



## You want to know more about the Action Alliance or fair trade?

You want an up-to-date overview of all offers, activities and events within Berlin? You are active in fair trade yourself and would like to become part of our alliance? We look forward to hearing from you!



[www.fairerhandel.berlin/schokolade](http://www.fairerhandel.berlin/schokolade)  
**Fair sporting goods – #BerlinPlaysFair**

10,000 fairly traded balls and sports textiles are already in use in Berlin – in sports clubs, on soccer pitches and at competitions. And schools can also only order fair footballs through the state of Berlin. Let's make sure that soon only fair balls will be roll, bounce or fly through our capital!

[www.fairerhandel.berlin/sport/](http://www.fairerhandel.berlin/sport/)

### Fair school meals - tasty & just

Around 165,000 lunches are distributed in schools all over Berlin every day. This amounts to 30 tonnes of rice, half a million bananas and many thousands of pineapples every year. The administrations of the Berlin Senate as well as some districts have worked to ensure that these products will only be sourced from certified Fair Trade since the school year of 2020/21. What works throughout Berlin can also send a positive signal to other municipalities!

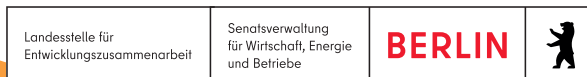
[www.fairerhandel.berlin/fairmachtschule](http://www.fairerhandel.berlin/fairmachtschule)



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With friendly support of



# WE MAKE BERLIN FAIR.

## WHY FAIR TRADE

## FAIR TRADE WORKS

Fair trade is a hands-on approach with 50 years of experience. It shows how fair, sustainable trade can succeed by

- creating awareness through information
- transparent supply chains
- fair, transparent prices
- supporting producers to gain market access
- strengthening value creation in the producing countries

It also links the social dimension with the ecological dimension – because trade justice is a prerequisite for climate justice.

With its many success stories fair trade provides impetus for sustainable economic activities as well as transforming political frameworks.

WE MAKE BERLIN FAIR!

## ABOUT THE ACTION ALLIANCE



We are an alliance of over 50 organisations and initiatives from civil society, business and administration in Berlin. We strengthen fair trade as an effective contribution for a future-oriented world at local level. Together with other movements, we strive for climate and social justice within our capital – in economy and beyond.

We show how fair trade contributes to transforming the global economy by creating beacons and writing new success stories in Berlin.

WE HAVE BIG PLANS IN MIND

## OUR VISION

A Berlin that acts and trades fairly – in the spirit of solidarity and sustainability.

## OUR GOALS

As a lively alliance we are always open to new activists and cooperation partners. Get in touch. We ...

- ... offer those involved in fair trade a stable and reliable communication and cooperation structure.
- ... make fair trade more well-known and visible.
- ... provide impulses for the further development of fair trade in Berlin and strengthen education and information work.
- ... bring our expertise to the attention of decision-makers from politics and business in a goal-oriented manner.

Together we strengthen fair trade in the Berlin. Let's join forces!

WHERE THE THREADS COME TOGETHER

## OUR OFFERS

- Regular information about current events and campaigns
- Opportunities to get involved in specific campaigns
- A Fair City Map – with hundreds of addresses for fair cafés, shops, schools, associations and initiatives
- Networking and exchange with like-minded people

### Accumulated expert knowledge

Our alliance brings together the fair trade expertise of our stakeholders. You can make use of it!

And those already active in the fair trade movement benefit from a strong network with effective publicity channels for their own activities and campaigns.

WELL DONE

## BERLIN'S BEACONS

### Berlin is Fairtrade Town!

The majority of districts in Berlin are Fairtrade-certified and since 2018 the entire city is too. In order to obtain this title, many committed people have ensured that a whole range of criteria have been met. That's something to be proud of! [www.fairerhandel.berlin/fairtradetown](http://www.fairerhandel.berlin/fairtradetown)



### Fair City Map Berlin

Where can I find the closest fair café, the nearest fair fashion store or other fairly traded products? The Fair City Map on our website provides answers to these questions – with a constantly growing overview of fair shops, cafés, world shops, associations, initiatives and schools in Berlin. [www.fairerhandel.berlin/stadtplan](http://www.fairerhandel.berlin/stadtplan)

### The Fair Chocolate of our Capital

Tastes good and shows that climate-friendly and socially responsible business works! All ingredients are produced 100% fairly and organically. Thanks to long-term trading relationships, stable prices well above world market levels and the payment of additional premiums, over 13,000 co-operative members and their families in 6 countries benefit directly from the sale of chocolate.