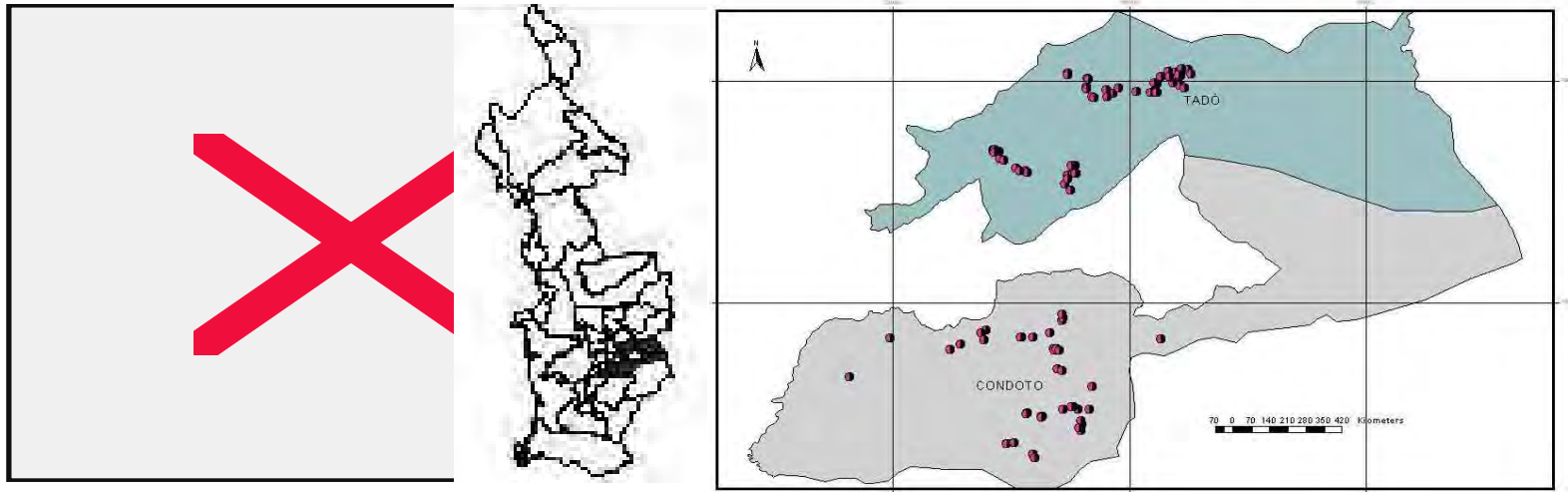


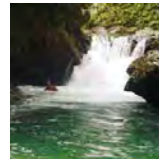
1. Need of a value chain analysis in ASM to have key insights into market access conditions for ASM.
2. Fair Trade as an affirmative action towards the socio-economic inclusion of the ASM sector.

Oro Verde: 2000-2007



Oro Verde: The Context

- Choco, a biodiversity *hotspot* with gold and platinum.
- 82% of population with unsatisfied basic needs.
- 1993: communal land rights for afrocolombian communities.



- Family as the productive unit (5-7 individuals)
- Diversified livelihoods strategy (forest, mining, livestock)
- Long tradition of ASM among descendents of African slaves
- Uncontrolled mining a social and environmental menace.
- An opportunity in green and fair markets.



Oro Verde: The Model

