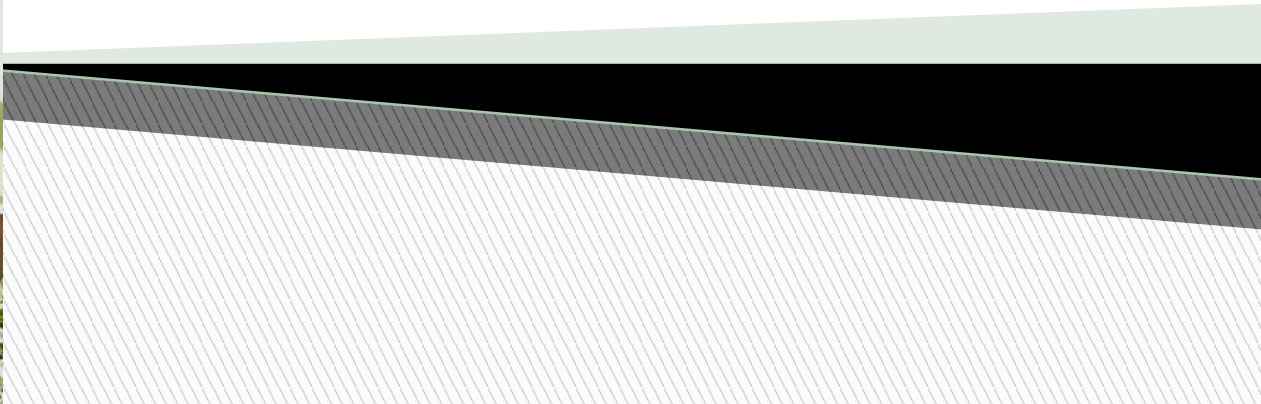




Beyond Fair Trade

8/29/2010



Earth Rights Institute
LA, California

Global Eco-village Network (GEN)

SEM

Senegal Eco-village Microfinance Fund GEN-Senegal



Microfinance



- Providing financial services to the poor.
 - Micro-lending
 - Savings
 - Insurance
 - Financial planning



“microcredit ignites the tiny economic engines of the rejected underclass of society. Once a large number of tiny engines start working, the stage can be set for bigger things”

Muhammad Yunus (Nobel Peace Prize Laureate 2006)

What is an Eco-Village?

Developing Villages that are sustainable in three ways:

- Environmentally sustainable
- Socially sustainable
- Economically sustainable

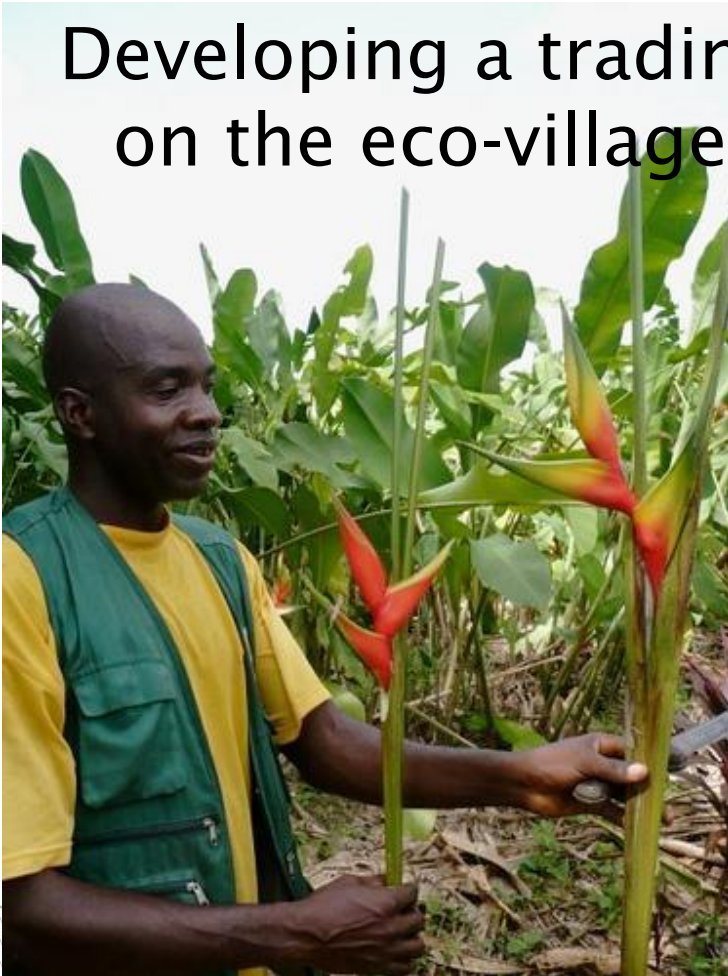


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Developing a trading framework that is based on the eco-village model.

Fair Trade

BEYOND Fair Trade



BIG PICTURE

Developing a beyond fair trade framework



Increase the economic activity within
the Eco-village Network



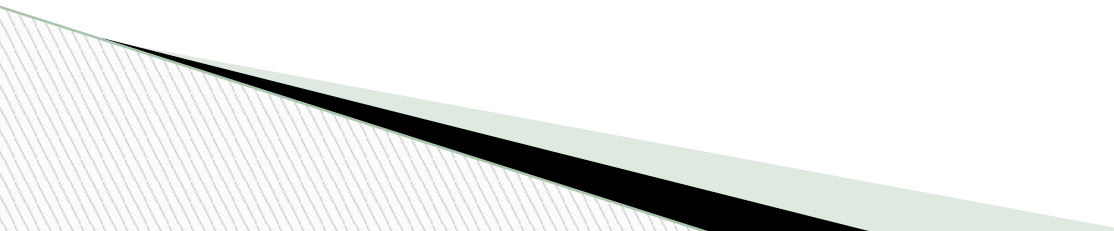
Poverty alleviation



Empowering
entrepreneurs




Reduce carbon
emissions



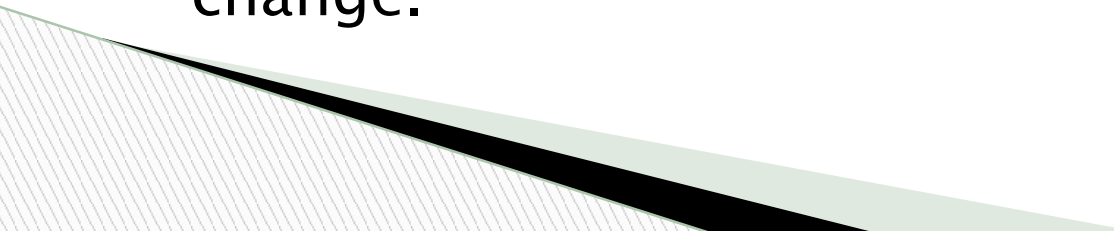
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Objectives:

- ▣ **Expand existing networks**
 - ▣ **To empower communities by diffusing knowledge**
 - ▣ **To provide stakeholders, such as local businesses with access to information**
 - ▣ **To network and build alliances**
 - ▣ **To increase economic activity and diversity in eco-villages**
- 

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Overall goals:

- To pilot a **collaborative** application of sustainable and appropriate economic development.
 - To **empower** marginalized African rural communities to make development decisions based on local needs and community values.
 - To address the UN MDG of **eradicating poverty and hunger** for the men and women living in West African eco-villages
 - To **localize distribution** in order to facilitate the reduction of carbon emissions and combat climate change.
- 

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▣ **Project Proposal:**

- ***Develop a pilot:*** for an “Eco-Village” trade model in West Africa that empowers communities to locally determine development direction based on needs, community values and environmental and economic sustainability.
- ***Diffusion:*** The results of the research and lessons learned in the pilot shall serve as basis for the application of the “Beyond Fair Trade” paradigm around the globe.

Thank you!

▣ Questions and Comments

