



DE - DEVELOPMENT EDUCATION

# Make Fruit Fair!



*Make Fruit Fair is an awareness raising campaign, both political and media, to inform and demand sustainable consumer practices, marketing and better working conditions in the domain of tropical fruit production (banana and pineapple in particular).*

 <b>COUNTRY</b> Italy	 <b>BENEFICIARIES</b> 20.000.000	 <b>METHOD</b> Networking / Advocacy
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INTERNATIONAL PARTNERS	Oxfam Deutschland (Germany), Asociatia Mai Bine (Romania), Banafair (Germany), Banana Link (UK), Ekumenicka akademie Praha (Czech Republic), Fako Agricultural Workers Union (Cameroon), Forum for International Development + Planning (Germany), Instituto Marquês de Valle Flôr (Portugal), Koperattiva Kummer ust (Malta), Peuples Solidaires (France), Sindicato Nacional de Trabajadores de la Industria Agropecuaria (Colombia), Stichting Fair Trade Advocacy Office -FTAO (The Netherlands), Südwind (Austria), Tudatos Vásárlók Közhasznú Egyesülete -TVE (Hungary), Unión Regional de Organizaciones Campesinas del Litoral (Ecuador), The Windward Islands Farmers' Association (Saint Vincent and the Grenadines), Za brvba (Lithuania), Zwizek Stowarzysze Polska Zielona Sie (Poland).
FUNDING AGENCIES	European Commission
STARTING DATE	March 2015
IMPLEMENTATION PERIOD	36 months
DESCRIPTION	Make Fruit Fair is an awareness raising campaign, both political and media, to inform and demand sustainable consumer practices, marketing and better working conditions in the domain of tropical fruit production (banana and pineapple in particular).The campaign has already been launched in Germany in 2010 and shall now be replicated in 20 European and non European countries.
OBJECTIVES	The goal of the project is to build a public opinion favourable to the development of sustainable commercial european policies, in order to positively contribute towards reaching the targets of the European Union regarding the field of development, including millennium development goals. In specific, the aim is to make the relation between development and international commerce public and unanimous, encouraging citizens of the European Union to demand the implementation of relevant changes from their political representatives for the improvement of life in poverty-stricken countries.
ACTIVITIES	<ul style="list-style-type: none"> <li>• Advocacy and lobbying activities towards the European Parliament, big multinational companies involved in the production chain and distribution of tropical fruits and mass media.</li> <li>• On-line campaigns and petitions.</li> <li>• Enhanced studies on the purchasing and price policies of supermarkets in different countries.</li> <li>• Training days and preparation of informative material.</li> <li>• Multi-stakeholder meetings where trade unionists and activists of producing countries can question european policies and corporations.</li> <li>• Production of video material (documentaries and video clips) and other advertising material (posters, leaflets, photos, t-shirts, bags etc.).</li> <li>• Mass media campaign (performance, press releases, social media and other virtual platforms)</li> <li>• Organization of conferences and other events in public contexts.</li> </ul>



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