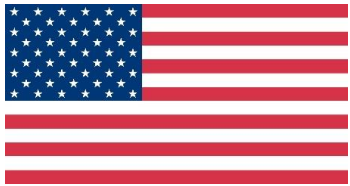




SUSTAINABLE OPPORTUNITIES FOR FAIR TRADE ACTIVITIES IN RURAL AREAS (SOFAIR)



IN PARTNERSHIP WITH



OUR CERTIFICATION



A MEMBER OF



OUR BRANDS
DISTRIBUTED IN
LEBANON &
EUROPE



SOFAIR project

26 beneficiaries

IMPROVING LIVES

Objective:

Enhancing the economic activities and status of 26 cooperatives and SMEs in rural areas, reducing their costs of production, expanding their market linkages, developing their sales and enhancing their know-how and practices in product/business development.



SOFAIR project

A. Activities – 26 beneficiaries

Assessment, business plans, general trainings, customized trainings, laboratory test, personal hygiene, production process, training on recipe, pest control, supply chain, equipment, development and follow-up of new products, certification, organic and fair trade standards etc.



SOFAIR project

A. Activities – purchase of equipment



SOFAIR project

B. Certifications – TEQ, organic, WFTO, FLO-Cert

- a. 18 operators received the TEQ guarantee
- b. 14 products were organic certified
- c. 3 production and processing units are certified organic
- d. 1 trading unit is complies to the organic certification
- e. 9 products were fair trade certified
- f. 80 products are fair trade guaranteed from the World Fair Trade Organization



SOFAIR project

IMPROVING
LIVES

C. Marketing & communication

- a. Produced business plans
- b. Produced market study & strategy
- c. Developed handbooks (TEQ, hygiene, organic, fair trade etc.)
- d. Produced short documentaries
- e. Developed visibility tools in cooperatives
- f. Developed marketing tools in point of sales
- g. Media campaign



SOFAIR project

D. Market exploration

- a. Gulf & Arab countries
- b. Europe market
- c. USA market
- d. Local market



SOFAIR project

E. World Fair Trade day

Since 2015, MEPI is supporting the organization of World Fair Trade day



IMPROVING LIVES



SOFAIR project

F. Events & exhibitions

- a. Beirut Cooking Festival
- b. Christmas loves apples
- c. HORECA



SOFAIR project

G. SUMMARY

1. 8 SMEs and 18 cooperatives (54% are women, 31% mixed and 15% men; 15% represents the agriculture cooperatives)
2. 550 direct beneficiaries and around 3,000 indirect beneficiaries
3. 80 marketable products developed WFTO guaranteed
4. 14 importers all around the world (France, Italy, Austria, Germany, Australia, Kuwait)
5. 50 point of sales in Lebanon
6. 24 business plans produced
7. 25% average increase in net income of SMEs and cooperatives
8. 100% average increase in number of sales
9. 32% increase in number of employees/members



FAIR TRADE LEBANON

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