



**MAKE FRUIT FAIR!
– A BOOST FOR
FAIR TROPICAL
FRUITS IN THE 2015
EUROPEAN YEAR FOR
DEVELOPMENT AND
BEYOND**



Portugal



Mar 2015 – Feb 2018



Overview

Raise awareness of European citizens on the constraints associated to the tropical fruit intensive production – bananas and pineapples – through an advocacy campaign on responsible consumption and urge the European Union, Governments, retailers and food industry to ensure fair conditions in the tropical fruit sector, in order to guarantee fair and sustainable supply chains.



**GLOBAL
CITIZENSHIP**

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www.makefruitfair.org/pt-pt



Activities | Results

- Capacity building of 150 multipliers in, at least, 20 member states.
- Develop a strong communication campaign to raise awareness of 20 million European citizens.
- Enhance critical thinking of 3 million consumers in, at least, 20 member states on the importance of tropical fruit supply chains.
- Mobilize 200 thousand citizens to act on behalf of fairer conditions in the tropical fruit sector; ensuring more sustainable consumption patterns.
- Engage 200 corporate decision makers and 1.300 political decision makers at European level, to act on behalf of fairer conditions on the tropical fruit sector.
- Develop a sustainable structure of a pan-European civil society organisations network of, at least, 20 member states.



Donors | Partners

European Union

Camões, I.P.

Oxfam Deutschland; Buy Responsibly Foundation; Peoples Solidaires; ACC; Mai Bine; BanaFair; BananaLink; EAP; FAWU; Fine+p; GVC; KK; PSO; SINTRAINAGRO; COLSIBA; FTAO; Südwind; TVE; Urocal; WINFA; Green Liberty; PGN; Focus; Mondo; FWC; Alianza por la Solidariedad; Živica; Green Action; Žali.L