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### Partner Details



The Humanist Institute for Cooperation with Developing Countries was set up in 1968 by the Dutch Humanist League, the Vereniging Weezenkas (United Orphans' Fund) and Humanitas. It is a non-governmental organisation inspired by humanist values.

Hivos has substantial international presence in the social labels, fair trade and organic certification, and is an active supporter of organisations such as FLO, IFAT, CSN and UTZ Kapeh. Hivos has been involved in strengthening the fair trade movement in India. To know more please visit [www.hivos.nl](http://www.hivos.nl)



(International Resources for Fairer Trade), established under the Bombay Public Trust Act in the year 1995, is dedicated to alleviation of poverty through trade, by empowering small farmers, artisans, and NGOs to develop business capacity and ensure sustainable livelihoods. IRFT encourages and monitors ethical and socially responsible standards for international and national brands, and mainstream business enterprise. Pioneers of the Fair Trade movement in India, IRFT works closely with partners to promote the concept of Fair Trade in India. By working with both ends of the supply chain, IRFT ensures a fair deal for all. To know more please visit [www.irft.org](http://www.irft.org)



Fair Trade Forum India (FTF-I) is a national level networking organization of artisan and food producer groups, facilitating organizations, and individuals who comply with its fair trade standards. At present, more than 90,000 artisans and farmers are associated with FTF-I through its 70 member organizations. To know more please visit [www.ftfi.org](http://www.ftfi.org)



#### Associate Partner:

Shop for Change is a section 25 not for profit company set up to find an innovative solution to the problems faced by poor producers in India. Shop for Change uses certification to build the capacity of producer groups, improve their access to value-added markets, and protect the environment. When consumers buy a product with the Shop for Change Mark, they can trust that it was ethically and environmentally sourced and that the producer behind it received a fairer deal. To learn more visit [www.shopforchange.in](http://www.shopforchange.in).



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[www.fairtrade-prosustain.in](http://www.fairtrade-prosustain.in)

The project has been part-funded by the Switch Asia Programme of the European Commission- Switch Asia Programme aims to promote

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## Pro Sustain

PROMOTING FAIR TRADE AND SUSTAINABLE CONSUMPTION IN INDIA

[www.fairtrade-prosustain.in](http://www.fairtrade-prosustain.in)

### Promoting Fair Trade and Sustainable Consumption in India- Pro Sustain

A project initiated through the partnership between HIVOS, IRFT, FTF-I & SFC co-funded by European Commission

#### Partners & Associate



### PROJECT DESCRIPTION

The Pro-Sustain project, is a project supported by the European Commission and is led by Humanist Institute for Cooperation with Developing Countries (HIVOS), jointly implemented by International Resources for Fairer Trade (IRFT), Fair Trade Forum India (FTF-I) and the associate partner Shop For Change Fair Trade, aims to contribute to building environmentally sustainable production and consumption practices that help reduce poverty amongst poor farmers and handicraft producers in India

Over the next thirty six months ( 2010 – 12 ) the Prosustain project will create a consumer market for fair trade products in India that measurably contributes to the improvement of rural livelihoods and provides farmers and artisans with the resources necessary to follow environmentally sustainable production practices.

#### Final beneficiaries:

- Poor farming and handicrafts producing families across India (an estimated 900,000 people).

### PROJECT ACTIVITIES

- Awareness raising about fair trade and sustainable consumption behaviour of Indian SMEs /intermediaries,
- Network building with advertising agencies, consumer groups, distribution channels, government bodies, international organizations in standards development,
- Policy dialogue through advocacy and lobbying with government and local bodies,
- Active involvement of retailers, corporate and consumer groups in stimulating market demand, and
- Information exchange and dissemination.

#### Target Audience:

- Small and Micro Enterprises (SMEs) members of FTF-I, Shop for Change Fair Trade
- 10 major branded product manufacturers;
- 100 students at each of 75 colleges;
- 90 corporate offices with gift programmes;
- 350,000 Social Economic Class 'A1' (i.e., upper middle class) consumer households;
- Ministries of Commerce, Textiles, Agriculture, and other agencies.

### YOUR INVOLVEMENT IN THE PROJECT

- To support small farmers and the producers by buying Fair Trade Products available in certain place to adopt the Shop for Change Fair Trade Mark to become socially responsible Retailer
- To incorporate Fair Trade into your CSR activities and organisational/corporate procurement )
- To incorporate Fair Trade in your course curriculum
- To involve in awareness generation events and other activities
- To volunteer with us in creating grass-root demand for Fair Trade products.