

the world is watching

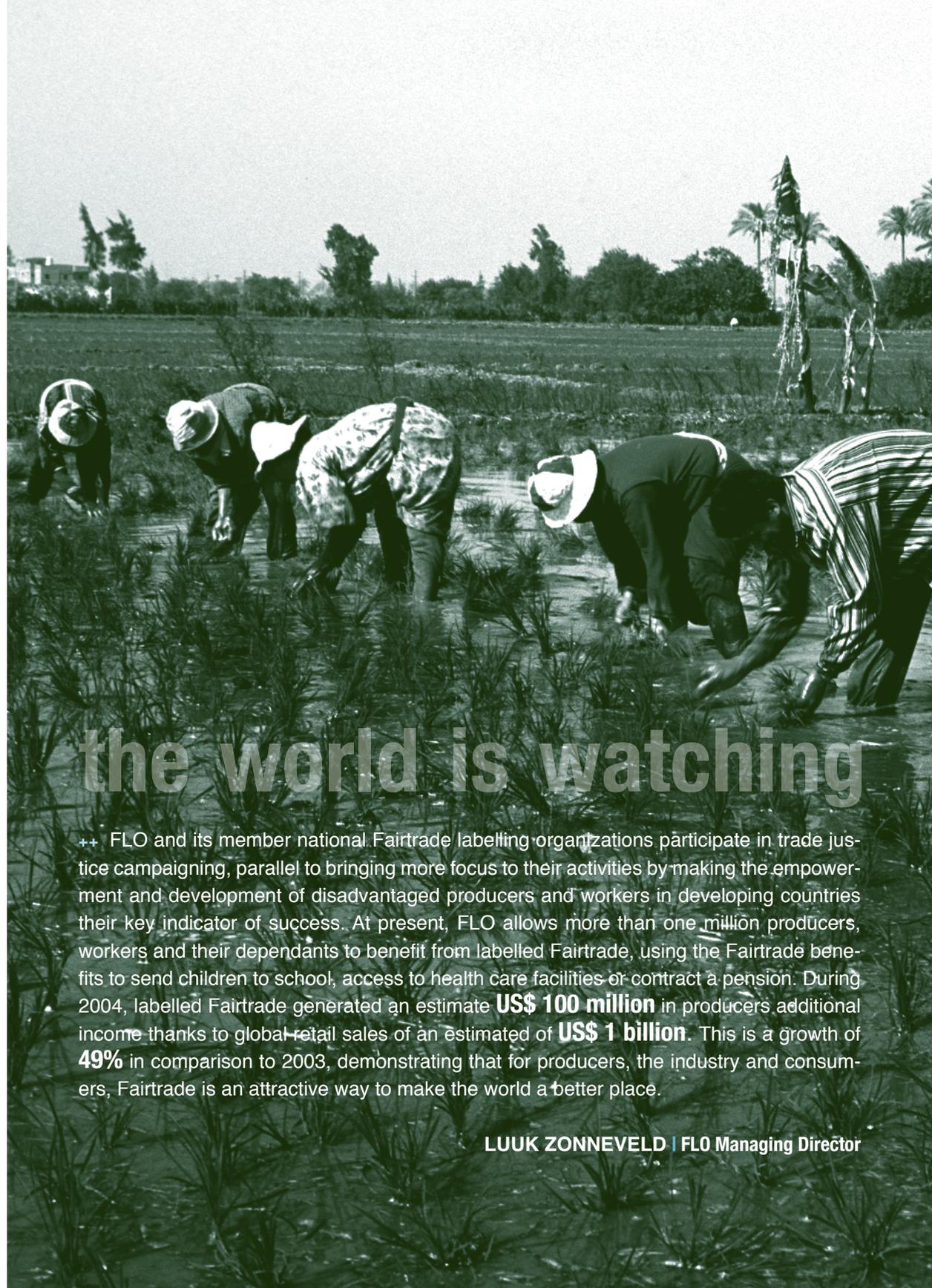
AS NIGHT FALLS, hundred thousands in Hyde Park watch Sting as he intones his first song. He'll send an S.O.S. to the world, he sings, "I hope that someone gets my message in a bottle". His message: the three demands of the MakePovertyHistory campaign – drop the debt, double aid and make trade fair.

As the moon lights up the sky, Sting denounces the world's passivity to poverty. "Hide my face, shame wells in my throat; it seems that when some innocent die all we can offer is a page in some magazine, too many cameras and not enough food." As stars twinkle high above, Sting becomes ominous. As images of Chirac and Bush, Blair and Schröder are projected on the huge screen behind him, Sting warns that "Every breath you take, and every move you make, every bond you break, every claim you stake, I'll be watching you". On a man-size ticker high above the stage, the message scrolls: "G8. Be great. The world is watching."

It helped – a bit. A few days later, during their summit in the Scottish Gleneagles, the rich country leadership did confirm a partial debt remission for the poorest developing countries and pledged significant increases in aid. But it failed miserably on making trade fairer by eliminating tariff barriers and export subsidies.

In this context, the G8's final communiqué in which they "welcome the growing market for fair trade goods and their positive effect in supporting livelihoods and increasing public awareness of the positive role of trade in development" may sound cynical. Still, it is their acknowledgement that Fairtrade, at least, delivers what it promises.

But while Fairtrade can serve as proof that "another world is possible", only major changes in global trade policies can make that better world come true. For example, over the last two decades, G8-driven trade liberalization has cost sub-Sahara an estimated US\$ 272 billion, roughly the same amount it received in aid over the same period. ++



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++ FLO and its member national Fairtrade labelling organizations participate in trade justice campaigning, parallel to bringing more focus to their activities by making the empowerment and development of disadvantaged producers and workers in developing countries their key indicator of success. At present, FLO allows more than one million producers, workers and their dependants to benefit from labelled Fairtrade, using the Fairtrade benefits to send children to school, access to health care facilities or contract a pension. During 2004, labelled Fairtrade generated an estimate **US\$ 100 million** in producers additional income thanks to global retail sales of an estimated of **US\$ 1 billion**. This is a growth of **49%** in comparison to 2003, demonstrating that for producers, the industry and consumers, Fairtrade is an attractive way to make the world a better place.

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