



Fair Trade Week at Münster Arkaden

Fair trade is about allowing better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world.



In 2008, German consumers spent just €2.58 per head for fair trade goods. By contrast, British consumers spent €14.61. Although German consumers can buy foods with the Fair Trade label nationwide in over 30,000 shops, a lot of people are still unaware of the range of fair trade products offered.

Identifying that many fair trade products are already offered at Münster Arkaden, we worked together with our Community Advisory Panel members; the local retail association; the German Council for Fairtrade products and other local associations on a project to promote sales of fair trade products.

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First of all we performed a 'mystery shopper' exercise to assess shop staff knowledge about fair trade products and work with them to improve their ability to promote fair trade. Then in May 2011, we held a Fair Trade Week for visitors to promote fair trade in the shopping centre and support the City of Münster as a candidate for Fair Trade City.



We organised a varied programme of activities, including: an oriental dance and story-telling for children to promote fair trade carpets sold by our tenant Nyhues; an open lecture about the impact of fair trade in Africa; fair trade chocolate tasting and promotion of other fair trade goods courtesy of our supermarket tenant BioMarkt; fair trade wine tasting at the Restaurant Pablo; a fair trade cocktail party at the Restaurant Holstein; promotion of fair trade books by tenant Thalia and stands in the mall area to inform visitors about fair trade.

Fair Trade Week received very positive feedback from tenants and visitors. Several people commented that they had not been aware about fair trade products or did not know that they were available in the shopping centre, so that event achieved the goal of raising awareness about the offer of products available.