



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

N°2 – January 2007

Newsletter of Artisans du Monde and its Southern partners

EDITO

"Autres échanges, autre monde" is the newsletter of the Artisans du monde organisation and of its partners in the South. Here's the second issue.

This issue carries on from the first and aims to acquaint you with Artisans du Monde and its day-to-day activities. You will therefore find an article on the new look of the Artisans du Monde shops, and another on the IFAT European conference, which was organised by Artisans du Monde in September 2006.

But our newsletter also invites you to express your views on projects that you are particularly committed to. You will therefore find a presentation of the *Manos Artesanas* project, which was set up by the Peruvian organisation CIAP as well as an interview with its president Gedi3n Fernandez.

Last but not least you will be introduced to those partners we were lucky enough to meet in France over these last few months.

Enjoy!

Jean-Baptiste Cavalier

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

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ARTISANS DU MONDE HOSTS THE IFAT EUROPEAN CONFERENCE

The **International Fair Trade Association (IFAT)** European Conference was held in Paris on 24th-27th September, 2006 and hosted by the Artisans du Monde Federation. Over four days, fair trade organizations' representatives from all over Europe and from Africa, Asia, North and South America and the Pacific gathered together, reaching a record number of more than 100 participants from 26 different countries.

After Asia (AFTF – Asian Fair Trade Forum), Africa (COFTA – Cooperation of Fair Trade in Africa) and South America (IFAT LA – Latin America), the 70 IFAT European members have created **IFAT Europe**. This new organization will improve IFAT's impact and visibility in Europe.



In many countries, the "labelling" initiative, where the fair trade criteria are applied only at production stage, tends to become the prevailing model in fair trade.

In this context, it is important for players who consider fair trade

as a component of socially responsible trade - an economy where the human being is essential in every process of the initiative - as well as a partnership between fair trade organizations, to gather and work together.

This is why **Artisans du Monde has chosen to give a special importance to its participation in IFAT**, which groups together three hundred fair trade organizations from North and South countries.

ARTISANS DU MONDE : ABOUT US

Created in 1974, Artisans du Monde is the most important French fair trade association network. Its 160 associations total 5000 volunteers and 60 employees. They fully commit themselves everyday to promote sustainable development and a socially responsible economy.

Our means of action are:

- Selling fair trade products
- Educating and raising awareness for fair trade
- Public opinion campaigns

Artisans du monde, the figures:

- 164 local associations, a national federation
- 168 outlets, 147 of which are shops
- 124 producer groups in 43 African, Asian and Latin American countries
- A purchasing pool: Solidar'Monde

A NEW LOOK FOR ARTISANS DU MONDE'S SHOPS...

FAIR TRADE EVERY DAY



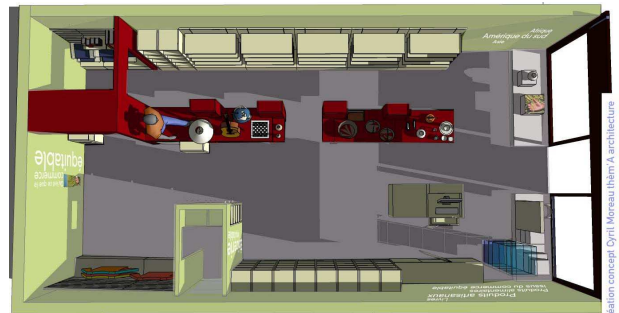
After a little more than a year of work, the layout charter for Artisans du monde's shops is now ready. The objectives of this work were critical and challenging: **improve our image**, enhance the whole movement, give it **more visibility**, and respect our commitments toward our partners in the South by **finding outlets** for their products.

The first Artisans du Monde shop to display the new layout concept started up in October 2006 in Paris. Artisans du Monde currently has 165 outlets, all specialised in fair trade and offering a broad range of products (interior decoration, groceries, fashion, toys). Artisans du Monde has increased its turnover six-fold in 10 years and the number of outlets has been increased two-fold.

An ambitious commercial policy

Artisans du Monde is currently carrying out its development through a new commercial policy. **This policy aims at offering more outlets to fair trade producers**, and more general fair trade shops. The setting up of this policy requires an increase in the number of outlets (85 shops within three years) and their modernisation, as well as **the development of the "Artisans du Monde" trade mark and of new range of products**.

As the growth of our sales also needs a strong synergy between imports and retailing, **Artisans du Monde became the majority shareholder of its purchasing pool Solidar'Monde**. Two new shareholders (CTM-Altromercato and Biocoop) have gone into partnership with Artisans du Monde through a shareholding agreement in order to develop fair trade and Solidar'Monde.



The new look of Artisans du Monde's shops: fair trade every day

The new look concept of Artisans du Monde's shops is at the heart of its new commercial policy. Thanks to a more welcoming and modern space, we expect to increase the number of customers visiting our outlets, to give consumers the desire to introduce fair trade into their lives, to enhance the value to the products of our partners and to strengthen the visibility of our network.



The first shop (in Paris) showing the new look of Artisans du Monde.

FOCUS ON **CENTRAL INTERREGIONAL DE LOS ARTESANOS DEL PERÚ (CIAP),** **A PARTNER OF ARTISANS DU MONDE IN PERU**

Created in 1992, the *Central Interregional de los Artesanos del Perú* (CIAP) is an association of about twenty groups of craftspersons from different regions of Peru. Its aim is to produce and export craft products from different areas of Peru.

Representing about 700 craftspersons, CIAP attempts to improve the living and working conditions of small Peruvian craftspersons, their families and the community, by marketing their products under the most advantageous conditions for them. It also aims at defending and preserving the Andean culture and promoting associations of craftspersons.

It is structured in four parts that make up the "CIAP family":

- The initial association "CIAP" is in charge of supporting the craftspersons' groups.
- Intercraft Peru is the marketing company that deals with exports.
- Pachamama is a fair tourism agency.
- The Cooperativa de Ahorro y Crédito is a credit cooperative that allows rank and file groups to obtain credit.

CIAP has many fair trade products on offer: table accessories and various terracotta articles, Christmas cribs, musical instruments, wool hangings and alpaca clothes (pullovers and accessories).

Today CIAP is a major player in socially responsible trade in Peru and actively participates in its national development (creation of fair trade shops). It is a member of IFAT.

« **GUARANTEE IS A PRIORITY** »

Gedión Fernandez, president of CIAP, outlines his impressions about his participation in the General Assembly of the Artisans du Monde federation in June 2006. An interview by Jean-Louis Haie.

I enjoyed the debates, especially those about the issues of guarantee. The debates allowed us to gain a comprehensive view of what is happening in the North and the South and thus to lead to an agreement to strengthen the process of constructing a participative guarantee system. In the South, we are working on a transitional process between a trust-based guarantee system and the new guarantee system based on common rules. This new system is based on two pillars. On one hand, the players in the system assess one another and on the other hand a national authority also takes part in the evaluation. This national authority doesn't take part in the system as an auditor but as an external expert, who contributes to the debate.

In my opinion, this transition will prevent some players who are seeking commercial interests only from taking part in the system. Our vision is identical to that of Artisans du Monde : fair trade is at the same time a matter of business, education and politics. If you want to coordinate the activities of the various players of the same movement, you have to bring them together. We have been involved in this work for a long time, I hope you too will show just a strong a commitment.



Gedión in the GA Artisans du Monde

A DIFFERENT SORT OF PROJECT:

« **MANOS ARTESANAS, 20 GLIMPSES FOR A CITIZEN OF THE FUTURE** »

In the framework of its activities promoting socially responsible economy, the CIAP launched an innovating artistic project, which has been talked about all over Peru! *Manos artesanas: 20 miradas para un futuro ciudadano.*



The idea is a new one. It is to bring together 20 artisans who are members of CIAP and 20 well-known Peruvian artists, then to pair them up to work together on creating an original artwork, mixing Peruvian tradition and modernity. Through *Manos artesanas*, the CIAP intended to instil in the craftspeople an awareness of the artistic and economic value of their work.

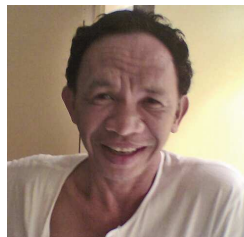
This project was wound up with an exhibition in Lima showing the twenty original works, as well as the works of the urban artists. The CIAP craftspeople also did demonstrations of their work. All this was backed up with round table talks and debates in the evening. The project was a great success with the public and the media, and the newspapers, radio and television gave full coverage.

More details on this project: http://asociacion.ciap.org/rubrique.php?lang=es&id_rubrique=62.

INTRODUCING ARTISANS DU MONDE'S PARTNERS

MARIO BUNDA : « Defending the rights of my people »

Filipino born, Mario Bunda, a great humanist, has dedicated his life to **defending the rights of his people**. To struggle against the authoritarian regime of Marcos who governed from 1972 to 1986, he experienced prison and exile. He has also been a clandestine.



At the beginning of the 80s, he discovered a new activity in the heart of the social struggle he has been leading all his life. **Fair trade** "teaches us how to be stronger and independent beyond the capacity to control our means of production". Mario works as a farmer for the Panay Fair Trade Center. Today, he is part of the management and was on tour in France in May 2006 for the *Quinzaine du commerce équitable*, an annual campaign dedicated to the promotion of fair trade.

"Artisans du Monde gave us the opportunity to present our activity and our organization. The volunteers¹ of Artisans du Monde participate actively in the shops. They dedicate their time to fair trade, and I really appreciate their work. They sell products from the countries of the South but they also take part in awareness raising programs for customers and schools. I particularly appreciate this aspect because young people are the future of France and I hope that fair trade will be part of their struggle in the long term. I also hope that my presence here will make our commitment stronger in this great partnership with Artisans du Monde et Solidar'Monde."

¹Volunteers are people who perform free services for the organization without expecting anything in return.

PANAY FAIR TRADE CENTER

For centuries, sugar has been the only product exported by the Philippines. On Panay Island, the ancient tradition of mascobado sugar has survived. Since the global sugar crisis in the 80's, this whole sugar has become even harder to find.

Created in 1991, the **Panay Fair Trade Centre** (PFTC) is designed to link women's organizations with poor urban communities. These urban communities transform the raw materials provided by the women's farming organizations into finished products.

The Panay Fair Trade Centre promotes **sustainable farming methods** and organizes **initiation programs to organic farming**.

ASDSP

The association called "Association de Soutien aux Développement des Sociétés Paysannes" for Laos was founded in 1989.

Originally, its goals were to improve the living conditions of farmers, to protect the environment, and to participate actively in areas such as education and health.

Nowadays, the ASDSP also aims at making producers more responsible, for instance by giving them easier access to funding and to new national or international markets for their products.

SENGDAO VANGKEOSAY : « Breaking in through the closed window »

Sengdao is a man of conviction. He had to be, since in the 70's, you needed unshakable belief to fight for land reform in Laos based on non-governmental, farmer-led cooperatives. Prison and exile didn't stop Sengdao; he prevailed and, as he enjoys repeating, he "**broke in through the closed window**".



Backed by the French NGO called CCFD (*Comité Catholique contre la faim et pour le développement*), Sengdao set up several projects in the early 80's: road construction, electrification of villages, education, training in organic farming... He took part in founding nearly 12 cooperatives benefiting from microfinance, and a diversified and organic farming designed to meeting local food needs. In 1994, Sengdao started out into fair trade with Solidar'Monde, the purchasing pool for Artisans du Monde and the creation of Lao Farmers Products.



ARTISANS DU MONDE
Pour un commerce équitable

If you wish to write an article about your organization, an experience you are involved in, or any other subjects that you find interesting, do not hesitate to contact us at:

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