

REGIONAL ACTIVITY CENTRE FOR CLEANER PRODUCTION

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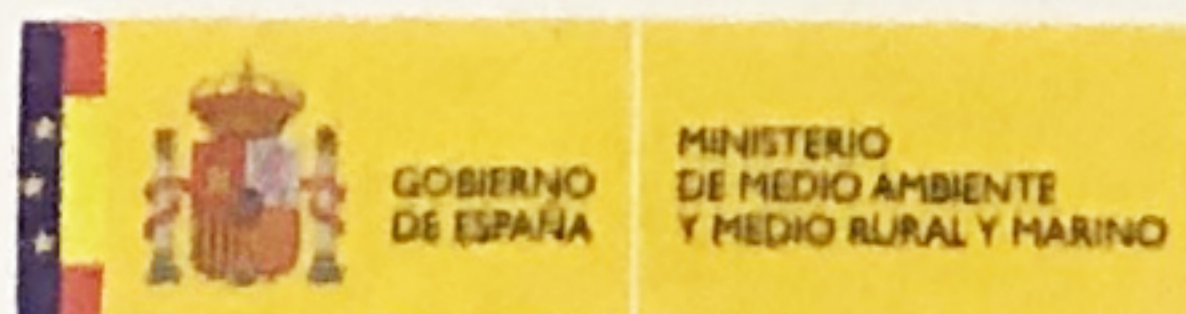
SUSTAINABLE CONSUMPTION AND PRODUCTION IN THE MEDITERRANEAN


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## Initiatives for Responsible Consumption

 Regional Activity Centre  
for Cleaner Production



 Generalitat de Catalunya  
Government of Catalonia  
Department of the Environment  
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## Global Exchange: Initiatives related to Sustainable Consumption and Civil Society

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**G**lobal Exchange is an international human rights organization dedicated to the promotion of environmental, political and social justice. Since its foundation in 1988, this non-profit organization has increased the US public's global awareness while building partnerships worldwide.

Through programs such as Reality Tours, Public Education, and Fair Trade, Global Exchange works for human rights and social and economic justice through grassroots citizen empowerment. The organization also launches other punctual campaigns that become authentic traditions such as "Sweet Smarts" or sweatfree.

All these initiatives respond to a people-centered globalization that values the rights of workers and the health of the planet and which aims to create a local, green economy designed to embrace the diversity of the communities.

**Keywords:** fair trade, justice, human rights organization, reality tours, sweatfree campaign, Sweet Smarts, clean energy economy.

### Global Exchange : Initiatives en Rapport avec la Consommation Durable et la Société Civile

Global Exchange est une organisation internationale pour les droits de l'homme dévouée à la promotion de la justice environnementale, politique et sociale. Depuis sa création en 1988, cette organisation à but non lucratif a contribué à approfondir la conscience globale du public américain, tout en construisant des partenariats partout dans le monde.

Grâce à des programmes tels Reality Tours, Public Education et Fair Trade, Global Exchange travaille pour les droits de l'homme et la justice sociale et économique à travers la responsabilisation des militants de base. L'organisation également lance d'autres campagnes ponctuelles qui sont devenues une authentique tradition telle « Sweet Smarts » ou sweatfree.

Toutes ces initiatives répondent à une globalisation centrée sur les personnes qui évalue les droits des travailleurs et la santé de la planète et cherche à créer une économie verte locale, conçue de façon à inclure la diversité des communautés.

**Mots clés :** commerce équitable, justice, organisation des droits de l'homme, reality tours, la campagne "sweatfree", économie à base d'énergie propre.

### Global Exchange: Iniciativas relacionadas con el Consumo Sostenible y la Sociedad Civil

Global Exchange es una organización internacional de derechos humanos dedicada a la justicia medioambiental, política y social. Desde su fundación en 1988, esta organización sin ánimo de lucro ha ampliado la conciencia global de la población de los Estados Unidos, a la vez que ha construido asociaciones y sociedades en todo el mundo.

A través de programas tales como Reality Tours (Tours Reales), Public Education (Educación Pública) y Fair Trade (Comercio Justo), Global Exchange trabaja por los derechos humanos y la justicia social y económica a través de la potenciación de ciudadanos de base. La organización también lleva a cabo, ya de forma puntual, otras campañas que se convierten en auténticas tradiciones, como por ejemplo "Sweet Smarts", o la campaña "sweatfree".

Todas estas iniciativas responden a una globalización centrada de la gente que valora los derechos de los trabajadores y la salud del planeta y sus objetivos de crear una economía local, verde, diseñada para acoger la diversidad de las comunidades.

**Palabras clave:** comercio justo, justicia, organización de derechos humanos, reality tours, campaña "sweatfree", Sweet Smarts, economía con energía limpia.

In 1988, Medea Benjamin, Kevin Danaher, Kathie Klarreich and Kirsten Moller founded Global Exchange. The formation of the organization was rooted in the increasing interdependence of national economies and the subsequent need to build political alliances across national boundaries to protect the economic, social and political rights of all people. Their view: to create an organization based upon education-for-action which would support and partner with the international grassroots movement fighting for these human rights. In a world where the economics of quantity fuels corporate power and political greed, the elite are reaping profits while working people and the planet are left to pay the price. In response to the global degradation caused by this system of elite globalization, Global Exchange envisions an alternative economy of quality centered upon protecting international human rights to ensure that the cost of globalization does not come at the expense of us all.

During these 21 years, Global Exchange has reached important accomplishments in human, economic and environmental justice. The following are details of Global Exchange programs that relate to sustainable consumption and civil society:

## Global Exchange's Fair Trade Stores

The mission of Global Exchange's Fair Trade Stores is to successfully market fairly-traded products in order to:

- increase benefits for producers and consumers through economic fairness, mutual respect, and understanding, and
- build support for a more sustainable system of trade.

They strive to pay a fair price to disadvantaged producers and to support producer-initiated efforts to improve their quality of life. In addition, they seek to increase understanding and activism of U.S. consumers about unfair trade practices and the fair trade alternative.



Behind the scenes at the Global Exchange Online Fair Trade Store; holiday 2007

All of its Fair Trade Stores (5 physical locations plus an Online Store) set an example of working responsibly with world craft producers. Global Exchange stores generate income for thousands of artisans and their families in over 40 countries, by operating according to Fair Trade Criteria, which includes paying a fair wage within a local context and engaging in environmentally sustainable practices.

## Fair Trade Coffee and Chocolate Campaigns

Global Exchange's Fair Trade campaigns educate consumers about Fair Trade and pressure large companies to convert to Fair Trade sources. Under the umbrella of their Fair Trade campaign is 'Sweet Smarts', which mobilizes a national network of individuals, from young children to senior citizens, whose simple, creative actions to educate and advocate for Fair Trade certified products transform communities and corporations to support small farmers' efforts to build a better future for their families.

The campaign "Sweet Smarts" mobilizes a national network of individuals whose creative action to educate and advocate for Fair Trade products transforms communities

Here are a few examples of Global Exchange Sweet Smarts campaign actions:

- Reverse Trick or Treating: On Halloween, campaign participants give candy back to the people at their doorsteps... Specifically, Fair Trade chocolate attached to a card with information on



Global Exchange Marketing Director Tex Dworkin visits with producers from Thai Tribal Craft outside of Chiang Mai, Thailand; Spring 2007

problems of poverty, child slavery/ abusive child labor, and environmental degradation in the cocoa fields and how Fair Trade makes a difference.

- Holiday Fair Trade Caroling: Campaigners go Fair Trade caroling, informing neighbors and communities about Fair Trade through songs.
- Valentine's Day cards: Valentine inserts are handed out to folks of all ages for them to put inside their valentines to let their loved ones know about Fair Trade.
- Curriculum: Global Exchange provides free material to teachers interested in teaching Fair Trade in the classroom.

## Sweatfree Campaign

Global Exchange has joined a national "Sweatfree" campaign, an effort to ensure that the clothes, uniforms, and other products bought by our cities and states are not made in sweatshops.

## Reality Tours

Global Exchange Reality Tours provide individuals with the opportunity to understand issues beyond what is communicated by the mass media and gain a new vantage point from which to

# initiatives for responsible consumption: social initiatives



Former Global Exchange Online Store buyer Jenie Farinas learns to weave at a cooperative in Luang Prabang, Laos; Spring 2007

in Latin America, Africa, Asia and the Middle East. Participants learn about women's struggles in Afghanistan, the impact of oil exploration on Ecuador's indigenous communities, and the struggle for peace and justice in Palestine & Israel. Some trips give travelers an opportunity to visit cooperatives where crafts are made and farms where products are grown, so travelers can witness the benefits of Fair Trade first hand.

## Speakers Bureau

Offering intellectual and experiential expertise, Global Exchange's speakers explore crucial global issues, educating and activating students and community groups across the United States.

view and affect US foreign policy. Travelers are linked with activists and organizations from around the globe who are working toward positive change.

Today Global Exchange Reality Tours organizes trips to over 30 countries

## Climate Change

At this critical time, governments and communities across the world are focused on the dire effects of global warming. At the grassroots level, an



Global Exchange Online Store Manager Abby Edelman and Director of Marketing Tex Dworkin visit with a group of basket weavers in Kwa Zulu Natal, South Africa; Spring 2008

unprecedented youth-led movement is taking the lead in demanding a new clean energy economy.

Global Exchange is educating and mobilizing youth to come up with viable solutions for the most pressing issues in the fight to stop climate change. From demanding the use of renewable, sustainable energy, to calling for green collar jobs on a mass scale, Global Exchange is working at the forefront of this new youth-led movement.

## Local Green Economy

As Global Exchange Co-Founder Kevin Danaher says, "The only real antidote to corporate globalization is the local green economy." Building local, equitable economies is central to displacing the structures that give corporations power over people and the planet. By promoting the alternatives, it is Global Exchange's hope to advance the world from profit centered to people centered, from currency to community. Here are some of the local green economy initiatives Global Exchange is involved with:

- Green Festivals: Global Exchange co-founded this event. It is a celebration of what's working in communities - for people, for businesses and for the environment. Hundreds of thousands of concerned individuals over the years have attended these "parties with a purpose" aimed at forging a just, sustainable, inclusive economy!

- Green Careers Program: Global Exchange has launched a unique program that provides environmental education, job training and mentorship for city college students of the Bay View/Hunters point community in San Francisco.

- Buy Local: Global Exchange offers a plethora of resources to those interested in building their own buy local movements.

## Resources

For more information about specific Global Exchange programs, here is a list of web resources:

Main organization: [www.globalexchange.org](http://www.globalexchange.org)

Fair Trade Stores: [www.globalexchangestore.org](http://www.globalexchangestore.org)

Fair Trade Campaign: <http://www.globalexchange.org/campaigns/fairtrade/cocoa/>

Sweat-free Campaign: <http://www.globalexchange.org/campaigns/sweatshops/>

Reality Tours: [www.realitytours.org](http://www.realitytours.org)  
Speakers Bureau: <http://www.globalexchange.org/getInvolved/speakers/index.html>

Climate Change: [http://www.globalexchange.org/war\\_peace\\_democracy/climatechange/index.html](http://www.globalexchange.org/war_peace_democracy/climatechange/index.html)

Local Green Economy: <http://www.globalexchange.org/campaigns/greeneconomy.html>

Green Festivals: [www.greenfestivals.org](http://www.greenfestivals.org)

Green Careers: <http://www.globalexchange.org/campaigns/greencareers.html>

Buy Local: [www.buylocalday.org](http://www.buylocalday.org) ■