

Project title : RHONEQUI - Fair trade study / Rhône-Alpes Region

Project place	Project cost	Role in the project	Technical and financial sponsors	Dates
Brazil, France	15 000 €		Auvergne-Rhône-Alpes Region (France)	January 2005 - December 2005

Project's goals and results

Main goals

In order to promote the development of Fair Trade in Rhône-Alpes Region, it is essential to assess the demand for fair trade products within Rhône-Alpes companies and communities. This demand analysis should allow the Region to target its support and to implement relevant levers to increase the consumption of fair trade products in Rhône-Alpes. The project realizes a qualitative and quantitative inventory and from the analyzes obtained, proposes a certain number of support actions to be implemented. Also, some lines of thought and action are proposed around the sugar and biofuels sector in the context of relations between the Rhône-Alpes Region and Brazil.

Specific objectives

Increase demand in Rhône-Alpes for fair trade products.

Beneficiaries

Results

R1. Market study: construction of a survey methodology (standard questionnaire, definition of a survey sample) and testing with key stakeholders.

R2. Definition of a support program for the following operators :

- Non specialized shops (roasters, chocolatiers, grocers ...)
- Shops specialized in fair trade
- Industrialists (importers / processors)

Activities

A1. Prospecting and bibliographic analysis.

A2. Organization and animation of a round table bringing together the main purchasing groups.