

## **Second European Fair Trade Fair 2- 4 October 2009, Halle Tony Garnier (Lyon, France)**

### **Professional Programme**

Remarks on the formats :

- conferences and round table discussion are free for all professional visitors with a badge (admission fee at the entrance of the fair : 30 € for both days) ;
- workshops are for a restricted audience, with invitation or after reservation.

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#### **FRIDAY 2<sup>nd</sup> of OCTOBER - morning**

##### **•Presentation of the strategic reviews of FLO and WFTO**

Since a couple of years, Fair Trade enjoys a growing reputation. This fast evolution is accompanied with certain turmoil in the sector. While the stakeholders, the certification organisms and the distribution sites are multiplying, this diversity in approaches generates various questions about the new challenges and efforts of the movement.

In this particular context, the two principal Fair Trade networks FLO (Fair Trade Labelling Organizations) and WFTO (World Fair Trade Organization) define new strategies, originated from important internal reflection processes. These orientations are going to mark the Fair Trade landscape for the following years.

How do FLO and WFTO approach the evolution of Fair Trade? Which are the strategies and the positions of these stakeholders for the coming years?

##### Speakers :

Ian Bretman (Vice President of FLO)

Carola Reintjes (Member of the Board of Directors of WFTO Europe)

##### Facilitation :

Georges d'Andlau (President of Plate-Forme pour le Commerce Equitable)

##### Practical information :

Conference, 10am-12am, room C1

##### **•Textile industry and group purchases**

Group purchases, either made by companies or by public institutions, represent a considerable economic stake for Fair Trade stakeholders because of the volume they generate. How do group purchases contribute to the structuring of Fair Trade networks? Are those Fair Trade networks ready to take up the challenge and to comply with the specificities of group purchase?

Case study : the textile industry.

Speakers:

Alain Yvergniaux (Région Bretagne)  
Jens Soth (Helvetas Suisse)  
Jennifer Annessi (Cepovett)  
Marc Jacouton (Oxbridge)  
Fabrice Nicolas (TDV)  
Caroline Fontaine (Max Havelaar France)  
Gaëlle Giffard (Territoires de Commerce Equitable)  
Eric Ducoin (Biocoton)  
Jérôme Schatzman (Tudo Bom)  
Stephane Hegron (GFC Construction)

Facilitation:

Laura Rodriguez (IDEAS)

Practical information:

Round table discussion, 10am-12am, room C2

**•Logistics and transport applied to Fair Trade**

In the framework of the development of a fair trade chain, the actors are confronted with multiple questions on the importation of the goods, their clearance, their storage, their preparation in view of the deliverance of a client, and their distribution.

Which solutions and possibilities exist to respond to these needs?

Speakers:

Daher International  
Frédéric Lautram (Bioport)  
Yvan Casti (Daher International)

Practical information:

Round table discussion, 10am-12am, room A1

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**FRIDAY 2<sup>nd</sup> of OCTOBER - afternoon**

**•Fair Trade Education**

This afternoon will be the opportunity to gather teachers and educators from different European countries around the topic of « Education in the field of Fair Trade and responsible consumption », as well as all those involved in education sectors related to sustainable development or international solidarity. Thematic workshops will allow stock taking of the educational methods used to intervene within schools and around schools in France, Spain, Italy, Germany and other countries. Another parallel workshop will give opportunity to discover educational tools adapted to various publics. Finally, to close this meeting, a round table discussion on « Towards a European project for Fair Trade education » will aim at gathering these educational stakeholders and to build a multi-partner educational project at European level.

Practical information:

Round table discussion, 1pm – 6:30 pm, room A3

## •The impact of Fair Trade

Because of its strong commitments, Fair Trade arouses questioning from its consumers, who are eager to understand its actual contribution to the development of Southern producers. As a consequence to the emergence of criticisms, several Fair Trade stakeholders now wish to demonstrate its impact on discriminated producers, with rigour and methodology.  
Why and how can we measure the impact of Fair Trade?

### Speakers:

Eugénie Malandain (PFCE)  
Isabelle Vagneron (CIRAD)  
Jean-Jacques Boutrou (AVSF)  
Karine Laroche (Max Havelaar France)  
Leonardo Becchetti (Université de Rome)  
Laurent Denis (F3E)  
Santiago Paz Lopez (CEPICAFE Pérou)

### Facilitation :

Christophe Mestre (Ciedel)

### Practical information :

Round table discussion, 1:30pm – 3:30 pm, room C1

## •Fair Trade, decentralised co-operation and development aid

Although public authorities recognise Fair Trade as an effective development tool, they often get little involved with projects in this field, which is still new and mostly driven by private initiatives. In order to set up impacting economical development dynamics, new forms of collaboration between public and private stakeholders are urgently required.  
How can Fair Trade be successfully integrated into public development aid with decentralised cooperation ?

### Speakers:

Helena Vicente Salazar (Decentralised Co-operation Agency of Catalonia)  
(Vice-President of Région Rhône-Alpes delegate for international solidarity and decentralised co-operation)  
Antoine Joly (Delegate for the external action of local authorities, French Ministry of Foreign Affairs)  
Markus Schrader (Swiss State Secretariat for Economics)  
Jean-René Cuzon (French Development Agency)  
Haroldo Mendonça (National Secretariat for Solidarity Economy of Brazil)  
Pierril Lacroix (Agronomes et Vétérinaires Sans Frontières France)  
Christophe Eberhart (Ethiquable)  
Emmanuel Simantov (Horus)  
Helena Vicente Salazar (Agence de coopération décentralisée de Catalogne)  
Steven De Craen, "Fair & Sustainable Trade Officer". (Trade for Development Centre, Coopération Technique Belge)  
Andrée Pasternak (Délégation pour l'action extérieure des collectivités territoriales)  
Vital de Carvalho Filho (Diretor do Departamento de Cooperativismo, Negócios e Comércio (DECOOP), Secretaria de Desenvolvimento Territorial (SDT), Ministério de Desenvolvimento Agrario (MDA), du Brésil.)  
Louise Lutikholt (FLO)  
Thierry Gallerand (Artisans du Monde)  
Cédric Rabany (RONGEAD)

### Facilitation :

Julie Stoll (Plate-Forme pour le Commerce Equitable)

### Practical information :

Round table discussion, 1:30pm – 3:30pm, room C2

## •Financing Fair Trade

Fair Trade claims a different approach based on principles of fair prices and prefinancing. This specificity, which seems to be a major force, also is a risk for the system. At all levels of the supply chain, the access to adapted financial resources is a major stake. Being an alternative to the conventional economy, Fair Trade needs instruments adapted to its values.

Do Fair Trade organisations dispose of adequate financial instruments ? How do alternative banks mobilise their means to support Fair Trade stakeholders ?

### Speakers:

SIDI

Crédit Coopératif

La Nef

Integra (Slovakia)

Banca Etica (Italy) – to be confirmed

### Practical information :

Round table discussion, 1:30 pm – 3:30 pm

## •Fair Trade guarantees

Historically, Fair Trade stakeholders come from the private sector; they have developed their own guarantee systems. The growing fame of the sector, the increase in sales, and the multiplying of guarantee systems lead public authorities to question the role they should play regarding these procedures.

Should Fair Trade be regulated or controlled by public authorities ?

### Speakers :

Sergi Corbalan (Fair Trade Advocacy Office)

Michel Hourdebaigt (French Ministry for Ecology, Energy, Sustainable Development and the Sea)

Louise Lutikholt (FLO,)

Georges d'Andlau (Plate-Forme pour le Commerce Equitable)

Isabelle Vagneron (CIRAD)

Laurent Lefebvre (Ecocert Fair Trade)

Nicolas Saillard (Signaléthique)

Gérald Godreuil (Artisans du Monde)

Haroldo Mendonça (Coordenador de Comércio Justo e Solidário, de la Secretaria de Economia Sôlidaria (SENAES), do Ministério do Trabalho e do Empleo, do Brasil.)

### Facilitation :

Damien Conaré (Courrier de la Planète)

### Practical information :

Round table discussion, 4pm – 6pm, room C1

## •Developing an activity abroad.

### Speakers :

Thémis, Ethos

### Practical information :

Round table discussion, 4pm – 6pm, room A1

## **B TO B AREA: Pitch**

**Presentation of Fair Trade product ranges for local authorities / public procurement, companies, works councils :**

2-3 pm : Work clothes

3-4 pm : Automatic vending machines

4-5 pm : Restauration collective

B to B scene.

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## **SATURDAY 3<sup>rd</sup> of OCTOBER - morning**

### **•The European Union and Fair Trade**

Dated May 5<sup>th</sup>. 2009, the European Commission issued a statement: *“Contributing to Sustainable Development: The role of Fair Trade and non-governmental trade-related sustainability assurance schemes”*. On June 7<sup>th</sup>. 2009, and thanks to the Fair Trade Advocacy Office, 440 candidates running for the elections of the European Parliament have subscribed to a pledge in favour of Fair Trade principles. The election of the new European Parliament and the appointment of a new Commission represent a suitable time to enhance all collaborations between Fair Trade organisations and European institutions.

2009-2014: How can the European Union act in favour of Fair Trade and support disadvantaged producers from developing countries? What are the effects of the new positions for Fair Trade stakeholders in the North and in the South ?

#### Speakers (to be confirmed) :

Sergi Corbalan (Fair Trade Advocacy Office)

Madi Sharma (European Economic and Social Council)

Faviola Servini (FACES do Brasil)

Haroldo Mendonça (National Secretariat for Solidarity Economy of Brazil)

1 member of the European Commission

1 European MP

#### Facilitation :

Damien Conaré (Courrier de la Planète)

#### Practical information :

Round table discussion, 10 am – 12 am, room C1

### **•Fair Trade and environmental issues**

Mainly concentrated on economical, social and cultural stakes, Fair Trade has neglected the environmental dimension for too long. To be more coherent in its general approach, Fair Trade organisations need to face the new challenge of taking environmental stakes into account. Conversely, the environmental organisations now better acknowledge the social dimension and the contributions that Fair Trade has made to sustainable development approaches. Therefore, new frames can be set for working with environmental organisations.

Apart from the stakeholders' actions, how can the environmental issue be integrated into the plea for a better regulation of world trade ?

#### Speakers :

Eugénie Malandain (Plate-Forme pour le Commerce Equitable)

Pierril Lacroix (Agronomes et Vétérinaires Sans Frontière France)

Ivan Chire (ANAPQUI – Bolivia)

Nadia Boeglin (French Ministry for Ecology, Energy, Sustainable Development and the Sea)

Els Keytsman (Oxfam – Wereldwinkels)  
Karine Laroche (Max Havelaar France)  
Bernard Cressens (WWF)  
Stéphane Le Borgne (Artisans du Monde)

Facilitation :

Laurent Jeanneau (Alternatives Economiques)

Practical information :

Round table discussion, 10 am – 12 am, room C2

**•Fair and responsible tourism**

Fair tourism is slowly gaining recognition from professionals and the general public. However, an important mutualisation work is still to be done... Networks are being created both in the North and the South to exchange, capitalise and work together for a better recognition of this way of tourism which should give the traveller and the host personal, cultural and economical satisfaction.

Practical information :

Speakers:

Enrico Marletto (ATER),  
Gilles Béville (ATES),  
Solen Bellatour (Ville de Romans sur Isère),  
Emilia Thebaud (Réseau DéPart),

Facilitation:

Jeanne Brette (Réseau Archimède)

Practical information :

Round table discussion, 10 am – 12 am

**•European Dialogue of Fair Trade platforms in Europe**

In several European countries, Fair Trade stakeholders have created national platforms, forums or federations in order to have a permanent internal dialogue and to develop common action (awareness raising campaigns, advocacy with public authorities...). Very little collaboration is developed at European level between these platforms, even if they share similar issues.

What are the missions of national Fair Trade platforms? What relationships do they have with the international Fair Trade movement? How to organise a dialogue at European level between these national platforms?

Speakers :

Julie Stoll, PFCE (France)  
Luca Gioelli, AGICES (Italia)  
Fair Trade Leaders Forum (United Kingdom)  
Eric Dewaele, Belgian Fair Trade Federation (Belgium)  
Sergi Corbalan, Fair Trade Advocacy Office

Practical information :

Round table discussion, 10 am – 12 am

**B TO B AREA: Pitch**

**Presentation of Fair Trade product ranges for local authorities / public procurement, companies, works councils.**

10-11 am : Company gifts

11-12 am : Official receptions / protocole

B to B scene.