



EUROPEAN BEST PRACTICE COMPETITION

on

Ethical CONSUMPTION



- *Street theatre!*
- *Shopping without packaging!*
- *Panel discussions!*
- *Clothes swap parties!*
- *Reducing consumption habits!*

You have new ideas similar to these (or even better)? – Present your ideas and win a sponsorship!

How to apply?

You can find the application form on the project website

www.ishopfair.net

There you will also find further information on the procedure, more background information and impulses.

**Deadline to hand in projects:
1st of March 2015**

Winners will be announced in April 2015.



Top: info booth on fair bananas at a shopping mall. Photo by 72h-activity-group Leonding, Germany; bottom: Nicht FAIRpennen! (lit: do not oversleep). A flashmob for fair trade in Dettingen-Walhausen, Germany. Photo by KJG/ Altar server Dettingen-Walhausen

Who are we?

The competition is being organised by the European network I SHOP FAIR – a network of critical consumers standing up for social and ecological subsistence strategies.

For this reason we aim to offer alternative options of actions to activists, consumers and all interested persons. Furthermore we provide information about the working conditions of employees in the Global South.

The initiative consists of five non-governmental organisations from Poland, Malta, Austria and Germany.



For more information: www.ishopfair.net

IMPRINT

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Layout: GRAFISCHER.COM
August 2014



This document has been produced with the financial assistance of the European Union. The contents of this document are the sole responsibility of KKG and can under no circumstances be regarded as reflecting the position of the European Union.



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The Competition

With the “Best Practice Competition on Ethical Consumption” the I Shop Fair Project wants to support initiatives and projects raising awareness of ethical consumption.

Come up with an inspiring, innovative, engaging, thoughtful, practical or cool idea encouraging the people around you to consume in an ecological, social, fair and/or sustainable way and apply to win money!

The prizes will be awarded to initiatives or projects that encourage people to be more conscious about environmental, ecological, social or labour issues either on a local, national or international level.

Why “Ethical consumption” and “Best Practice”?

The consumption patterns of individuals, youth groups, sport clubs, communities and entire cities have strong impacts on the global production and working conditions. It is no secret that these are often unfair, dangerous and literally crying out for improvement – especially in the “Global South”.

The I Shop Fair Campaigners believe in young people’s boundless range of bright ideas to develop initiatives for a fairer world in a creative way. That’s why we want to encourage you to turn your ideas into reality!

Therefore I Shop Fair will be promoting these projects to inspire others to imitate or adapt these new ideas.

If agreed by the submitters, all of the proposals submitted for the competition will be published on www.ishopfair.net. This way none of the forward-thinking proposals will remain unnoticed.

What kind of projects can be submitted?

I Shop Fair is open to any project that gives the public an understanding of “Ethical Consumption”.

Any idea that engages people to think about responsible consumption will be admissible for the competition!

What are the categories?

There are 3 categories:

- 1. Best Public Action**
(e.g. flashmobs, postcard actions, panel discussions, creative info-booths, etc...)
- 2. Best Alternative Consumption Project**
(e.g. clothes swap parties, repair cafes, ‘cutting-back-on-consumption’ experiments, etc...)
- 3. Best Eco-Fair Structural Consumption Change**
(e.g. change of supplier to fair trade products, replace products, fair purchasing in communities, sport clubs, schools, etc...)

Who can participate?

Any group of at least two people can take part. No matter whether you already started a project or whether you are still in the planning process, we are very curious about new, innovative proposals!

There is no age restriction and we’d like to invite anyone who is young-at-hearts to apply.

In each of the 3 categories the two best projects will be awarded according to the age groups:

- **up to 20 years**
- **older than 20 years**

This competition is being launched in Poland, Malta, Austria and Germany, but we also warmly welcome participants from other countries.

...so why should I take part?

Enjoy realizing your project and spreading your idea all over Europe and at the same time win the price that shall support your future work!

1. price: 1000 €

2. price: 500 €

3. price: 250 €

Additionally winners will receive a travel package to attend the European Consumption Summit that will take place in Germany in Bonn, Germany from 19th to 21st of June 2015!

