



ARTISANS
DU MONDE
POUR UN COMMERCE
ÉQUITABLE

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

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Newsletter of Artisans du Monde and its southern partners

EDITO

Here is the latest issue of the newsletter from the movement Artisans du Monde intended for its southern partners.

This publication aims to keep you informed about current events in the network of Artisans du Monde and to build a stronger relationship with you.

Don't hesitate to give us feedback with your own newsletter or any information you may wish to share with us. To the extent we can, we will forward them to our associations, active members and customers.

In this issue are recent activities in our movement particularly related to our producer partners. Report on a campaign that mobilized our network about Palestine. Then two articles focusing on partnership projects with an organization of producers in Guarana, Brazil, and a group active in fair trade in Peru.

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in charge of relationships with
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Artisans du Monde Federation is an IFAT member (International Fair Trade Association).

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CAMPAIGN FOR PALESTINE: PROVIDING INFORMATION ABOUT THE SITUATION IN THE.

Since 2007, the "Artisans du Monde" movement has maintained a special partnership with Palestinian producer organizations (PARC – Palestinian Agricultural Relief Committees) and PFU (Palestinian Farmers Union). Started during a meeting at the World Social Forum in Porto Alegre (Brazil), this partnership continued with the development of teaching aids (a study of the supply chain and a movie), and progressively led us to consider common actions. Therefore, after attending a conference on fair trade in Palestine (near Jenine), and organizing several meetings in France with authorities of Artisans du Monde and Solidarmonde, we gradually developed a significant campaign to support the Palestinian people. This campaign was structured around three important activities of Artisans du Monde:



- * Promotion and sale of products from organizations of partner producers (PARC-PFU and organizations of artisans in Bethlehem and Hebron). Thanks to communications tools, our network was able to put forward a large selection of products.

- * Public awareness campaign on the situation of the Palestinian people: thanks to a film made in cooperation with PARC-PFU, our groups of campaigners were able to give information and discuss this topic with many French citizens.

- * Political advocacy in cooperation with other groups involved in supporting the Palestinian people in France (platform of French NGOs for Palestine). With the help of documentation and a public pressure campaign, the purpose was to influence, in favor of the Palestinian people, the discussions underway within the European Union on its policy of intervention in the Middle East.

Furthermore this campaign allowed us to invite two representatives from our partners to come to France to help explain personally to our supporters, to our customers, and to French elected officials the situation of the Palestinian people and producers. An example cited during the campaign was that we could not present in our shops the couscous matfoul from a group of women in Gaza due to the blockade of the Palestinian territory.

This campaign, which was widely implemented throughout our network, should re-enforce our links with our partners and our support for the Palestinian people suffering under occupation.



STRENGTHENED PARTNERSHIPS: CGTSM IN BRAZIL



Just as with our Palestinian partners (see article above), or previously our partners from Laos (Lao Farmers Products) and Senegal (NGO of the villagers of Ndem), the movement Artisans du Monde suggested this year to create a teaching tool together with our Brazilian partners CGTSM (Council of the Satéré Mawé Tribe). Through a study of the supply chain and a movie, the

tool will explain the daily work of guarana producers (guarana is a plant, very rich in caffeine, used to make energy drinks), and of CGTSM, the organization which represents this indigenous tribe from Amazonia. Compared to the development of intensive cultivation of guarana for large multinational corporations, CGTSM promotes a traditional and biological cultivation, respecting the ecological balance in the very special environment of the Amazon basin. In keeping native varieties of guarana instead of the selected more productive varieties, the Satéré Mawé maintain their role as protectors of the guarana genetic inheritance and of their own native culture: a struggle in itself!

What is guarana ?



Guarana is a liana from the Amazon basin whose main characteristic is its strong content of caffeine. It was originally consumed ritually by the Satéré Mawé Indians; now many multinational corporations are eager to use it to develop the promising market of energy beverages. The Satéré Mawé still grow and process their guarana according to traditional ancestral methods, which give a widely recognized quality and taste. Thus fair trade helps support the survival of their traditions and their methods of processing.

Fair trade supply chains were developed between CGTSM and CTM-

Altromercato (an Italian fair trade organization) in the 1990s. Today the Satéré Mawé's guarana can be found in several products sold in the network of shops of "Artisans du Monde".



ARTISANS DU MONDE SUPPORTS THE DEVELOPMENT OF SOUTH-SOUTH FAIR TRADE IN PERU

Artisans du Monde is acting to support and promote fair trade with producers from the South, promoting solidarity and fairness. Our fair trade supply chains between north and south should also provide leverage for developing projects in the south itself. In its activities, Artisans du Monde is reaffirming its support for south-south fair trade. Here is the example given by our Peruvian partners.

Organizing a work and exchange visit with our Peruvian

In the context of this project, we proposed that two representatives from the Peruvian network come and share experiences with members of our network. The programme includes meeting fund providers and working towards an understanding of how our network of shops was built: common identity, internal training, a system of certification and guarantee, communications, public awareness. We have a lot of things to share.



In Peru as in several other countries, some local initiatives try to develop outlets and start public awareness campaigns on fair trade. The aim is promoting a different type of trade, and proposing fair traded products to citizens of southern countries.

In Peru, our partners of GRESP (fair trade network in Peru), CIAP (a craftsmanship organization), and CNCJ (national coordination for fair trade) have built a project to develop a network of fair trade shops, a specifically Peruvian verification system, and public awareness campaigns supporting fair trade. In this context, they called upon Artisans du Monde to participate and share our experience on organizing selling networks and public campaigns. We are currently working on this project.

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.