



ARTISANS  
DU MONDE  
POUR UN COMMERCE  
ÉQUITABLE

# Autres échanges, Otros intercambios, otro mundo Changing trade to change the world autre monde

N°4 – August 2008

Newsletter of Artisans du Monde and its southern partners

## EDITO

Here is the last issue of the newsletter of the exchanges of Artisans du Monde and its partners of the south. We return to a new shorter format which we hope will be more regular.

The contents of this newsletter are news of our associative network with an overview of our general assembly which took place in May, 2008. We will also highlight different projects led in conjunction with organizations of producers. Finally, we will share with you one of our actions of advocacy dealing with support of rural and family agriculture.

I also use this newsletter to introduce myself. I am DAVID ERHART, the new person in charge of relations with southern partners within the Federation Artisans du Monde, replacing Jean Baptiste CAVALIER.

I hope I will have opportunity to have many contacts with you and maybe to meet some of you through my new functions.

*David ERHART.*

Artisans du Monde Federation is an IFAT member (International Fair Trade Association).

## CONTACT US

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## GENERAL ASSEMBLY 2008 OF FEDERATION ARTISANS DU MONDE: HOW TO BUILD OUR FAIR TRADE MANAGEMENT AND REPORTING SYSTEM .

**In 2008, the general assembly of Artisans du Monde took place in Aix en Provence to host its 163 members.** Nearly 250 volunteers and employees were present to take part in votes and plan our network orientations. This year, we were honoured to host Saleem Abu Gazaleh, director of the fair trade sector of the Palestinian NGO called PARC. We import olive oil from PARC.

We also hosted representatives of the Italian network of fair trade (CTM Al-tromercato): Giorgio Dal Fiume responsible for international relations and two members of CTM administrative board: Alberto Anfossi and Silvia.



2 days of discussions, exchanges and votes to decide about plans of our movement. Artisans du

Monde has chosen to trade with producers along a chain called "integrated". This means that we wish to support a fair trade chain where all the partners are official members of the fair trade network: from producers' organizations to the distribution network. This network (our world shops) support southern fair trade partners, but also wants to give political weight to its action by implementing education activities (for young people) and advocacy to change international trade rules (see article below).

Our general assembly is also a time for a general appraisal. Here are some examples of ours annual report : improving and professionalizing our network of associative world shops (establishment of our new model shop, renovation of internal adjustments, setting up business entertainment, training, communication tools). We launched our brand products "Artisans du Monde" in order to recognize our specific action, we proposed more than 80 training sessions for our network volunteers, we built educational tools (see article below), and organized many meetings with representatives of producers' organizations.

Furthermore, Salem Abu Gazaleh's speech has been such an important time: we could share and understand more about the current situation of Palestinian producers.



The main debate focused on the establishment of our specific management system that would ensure consistency of our fair trade chain. This new system aims to give proof that producers' organizations as well as our distribution network totally meet fair trade criteria: indeed, we believe that southern and northern actors should refer to these standards. Our movement voted unanimously for the establishment of this plan. Now, everything remains to be done... But we continue trying to build another world, more just and fair!

## STRENGTHENED PARTNERSHIPS WITH OUR PARTNERS IN SENEGAL AND VIETNAM: ORIGINS AND CHIEVEMENTS

The relationship built between the movement Artisans du Monde and the **Ndem villagers NGO** exists since more than 20 years. Beyond selling products, we wanted to develop our partnership on different points: in 2007/08, an educational tool based on the work of the NGO was used to make known our Senegal partners. Meanwhile, 2 representatives have agreed to come to France to meet volunteers and the public in order to explain their work with the artisans. These 15 days in France were very rich and will certainly be sources of new projects...



Having entered 10 years ago into the fair trade movement via our central purchasing Solidarmonde, **Ket Doan** is now one of our largest trading partners. One reason among others to try to develop a little

more our partnership: meetings in Vietnam and in France helped us initiate a process of mutual progress. This partnership has multiple challenges: improving our work with our partners and above all, strengthening our mutual knowledge.

### Who are villagers from Ndem NGO and Ket Doan?

Founded in the 1980's in Senegal, the NGO of the villagers of Ndem was formed under the leadership of its 2 co-founders (Babacar MBOW and Aissa CISSE MBOW) based on a local people movement. Faced with the rural exodus and increasingly difficult living conditions, the local population was concerned to reverse this trend. During 20 years, this NGO led health activities, education, water supply, credits and allowed the installation of more than 10 craft workshops (textiles, wood, leather,...) creating local jobs. Now we sell these the products in our network.



Ket Doan is a company that markets productions of several family craft workshops (textiles, lacquered wood,...). Its main objective is to ensure the safeguarding of know-how of ethnic minorities and support vulnerable people.

## FEDERATION "ARTISANS DU MONDE" LEAD ADVOCACY CAMPAIGNS: EXAMPLE OF THE CAMPAIGN IN 2008.

Artisans du Monde is a movement that works for fair trade using 3 ways to accomplish this: selling of products from fair integrated channels, awareness and education concerning fair trade and leading of advocacy campaigns which aim to change international trade rules. Here is an example of the campaign carried out throughout France in 2008 to support agricultural farming.

*Poster: Agriculture is sick, let's bring healing to the CAP - Common Agricultural Policy is the set of measures and laws that guide the European agricultural policy.*



This poster is part of a tool set (tracts, petition, explanatory material, and training) which enable the volunteer network of Artisans du Monde and partners in raising awareness at local, national and European level.

Since 2007, a group of French associations, including Artisans du Monde, are mobilized to build an advocacy campaign designed to put pressure on our elected local, national and European politicians, concerning revision of the common agricultural policy (European Union). It's time for us to highlight failures of this policy, which led to industrialization and the intensification of our agriculture. Here are some consequences: serious environment pollution, reduction of the number of farmers, rural exodus, massive exports in the markets of emerging countries which disorganises local agriculture. Throughout France many actions have been carried out by volunteers: conferences, exhibitions, signing of petitions, gathering elected officials, working group, and so on. This mobilization is ongoing. We are hoping that it will motivate political support for sustainable agriculture, friendly towards the environment and humans .

**If you wish to write an article about your organization, from an experience that you have led, or on any other topic that seems interesting, feel free to contact us by email to [d.erhart@artisansdumonde.org](mailto:d.erhart@artisansdumonde.org).**

*Coordination and Drafting:* David ERHART, in charge of relations with southern partners.

Fédération Artisans du Monde, August 2008