

# I SHOP FAIR NETWORK OF ETHICAL CONSUMERS

CAMPAIGNING FOR FAIR WORKING CONDITIONS WORLDWIDE

Welcome to the **I SHOP FAIR** newsletter,

This newsletter is the first in line of a series of newsletters that will keep you updated about the project "I SHOP FAIR" which is a three year project co-financed by the EU and represented by Koperattiva Kummerċ Ġust in Malta. The mission of the project is to inform consumers and media about the situation of workers in the countries of the South. A special emphasis is placed on factories of the clothing, toys, computers and flower industry. They are also called the 4 thematic sections. Each semester (6 months) will focus on a specific thematic section. What will happen in each semester?

The garment semester is the first thematic semester and it is also an example of what will happen in the other thematic semesters. First, we will visit a specific place to learn about the conditions of workers. For instance, in the garment section we will visit India and Bangladesh. We know that many products we buy in Europe, are produced in Asia, Latin America, Africa and Eastern Europe. Production in factories in low-wage countries enables the company to keep manufacturing and labor costs low. Taking into consideration the local context, and despite workers working overtime, with the extremely low wages that they are paid, they are not able to lead a dignified life.

We will invite two persons from our visit in the South to Europe, including Malta where they raise awareness about their conditions. This is followed by two seminars each semester and public street actions. To do this, we are also producing raising awareness material related to the semester such as shop cards and leaflets. Lastly but not least, we will also meet stakeholders and send lobby letters to campaign for fair working conditions.

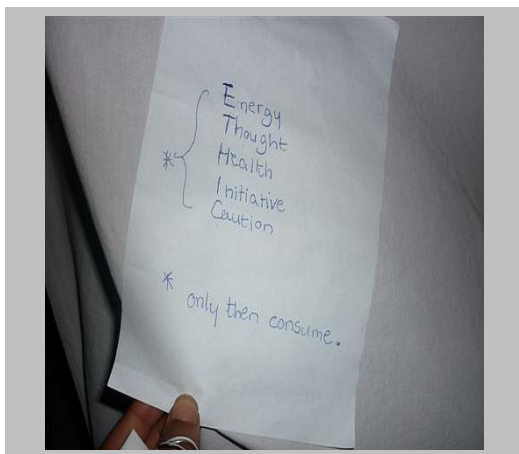
If you would like to be part of a network of consumers that actively promote fair working conditions and contribute to a change in a socially and environmentally sustainable economy, than log on to [www.ishopfair.net](http://www.ishopfair.net) You can also find us on facebook. Nearly 500 Maltese have already joined and we would like you to **join us** too!

**KOPERATTIVA KUMMERĊ ĠUST**



This publication has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of Koperattiva Kummerċ Ġust and can in no way be taken to reflect the views of the European Union

L-ARKA  
306, Triq San Pawl,  
Valletta  
VLT1213 Malta  
[www.l-arka.org](http://www.l-arka.org)



Ethical Consumption  
Photo courtesy of Mahira Sheikh

#### WHO IS INVOLVED?

I SHOP FAIR is an initiative, co-funded by the European Union, and represented by **Koperattiva Kummerç Ġust** (KKĠ) in Malta. KKĠ, is the only fair trade organization in Malta that is a member of the World Fair Trade Organization.

KKĠ's goal is to promote fair and equitable trading terms with producers in poor countries. This gives people in poor countries a chance to fairly work themselves out of poverty. More information can be found on the following website: [www.i-arka.org](http://www.i-arka.org)

I SHOP FAIR is a joint project of Sudwind Argentur (Austria), Christian Initiative Romero (Germany), Fairtrade Society (Czech Republic), and Koperattiva Kummerç Ġust.

#### I SHOP FAIR will:

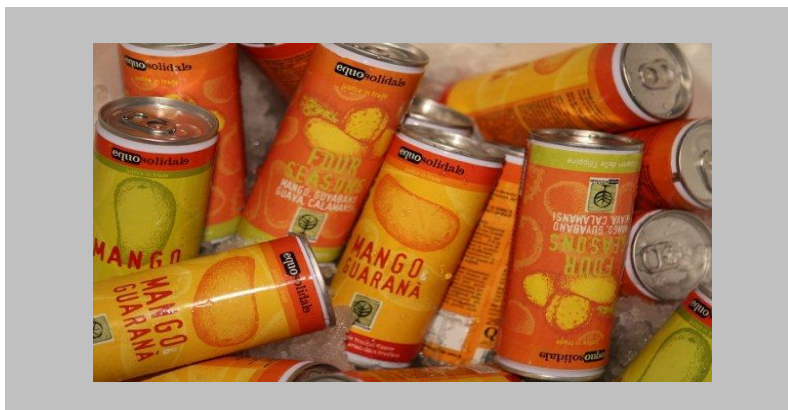
Provide consumers with information pertaining to the working conditions in factories in the countries of the South

support consumers in asserting their power over companies in order to achieve a more socially and ecologically sustainable economy

raise awareness about the problematic impact the prevalent working conditions have on humanity and the environment

support workers, trade unionists and NGOs through concrete activities (protest letters to companies and governments)

put pressure on companies to take responsibility for their whole production chain ensuring that their goods are produced under decent working condition



Fair Trade Drinks - Photo courtesy of Francesca Aquilina

VISIT [WWW.ISHOPFAIR.NET](http://WWW.ISHOPFAIR.NET) FOR MORE INFORMATION

*I pity the man who wants a coat so cheap that the man or woman who produces the cloth will starve in the process*

Benjamin Harrison