

Fair Trade for ASM

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Paris- FRANCE

5th CASM AGM

Salvador de Baia- Sept 2005

Introduction

- To present FT and its model.
- How to apply the model to a specific sector like ASM: the standards

FAIR TRADE

- FT Model & Fundamentals
- How it works.
- The standards
- FT for ASM: the challenges

FT FUNDAMENTALS

- World trade is unfair
 - ◆ Unfavorable local factors
 - ◆ Unfavorable international factors
- International institutions response
 - ◆ WTO, UNCTAD, ILO, IMF, WB
- FT a credible response
 - ◆ A Fair trade for each one
 - ◆ Trade not Aid
- FT vs. Ethical Trade & Green Trade

How FT works

- The Producers
 - ◆ Grouping them
 - ◆ FT Premium
- FT Basic Criteria
 - ◆ Requirement Criteria
 - ★ Solidarity
 - Pre-Financing
 - Long term relations
 - ★ Direct
 - ★ Fair
 - ★ Transparent
 - ★ Quality Based

How FT works

- Progress Criteria:
 - ◆ Democratic & non discrimating management
 - ◆ Child Labor
 - ◆ Decent life
 - ◆ Self-sufficiency
 - ◆ Constant improvement of social, economic & environmental conditions
 - ◆ There is always a person poorer than the poor: his wife!

How Ft Works

- Network is getting organized
 - ◆ Flo, Ifat, News, Efta = F.I.N.E.
- Distribution Network
 - ◆ Specialized Network : confidential
 - ◆ Classical Network: FT future

Labeling & standards

- FLO the only recognized label in the world
- Generic Standards:
 - ◆ Social Development
 - ★ Fairtrade adds Development Potential
 - ★ Members are Small Producers
 - ★ Democracy, Participation and Transparency
 - ★ Non-Discrimination
 - ◆ Economic Development
 - ★ Fairtrade Premium
 - ★ Export Ability
 - ★ Economic Strengthening of the Organisation

Labeling & standards

- ◆ Environmental Development
 - ★ Environment Protection
- ◆ Standards on Labour Conditions (applicable if the organisation employs a significant number of workers)
 - ★ Forced Labour and Child Labour
 - ★ Freedom of Association & Collective Bargaining
 - ★ Conditions of Employment
 - ★ Occupational Health and Safety

Labeling & standards

- Specific Standards for ASM products
- The other players in the FLO FT chain of supply

FT challenges in ASM

- What products are FT compatible
- What distribution system we want
- Define specific standards
- Market the products with key players mainly in Europe
- Everything exists we must just adapt it to ASM

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