



altromercato
commercio equo e solidale



ALTROMERCATO IS MEMBER OF WFTO:
THE INTERNATIONAL FAIR TRADE
ORGANIZATION THAT OPERATES WORLDWIDE
IN **50 COUNTRIES**.

WFTO'S MISSION IS TO ENABLE PRODUCERS
TO IMPROVE THEIR LIVELIHOODS AND
COMMUNITIES THROUGH *FAIR TRADE*. THE
INTERESTS OF PRODUCERS, ESPECIALLY
SMALL FARMERS AND ARTISANS, SHOULD BE
THE MAIN FOCUS IN ALL THE POLICIES,
GOVERNANCE, STRUCTURES AND DECISION
MAKING WITHIN THE WFTO.

MEMBERSHIP OF THE WFTO IS LIMITED TO
ORGANIZATIONS THAT DEMONSTRATE A 100%
FAIR TRADE COMMITMENT AND APPLY ITS **10**
PRINCIPLES OF FAIR TRADE. WFTO MEMBERS
ARE PIONEERS OF THE MOVEMENT AND
INNOVATORS OF THE MARKET.

10 PRINCIPLES OF FAIR TRADE

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1. CREATING OPPORTUNITIES FOR ECONOMICALLY DISADVANTAGED PRODUCERS
 2. TRANSPARENCY AND ACCOUNTABILITY
 3. FAIR TRADING PRACTICES
 4. PAYMENT OF A FAIR PRICE
 5. ENSURING NO CHILD LABOR AND FORCED LABOR
 6. COMMITMENT TO NON DISCRIMINATION, GENDER EQUITY AND FREEDOM OF ASSOCIATION
 7. ENSURING GOOD WORKING CONDITIONS
 8. PROVIDING CAPACITY BUILDING
 9. PROMOTING FAIR TRADE
 10. RESPECT FOR THE ENVIRONMENT

ALTROMERCATO WORKS WITH 170 PRODUCER GROUPS IN 50 DIFFERENT COUNTRIES



il colore più scuro indica la presenza di Produttori nel Paese. Da



ALTROMERCATO COMMITMENT TO PRODUCERS

PAYMENT OF A **FAIR PRICE**, TO ALLOW MEDIUM-TERM SUSTAINABILITY AND TO INITIATE SELF-DEVELOPMENT AND ENVIRONMENTAL PROJECTS

PRE-FINANCEMENT AND MICROCREDIT PROGRAMMES

FUND RAISING FOR TECHNICAL TRAINING

LONG-TERM PARTNERSHIP



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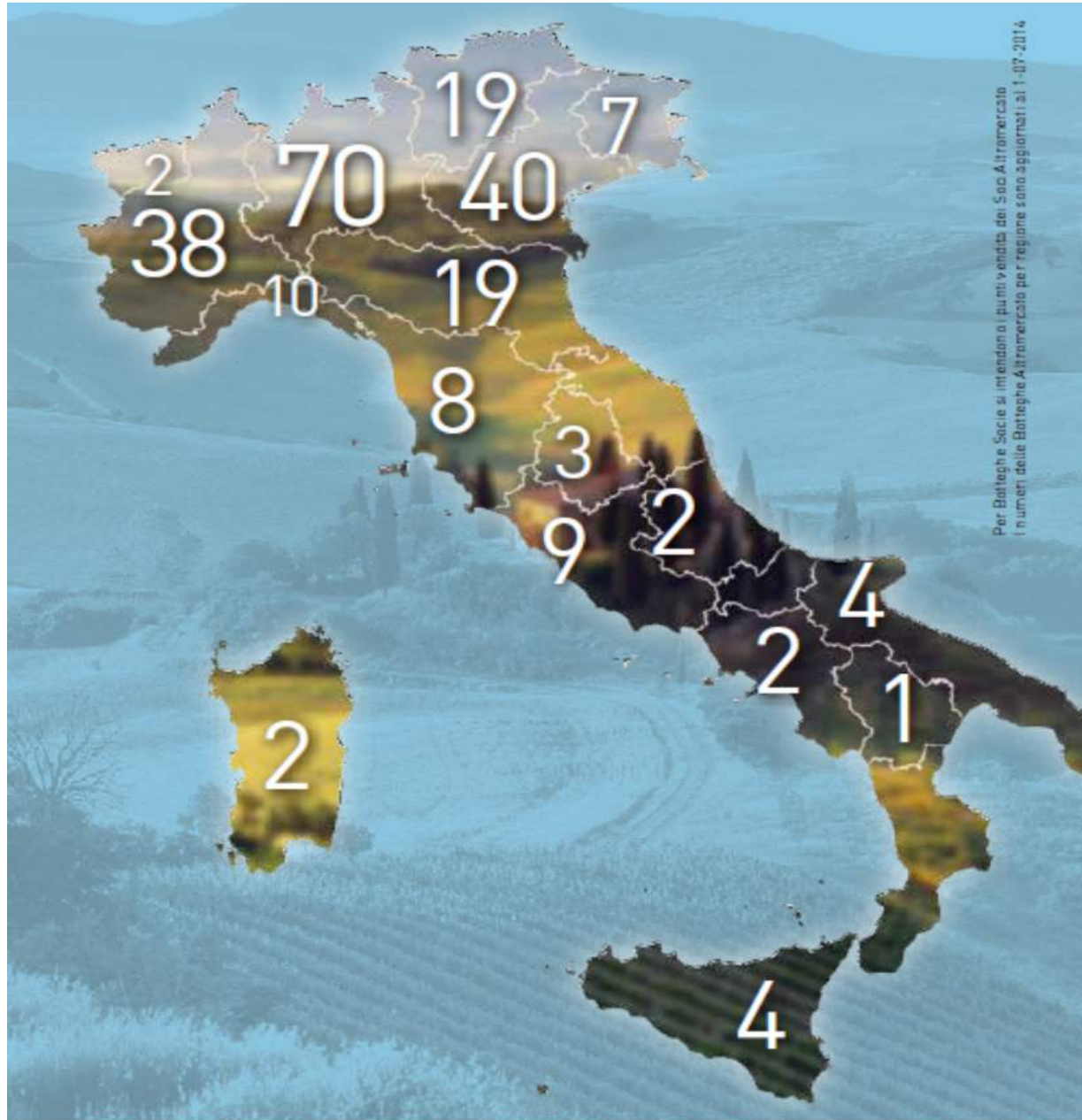


ALTROMERCATO IN ITALY
117 COOPERATIVES

280 WORLD SHOPS ALTROMERCATO
1,000 POINTS OF SALE IN
SUPERMARKETS AND MODERN
DISTRIBUTION CHAINS

MORE THAN 30,000 PEOPLE ACTIVELY
INVOLVED IN THE *FAIR TRADE*
MOVEMENT

40 MILLION CONSOLIDATED
TURNOVER



ALTROMERCATO WORLD SHOPS IN ITALY

400 FOOD PRODUCTS, MAINLY ORGANIC.
AMONG THESE, THE SOLIDALE ITALIANO
ALTROMERCATO BRAND PLAYS AN
IMPORTANT ROLE IN OFFERING ITALIAN
PRODUCTS MADE IN JAIL AND/OR FROM
THE MAFIA'S CONFISCATED LANDS

**1,300 FASHION AND ACCESSORIES
PRODUCTS**, A NEW BRAND *AUTEURS DU
MONDE* AND DEDICATED SHOPS

**1,300 CRAFT PRODUCTS; 100 COSMETIC
PRODUCTS** (MOST OF THEM ORGANIC)
UNDER THE NATYR AND BIONATYR
BRANDS. A BRAND DEDICATED TO HOUSE
CLEANING, SAFYLLA

altr@mercato
commercio equo e solidale



natyr
BENESSERE SOLIDALE

bio natyr

Safylla
PIÙ TO ECOLOGICO SOLIDALE
altr@mercato

**AUTEURS
DU
MONDE**

**SOLIDALE
ITALIANO**
altr@mercato

ALTROMERCATO COMMITMENT TO ENVIRONMENT

FOOD

ALLUMINIUM-FREE PACKAGING FOR CHOCOLATE AND (FIRST IN ITALY) COFFEE

ORGANIC CERTIFICATION: MAJORITY OF OUR FOOD RANGE RESPECTING AND PRESERVING **BIODIVERSITY**

COSMETICS

100% RECYCLED PET (ALL BOTTLES)

40% RECYCLED PE (ALL TUBES)

100% BIODEGRADABLE PLA - *BIOPLASTIC OF VEGETABLE ORIGIN*

(OILS)

ALL PACKAGING IS RECYCLABLE

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Solidale Italiano Altromercato

Solidale Italiano products are made by social cooperatives, unions and/or organizations which are active nation-wide or in difficult areas of the country. They sustain values, objectives and methods – such as solidarity, cooperation, development and social inclusion – characteristic of Fair Trade.

11 social cooperatives
37 products

www.solidaleitaliano.it

SOLIDALE
ITALIANO

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* Map as 10 2014



SOLIDALE
ITALIANO

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SOLIDALE ITALIANO: Fair and sustainable Agriculture

Fair-trade and sustainable products grow on lands free from mafia and exploitation. They tell about a kind of agriculture which respects humanity and environment; they tell about organisations committed to high-quality products, strong relations based on trust and direct relationship; and they reduce the distance between farmers and consumers. They give the land back to the community it belongs, create good work and are never going to cease to support the biodiversity of the land.



SOLIDALE ITALIANO: Jail Economy

There are many products made in jail: bakery, craft, or agricultural products are made or cultivated inside detention camps to guarantee a chance of redemption to the people who are involved in the process.

**SOLIDALE
ITALIANO**

altro  **mercato**

POLENTINE
BISCOTTI AL MAIS
dalla Banda Biscotti

SOLIDALE ITALIANO ALTROMERCATO PARTNERS

SOLIDALE
ITALIANO

altromercato



ASSOCIAZIONE ITALIANA
PER L'AGRICOLTURA BIOLOGICA



GRUPPO
COOPERATIVO
cgm



Slow Food® Italia



THANKS



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