

Altromercato

25 YEARS OF FAIR TRADE IN ITALY

ALTROMERCATO IS THE LARGEST ITALIAN FAIR TRADE NETWORK. SINCE 1990 IT HAS BEEN IMPORTING PRODUCTS FROM UNDERPRIVILEGED PRODUCERS FROM AFRICA, ASIA AND LATIN AMERICA.



WWW.ALTROMERCATO.IT

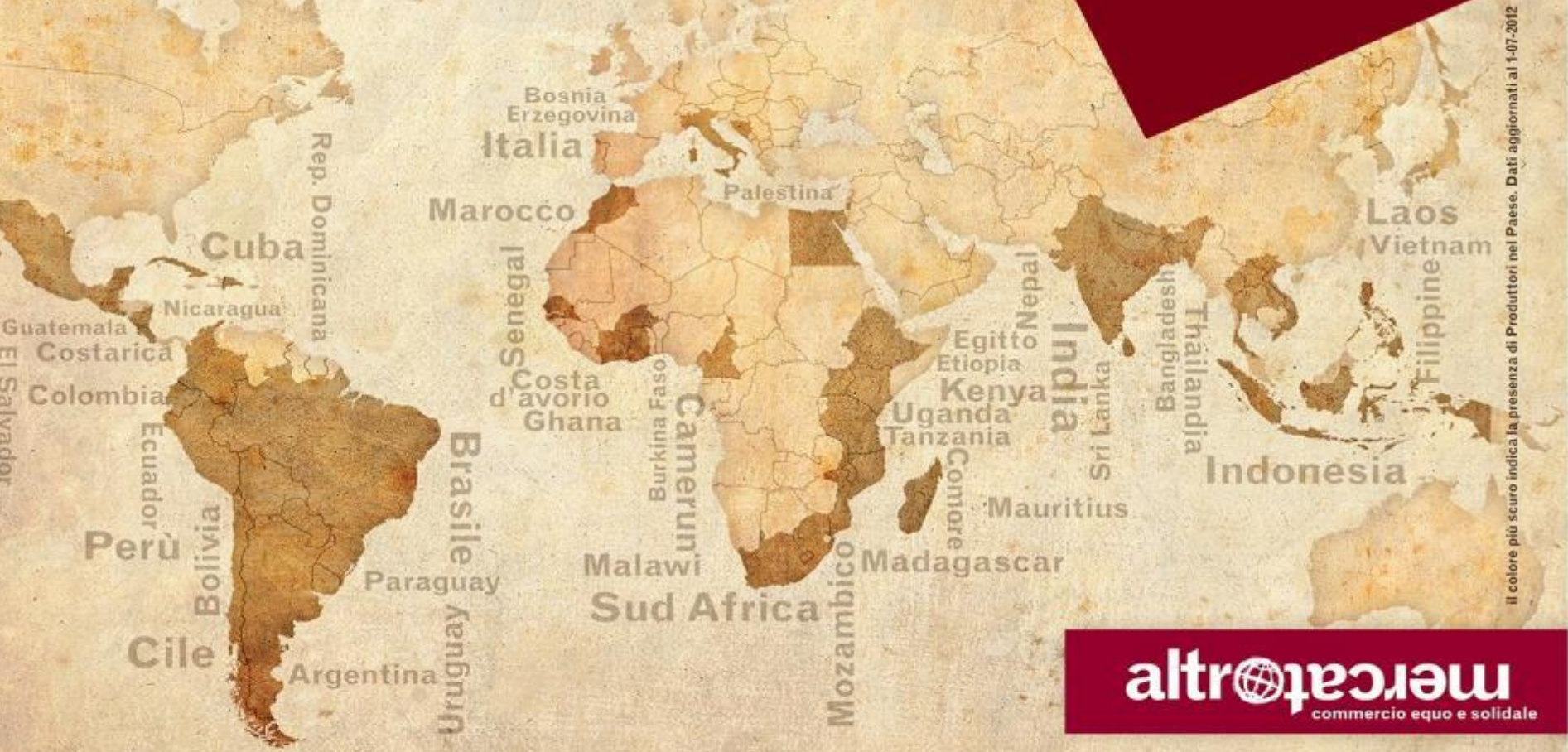
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ALTROMERCATO WORKS WITH 150 GROUPS OF PRODUCERS IN 50 DIFFERENT COUNTRIES



Il colore più scuro indica la presenza di Produttori nel Paese. Dati aggiornati al 1-07-2012



PARTNERSHIP WITH PRODUCERS

ALTROMERCATO

PAY A **FAIR PRICE**, ENOUGH TO ALLOW MID TERM **SUSTAINABILITY** AND TO SUPPORT SOCIAL AND ENVIRONMENTAL AUTONOMOUS DEVELOPMENT PROJECTS.

GIVES **PRE-FINANCING** AND MICROCREDIT PROGRAMMES

CONTINUITY IN COMMERCIAL PARTNERSHIPS



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ALTROMERCATO IN ITALY

118 members (cooperatives and associations)

300 fair trade shops

1,500 supermarkets and points of sale

More than **30,000 PEOPLE** INVOLVED IN THE FAIR TRADE MOVEMENT

40 MILIONS EURO YEARLY TURNOVER selling to its members as well as to traditional small and large retailers.



**400 FOOD PRODUCTS,
MANY OF THEM ORGANIC**

1.300 FASHION PRODUCTS

1,300 HANDICRAFT PRODUCTS

**100 COSMETICS PRODUCTS,
MAINLY ORGANIC**



Three years ago Altromercato started including in its strategy what we called domestic fair trade or SOLIDALE ITALIANO ALTROMERCATO.

The goal was to develop fair trade with Italian small farmers and artisans dedicated to social inclusion or with a strong attention to environmental sustainability and traditional knowledge.

The goal was also giving market access to producers who work on lands confiscated to the mafia or in difficult areas of Italy.

Solidale Italiano Altromercato



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Innovatives elements

The first innovative element: using the know how and operative structures of Italian fair trade organizations developed in 25 years to promote italian social businesses just as well.

The second innovative element: the conceptual revolution, shifting our vision from north-south cooperation logic to the value of social economy wherever it might be.

The third innovative element: the networking that has made possible the project at national level: Slow Food, Italian Association of Organic Agriculture (AIAB) and the Cooperative Group Gino Mattarella (CGM) are fundamental partners of Solidale Italiano.

The fourth innovative element: we created a commercial brand that could became the “made in Italy social brand” through a succesfull scale-up process.

What social impact has created

The project is in its early stage. Nevertheless, the strategy of domestic fair trade had already generated some results:

Visibility and attention from the general public, the media and social and non social players (it already won some awards);

15 cooperatives products (with the Libera Terra brand) which work on lands confiscated to the mafia have been marketed by Altromercato;

28 products with the Solidale Italiano Altromercato brand coming from 11 social cooperatives which work with disadvantaged people have been marketed;

50 local italian food producers with no brand sold directly in Altromercato Worldshops.

Is our business model scalable?

The project Solidale Italiano Altromercato, such as other domestic fair trade projects, can be scaled up in time.

It answers to the social need for a new economy and a new way of working and making business.

Many researches show there's an unsatisfied market demand for socially responsible products.

Our business plan aims at doubling the number of products and the turnover every year for the next three years.

Has it been replicated in other countries

Domestic fair trade in the last years has been slowly growing in different countries.

The more advanced experiences are going on in France, Germany and Brasil.

The key ingredients for a successful scale up process

According to our experience, the key factors to scale up are the following:

Common agenda and continuous communication among the national promoters (Altromercato, Slow Food, Aiab, Cgm).

Common criteria and detailed standards shared by the national promoters.

Equilibrium and mutual support between the commercial development and the marketing and communication activities.

A dedicated, specialized, adequate business unit

An e-commerce strategy especially for the foreign markets

Strengthen ties among local social producers and Altromercato world shops at local level.