



HOW DO ARTISANS BENEFIT FROM FAIR TRADE?

Participating in Fair Trade initiatives benefits artisans/farmers/producers in many ways. Fair Trade contributes both tangible and intangible advantages. The payment of a Fair and just price is the most obvious benefit of Fair Trade for marginalized producers. However, less tangible benefits include social equality, empowerment and capacity building.

Fair Trade can be considered as a strategy for poverty alleviation and sustainable development. This is because one of the core issues of Fair Trade is capacity building. This means Fair Trade acts to develop producer's independence and skills. For example, artisans involved in a trading partnership with Fair Trade Egypt (FTE) are provided not only with market access, but also the capacity to improve their own livelihoods.



Abd El Sattar is a potter who lives and works in Fayoum oasis, Egypt, who has established his own pottery workshop. He has been trading his products with FTE since 2001.

The monies from the sale of his products contributed to the establishment of his workshop. In addition, through his partnership with FTE, Abd El Sattar has learnt the skills for running a small business and received knowledge on how to successfully operate the workshop to ensure future income and security for his family. Abd El Sattar is now in the position where he has employed assistants and has the capacity to train his children also in the art

of pottery. Most importantly Abd El Sattar has learnt to empower himself, has built his self-esteem and his internal capacity for self-determination.

Fair Trade initiatives can also directly contribute to another aspect of a sustainable development; environmental conservation. Fair Trade can improve the surrounding environment and home of the producers by ensuring that all products are made with minimal impact on the environment and by ensuring that the natural resources are sustainably managed.



For example, one of FTE's producer groups is committed to conserving their land, which has been designated as

marine protected area, Zaranik. The area has cultural, social and economic values to the local people. In producing handicraft products and selling these through FTE's marketing channels, the monies go back into physically restoring the local environment. In addition, in producing and selling these products, the community is raising public awareness of this particular environmental issue.

