

Fairtrade Gemeente

**FAIRTRADE
GEMEENTE**

Waarom?

Miljoenen kleine producenten in Afrika, Azië en Zuid-Amerika leven van de opbrengst van hun land of van de spullen die ze maken. Zij kunnen op eigen kracht armoede aanpakken als ze zich organiseren, duurzaam ondernemen en als daar een faire beloning tegenover staat. Dat is eerlijke handel. Dat is fairtrade. Iedereen in Nederland kan daar aan bijdragen door eerlijke producten te (ver)kopen. Simpel en doeltreffend.

En dat werkt

PRODECOOP

WOMEN

PRODECOOP uses the funds from the Fairtrade Premium to focus on promoting gender equality throughout the cooperative. Women must hold at least 40% of the leadership positions, and training programs are held on a regular basis to educate men and women about the important role female voices play in successful coffee production, from harvest to distribution. Through PRODECOOP's programme of gender equality, women are supported to run small projects, such as selling crops and keeping chickens. The cooperative has also invested in land specifically for women.



Alexa Marin Colindres,
PRODECOOP member

"With Fairtrade income, we have made improvements to our community. Before, we slept on the ground and did not have basic amenities. Now some of us have floors, some furniture, sanitary services and potable water. If we sold all our production at Fairtrade prices our dreams would come true."



EDUCATION

Premium Funds are invested in primary school equipment. The cooperative also provides scholarships to university and secondary school students who want to study coffee. 68 scholarships have been awarded so far.

SOCIAL

The Fairtrade Premium has been used to develop food security programs. Through diversification, the project is increasing the income and nutrition of the members and their families.



QUALITY & PRODUCTIVITY: TRAINING YOUNG PEOPLE

The cooperatives uses Fairtrade Premium funds to train producers' children and family members. They can become 'promoters', offering technical assistance and guidance about certification. The cooperative offers them a small stipend. PRODECOOP have also used Fairtrade Premium funds to build an organic fertiliser plant for members to source low-costs inputs.



CHALLENGES

- Families continue to suffer from food insecurity during 'lean months' when there is no income from coffee.
- Tends to be a low level of literacy in the communities.
- Still a need to develop better housing, drinking water and sanitation for many communities.
- Still developing a way to differentiate quality and variety coffees to further increase their share of the speciality market.

27 april 2000



2009

**FAIRTRADE
GOES**

**FAIRTRADE
GRONINGEN**



Waar staan we nu?



Actuele status:

- 66 gemeenten met de titel (waaronder vier grootste steden van NL)
- 53 actieve gemeenten op weg naar de titel
- 17 nieuwe gemeenten zijn gestart
- Kerken, scholen, restaurants, sportclubs...
- 1^e Fairtrade Eiland
- 1^e Fairtrade Provincie: Utrecht
- Fairtrade Land...?
- Internationaal 1733 Fairtrade Towns

Fairtrade Den Haag



Jeltje van Nieuwenhoven: “Waarom zouden wij niet het eerste Fairtrade Land van de wereld worden?”

Fairtrade Provincie Utrecht



Campagne criteria

1. Lokale werkgroep
2. Lokale overheid steunt fairtrade
3. Winkels en horeca verkopen fairtrade
4. Organisaties/bedrijven gebruiken fairtrade
5. Media-aandacht en evenement
6. Maatschappelijk Verantwoord Ondernemen

Juryvoorzitter: Jacobine Geel

Fairtrade organisaties

**FAIRTRADE
HOGESCHOOL**

**FAIRTRADE
SCHOOL**

**FAIRTRADE
RESTAURANT**

**FAIRTRADE
KERK**

Een Fairtrade Kerk...

- Gebruikt fairtrade koffie en thee
- Communiceert over eerlijke handel
- Organiseert evenementen

