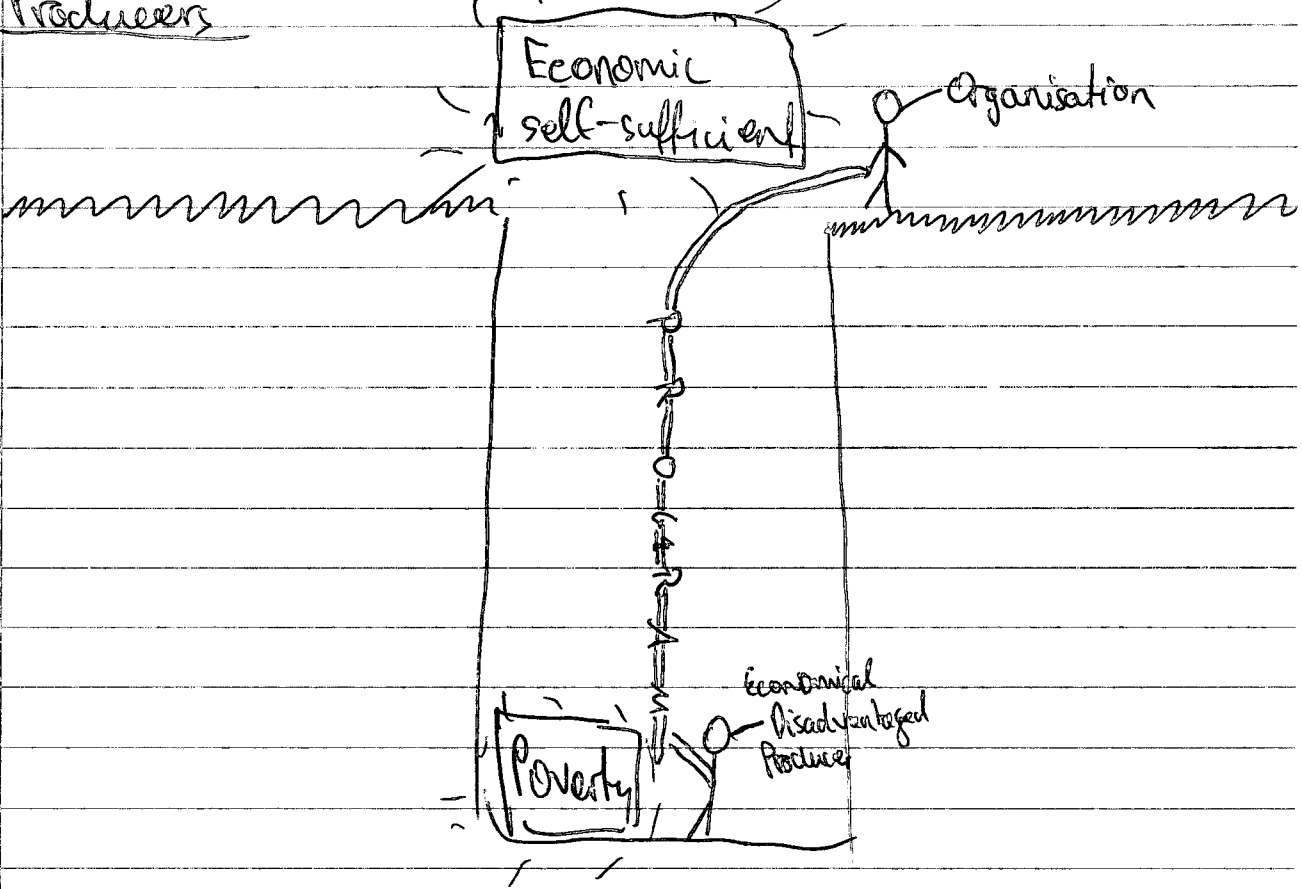
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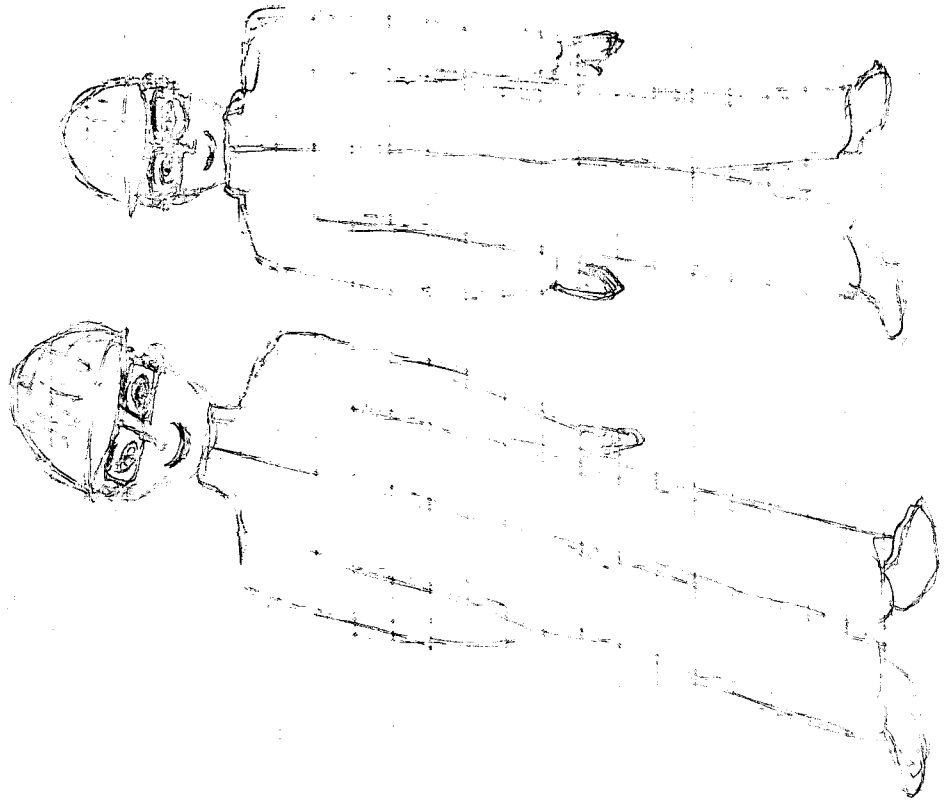
You know

The idea of ethical consumerism is actually quite good, but for me it's more like being a vegetarian: you're doing something good, but you get no credit for that and don't change much, or, in the worst case, nothing. I wouldn't say that ethical consumerism is ~~a dumb~~ ^{or useless} ~~passion~~ or something ~~like that~~, but you shouldn't expect too much from it.

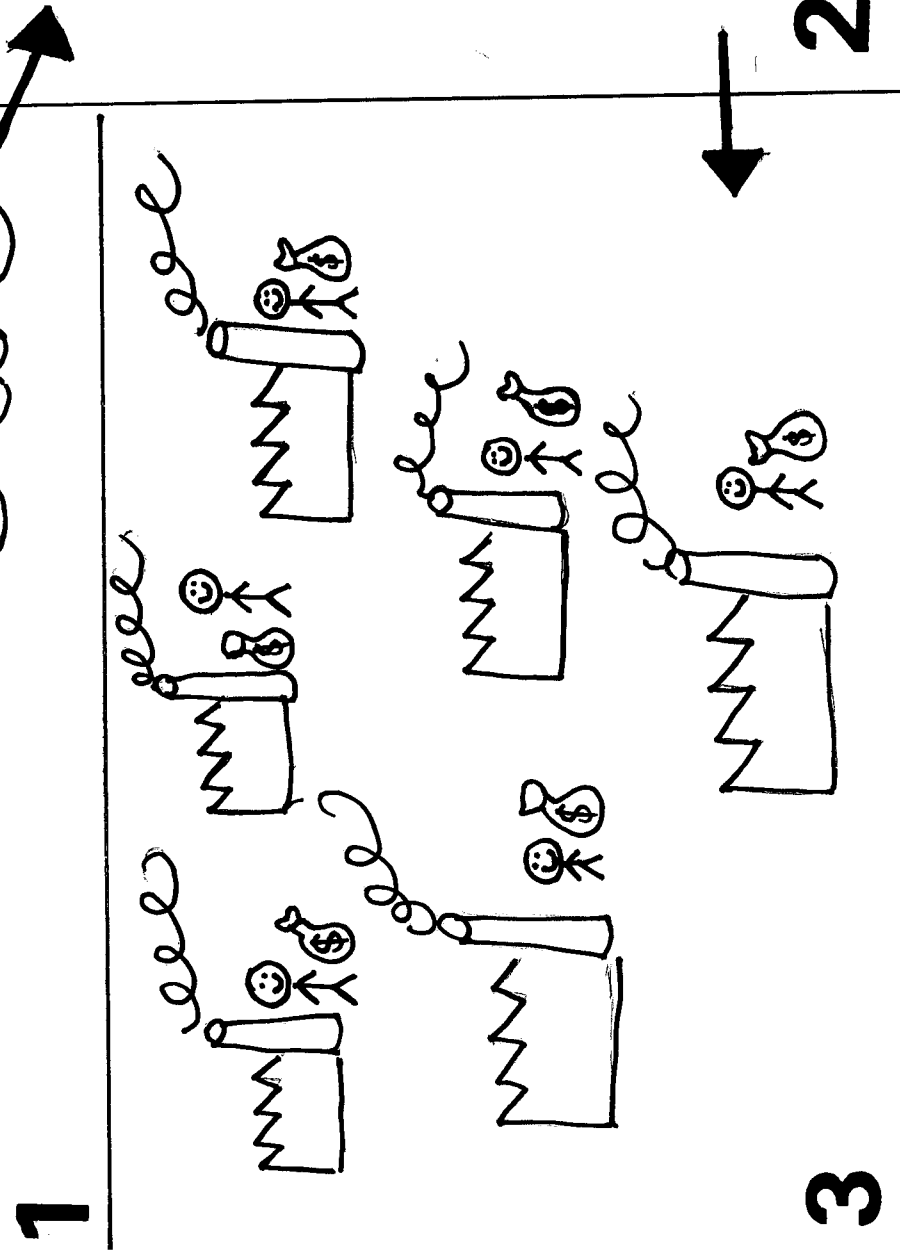
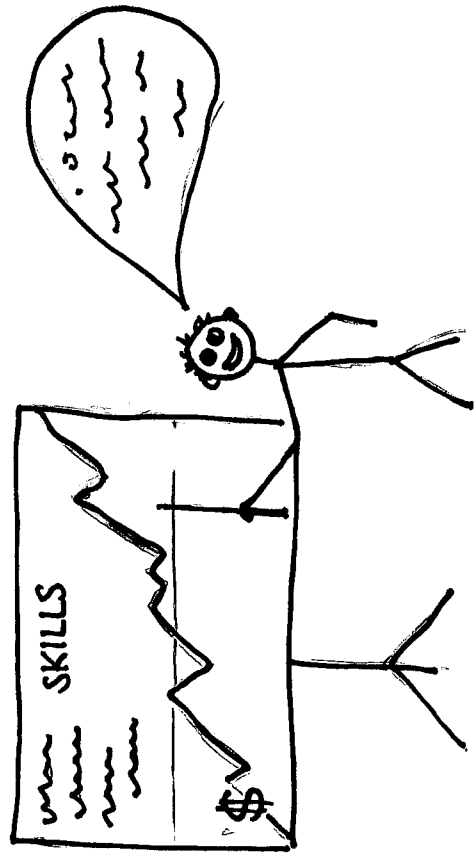
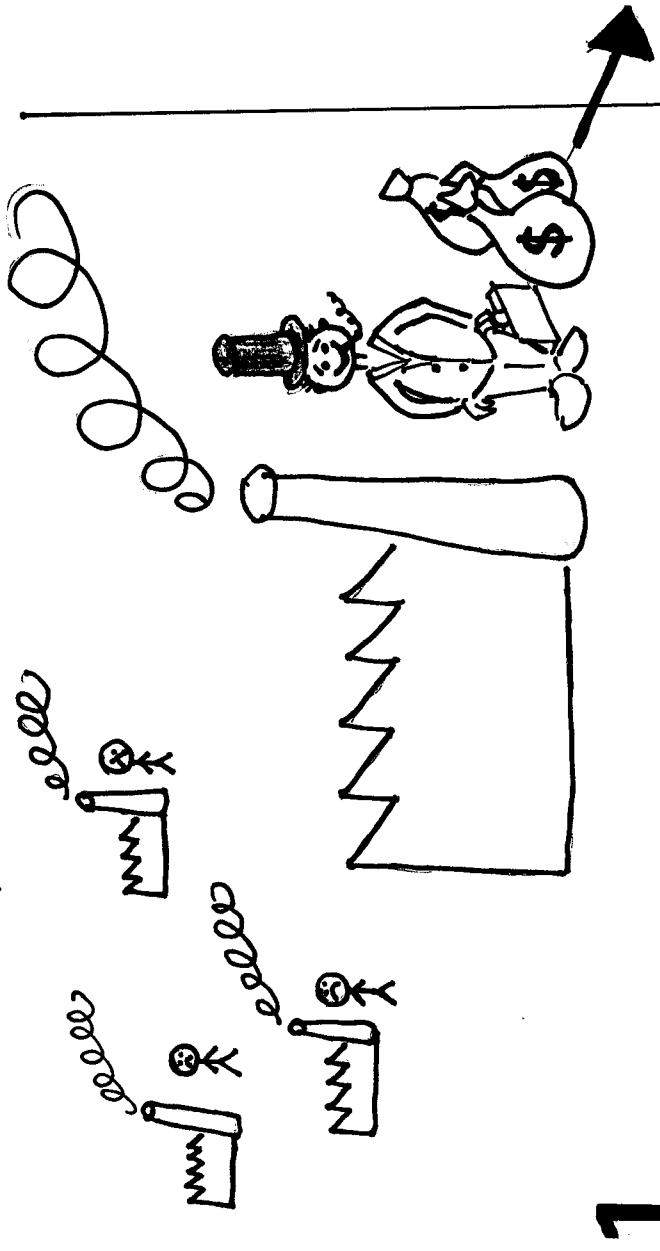
Creating Opportunities for Economically Disadvantaged Producers



Ensuring Good Working Conditions



PROVIDING CAPACITY BUILDING

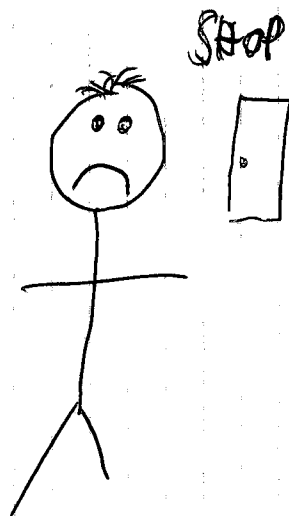


Fair Trade

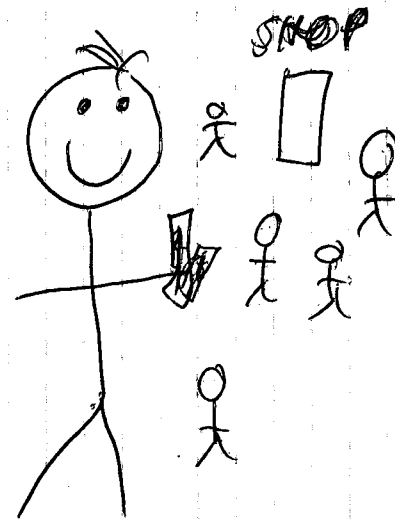
Principle One: Creating Opportunities for Economically Disadvantaged Producers

Poverty reduction through trade forms a key part of the organization's aims. The organization supports marginalized small producers, whether these are independent family businesses or co-operatives. It seeks to enable them to move from income insecurity and poverty to economic self-sufficiency and ownership. The organization has a plan of action to carry this out.

Before Fair Trade



With Fair Trade



stakeholder - Teilhhaber
marginalized - disadvantaged
underprivileged

remuneration

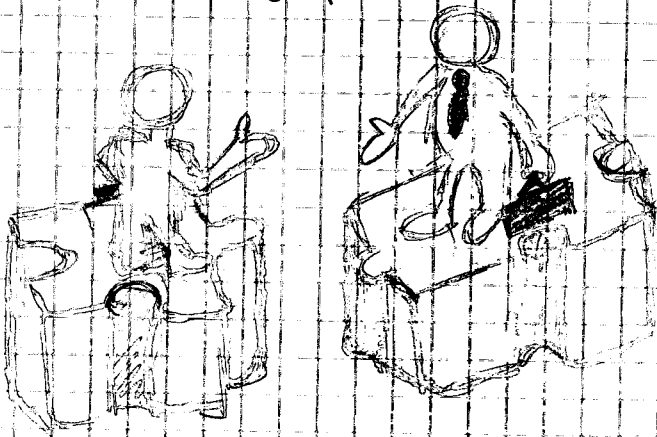
Principle Six: Commitment to Non Discrimination Gender Equity and Women's Economic Empowerment and Freedom of Association



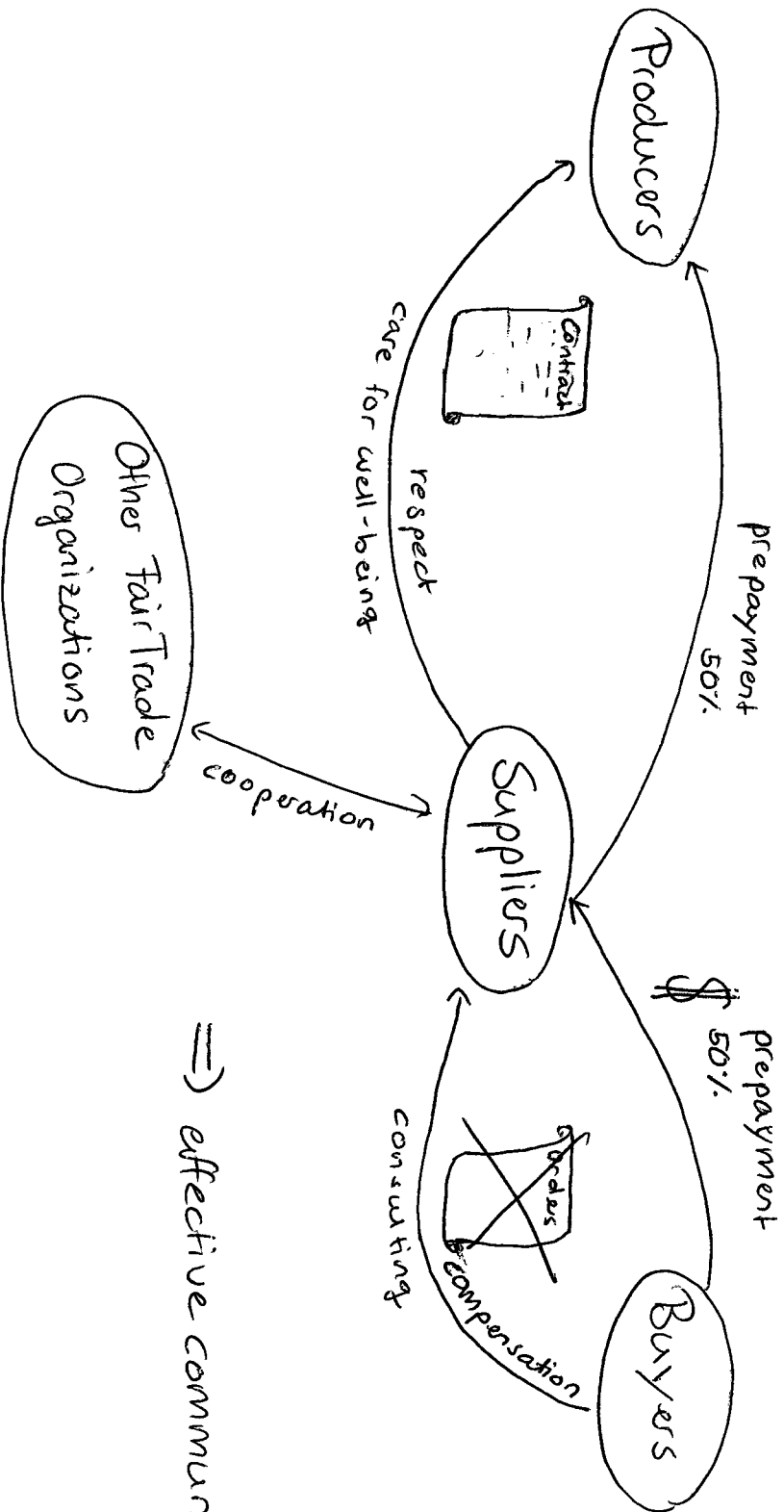
10 Principles of Fair-Trade

Principle Two:

Fair trade involves transparent management & commercial relations to deal fairly & respectfully with trading partners

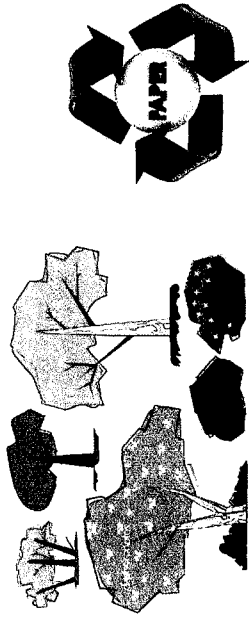


Fair Trading Practices

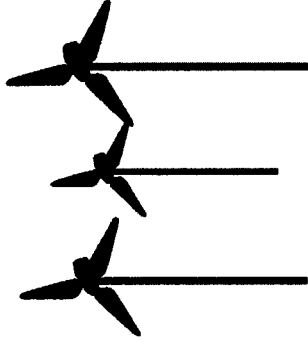


⇒ effective communication

Principle Ten : Respect for the Environment

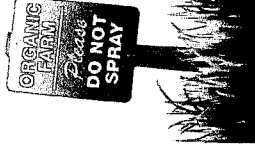


Use *renewable* raw materials

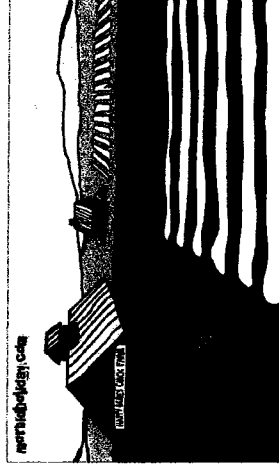


Renewable energy technologies

Fair Trade
Factory



Only organic or low pesticides



Fair Trade Farmer

Minimize greenhouse gas emission
Minimize environmental pollution