



CIUDADES Y PUEBLOS LATINOAMERICANOS POR EL COMERCIO JUSTO

**...broadening the “fair trade towns”
campaign in Latin American and the
Caribbean...**





Increasing governmental interest...

Ecuador encourages Solidarity Economy and Fair and Solidary Trade from its national Constitution to ordinary laws. In the National Fair Trade Strategy proposed Ecuador as a “Fair Country”.

Bolivian government asked fair trade specialists from the movement to present a proposal of national fair trade regulation framework. (National Certification system of Bolivian Fair Trade).

Brasil has a National Secretary of Solidarity Economy (SENAES), and its National Fair and Solidary Trade System (SNCJS).

Other countries... have national Solidarity Economy Laws... or concrete support programs for fair and solidarity trade, like in Peru (*Fair Trade Good Practices-Promperu*) or Chile.



BUT...

The level of **citizens' awareness** on solidary economy, fair trade and responsible consumption is still very weak...

That's why we consider that **public and private actors can help the fair and solidary trade movement** to reach the consumers, better than on the contrary like it was in Europe or in the “North”.



The sense of the campaign

For CLAC and WFTO-LA the Fair Trade Towns campaign is a tool to advocate for fair and solidarity trade: we know that increasing consumers awareness will have positive impacts for our producers. That's why the importance of working with responsible and committed consumers in an adequate social environment for the fair trade movement.



The sense of the campaign

If we succeed in raising awareness on the principles and values of the fair trade relations then we will see an increase in committed fair trade purchases.

The Fair Trade Towns campaign is an important advocacy tool. We need local authorities to recognize the social, economic and political role of fair trade producers and organizations.



Adapting the campaing...

In Latin America we need to be **inclusive and recognize** that there are a lot of fair and solidary trade experiences, with different approaches:

South-North, South-South, rural-urban, certified, no certified, with local Participatory Guarantee Systems, among others schemes...



Adapting the campaign...

We also need **to differentiate between CITIES and RURAL VILLAGES**, because in rural areas there are many fair trade producers' and artisans organizations but not many social actors of the organized civil society, and **rural citizens' awareness and information's levels are different.**



Adapting the campaign...

The essence of Latin America campaign is the **leading role of producers, artisans and fair trade organizations.**

Public authorities' decisions have direct impacts on the producers. So **producers and artisans have to play a key role in the process**, and public authorities must recognize them and build with them the local fair trade strategies.

Fair trade producers' and artisans' organizations are local development actors, not beneficiaries...



Adapting the campaign...

The campaign in Latin America considers the following mains actors: **fair trade producers and artisans (supported by fair trade organizations), civil society organizations and public local authorities.**

If one of these actors is missing, the campaign loses sense. The difference between North and South is very deep and we need to recognize this difference.



An important approach

A global campaign with decentralized dynamics...

CLAC and WFTO-LA understand that **the fair trade towns campaign is a global campaign but it needs a more decentralized work in the Global South.**

All together we can achieve the same global goal (promote the fair and solidary trade movement all over the world) but **only with a decentralized work we will succeed in spreading it in the Global South.**



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i Gracias!

