

# Equo Garantito: Fair Trade is the message

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# Who is Equo Garantito

Equo Garantito is the National Assembly of the Italian Fair Trade organizations - a non-profit organization that promotes the values of Fair Trade and fair economy in Italy.

Equo Garantito is involved in 4 main activities:

- promotion of Fair Trade in Italy;
- monitoring of the compliance of its member organizations to the Fair Trade criteria;
- education about sustainability and Fair Trade and training for its members;
- lobbying and advocacy for policies that support Fair Trade practices.





# Definition of Fair Trade

- "Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South.
- Fair Trade Organisations have a clear commitment to Fair Trade as the principal core of their mission."

Globally recognised definition, as agreed by the main international Fair Trade networks (WFTO, Fairtrade International and European Fair Trade Association)





# Equo Garantito members



Our network is composed by 70 member organizations (importers, retailers, producers).

- In 2020, their total turnover was €64.993.110.

83% coming from the selling of Fair Trade products (€ 54.176.177)

- They bought € 11.310.769 of Fair Trade products from 152 Fair Trade Organisations in Asia (39% of the purchases), Latin America (37%), Africa (23%) and Europe (1%).



# Equo Garantito members



- They employ 472 people, 64% of which are women, supported by 3.813 committed volunteers.
- In 2020, they delivered 6.685 hours of education activities and trainings and promoted 62 campaigns about sustainable consumption and global citizenship.



# Key message 1 = social impact

- The 10 Principles of Fair Trade specify the ways that Fair Trade Enterprises are set up and behave to ensure they put people and planet first.
- Equo Garantito carries out verification and monitoring to ensure these principles are upheld.



# Key message 2 = sustainability

- Organisations which produce Fair Trade products maximise the use of raw materials from sustainably managed sources in their ranges, buying locally when possible.
- They use production technologies that seek to reduce energy consumption and where possible use renewable energy technologies that minimise greenhouse gas emissions. They seek to minimise the impact of their waste stream on the environment.





# Tools provided by Equo Garantito



Equo Garantito label on the products,  
participation in national and international  
events





# Tools provided by Equo Garantito



Campaigns (and related materials) like World Fair Trade Day, e-learning platform for citizens, businesses, LAs



# Covid-19 & resilience



## Challenges:

- Digital readiness
- Supplying delay

## Lesson learned:

- e-commerce
- Businesses rooted in the local community
- growing awareness of the need for resilient supply chains