

International Solidarity Campaign “Stop World Poverty”



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“Stop World Poverty” campaign

- Combining the solidarity actions already planned by the cooperatives to ensure the nutrition, health care and schooling of children and their families
- The Support for business and economic developmental projects from which are associated; producers, or cooperatives, to guarantee the marketing of products within the channels of Fair Trade, economic and environmental sustainability, independence, strength and durability over time



The resources committed for the next three years equals 25,000,000 Euros collected from members or made available by the cooperatives



Fair Trade in Italy



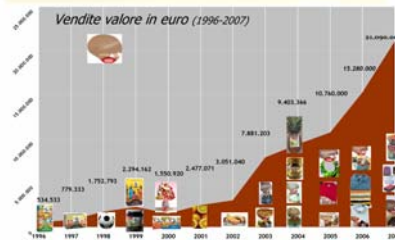
An estimated retail value of about 100 million Euros

- Some 50 million Euros sold in 480 shops around the world with 13,000 references which has remained substantially static over the last 2 years
- Some 50 million Euros sold in the GDO market, Food and non-food, with some 120 references certified as FairTrade.
- 21 million Euros of sales in the Coop, with 69 brand references "solidarity" and certified as Fair trade.

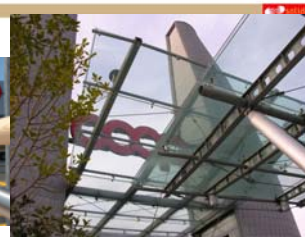


Fair Trade in Coop

i risultati: una continua crescita



- The Coop was the first Italian chain of distribution in 1995 to engage on issues of fair trade
- ANCC/COOP is amongst the founding members of TransFair Italy
- Since 2002 Coop has had its own line of products "Solidal"
- The sales volume from 2002 to 2007 has shown strong growth in relation to the expansion of the range and increased customers
- Coop is committed for the next few years to further develop and qualify the product range of the fairtrade brand "Solidarity"





the Potentials and limitations of Fair Trade in Italy

Limits

- Lack of institutional and regulatory support
- fragmented network sales
- The products are not always competitive in quality and convenience
- No common strategies in the world of fair trade

The potentials

- Sensitivity of citizens, especially the young
- Strong network associations who are sensitive to issues of international cooperation
- New availability of a joint effort of different collaborators within Fair trade, Coop, Consortia Botteghe World



The reasons for the coop's commitment



- Allowing entry into fair trade with new experiences for new business sectors who expand supply
- Giving strength to some business cooperatives
- Increase the range of brand products "solidarity" in a positive response to our members requests
- Building with participants within fair trade, common pathways that increase the quality and convenience of certain products
- Speaking to the audience of consumers about the fight against poverty, increased cooperation, with critical and responsible consumption, as well as fair trade with the history of the producers and their products

Stop World Poverty the projects



- 14 projects will be financed for the development of certain sectors, especially food, with the intent to ensure that cooperatives or associations of poor producers have a chance to develop their activities and the sale of their products in the local market or within the fair trade sector.
- They will find the Coop a potential sales channel, non-exclusive, which will ensure a relationship based on the criteria of fair trade.
- The Coop will engage in the process of building a breadth of skills necessary to ensure quality and safety.
- The goal is to defeat poverty, but also guarantee the rights of the person. The right to food, water, health and education. The right to work and its equitable remuneration.
- The projects run by NGOs or associations, are strongly associated with typical production and peculiarities of the territories concerned, because of this, the direct beneficiaries are the local communities.



Stop World Poverty In Latin America



- **Fresh fruit and responsible tourism in Brazil:** two fruit cooperatives in the Amazon Parà, and one for the citrus farmers in Parana and an association for the rehabilitation of street children in The Rio Grande do Sur which develops projects for the production of fruit juices and responsible tourism.
- **Coffee and honey in Nicaragua, Bolivia and Colombia:** a cooperative Cafeteros in Nicaragua and several groups of beekeepers are committed to enhancing the production of coffee and building a Pan-American network for the production of honey quality. The project foresees the involvement of a coffee producers cooperative in Uganda.
- **Essential oils and shoes in Ecuador:** 20 indigenous communities in the province of Santiago will develop activities for the production of medicinal species, and herbal cosmetics, while the social cooperative Vinicio Calzado, will produce leisure shoes.

These projects are managed by Ucodep, Oreundici Association, GVC, Vis, the international community and funded by Capodarco

Stop World Poverty In Africa



- **Vegetables in Burkina Faso:** over 300 hectares will be cultivated close to points of available water in parts of the north. The goal is to increase the incomes and food security for over 3,000 families and improving the marketing chain of certain products, such as beans, even within the criteria of fair trade.
- **Mango and fish in Senegal:** An association of farmers in Diouloulou strengthening the capacity of mango for export within the criteria of fair trade. A community of fishermen in Dakar will develop a project to ensure safety at work and quality of production and the marketing of fresh and dried fish.

The projects are managed by CISV, The Shalom Movement, COSPE



Stop World Poverty In Asia



- **Scarves in Nepal:** a cooperative of women, victims of abuse, will buy 80 frames to increase the production of scarves and textile products to be included in the trade fair line.
- **Spices and tea in Sri Lanka:** the proposal, aimed at the poor and marginalized in the District of Kandy in Sri Lanka, hit by the tsunami, who are working in spice and tea production. The goal is to improve the quantity and quality of their production, with certified organic and fair trade marks and to promote marketing.
- **Maftoul and dried fruit in Palestine:** in the district of Hebron in the West Bank, two committees of women will begin the production of maftoul, a traditional product similar to couscous. In various areas of the West Bank and the Gaza district, 600 women, divided into 40 rural communities, will increase and qualify the production of dried fruit with the criteria of organic farming.

The projects are managed by ACS, Ucodep, The Women's Foundation and A ray of light foundation, ICEI, Overseas, GVC