



SWITCHing India's Consumption to Fair and Sustainable Goods



FAIRTRADE

Project Objective: Supporting the SWITCH to Sustainable Consumption

To contribute to sustainable development and poverty reduction in India through greater sustainable consumption.

- ✓ To **educate and engage consumers in urban India** with the concept of sustainability- particularly related to food and fashion
- ✓ To develop a **network and active eco-system of institutions and partners** including **government agencies** who promote sustainable consumption and procurement in India
- ✓ To **engage businesses and organisations to produce more sustainable and fair products** by switching to Sustainable/Fairtrade supply chains- thus making sustainable products more accessible to Indian consumers



Project Scope: EU-Asia Collaboration with focused Action in India, Bhutan & Indonesia

Partners:

Lead Applicant: Fairtrade International

Co-applicants: Centre for Social Markets (CSM), Fairtrade Foundation India
Bhutan Chamber of Commerce & Industry (BCCI),
Fairtrade Germany & Max Havelaar France

Project Duration:

4 years (Jan 2018 – Dec 2021)

Countries of Action:

India, Bhutan, Indonesia

Possibly others (e.g. Sri Lanka, Thailand)



Output 1: Increased awareness of sustainable consumption choices in urban centres

Target indicators:

- ✓ 400,000 Indian consumers reached (at least 25% female) → Facebook, Twitter, Instagram
- ✓ At least 210 media outputs (online, print, radio, TV)
- ✓ Campaigns for awareness & to promote Responsible Consumption

Activities in 2018:

- ✓ 61 Media stories (including, print, online, radio) on Fairtrade & sustainable brands of which 33 directly generated by the project
- ✓ Fashion Revolution Week & Fairtrade Week celebrated for sustainable consumption with over 7500 participants & participation from influencers

Playing the fair game

A week-long campaign aims to raise awareness about making ethical consumer choices

DALREEN RAMOS from Man... will be... without... in Pakistan... sets to take... at the... "I... don't really think a... be about where it... comes from or who... — statistics will... tell you that you... three-week. Lifestyle... More is history. In or... der to spread awareness... on ethical consumption... the Fairtrade Foundation... has organised a week-long... pan-India campaign that be... gan this Monday. The organ... has to know for its label... on products that indicate... that they have been ethically... sourced from producers... in just school in Chac... kopar, the Universal School... students that include forming... awareness committee and tea... son plan. In addition, playe... www.fairtradeindia.org to get i...



THE BETTER INDIA

A fair exchange



Popular German vlogger Felix von der Laden interacts with students at the Universal School in Ghatkopar

We can wait to dig into our meal, the moment it is in front of us. But in the time spent gorging, we don't spare a thought for the people who make it possible. In order to empower producers in developing countries, the Fairtrade Foundation, an independent UK-based NGO set up in 1992, by putting the label on products, a customer is ensured that their food is sourced responsibly, unlike conventional trade standards where producers are economically discriminated. And popular German vlogger Felix von der Laden has taken a keen interest in the project. On his recent India tour, he visited the Fairtrade Foundation, an independent UK-based NGO set up in 1992, by putting the label on products, a customer is ensured that their food is sourced responsibly, unlike conventional trade standards where producers are economically discriminated. And popular German vlogger Felix von der Laden has taken a keen interest in the project. On his recent India tour, he visited the Universal School in Ghatkopar, where he discussed the state of cotton farms in India with the students. As evident in the picture, Laden was impressed with the exchange of information.



(Edited by Vinayak Hegde)

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2018 - WHAT CAN YOU DO

Take Fairtrade to your workplace, university, cafe, school or community and become a Fairtrade Champion.

SCHOOLS UNIVERSITIES WORKPLACE COMMUNITIES CAFE/RESTAURANT



47,618 views · Liked by fairtrade.india and ankita_earthy

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WHAT'S HAPPENING AROUND YOU

SHOW STATISTICS

Filter Event Category

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- Fairtrade Farmers

Search for City / Event Name

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Search by Event Name

Search by Event Category

31 EVENTS 7513 PARTICIPANTS



Output 2: Increased stakeholder engagement in SCP at educational level, at local & higher government level, and at private sector level



Target indicators:

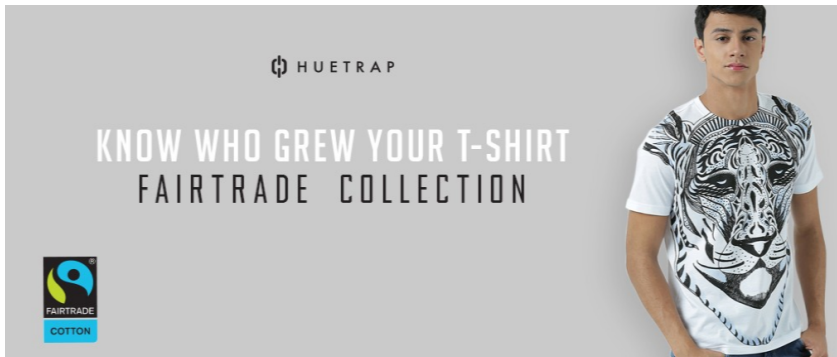
- ✓ 200 schools (reaching 12,500 students directly and 50,000 indirectly)
- ✓ 10 universities or colleges (reaching 2000 students directly and 4000 indirectly)
- ✓ 4 local authorities supporting sustainable procurement
- ✓ 10 corporate businesses doing sustainable procurement



Activities in 2018:

- ✓ 5 Schools at pilot stage and India's first Fairtrade School launched
- ✓ Re-engagement with 3 local Fair Trade Towns initiatives via local governments of Auroville & Kotagiri (Tamil Nadu) and Pondicherry (Union Territory)

Output 3: Increased access to sustainably produced products in the Indian market; and Greater sustainability-led market linkages amongst Asian countries catering to Indian consumers



Target indicators:

- ✓ 250 Corporations in India (MSMEs, Large Enterprises, Producer companies) in FMCG, Retail & Fashion Sector sensitised on SCP
- ✓ 2 sustainable supply chains piloted for potential sourcing from Bhutan & Indonesia for product sales into Indian market
- ✓ 250 SKUs Fairtrade/ sustainable products available in the Indian market



Activities in 2018:

- ✓ 36 new SKUs introduced in Indian market across sustainably produced food & fashion
- ✓ Meetings held with circa 500 farmers in Bhutan introducing SCP through Fairtrade and the project

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