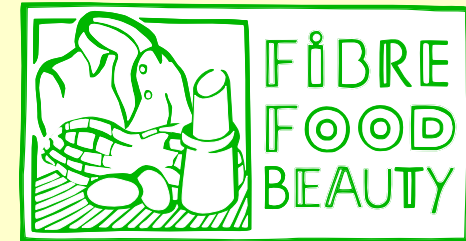


Fibre, Food and Beauty for Poverty Reduction: Make it move!



Alexandra Perschau

A brief introduction to the project

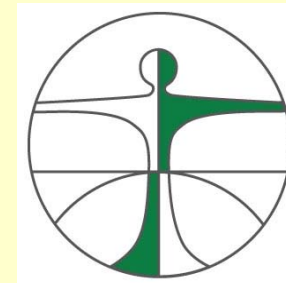


Project partners:

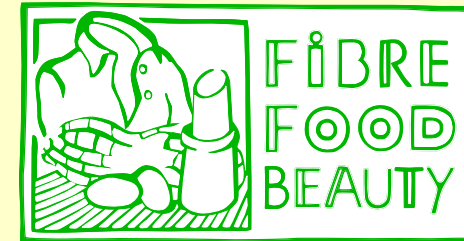
PAN Germany, PAN UK, Enda Pronat (Senegal)
and OBEPAB (Benin)



OBEPAB



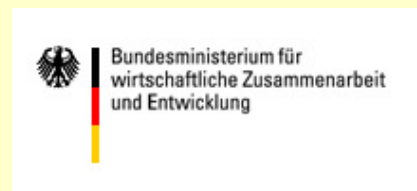
A brief introduction to the project



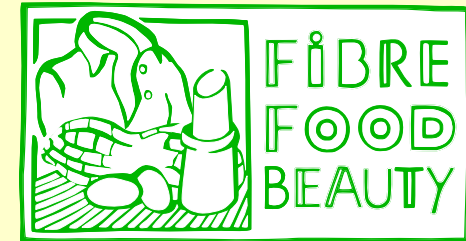
A three year project (Feb. 2008- Jan. 2011)

funded by EuropeAid (75%) and several other donors

For this workshop we receive further support of InWent and NUE (Norddeutsche Stiftung für Umwelt und Entwicklung)



A brief introduction to the project



Objective

We want to **raise awareness** about trade model options bearing the potential to help **reduce dependency on cotton** for small-scale farmers.

We furthermore want to **increase interest** among target groups to **use these models**.

Target groups

European businesses, donor organisations, NGOs and consumers

Where we want to go to



General Roadmap

- We're at the starting point
- It's a **learning process** –with consultation of different stakeholder groups and experiences to be made, especially when starting to get more businesses involved
- we value **your view-points** and **ideas** and will consider as much as possible
- We are convinced that cooperation with OE will create synergies for both sides with positive effects on the outcome of the project.

Where we want to go to



Aim of the workshop

- Discuss **different aspects** of the **tree pillars of sustainability** which need to be considered for trade models.
- Start a process of **sharing views** and jointly develop them further.
- Find out whether there is a potential for an **advisory group**



Thank you!