



WFTW MANIFESTO

WORLD FAIR TRADE WEEK

MILANO 2015

WORLDFAIRTRADEWEEK.ORG

The **World Fair Trade Week** is the most important international event in this economic sector. The next edition of this biennial event is held in **Milan, 23 to 31 May 2015**: for seven days the city will be the “**Capital of the World Fair Trade**”.

The **Fair Trade** was born in the 60s to promote an economic system based on principles of justice - fair prices, better working conditions, transparent trade relations - and allow South economically marginalized producers to improve their life, and the life of the community. It is gradually spreading to the producers of the North, serving as a socially and environmentally sustainable economic model.

The **focus of the week** - which will decline in events in different forms - will be making visible the deep and innovative meaning of **Fair Trade**, including through the presence in the city of hundreds of farmers, manufacturers and small businesses from around the world. They will testify the existence of companies and organizations that constrain their production and commercial activities in the pursuit of economic justice, in respect of people and nature, contributing to the reduction of poverty, social exclusion and environmental destruction.

The **World Fair Trade Week** and its contents, developed in 50 years of experience in the world by the **Fair Trade movement**, will be relevant in the global debate on the production and distribution of food, which risks not to take into account the point of view of small producers and solidarity economy.

The concept of “**responsibility**” will cross all the **Fair Trade Week**, making visible how **Fair Trade** organizations ensure product excellence, a virtuous commercial chain and a development model that can really “**feed**” the world. But also as a support for consumers and institutions aware of the profound social significance of “consumption”, with which you can encourage or less virtuous economic and production patterns.

Among the events, stand out the **13th Global Conference of WFTO (World Fair Trade Organization)** and **Milan Fair City, the first World Fair Trade Fair**.

An important issue is the conditioning of the “free market” exercised by the concentration of power in the hands of a few actors in the production chain,





WFTW MANIFESTO

WORLD FAIR TRADE WEEK

MILANO 2015

WORLDFAIRTRADEWEEK.ORG

which tends to reduce competition, natural and social biodiversity and role of producers in the South as in the North.

The common thread among the various initiatives is the **Fair Trade** as a possible response to the crisis and the dominant economic model, based on profit maximization.

The products of **Fair Trade** are not just “good products but harmless”: they constitute an implicit criticism to the dominant economy, demonstrating that it is possible to produce, consume and make savings, respecting social and environmental criteria, distributing profits throughout the supply chain production, taking care of small producers and their territories and communities.

The basic theme of the **World Fair Trade Week** is to remind consumers and institutions, politicians and companies, that poverty, exploitation and social exclusion are not the result of fate, but often the consequences of political and economic choices. And that the solidarity economy “is good for everyone”, being a virtuous model not only for small producers and consumers aware, but for the general economy.

