



Fair for Life on the Biofach, 15.-18.02.2012, Nuremberg, Germany

Like in the past years the Institute of Marketecology (IMO), which certifies operations according to the Fair for Life – Social & Fair Trade Programme, will be presenting the programme at its booth No. 1-101 in Hall 1. All clients, partners and guests are invited to meet the Fair for Life team! You are welcome to make an appointment at info@fairforlife.net. Moreover, IMO's activities with regard to Social and Fair Trade certification as well as the Fair for Life Programme will be presented during two panels on the Biofach Congress. All are kindly invited to discuss different approaches in fair and ethical trade as well as fair trade in cosmetics. Please find details on the panels below.

Fair & Ethical Trade Forum

Thursday, 16.2.2012, 16.00 – 18.00, Venue: Room Seoul

Fair and Ethical Trade – Individual Approaches or Mainstream Labels?

Perspectives of mainstream fair trade labels and individual private sector fair and ethical trade systems

Facilitation:

Ryan Zinn (Fair World Project – US)

Panelists:

Florentine Meinshausen (IMO Switzerland – CH)

Barbara Altmann (Rapunzel – DE)

Rudi Dalvai (CTM Altromercato; WFTO – IT)

Heike Gethoeffler (Fairtrade International FLO – DE)

Vivanness Forum

Friday, 17.2.2012 16.00 – 18.00, Venue: Room Kiew

What is Fair in Fair Trade Cosmetics?

Discussion on the significance and trustworthiness of fair trade labelling of cosmetics and body care products

Facilitation:

Dana Geffner (Fair World Project - US)

Panelists:

Florentine Meinshausen (IMO Switzerland – CH)

John Arnold (Fairtrade Foundation -UK)

Rob Hardy (Dr Bronner's – US/UK)

Olowo-n'djoTchala, (Alaffia – US)

Alernest Nunez-Bengtsson (Oriflame - SE)