

# OTHER WAYS OF TRADING ARE POSSIBLE

Ongoing poverty, increasing inequality, ecological abuse: in both the Northern and Southern hemispheres, the current system does not ensure **sustainable development**, neither does it guarantee to all access to a balanced diet, water, health, education and culture.

Given this situation, **Fair Trade** restores people as the heart of the economy and demonstrates that **other ways of trading** are possible, in the service of **true development**.

40% of the world's population lives on less than **\$2 per day**.  
**1.44 billion** people live on less than **\$1.25 a day**.

**8.6 million** people have no access to drinking water.

**800 million** (including 200 million children) suffer from malnutrition.

Human Development Report, UNDP 2010  
Hunger and Malnutrition in the World, FAO 2009

Industrialized countries represent:  
**5%** of the world's population,  
**25%** of global wealth,  
**30%** of global pollution.

The End of Poverty ? de Jeffrey D. Sachs, 2005

"EVERYONE **WHO WORKS** HAS THE RIGHT TO **JUST AND FAVOURABLE** REMUNERATION ENSURING FOR HIMSELF AND HIS FAMILY AN **EXISTENCE** WORTHY OF HUMAN **DIGNITY**"

Universal Declaration of human Rights, Art 23

## Artisans du Monde NICE

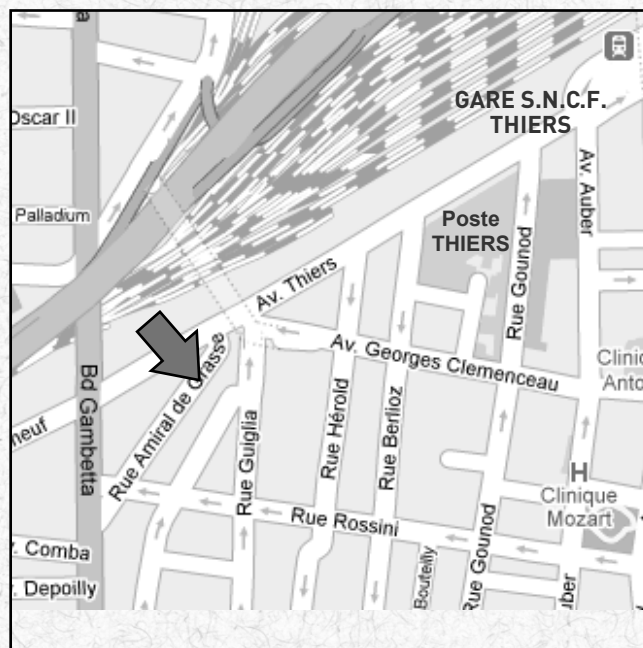
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Our volunteers will be pleased to  
welcome you:

Monday: 3 pm – 7 pm

Tuesday to Friday: 10.30 am – 7 pm

Saturday: 10.30 am – 12.30 pm and 3 pm –  
7 pm



ARTISANS  
DU MONDE

POUR UN COMMERCE  
ÉQUITABLE



AUTRES ÉCHANGES  
AUTRE MONDE  
POUR UN COMMERCE ÉQUITABLE



# ARTISANS DU MONDE NICE

## ASSOCIATION PORTRAIT

*"Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade"*

Definition of Fair Trade by FINE, a working group of the four main international Fair Trade structures.

Launched in 1974, Artisans du Monde, a network of local associations, works to promote Fair Trade in order to enable farmers and craftsmen of the Southern hemisphere to live and work with dignity.

For 13 years, the Association Artisans du Monde Nice has been one of the major Fair Trade players in Nice and the Alpes-Maritimes. Its purpose is to foster sustainable development through the promotion of Fair Trade.

By proposing socially responsible consumption, Artisans du Monde offers tangible solutions that help people and societies make their own economic, political, social, cultural and environmental choices within a democratic process.

### Artisans du Monde First Fair Trade network in France

6400 volunteers  
and 85 employees  
138 Artisans du Monde associations  
22 members  
1 national federation  
164 outlets, including 147 shops  
124 producer organizations in  
43 countries throughout Asia, Africa,  
South and Latin America.

# ARTISANS DU MONDE

## A NETWORK OF LOCAL DEVELOPMENT

*A local distribution network, associative and militant, Artisans du Monde defends the idea of three-dimensional Fair Trade: economic, educational and political.*

### Selling Differently,

- Original and authentic products which reflect the know-how of Fair Trade craftsmen and farmers
- A warranty that our products come from Fair Trade
- Information about Fair Trade, the products, their manufacturing conditions and the producers
- Our shop and stands are ideal forums for information, interaction and commitment.

### Teaching Fair Trade,

Teaching Fair Trade allows everyone to:

- Develop their own opinions about the weaknesses of conventional global trading
- Reflect critically and act for a fairer world
- Artisans du Monde can provide talks to schools, training, presentations and various educational tools

### Influencing decision-makers,

Artisans du Monde and its partners are committed to:

- Opinion campaigns with the participation of the public
- Defending, to political and economic authorities (CNUCED, OMC, FAO...), our positions on conventional trading and the food sovereignty.

# A MUTUAL

## COMMITMENT

**In the Northern hemisphere, Artisans du Monde is committed to :**

- Establishing lasting partnerships,
- Buying at negotiated prices that provide a fair remuneration,
- Paying cash and minimizing intermediaries,
- Respecting the cultural identity of producers,
- Transparency,
- Denouncing the inequalities of conventional trade,
- Promoting trades which form part of a supportive economy.

**Ain the Southern hemisphere, producer partners' undertake to :**

- Involve organization members in decision-making,
- Ensure decent remuneration and working conditions,
- Respect and promote cultural identity,
- Support Community Development,
- Seek opportunities in local markets,
- Produce products of quality.

### FAIR TRADE GUARENTEES



Our business partnership is based on a relationship of trust, transparency and respect.

Artisans du Monde applies an "integrated chain" principle, in which the producers' organizations, importers and distributors are Fair Trade organizations.



Throughout the chain, internal, external and cross- evaluations are made of Fair Trade participants, using specific criteria established by international bodies such as WFTO (International Fair Trade Association) and FLO, European organizations (EFTA...), etc.



The Artisans du Monde Federation is a member of WFTO, EFTA and PFCE, bringing together the French Fair Trade players.