



European Union

# CATALOGUE WOMEN ENTREPRENEURS FOR FAIR TRADE 2020-2022 EDITION



C A T A L O G U E  
**WOMEN ENTREPRENEURS  
FOR FAIR TRADE**  
2020-2022 EDITION

**Edition nº 3 - 2022**

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Courtesy of entrepreneurs

**November, 2022. Santiago Chile**



# CATALOGUE

## WOMEN ENTREPRENEURS FOR FAIR TRADE

### 2020-2022 EDITION

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# CATALOGUE WOMEN ENTREPRENEURS FOR FAIR TRADE 2020-2022 EDITION

## INTRODUCTION

The Government of President Gabriel Boric has established the gender perspective as one of its transversal axes, which is reflected in the “Fourth National Plan for Equality between Men and Women 2018-2030” developed by the Ministry of Women and Gender Equity. This plan establishes, among other strategic objectives, the need to position gender equality in a cross-cutting manner in public plans, programs, and budgets, in order to guarantee substantive equality and autonomy for women.

Through its gender strategy and its mission to promote the productive development of the country – in which women play a transcendental role – Corfo aims to contribute to improving the opportunities they have in economic development, as well as to the process of fair, inclusive, and sustainable reactivation that challenges us. To

this end, it is key to facilitate the conditions for entrepreneurship, innovation, access to funding, and R&D projects, through a strong institutional commitment to promote measures and actions that help to solve gaps, barriers, and inequalities.

Along with this, Corfo also seeks to mainstream the gender perspective in the economy, emphasizing initiatives that align with what the Ministry of Economy, Development, and Tourism defines in this regard: “Strengthening the economy of Chilean MSMEs and cooperatives”, as well as, “Promoting Fair Trade practices for micro-entrepreneurs and consumers”.

Moreover, in this same direction, Fair Trade incorporates gender equity as a common element in its strategy and, furthermore – through its 10 principles – constitutes an opportunity to advance the sustainable development agenda

that we are promoting. It may even be considered a cross-cutting invitation to establish responsible, sustainable, and inclusive production and marketing schemes in the country, as the basis for a process of economic reactivation in the same terms.

This third version of the catalog of women for Fair Trade, which we present here, has the objective of making visible the trajectory of 68 women and organizations as examples of working under these standards. It is a recognition of their contribution to the creation of collaborative economy spaces, as well as a space for networking and dissemination to help them increase their sales, seek different distribution channels, and enter markets that are more competitive.

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# CATALOGUE

## WOMEN ENTREPRENEURS

### FOR FAIR TRADE

#### 2020-2022 EDITION

#### WHAT IS FAIR TRADE AND WHAT ARE ITS PRINCIPLES?





In 2001, the main global networks involved in the fair trade movement agreed on the following definition: TEN INTERNATIONAL PRINCIPLES<sup>1</sup>.

The World Fair Trade Organization establishes 10 criteria to be met by all organizations working in fair trade:

*“Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South”.*

Fair Trade organizations (backed by consumers) are engaged actively in supporting producers, raising awareness and campaigning for changes in the rules and practice of conventional international trade.

#### THE TEN INTERNATIONAL PRINCIPLES<sup>2</sup>

 <b>1</b> Creating Opportunities for Economically Disadvantaged Producers	 <b>2</b> Transparency and Accountability	
 <b>3</b> Fair Trading Practices	 <b>4</b> Fair Payment	 <b>5</b> Ensuring No Child Labor and Forced Labor
 <b>6</b> Commitment to Non Discrimination, Gender Equity, and Freedom of Association	 <b>7</b> Ensuring Good Working Conditions	 <b>8</b> Providing Capacity Building
	 <b>9</b> Promoting Fair Trade	 <b>10</b> Respect for the Environment

<sup>1</sup> This text was agreed to in 2001 by Fairtrade Labelling Organizations International (FLO), International Federation for Alternative Trade (IFAT), Network of World Shops (NEWS), and the Association

<sup>2</sup> <http://comerciojusto.org/que-es-el-comercio-justo-2/los-10-principios-internacionales/>

### 1. Creating Opportunities for Economically Disadvantaged Producers

Poverty reduction through trade forms a key part of the organization's aims. The organization supports marginalized small producers, whether these are independent family businesses, or grouped in associations or co-operatives. It seeks to enable them to move from income insecurity and poverty to economic self-sufficiency and ownership. The organization has a plan of action to carry this out.

### 2. Transparency and Accountability

The organization is transparent in its management and commercial relations. It is accountable to all its stakeholders and respects the sensitivity and confidentiality of commercial information supplied. The organization finds appropriate, participatory ways to involve employees, members and producers in its decision-making processes. It ensures that relevant information is provided to all its trading partners. The communication channels are good and open at all levels of the supply chain.

### 3. Fair Trading Practices

The organization trades with concern for the social, economic and environmental well-being of marginalized small producers and does not maximize profit at their expense. It is responsible and professional in meeting its commitments in a timely manner. Suppliers respect contracts and deliver products on time and to the desired quality and specifications.

Fair Trade buyers, recognizing the financial disadvantages faced by Producers and Suppliers of Fair Trade products, ensure orders are paid on receipt of documents or as mutually agreed. An interest free pre-payment of at least 50% is made on request. Where southern Fair Trade suppliers receive a pre-payment from buyers, they ensure that this payment is passed on to the producers or farmers who make or grow their Fair Trade products.

Buyers consult with suppliers before canceling or rejecting orders. Where orders are canceled through no fault of producers or suppliers, adequate compensation is guaranteed for work already done. Suppliers and producers consult with buyers if there is a problem with delivery, and ensure compensation is provided when delivered quantities and qualities do not match those invoiced.

The organization maintains long-term relationships based on solidarity, trust, and mutual respect, which contribute to the promotion and expansion of fair trade. It maintains effective communication with its business partners. The parties



*Rossana Ester Arias, de Makuk.*





*Albertina Huenuma Antivil,  
de Relmu Vitral.*

involved in the trade relationship look to increase their sales volume among them and the value and diversity of their product offer as a way to expand fair trade for producers and increase revenue. The organization works in cooperation with other fair trade organizations in the country and shies away from disloyal competition. It avoids duplicating the patterns of other organizations without permission.

Fair trade recognizes, promotes, and protects the cultural identity and traditional skills of small-scale producers as reflected in their hand-crafted designs, food products, and other related services.

#### 4. Fair Payment

A fair price is one that has been mutually agreed upon by all parties through dialogue and participation, which provides a fair payment to producers and can be sustained by the market. When fair trade price structures exist, these are used as a

minimum. Fair payment means the provision of a socially acceptable wage (in the local context) considered as fair by the producers themselves, and which considers the principle of equal payment for male and female labor.

Fair trade and fair trade import organizations support the development of skills as needed by producers, which allows them to establish a fair price.

#### 5. Ensuring No Child Labor and Forced Labor

The organization adheres to the UN Convention on the Rights of the Child, and national/local law on the employment of children. The organization ensures that there is no forced labor in its workforce and/or members or homeworkers.

Organizations who buy Fair Trade products from producer groups either directly or through intermediaries ensure that no forced labor is used in production, and the producer complies with the UN Convention on the Rights of the Child and national/local law on child labor. Any involvement of children in the production of Fair Trade products (including learning a traditional art or craft) is always disclosed and monitored and does not adversely affect the children's well-being, security, educational requirements, and need for play.



Ángela Ugarte, de Añuñuka Orfebrería.

## 6. Commitment to Non Discrimination, Gender Equity, and Freedom of Association

The organization does not discriminate in hiring, remuneration, access to training, promotion, termination, or retirement processes based on race, caste, national origin, religion, disability, gender, sexual orientation, union membership, political affiliation, HIV/AIDS status, or age. The organization provides opportunities for men and women to develop their skills and actively encourages women to apply to job positions and leadership roles within the organization.

The organization takes into account the special health and safety needs of pregnant women and breast-feeding mothers. Women participate fully in decisions regarding the use of profits resulting from the production process.

The organization respects the right of all employees to form and join trade unions of their choice and to bargain collectively. Where the right to join trade unions and bargain collectively are restricted by law and/or political environment, the organization will enable means of independent and free association and bargaining for employees. The organization ensures that employee representatives are not subject to discrimination in the workplace. Organizations that work directly with producers ensure that women are always compensated for their contribution to the production process, and when women do the same work as men, they receive the same pay rate. Organizations also look to guarantee that, in production situations where female labor is valued less than male labor, women's labor is revalued for the purpose of equalizing the pay rates,

and women are allowed to perform work according to their capacities.

## 7. Ensuring Good Working Conditions

The organization provides a safe and healthy working environment for employees and/or members. It complies, at a minimum, with national and local laws and ILO conventions on health and safety. Working hours and conditions for employees and/or members (and any homeworkers) comply with conditions established by national and local laws and ILO conventions.

Fair Trade Organizations are aware of the health and safety conditions in the producer groups they buy from. They seek, on an ongoing basis, to raise awareness of health and safety issues and improve health and safety practices in producer groups.



## 8. Providing Capacity Building

The organization seeks to increase positive developmental impacts for small, marginalized producers through Fair Trade.

The organization develops the skills and capabilities of its own employees or members. Organizations working directly with small producers develop specific activities to help these producers improve their management skills, production capabilities and access to markets - local/regional /international/Fair Trade and mainstream, as appropriate.

Organizations which buy Fair Trade products through Fair Trade intermediaries in the South assist these organizations to develop their capacity to support the marginalized producer groups that they work with.

## 9. Promoting Fair Trade

The organization raises awareness of the aim of Fair Trade and of the need for greater justice in world trade through Fair Trade. It advocates for the objectives and activities of Fair Trade according to the scope of the organization.

The organization provides its customers with information about itself, the products it markets, and the producer organizations or members that make or harvest the products. Honest advertising and marketing techniques are always used.

## 10. Respect for the Environment

Organizations which produce Fair Trade products maximize the use of raw materials from sustainably managed sources in their ranges, buying locally when possible. They use production technologies that seek to reduce energy consumption and where possible use renewable energy technologies that minimize greenhouse gas emissions. They seek to minimize the impact of their waste stream on the environment.

Producers of Fair Trade agricultural products minimise their environmental impacts using organic pesticides or low pesticides in production methods wherever possible.

Buyers and importers of Fair Trade products prioritize purchasing products made from raw materials that come from sustainably managed sources and have the lowest overall impact on the environment.

All organisations use recycled, or readily biodegradable materials for packaging to the extent possible, and products are shipped by sea, wherever possible.

## FAIR TRADE CONTRIBUTING TO SUSTAINABLE DEVELOPMENT

Today, the urgency of building a global partnership for sustainable development is becoming increasingly evident. This makes it necessary to rethink the daily actions of citizens, voters and consumers, and the rules governing coexistence at a local, national, regional, or global level. Fair Trade is one of the movements that propose to rewrite these rules. This is done not through State intervention but international trade in a fair and solidarity-based version, searching for sustainability in all its dimensions and considering another way of understanding production and consumption, a multidimensional development approach that incorporates economic, social, environmental, and political aspects.

In economic terms, fair trade promotes a fair price to producers, covering decent remuneration for work and other sustainable production costs.

In the Fairtrade International system, minimum prices are set for most products, below which fair trade contracts cannot be made. Regularly, the various participants in the Fairtrade system revise these prices based on production cost studies that consider the reality of producers. In this way, the impacts of fluctuations in commodity prices are eased. In addition to the Fairtrade minimum price, the payment of differentials for the quality of the product is promoted.

The Fair for Life certification scheme requires that the prices to be paid are always at least 5 % above the market price for non-ecological certified

products and at least 10 % higher for certified ecological products. In addition, they must at all times respect the minimum price guaranteed to the producer, even if the market price is below it. This minimum price is calculated based on production costs, ensuring a sustainable payment to the producer.

A social prize is paid to workers' organisations or committees to enable them to make social investments. This allows resources for education, environmental protection, sanitation, health, and housing, among others, in their communities. In the case of organisations, investments in productivity or product quality can also be improved. Everything depends on the internal decisions that producers make democratically, thus responding to the needs and priorities of their families and communities.

Pre-financing enables the buyer to advance between 50 % and 60 % of the final cost of the order. This responds to another transparent market barrier still faced by small producers: the lack of easy access to suitable credit (Coscione, 2011).



Nancy Epulef, Chol Chol Foundation



Ana Lagos, de Hebras del Alma.

Regarding food security and sustainable agriculture, the productivity challenge is a constant challenge in all producers' organisations and for buyers and the movement in general. On the other hand, correcting trade distortions is also a historical objective of fair trade, but more challenging to achieve because of many markets' offensive and defensive interests.

In social terms, fair trade promotes gender equality as another critical pillar of fair trade. Its goals include ending all forms of discrimination against women and girls worldwide, ensuring women's full and effective participation, and equal leadership opportunities at all decision-making levels in political, economic, and public life. They also embark on reforms that give women equal rights to financial resources.

Decent work is also directly linked to fair trade. This is particularly relevant as it seeks to eradicate forced labour,

end contemporary forms of slavery and human trafficking, and ensure the prohibition and elimination of child labour. This objective is directly linked to one of the fundamental principles of fair trade and one of the strategic lines of the work of CLAC (Latin American and Caribbean Coordinator of Small (as) Producers and Fair Trade Workers) at a continental level.

The Fairtrade criteria also seek to promote decent working conditions. These criteria guide private companies in promoting the partnership and empowerment of the agricultural workers they employ.

Reducing inequality in and between countries is one of the key objectives of fair trade. The movement promotes a better balance in trade relations between the countries of the North and South worldwide. In addition, it encourages the reduction of inequalities within countries themselves.

In the second case, Fair Trade efforts have focused on reducing the following gaps:

- among those who have and do not have opportunities and can take advantage of them.
- among those who have and do not have access to markets and trade power to negotiate prices or contractual conditions.
- among those that meet the requirements of the conventional banking system and have access to credit, and those that cannot.
- among those that can fund research and implement new technologies, or can internalise the costs and risks of climate change, and those that cannot.

In the environmental area, fair trade seeks to ensure sustainable consumption and production patterns, which are at the heart of the movement's work, and encourage businesses — especially large and trans-national companies — to adopt sustainable practices. The initiative also seeks to promote sustainable public procurement practices and ensure that people worldwide have relevant information and knowledge on sustainable development and lifestyles in harmony with nature.

The company's consumption should also be considered as part of the analysis of sustainable practices. This broadens the traditional vision that focuses only on production along the value chain and incentivises companies to become final consumers of Fair Trade products by changing their internal purchasing policies.

Fair trade also contributes to urgent action to combat climate change and its effects. Global warming and subsequent climate change are a reality, and fair trade producers and all others have been severely affected for several years.

Fair trade standards also promote more efficient use of energy, soil, natural, and water resources.

In addition, in Latin America and the Caribbean, producers are supported in their processes of adapting to climate change while raising awareness among societies of the risks involved in failing to take adequate care of food producers.

In political terms, the movement helps to ensure that participatory and representative decisions are

taken at all levels. The inclusion and effective collaboration of producers in commercial chains and in the processes of political and social measures are key pillars of the movement.

Achieving sustainable development requires profound changes in consumption. It is not only about defending consumers' rights at the time of purchase but also about protecting the rights of vulnerable producers, which are often invisible at the time of purchases. Changing production and consumption patterns is not the responsibility of producers and consumers alone. For this change to be massive, it is essential to promote significant changes in economic, trade, and industrial systems from the political scene.



*Magdalena Briones, de Cridem.*



## Success stories aligned with Fair Trade standards 2020-2022

Below, we present 68 women who are leading Fair Trade businesses and have a large impact on communities of women throughout our country





# Tatitu

EMPREDIEM GLOCART, WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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## THE ENTREPRENEUR

Alejandra is a graphic designer and, along with her mother and sister, has made a living thanks to her creativity. What started out as a strategy to make ends meet in the face of unemployment turned into a business that provides them with both economic support and inspiration in their experimentation with new materials.

*"The fair trade route has been a really good experience with collaboration and support, and it's given us the chance to network and meet other business owners, while respecting the planet and human beings"*

## THE PRODUCT

They create handmade figures that represent the different indigenous communities and traditional Chilean figures to reflect their distinctive image and contribute to raising awareness of the country's cultural diversity.

Meanwhile, they represent an ancestral love and respect for the Earth, which means that the products have been designed and created with at least 40% reused materials. Each Tatitu is intended to act as an ambassador to Chile abroad, containing part of the history and identity of the country located at the end of the world.



This project has been funded with SERCOTEC seed capital, the CORFO Mujeres Exporta NODOS Program, and ProChile. Their products are exported to the United States.

## IMPACT

Working at a fair price allows for equal treatment with all customers and vendors. It also promotes gender equality and non-discrimination, in addition to respect for the environment.

## COMMUNITIES IN COLLABORATION

Through networking, they have put together a group of women of all ages who participate in the creation of the different pieces of the Tatitu figures.

## FAIR TRADE OPPORTUNITIES

Through Glocart by Emprediem (a group of social companies aimed at democratizing entrepreneurship and social innovation, in order to make a positive impact on Latin America and the world), we have been able to participate in a number of trade fairs, conferences, and learning opportunities.







# Calypso Chile

WORLD FAIR TRADE ORGANIZATION WFTO  
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## THE ENTREPRENEUR

Marcela is glass artisan passionate about fair trade, who has developed her skills as a self-learner. She has managed to create lines of home decor and jewelry products that have reached 14 different countries through presentations in international trade fairs. The pillars of her work have been consistency, creativity, and collaboration, and that is why she has the strong conviction that fair trade is a way of life, leading her to preside over the Chilean Association for Fair Trade.

*"I invite entrepreneurial women to believe in fair trade and to work hard in a system aimed at developing sustainable production relations that are at the same time respectful to the environment and its inhabitants"*

## THE PRODUCT

Home decor, Christmas, and jewelry items, made from flat glass and recycled glass bottles. In 2009, she participated in the Innova Corfo Technology Transfer project in Holland, and has also presented in 3 International Trade Fairs co-funded by ProChile.

Her products are exported to Germany, Australia, Austria, Denmark, France, Finland, Italy, Japan, Holland, Sweden, Switzerland, Taiwan, the United States, and the United Kingdom.



Her general work ethic is directly aligned with the principles of fair trade.

## IMPACT

The most important principle in this business and, at the same time, how members of the production chain are connected, is the creation of opportunities through collaborative work, with gender equality and building the capacities of those who contribute to the production process, within a logic of respect for the environment.

## COMMUNITIES IN COLLABORATION

The organization works with a group of housewives and has created a collaborative work space. Likewise, as president of the Chilean Association for Fair Trade, Marcela dedicates a significant amount of her time to coordinating and raising awareness of this initiative in Chile among both public and private entities.



## FAIR TRADE OPPORTUNITIES

For us, this has firmly supported our work ethic and has given recognition to our products and organization.

Over time, we have been incorporating local and international networks that we interact and exchange experiences with, as well as our customers, with whom we have been cultivating long-term business relations.





TEXTILES MAPUCHE  
TRADICIONALES



## Relmu Witral Indigenous Association

EX WFTO

Member of the Chilean Fair Trade Association

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Tirúa, Biobío Region





## THE ENTREPRENEUR

Albertina and Angélica are textile artisans and members of the Relmu Witrál Association. As weavers by inheritance, they learned the traditional loom technique from their mother and have continued on with this art, sharing their ancestral knowledge and injecting care and history into each of their products, each one with the characteristic design of the Mapuche Laukenche people, which represents them and distinguishes them from the rest.

*“As women, fair trade runs through our veins, and our ancestors always operated through trueke or traukintu (the exchange of products), a practice in which both parties agreed to the exchange and ensure protection and care for the environment in the use of raw materials. Being part of a fair trade network today is valued by our buyers, who are increasingly interested in product origin, who made it, and if we comply with the initiative’s requirements, and that has helped us market better and value ourselves as producers”*

## THE PRODUCT

Loom-woven and needle-knit products, using sheep wool, and dyed with natural colors obtained from nature, such as leaves, fruit, lichen, flowers, and other natural elements. They have a wide variety of products including souvenirs, decorations, accessories, and clothing.

This project has been funded by Sercotec and Gore.

## IMPACT

Fair trade has given a name to a principle we have inherited from our ancestors: fair treatment, where each member of the chain must be satisfied with his or her contribution to the process and what he or she gets in return. This not only adds quality but also value, not just because of the product or its materials, but also the way it is made.

## COMMUNITIES IN COLLABORATION

This initiative coordinates the work of 12 communities in the town of Tirua, for a total of 95 members in different sectors. Many of them are housewives whose main or sole income is from the sale of their knit products.

## FAIR TRADE OPPORTUNITIES

Our company has seen the effect of the fair trade certification because we have been able to sell at a better price, gain access to space in trade fairs, and obtain greater appreciation and understanding by customers of the process behind the creation of each product.



TEXTILES MAPUCHE TRADICIONALES





## Cocoroca

EMPREDIEM GLOCART, WORLD FAIR TRADE ORGANIZATION WFTO  
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**Independencia, Metropolitan Region**





## THE ENTREPRENEUR

Rosa is the one who gives life to each piece of Cororoca, an initiative that began in 2016 after a failed experience in entrepreneurship. Each of the figures form part of her emotional memory, like the chickens that accompanied her as a child, and reflect her spirit of observation and love of nature, where Chilean flora and fauna have gained space in her different creations.

*"The most important message I want to share with women is to invite them to come and work in collaboration and trust. Women supporting women is so important, and it's the key to achieving your goals and not doing it alone"*

## THE PRODUCT

The primary raw material and basis for her work is reused newspaper. Using the papier-mâché technique, she shapes different decoration products, all original, unique, and with an accent on design. Dogs, chickens, hens, foxes, penguins, and Chilean dolphins are all part of the collection born from an imagination that she lets run free in each project and which, in many cases, is tailor-made for her customers.

Her products are exported to the United States. The business has been funded by Fosis, the Corfo Mujeres-On NODO Project, and ProChile.



## IMPACT

Environmental protection is the purpose behind my work, and this principle can be seen throughout the production chain. When I collect newspaper, I transform it and see what I can do with my work, and that fills me with pride.

It motivates me to learn new techniques. Exhibiting my work along with other women has also allowed me to reach new customers.

## COMMUNITIES IN COLLABORATION

Collaborative work has been fundamental and has helped me strengthen ties and share the lessons I've learned along the way. Cocoroca works with female entrepreneurs

from different lines of work, including those who work with metal, glass, and felt. I've had the chance to travel and share stands with other women, exhibiting our products together at international trade fairs we would have never been able to attend on our own. It's been a tremendous experience. On the other hand, my work with Glocart has been a huge support in accessing trade fairs around Chile, market prospect trips, and meetings with potential clients, and that's opened up many new doors.

## FAIR TRADE OPPORTUNITIES

Working within the fair trade principles has allowed us to participate in exposition spaces such as catalogues, national (Alto Las Condes) and international (NY NOW, USA) trade fairs, a prospect trip to New York, and access to training workshops. This has led to a lot of shared learning experiences and the chance to get to know respectful environments where we can do business.







## Concobre

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**Concón, Valparaíso Region**



## THE ENTREPRENEUR

The ocean just off of Concon is Rosario's greatest source of inspiration. She and her family arrived to this beautiful landscape and set up their home and her creative workshop. It is here where she came up with a cutting-edge proposal that blends copper, color, and fire, giving shape to a line of hand-crafted jewelry with a unique signature touch.

*"My message is to encourage other women to explore the world of fair trade, because it has opened up personal and business opportunities for me, and it's taken my work to different parts of the world. Handmade fire-glazed copper jewelry with a distinctive design"*

## THE PRODUCT

Handmade jewelry in fire enameled copper with a distinctive design.

This product is exported to: Germany, France, the United States, Italy, and Spain.



## IMPACT

Fair trade has made a huge contribution in helping me market and sell our workshop's creations, reducing the production/sales chain and offering a space for consumers to get to know the production processes and values based on respect for the work we do and fair payment.

## FAIR TRADE OPPORTUNITIES

The fair trade certification has given me the chance to meet with other female business owners and has opened up opportunities to present our products at national and international trade fairs, helping our creations travel beyond the borders of our country.







**FUNDACION  
CHOL CHOL**



## Chol-Chol Foundation

WORLD FAIR TRADE ORGANIZATION, WFTO

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**Temuco, La Araucanía Region**







Each member of the family has a role and responsibility in the production chain, with a strong female leadership in this space. Fair trade provides real opportunities for economic development and the preservation of ancestral knowledge, focusing first on the people and their environment.

### **COMMUNITIES IN COLLABORATION**

The foundation works with indigenous communities and artists from the Araucanía Region. Through its collaborative work, it has been able to promote and value their textile inheritance.

### **FAIR TRADE OPPORTUNITIES**

The advantages have to do with reaching customers with greater social awareness and who respect and value the legacy found in each piece crafted by the men and women we work with. On the other hand, this certification opens up new markets for us, not only helping us sell more, but also positioning our national arts and crafts in other countries.

### **THE ORGANIZATION**

The Chol-Chol Foundation, as a human development organization, was built from a consolidated history in socioeconomic empowerment. Today, it is part of the World Fair Trade Organization and works on topics of marketing and sales, particularly with a group of 38 textile artisans from 13 communities around the Region of La Araucanía, most from remote rural sectors.

With a recognized trajectory in supporting the fair trade management of Mapuche fine artisan and textile works, the Chol-Chol Foundation has taken over the work to recover and promote traditional artisan techniques and their creators.

*"Fair trade is an invitation to work on generating peace and development, and we are all called to participate. In this sense, both producers and consumers have the opportunity to support those working to recover the textile cultural heritage, while protecting the environment around them"*

### **THE PRODUCT**

The products are made with high quality sheep wool by the skillful artisans, who first spin the wool by hand and then weave it using traditional looms. The female artisans from La Araucanía work to recover the long-standing textile tradition of the Mapuche people, which has been passed down from generation to generation. The Mapuche textiles themselves have a cultural richness that is important to recognize.

Project funded by Fondart. They do not currently export their products, but have in the past exported to Belgium, the United States, Germany, and the United Kingdom, and are planning to resume exports in the future.

### **IMPACT**

The commitment to fair trade starts with personal empowerment, which directly impacts the family's quality of life; it strengthens cultural transmission to become a part of the education of newer generations.



**FUNDACION  
CHOL CHOL**





Beas y Tapia



## Beasytapia

WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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**Santiago, Metropolitan Region**





## THE ENTREPRENEURS

Beas y Tapia is a small family business dedicated to exporting Chilean arts and crafts. Its partners, Rosa María Tapia Beas and María Rosa Beas Tapia, work with a group of 25 artists located across different regions of Chile.

*"Our experience has been positive because fair trade has led us to meet numerous and diverse artisans, as well as fair trade associations such as the WFTO and Fair Trade Federation, where we have seen that it is possible to do business a different way, based on trust, respect, and appreciation of the work done by our country's artisans"*

## THE PRODUCT

The company works with a wide range of products from the pottery of Pomaire, fused glass jewelry, pieces made from copper, bronze, ceramics, cactus instruments, and rain makers.

Project supported by ProChile. They export their products to Germany, England, Holland, Taiwan, Denmark, France, the United States, and Japan.



*Beas y Tapia*

## IMPACT

Fair trade is a way of doing business centered around people and the valuation of their work, which is aimed at creating long-term business relations of connection and trust for the purpose of developing healthy coexistence among the members of the production chain and their surroundings.

## COMMUNITIES IN COLLABORATION

The company collaborates with workshops, many run by families between the regions of Coquimbo and La Araucanía, with an important variety of products, techniques, and materials, offering an interesting display of national craftsmanship.

## FAIR TRADE OPPORTUNITIES

Working from the logic of fair trade has allowed us to get to know a large network of artisans, their talents, and the cultural richness they reflect through their creations. They have had the chance to participate and sell their products in international exhibitions, like the Environmental Trade Fair in Germany.

On the other hand, we have been able to participate in the Biennial WFTO Conferences in Milan and Lima, for a closer look at the potential of fair trade and the customers who prefer its products.







## Hands of Biobío Ateliers

EX WFTO

Member of the Chilean Fair Trade Association

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## THE ENTREPRENEUR

Hands of Bío Bío Ateliers brings together artisans and small-scale producers of a wide range of products and techniques, including contemporary and Mapuche metal works, leather goods, loom weaving, needle knitting, soap making, wood works, decorative loom weaving, sewing, cactus farming, and papier-mâché.

It was founded 12 years ago after participating in a training session offered by the Trabajo para un Hermano (TPH) Foundation, and later opened up a large handicrafts store in downtown Concepción.

With support from the city government, the group would later form the “Hands of Bío Bío Ateliers” organization, which would then embark upon its own path of consistency and self-management that has allowed it to pursue new objectives, develop projects, manages points of sale, and help train others in craftsmanship and management.

*“Working under the principles of fair trade gives our associative experience an ethical framework. It has guided us over the years in the decisions we have made, in the good times and difficult times our organization has faced. We believe, to some degree, that this has been part of the glue that has kept such an important nucleus of partners together over the years”*



## THE PRODUCT

We manufacture products that prioritize the use of natural raw materials with low environmental impact, as well as distinctive motifs of local and national cultural identity, valuing ancestral techniques.

## IMPACT

We aim to ensure that our production processes are environmentally friendly, that they promote gender equality, economic independence, and the empowerment of our members, to achieve a better price and quality, and a fair wage for producers. We have received funding from FONDART and FNDR, in diverse projects formulated by the members themselves. At the moment, we have no plans to export.

## COMMUNITIES IN COLLABORATION

We work with a network of local producers and artisans, who have formed and consolidated an organization over the years based on trust, perseverance, and the conviction of collaboration as its driving force.

## FAIR TRADE OPPORTUNITIES

The certification helped expand our vision and experiences in the world of fair trade and has added value to our store, considering the symbolic value that the certification is starting to mean among the public. Today, we are focused on sustaining and developing the store for our partners and independent producers.





Natalia Vásquez  
JOYAS



## Natalia Vásquez Jewellery

MANOS DEL BIOBÍO, EX WFTO  
Member of the Chilean Fair Trade Association

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**Concepción, Biobío Region**



## THE ENTREPRENEUR

Natalia is a professional artisan recognized by the Ministry of Culture, who defines herself as persevering, patient, and proactive in an ongoing creative process. She gets her inspiration from observing nature and using natural raw materials that give life to unique metal pieces, integrating natural fibers such as twine and other materials in her creations. A self-taught learner in the development of new techniques and designs, she shares her experience and talent in workshops with other artisans.

*"The fair trade experience has given me the chance to be part of an international network, with the beautiful opportunity to meet many people with the same noble and constructive purpose, together with many who have put their creativity to work to get ahead in life"*

## THE PRODUCT

Jewelry that brings together noble metals like copper and silver with natural materials like plant fibers, pumpkin, horse hair, and others. Earrings, rings, necklaces, pendants, and other useful objects made from plant fiber and/or pumpkin, such as plates, bowls, bread baskets, mate cups, candle holders, etc. The company was formalized and launched with Seed Capital funding.

## IMPACT

Fair trade proposes a look at protecting dignified work, without discrimination based on gender, age,

*Natalia Vasquez*  
JOYAS

and other reasons. It contributes to the care for and appreciation of the environment, inspiring the reuse of waste, with high-quality and long-lasting products. Doing business has become a space for collaboration, through associative marketing and sales, where you can exchange knowledge with others in a process that flows naturally and makes everyone feel like they are part of something bigger.

## COMMUNITIES IN COLLABORATION

The associative work that has developed has come about primarily through joint sales with artisan groups, like the pottery workers from Quinchamalí and other small-scale producers from Concepción and the surrounding areas. This experience has demonstrated the power of coming together to reach greater heights.

## FAIR TRADE OPPORTUNITIES

Fair trade has helped my business forge ties with other spaces that market and value both my products and those of other artisans.

It has also made it possible to connect with other fair trade organizations, and allowed me to become part of a community of both producers and consumers who participate in trade fairs and expos of products and workshops that work from the same approach.







# Loncofrut Cooperative

FAIRTRADE

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## THE ENTREPRENEUR

Yolanda Leal, a woman highly committed to her cooperative and with broad experience in the raspberry industry, has the qualities of an empowered, participatory, and optimistic woman, with the conviction that association can help carry out great purpose.

*"Fair trade has given us the possibility of raising awareness of the work and effort made by farmers who put in hard labor to obtain the best quality products, so that we can reach more scrupulous consumers at better prices, but who also value the way we do business within the production chain"*

## THE PRODUCT

The raspberries produced by the Loncofrut cooperative belong to a specific variety, known as Meeker, which is only grown in certain regions of the country. It is certified in fair trade, which means that it meets the farming management sustainability requirements, aimed at cleaner production and low environmental impact.

This product is exported to Switzerland.



## IMPACT

The principles of fair trade have helped us construct a perspective based on respect for the work and perseverance of producers, which dares to develop a collective work space in constant evolution, that highlights the development of business based on conditions of fair treatment and the protection of people and the environment.

## COMMUNITIES IN COLLABORATION

The Loncofrut cooperative is an organization that currently has 53 partners, all raspberry producers from the towns of Loncoche and Gorbea. They have formed a network based on dedication and solidarity, which has helped their raspberries reach other markets, such as Switzerland.



## FAIR TRADE OPPORTUNITIES

Working under the fair trade certification has been an intensive learning process that has enabled us to access markets with higher standards and which place value upon the production, social, commercial, and environmental conditions in which we work. That has helped us obtain a better price per kilogram of fruit, and we have received the Fairtrade premium as a return on the high standard of quality of the fruit we sell.



Fresias   
Cuida tu piel



# Fresias

MANOS DEL BIOBÍO, EX WFTO

Miembro de la Asociación Chilena por el Comercio Justo

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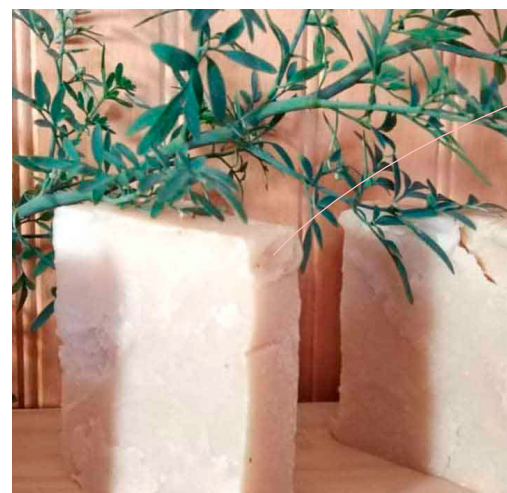
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**Penco, Biobío Region**





## THE ENTREPRENEUR

Paulina is a 53-year-old entrepreneur and business administrator by profession, dedicated for the past two decades to natural cosmetics, specifically handmade soaps. Passionate about soap making and skincare, she has researched the techniques, history, and benefits of different natural ingredients through her trips to Europe and Africa. Her personality is shaped by her leadership skills, persistence, and methodical work style. She has participated in Manos del Bío Bío from the beginning, strengthening the management of her own business with its networks of support.

*"For women, entrepreneurship poses a great challenge, considering the multiple roles that we perform. That's why supporting each other is fundamental. Fair trade promotes spaces of solidarity and collaborative work, with mutual respect and respect for our environment, in order to contribute to the development of a better society"*

## THE PRODUCT

Natural soaps made from vegetable oils through a handcrafted process that takes advantage of local ingredients. They also develop other natural cosmetic products, such as mud masks, lotions, massage products, and oils, among others. All of these products are based upon the fruits of the land, recovering ancestral recipes, and avoiding artificial ingredients.

The business has been funded by SERCOTEC Seed Capital in 2012 and PEL by Corfo.

## IMPACT

Fair trade is expressed in the respectful treatment of those working in the processes, in the sustainable cultivation of vendors, participation in local organizations, the recovery and protection of cultural heritage and the environment, transparency, and the pursuit of a fair price for all those involved.

## COMMUNITIES IN COLLABORATION

This business is part of the Manos del Bio Bío network, an organization of small-scale producers who have been working under the principles of fair trade for some time now. It is also now associated with Hechoenconce, a community of producers from Concepción who have developed an interesting space for associative marketing and sales.

## FAIR TRADE OPPORTUNITIES

Fair trade has been fundamental to my business, inspiring the way we do work and manage the business both internally and externally. We have been able to sustainably connect our interests to vendors and customers and had the chance to network with companies driven by the same principles.



**Fresias**   
Cuida tu piel



# LauraRosa Diseño



## Laurarosa Design

EMPREDIEM GLOCART, WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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**Providencia, Metropolitan Region**







## Laura Rosa Diseño

### THE ENTREPRENEUR

Laura Rosenblitt is a clothing and textile designer. Her work is focused on the design of modern and upbeat accessories for today's contemporary woman.

*"I've learned about the concept of fair trade through seminars and trainings, and I've been able to understand that many of these principles are often implicit in the work already done by a lot of women without realizing it. Doing business from an ethical standpoint places the human being at the center and seeks equality and protection for the environment. It's more natural than you would think"*

### THE PRODUCT

The entrepreneur's products are different accessories, the latest of these being a cotton backpack with a cheerful botanical motif pattern, as well as brightly colored accessories, all 100% made in Chile.

### IMPACT

Fair trade is alive in this micro-company, and all of those working in the business participate as partners. Social, economic, and environmental sustainability is at its core.

Its mission is to dignify their work and respect the environment by reusing the waste generated.

### IN COLLABORATION

The company has a small team, two people in charge of design and sales management, and one person responsible for making the accessories.

### FAIR TRADE OPPORTUNITIES

Fair trade has inspired the work we do and allowed us to connect with and form part of a production network interested in much more than selling products.

Respect, care, sustainability, and equality are just some of the values we increasingly share with our suppliers and customers.



## Huenuman Goldsmith

EMPREDIEM GLOCART, WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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**Maipú, Metropolitan Region**





## THE ENTREPRENEUR

Sandra del Carmen Huenuman León is a Mapuche women, born and raised in Santiago. Her curiosity brought her to connect emotionally with her culture, and 8 years ago she left her office job in public relations to embark upon new adventures. In her search, she found Mapuche cultural metal works.

*"My goal has always been for the products to have value that goes beyond the purely economic aspect and, in that sense, my message is for those who can, to identify the unique value of their product, and if it is tied to fair trade, to demonstrate, cultivate, and share this quality"*

## THE PRODUCT

Wearable jewelry products, such as earrings, rings, pendants, pins, all handmade from silver, copper or alpaca, inspired by the traditional designs of the Mapuche culture. This project has been funded by the "Yo emprendo" project by Fosis, the Corfo "Nodo Diseño, Mujer y mercado," in coordination with the Ministry of Women and Gender Equality, "Nodo Mujeres On" and "Mujeres On Exporta," by Corfo in coordination with ProChile and Glocart, "Prospección comercial a NY" with ProChile, and "Prospección a México" with the support of ProChile and Conadi.

Her products have reached the USA, Croatia, Germany, Portugal, China, Spain, with sustained and formalized future demand.

## IMPACT

Fair trade practices are of vital importance to the production chain and establish guidelines of cooperation, fair wages, decent work, no to child labor, and other highly important and relevant practices to deliver a valuable product that goes beyond its material worth. These aspects are often not so evident for buyers, but once they become aware of them, they are the first to value and demand them.



**H U E N U M A N**

ORFEBRERÍA MAPUCHE  
CONTEMPORÁNEA

## FAIR TRADE OPPORTUNITIES

Even when a company is not certified, I have been able to experience fair trade networking and collaboration, incorporating and identifying practices. I have also been able to participate in projects funded by Corfo and ProChile, through Glocart and the Chilean Association for Fair Trade, which I have worked closely with and helped me exhibit my projects in NY and national trade fairs.





## Flor Art & Goldsmith Limited

EMPREDIEM GLOCART, WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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**Padre Hurtado, Metropolitan Region**







## THE ENTREPRENEUR

Fabiola holds an Associate's Degree in Foreign Trade and Metal Working. She created the brand Flor Arte & Orfebrería, which holds a special meaning for her as it was named after her mother. She has participated in metal works design, improvement and innovation programs, which have inspired her to develop new thematic lines of contemporary and innovative jewelry, which often include ideas contributed by the customers themselves, giving each of her pieces a personal touch. Passionate about an art that requires a lot of love, hard work, and sensitivity, this business has given her the possibility of gifting beauty. The Project has been funded by FOSIS.

*"In business, like in many other areas of life, having guidelines and examples to follow is extremely valuable, because it not only teaches us and guides our actions, but it also gives us a good dose of inspiration. I share the idea that working on things that you enjoy and are passionate about helps everything flow more naturally"*

## THE PRODUCT

Her work includes metal work pieces, primarily jewelry such as earrings, rings, necklaces, and pendants, in different lines developed and inspired by indigenous communities: Selknam figures, ethnic or indigenous designs from the Patagonia, a new style that differentiates us from the rest, in our search to recover and promote the culture and symbology of the Chilean indigenous people.

## IMPACT

Fair or equal trade looks to improve the labor, economic, and social conditions of producers, helping them better network with other vendors, producers and customers, while ensuring principles of respect among people and towards the environment within the production processes of each business. This is the type of relationship that helps build a better world now and for the future.



## FAIR TRADE OPPORTUNITIES

Fair trade has made a number of contributions to our business, helping us form part of a community of producers who share experiences, participate in trainings, trade fairs, and connecting with new customers, who value our products and the system in which they are produced. One of the key actors for me has been Glocart, which has been a huge support in connecting learning and opportunities.



# Cecilia Jeannette Huenchuñir Huenchunao

MANOS DEL BIOBÍO, EX WFTO  
Member of the Chilean Fair Trade Association

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Tirúa, Biobío Region





## THE ENTREPRENEUR

Cecilia remembers helping her grandmother, Agustina, with her textile work, and creating her first knitting piece at just 12 years old. She has continued to cultivate her grandmother's legacy over the years, making different products on her Mapuche loom, from page separators to bed throws.

She has been practicing this art for over 30 years, with consistency and dedication, every day allowing her to specialize in and dominate techniques that are nearly extinct, including trariwe laukenche.

On the other hand, around 15 years ago she added metal works in silver and copper slag to her repertoire, motivated by the chance of making her own jewelry to go with her Mapuche attire. The project has been funded with SERCOTEC Seed Capital.

*"Working in the marketing and sales process from a lens of fair trade makes it possible to teach and transmit to customers what it means to do business this way, promoting an appreciation of the production process behind each piece, and the cultural value of the ancestral techniques we use"*

## THE PRODUCT

100% handmade products, using tools made by the artisan and raw materials found in nature for her textiles. In the case of the Mapuche silver work, she uses some tools she has acquired and others she has made, to work with the silver and give life to traditional Mapuche jewelry.

## COMMUNITIES IN COLLABORATION

Working in conjunction with other women from her community to spin the fibers, this creates a space for sharing and mutual support, which also provides the necessary raw materials for the next phase she continues individually on her loom.







**CORFO**

# Cordillerana

ONG DE BUENA FE, EX WFTO  
Member of the Chilean Fair Trade Association

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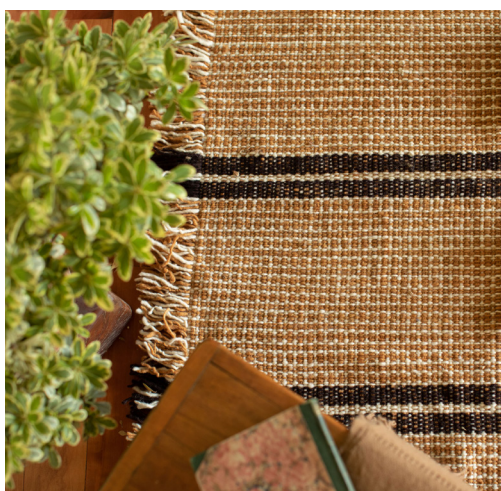
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**Lo Barnechea, Metropolitan Region**





## THE ENTREPRENEUR

Cordillerana is a social project by the Buena Fe Foundation (founded by María de la Luz Larraín in 1998), now developed and operated through a team led by Elisa Sánchez. Cordillerana supports hundreds of women in their manual trades, incorporating them within a circular economy network, promoting and raising awareness of the traditional trades of Chile.

With a special preference for items made from earnest production over mass production, handmade over machine-made, distinct over identical, it prioritizes unique, handmade objects with designs applied to contemporary life.

*“Working under the standards of fair trade has made for an enriching experience, especially because you learn to do things well and where all members of the production chain are satisfied. It’s not as difficult as you would think, it is possible”*

## THE PRODUCT

Cordillerana sells arts and crafts made by women from various regions of Chile. Different techniques and materials give continuity to a large part of the Chilean cultural heritage represented in the different hand-crafted pieces. Basket weaving, knitting, metal works, textile, ceramics, wood engraving, and many more, are the techniques that give life to diverse objects for daily use, decoration, clothing, accessories, etc.



## IMPACT

The actions of Cordillerana are governed by their concern for performing ethical transactions where the main focus of attention is the artisan and her story. They are concerned with optimizing the processes to obtain raw materials to ensure that these are environmentally friendly, and coordinating and regulating its production processes so that they are fair and free from abuses of any type. They support producers in the calculation of costs so that they can set real prices based on the work and materials behind the products, to then sell them transparently and non-profit as a service to many women who do not have their own sales channels.

Today they work with a network of over 60 artisans, and 37 of these are associated with family and community workshops. Therefore, around 180 people participate in the production and sales process, representing communities from the north to the south of Chile, most from rural sectors and always female-led businesses.



## COMMUNITIES IN COLLABORATION

The Cordillerana network brings together communities from all around Chile, representing the indigenous Aymara, Quechua and Mapuche, among others.

## FAIR TRADE OPPORTUNITIES

Belonging to the fair trade association has been a huge support thanks to the networks we have been able to form, the experience, the learning opportunities, and the chance to participate in an ecosystem of creative women who contribute their talents and diversity to preserving the indigenous wisdom expressed in beautiful handmade products and pieces.

# TREZ

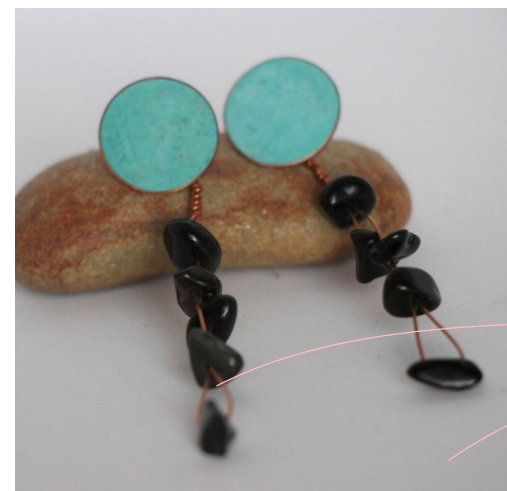
orfebrería | diseño



## Trez Atelier Goldsmith & Design

MANOS DEL BIOBÍO, EX WFTO  
Member of the Chilean Fair Trade Association

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## THE ENTREPRENEUR

Taller Trez Orfebrería y Diseño is composed by María Inés Espinoza and Patricia Herrera Sepúlveda, who have been tied to the world of craftsmanship through their metal works for over 20 years. Both women have participated in different artisan and producer organizations, working to support the arts and crafts sector, which has kept them creatively active, developing new product lines that reflect their reflections and observations of their surroundings.

*"The experience has been enriching both on the personal and professional front. Awareness that our production process can contribute to a more just and supportive economy, while protecting the environment, changes how we look at things, and allows us to understand that collaboration and association are true paths in our production and sales process"*

## THE PRODUCT

Contemporary handmade metal works, uniquely designed and ethnically inspired. They use noble materials such as silver, copper, natural stones, and wood, which through the design process and application of traditional techniques, give birth to different decorative pieces such as brooches, necklaces, earrings, rings, and Mapuche tupus, used to fasten ponchos.

## IMPACT

The impact of these principles starts with the selection of raw materials, preferring recycled materials. Meanwhile, the cleaning process uses organic salts that generate less residue over more aggressive acids. Their designs are original and their own, and each item is the result of handmade techniques, which adds value to the final product.

## FAIR TRADE OPPORTUNITIES

Taller Trez is not currently certified, but our experience with the fair trade logic has gained us recognition among consumers who prefer and look to buy from companies that promote these principles. As part of a network working in this area, we have been able to connect with other businesses and advance in the integration of sales and marketing strategies and education on responsible consumerism.

**TREZ**  
orfebrería | diseño





**Pueblos del Sur**  
Chilean Handicrafts  
[www.pueblosdelsur.cl](http://www.pueblosdelsur.cl)



## Pueblos del Sur Fair Trade

WORLD FAIR TRADE ORGANIZATION, WFTO

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**Providencia, Metropolitan Region**







## THE ENTREPRENEUR

LLorena is a design professional with over 30 years of experience linked to international fair trade.

She leads the Sales and Marketing Department of Pueblos del Sur Fair Trade Chile, an organization dedicated to exporting handicrafts and food products. For the past 3 years, she has been the WFTO President for Latin America.

*"Fair commerce offers small-scale producers opportunities for development, as it establishes the payment of a fair price that is consistent with production costs and the work that goes into each piece. It also maintains the transparency and traceability of the product chain. Fair trade helps develop the sale of products while respecting the environment and protecting human rights, especially for women and children. The success of this approach shows that, as a society, we can do business and contribute to a better coexistence. Each purchase of a fair trade product is an act of solidarity"*

## THE PRODUCT

Pueblos del Sur sells jewelry made from different materials, ceramic pieces, glass art work, indigenous musical instruments, rain makers, gourmet products, etc. The raw materials used are for the most part natural and native to Chile.

Their products have been exported to Belgium, Austria, Italy, and Swede.

## IMPACT

Fair trade promotes long-term relations, generating commitment and mutual support to help project the producer's work under conditions of transparency among all parties involved. This also helps improve awareness among the importer and consumer with respect to prices and appreciation of the work, stimulating the producer's growth and the development of new products. A fair price covers the costs of production, a decent standard of life, and development, guaranteeing principles such as gender equality, equity, solidarity, and environmental sustainability.

## COMMUNITIES IN COLLABORATION

They work with small-scale arts and crafts and agrifood producers across Chile, currently connecting to more than 100 small family businesses.

## FAIR TRADE OPPORTUNITIES

Access to the export markets of the international fair trade organizations circuit and to a network of producers that have been able to adopt this way of working has helped strengthen the national supply in a sustainable and supportive way of doing business.



Hebras  
del  
Alma



CORFO

## Hebras del Alma

WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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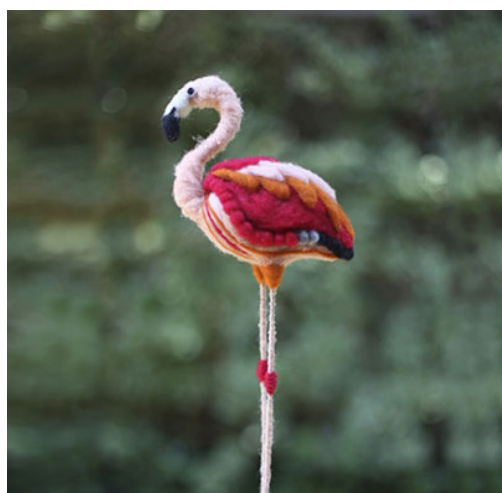
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**Villarrica, La Araucanía Region**





## THE ENTREPRENEUR

Ana is a designer dedicated to the development of contemporary arts and crafts for over 10 years. As the founder of Hebras del Alma, a social fair trade company that works with Mapuche artisans from the Region of La Araucanía, she develops products that are sold both locally and internationally.

*"Being part of the international fair trade movement has allowed us to connect to other people and organizations working under the same principles, which has been an enriching experience in terms of both sales and values"*

## THE PRODUCT

They create sheep wool figures using the felt technique, and have developed 4 ethnic product lines inspired by the country's indigenous communities. These are related to the fauna, native fish and birds, spirits, and figures inspired by Chilean territories, as well as religious images, such as virgins and Nativity scenes.

The project has receiving government funding and support through SERCOTEC, CORFO, FONDART and PROCHILE. They export to Germany, Norway, and Holland.



## IMPACT

When working under the principles of fair trade, your actions penetrate the entire production chain, and you make decisions and take actions focused on respect for the people and the environment. For this reason, the traceability of the final product carries important value and weight that is important to communicate to the buyer.

## COMMUNITIES IN COLLABORATION

The organization is a group of Mapuche women from the rural area of Molco Alto, Villarrica, Region of La Araucanía, who come from families in direct contact with nature, alternating caring for their family, working in the field, and their artisan work, which is later sold through the Hebras del Alma channels.

## FAIR TRADE OPPORTUNITIES

Participating in the fair trade network has given us the chance to connect with new opportunities that strengthen the work we do as a company and the work done by our artisan partners, and it has provided us with new experiences and learning opportunities, as well as the possibility to add value to the sales chain we coordinate and each product included in it.



MONINA®



## Monina Hand - made Jewelry from Lolol

EMPREDIEM GLOCART, WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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**Estación Central, Metropolitan Region**





## THE ENTREPRENEUR

Mónica firmly believes in the possibility of generating business based on a collaborative and inclusive chain, that is both respectful towards collaborators and the environment. As a result of her professional formation and work experience, one of the topics she is most interested in highlighting is the gender perspective across all of her initiatives, both professional and personal.

*"The only way to move forward and grow businesses is by incorporating and respecting the rights of each human being, starting with decency and the right to a fair and equal personal, social, and professional development"*

## THE PRODUCT

MONINA, as a collaboration with a group of artisan women from the town of Lolol, cultivates the complex technique of double-sided knitting, which only one of the women dominates and has generously shared her knowledge with the others. Loom woven pieces, which give rise to high-end jewelry, incorporate ancestral techniques, that are both extremely complex and in danger of extinction, to make a unique, exclusive and high quality product with a signature cultural touch.

This business has been funded by the CRECE Program by SERCOTEC, Sence training, and Nodo Mujeres ON Exporta by Corfo, in coordination with ProChile. They export to Australia, the United States, and France.

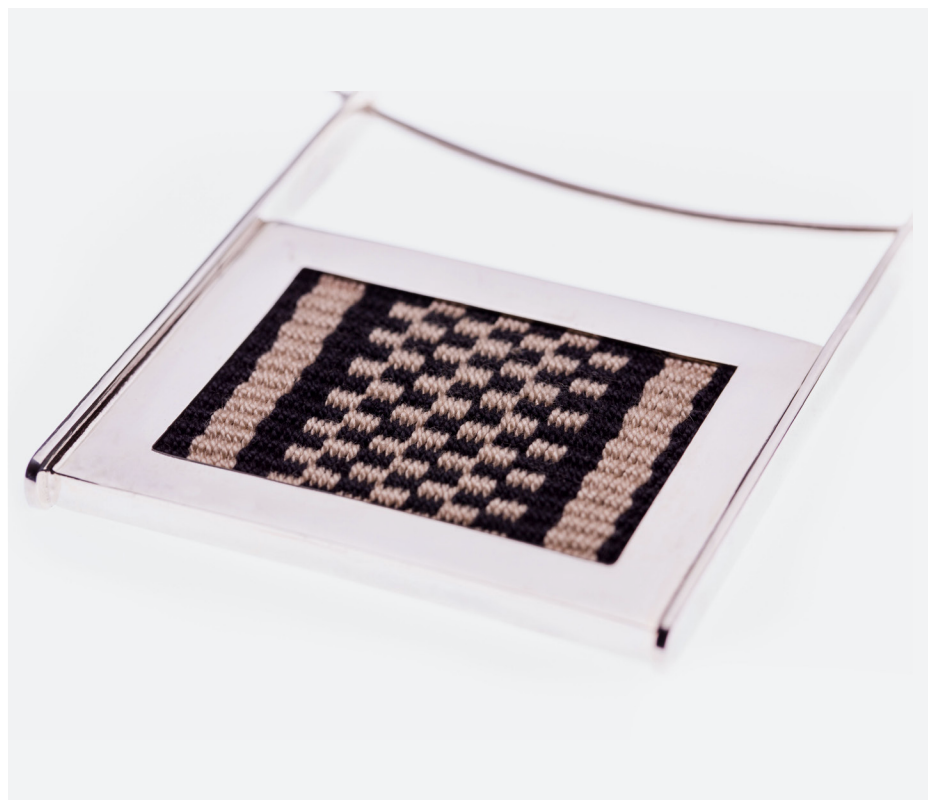
## IMPACT

Fair trade provides added value and highlights the work behind each product, generating pride and identity, a sense of belonging to the initiative, as well as the transparency and visibility of a high-standard artisan work, and a good sales strategy.

## COMMUNITIES IN COLLABORATION

MONINA works in coordination with the Municipality of Lolol and a network of women who, in strategic alliance and through a relationship of hard work, respect, and mutual recognition, have coordinated a collaborative work space.

MONINA®





## Ecoterra Spa

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**Paine, Metropolitan Region**





## THE ENTREPRENEUR

Ana Luisa Rojas is an organic vegetable farmer who participates in the Prodesal program by Indap, in the town of Paine (Metropolitan Region). For the past 3 years, she has been dedicated to the production of free range eggs with animal welfare and fair trade certification.

*"Fair trade has been a space for development and empowerment for me as a business owner, helping transform this work into our family's livelihood, consistent with the work involved. I have had to put in hard work to get ahead, through training and investment in equipment, but this helps us improve the standard of quality and the sustainability of our production systems. On the other hand, we support the Paine community by spreading awareness of the fair trade principles among high schools, because we are convinced that this way of producing and doing business contributes to the building of a better world"*

## THE PRODUCT

Free-range eggs under pasture systems that have been certified in animal welfare and fair trade, and bear the Fair for Life seal. The business has received support for the production of free-range eggs through a FIA project and an Indap investment and loans project.

## IMPACT

Fair trade has primarily helped to generate conscientious and sustainable production, generating equal playing fields and opportunities for producers and sales companies to participate and collaborate.



## COMMUNITIES IN COLLABORATION

She currently works with the company Ecoterra SpA as an associate producer, as well as the Prodesal program by Indap, where she has access to training and other technical support. She also participates in an agroecology market in the Santiago neighborhood of Providencia, where she can sell her products and vegetables.

## FAIR TRADE OPPORTUNITIES

In the first place, the principles of fair trade have inspired us to produce high-quality products that are more sustainable and developed through a system that includes relationships of respect. All of this has been made visible and communicated to consumers to generate greater trust in the origin of our products and, consequently, greater preference and loyalty of our customers.





## Marianela Belmar Montero, Ecoterra Spa

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 Paine, Metropolitan Region



## IMPACTOS DE #COMERCIOJUSTO







## THE ENTREPRENEUR

Marianela Belmar Montero is an entrepreneur who has dedicated more than 15 years to the reproduction of native trees and medicinal herbs. During the last 5 years, she has ventured into the production of free range eggs under pasture systems certified in animal welfare and fair trade.

Her main qualities are her tenacity and persistence in achieving her goals. She sees challenges as an opportunity for growth, and this project in particular has brought out the best in her and has empowered her in her role as a small business owner.

*"Thanks to fair trade, I was able to open up to a new source of income, different from the work I was doing with native trees and medicinal herbs. This new line has made it possible to add on collaborators and specialize as a producer of high-quality eggs with animal welfare certification, to promote a production system that is environmentally friendly and respectful of our surrounding in general"*

## THE PRODUCT

Production of free-range eggs under pasture systems that have been certified in animal welfare and fair trade, and bear the Fair for Life seal. This project has received funding from Indap through loans and subsidies. It is also an FIA Project for the development of a management model with small-scale free-range egg producers who are certified in animal well-being and fair trade.

## IMPACT

This entrepreneur has developed a collaborative model with the company Ecoterra SpA, which offers training and support during the initial years, as a key part of achieving a production standard. On the other hand, she has business agreements that allow her to focus and project her production work. This is proof of how trust, collaboration, and transparency are fundamental to this way of doing business.

## COMMUNITIES IN COLLABORATION

She currently works independently, in the sector of Águila Sur in Paine (Metropolitan Region). She is also part of the Prodesal program by Indap and participates in an agroecology market held every two weeks in the Santiago neighborhood of Las Condes.

## FAIR TRADE OPPORTUNITIES

The fair trade certification has allowed consumers to get to know our story, production system, values, and inspiration, which adds both value and quality to the products as a whole. We are also certified in animal welfare, which further increases the value of our products among consumers who are increasingly sensitive and interested in consuming products with a high level of productive and commercial ethics.





## Cridem Spa

RUPESTRE, WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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**Las Condes, Metropolitan Region**





## THE ENTREPRENEUR

Magdalena is 27 years old and passionate about giving new life to Chilean artisan work and design. Her main focus is on recovering the artisan trade with local materials and unique creations.

*"Fair trade offers a gratifying space for exchange. Every day, it provides more opportunities to innovate within the market and contribute to the income of the families involved"*

## THE PRODUCT

A piggy bank that gets fatter as it is filled up. It is inspired by the popular saying "Época de vacas flacas" (literal translation in English, a time of thin cows), alluding to moments of scarcity.

This piggy bank, which goes from thin to fat, is made of leather and wood, with instructions in Spanish and English.



## IMPACT

One of the guiding principles of this company - composed of 4 people - is to be fully transparent and respectful with collaborators, all through decent wages and working conditions for each person in his or her specialization. This is one of the ways the business lives and breathes fair trade.

## COMMUNITIES IN COLLABORATION

The work team is based out of the Metropolitan Region and has different specializations. Each member contributes their talents in leather, wood, assembly, and sales management, among others.

## FAIR TRADE OPPORTUNITIES

Fair trade has been a part of this company, primarily through the positive energy and disposition of all of its participants. Considering the fair working conditions and relationship of trust we have built allows the team to work in a harmonious and friendly environment. And that is a nice way to work.





# Caupolicán Limited Agricultural & Wine Cooperative

FAIRTRADE

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**Curicó, Maule Region**





## THE ENTREPRENEUR

María Clorinda is a business management professional and a grape producer. She believes that association, with a focus on cooperativism and fair trade, is an opportunity to reorganize and strengthen the group of producers she belongs to.

She ensures that this way women can be given a leading role in the company and field management, as well as enhance the sustainability of the family economy, through small-scale exportable grape farming.

*“The success of all fair trade businesses is firmly based upon association and support, respect for other people’s rights and the environment. It also adds to the quality of production and access to markets and customers that guarantee a fair and sustainable price. Moreover, it’s a space where women can find the support to lead their family’s economic activity within a protected environment”*



## THE PRODUCT

Small-scale production of Carmenere and Red Blend wines.

## IMPACT

Fair trade leads to greater awareness of sustainable practices and proper agricultural management to obtain a high-quality product, which also includes direct benefits for small-scale producers to improve their quality of life and their surroundings.

This project has been funded by support programs offering administrative, logistic, and legal advisory, as well as consulting on the purchase of fixed assets. These products are exported to England.



## COMMUNITIES IN COLLABORATION

The Cooperativa Agrícola y Vitivinícola Caupolicán Ltda., from the Region of Maule, has been awarded the Fair Trade seal because it lives and breathes the fair trade principles on a daily basis. And to support its community, part of the profits are given to School D No. 305 of Santa Emilia, in the town of Sagrada Familia.

## FAIR TRADE OPPORTUNITIES

Our Fair Trade seal is changing the way we produce wine. It has facilitated our entry into markets that value fair trade and the practices it involves. This helps us obtain fair prices for our producers, generating social initiatives, and economic improvements for their communities.



FUNDACIÓN  
CHINQUIHUE



## Chinquihue Foundation

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**Puerto Montt, Los Lagos Region**





## THE ENTREPRENEUR

Alejandra is a fishery and aquaculture professional with over 30 years of experience. She is responsible for the Fair Trade USA certification, where the Chinquihue Foundation works as a certificate holder.

The Chinquihue Foundation is a private non-profit organization that plays a key role in the promotion and sustainable development of the small-scale fishing industry, in the Region of Los Lagos and across the country.

*"To become pioneers in promoting the obtainment of the Fair Trade Seal (FT USA), we had to study and prepare strategies for working with local fishing organizations, who are hardworking, innovative people. When our actions are governed by principles of wellbeing, there is no reason to be afraid to innovate to support the sustainability of fishing resources"*

## THE PRODUCT

The fair trade seal is granted for the Chilean abalone (Concholepas concholepas) product, in its raw, cooked, or canned form.

This project has received government support from the Under-Secretary's Office for Fishery and Aquaculture, Corfo, FNDR, and others. It has also received funding for the execution of diverse projects to promote the development and strengthening of the small-scale fishing sector.



## IMPACT

The standards of fair trade, as a business model, look to guarantee to the consumer safe living and working conditions and fair prices, following certain social, economic, and environmental criteria. This company ensures the traceability of its production batches, improving commercial practices, and guaranteeing adherence to current standards regarding the exploitation of ocean resources, with responsible management and protection for the ecosystem.

## COMMUNITIES IN COLLABORATION

We work with the local fishing communities, primarily from the Region of Los Lagos, ensuring contribution to the sustainable exploitation, processing, and sale of Chilean abalone (Concholepas concholepas).

## FAIR TRADE OPPORTUNITIES

Fair trade is expected to bring about recognition from one's peers and a better price for raw materials, while improving the quality of life and appreciation of the small-scale fishermen participating in the process. For the Chinquihue Foundation it is also satisfying to know that it is helping strengthen the local fishing sector, through innovation in the way they sell their products with added value and the possibility of replicating this business model.





## Cosecha Justa/ Fair Harvest

WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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**Melipilla, Metropolitan Region**







## THE ENTREPRENEUR

Denisse is an agricultural engineer, entrepreneur, and mother to Mila. She founded Cosecha Justa as a way to generate a change in how local products are purchased and consumed. This business also has the value on integrating and benefiting rural family farming in central Chile, developing its work under the principles of fair trade.

*"Women are generators of change in the world. Working together gives us space for valuable opportunities to generate collective knowledge, form collaboration networks, and mobilize initiatives that contribute to an increasingly better society"*

## THE PRODUCT

The products sold by the business include gluten-free certified grains, flours, and pastas, which are produced under fair trade conditions.

The project receives state funding through the FIA and Corfo project funds.

## IMPACT

We work with national small-scale farmers, and together, we obtain excellent quality products, under conditions of fair payment and respect for the work behind the product. This model allows us to forge stronger ties with farmers and consumers from a logic of mutual recognition.

## COMMUNITIES IN COLLABORATION

This initiative primarily works with small-scale dry land farmers in the regions of Valparaíso, O'Higgins, and Maule.

## FAIR TRADE OPPORTUNITIES

Along with joining a collaboration network and participating around topics of fair trade, we have been able to generate and share learning opportunities, participate in farmers' markets, and specialized distribution channels.

All of this has allowed us to enter a market the values and respects the products we sell.





## Oro Verde Green Gold: Agricultural Cooperative Quri Chuxña Limited

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Natividad Flores, Liliana Flores  
& Priscilla Cruz

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Putre, Arica and Parinacota Region





## THE ENTREPRENEURS

Sonia, Adelaida, Victoria, Natividad, Liliana and Priscilla are farmers from the Andean foothills of Putre and belong to the Aymara indigenous community.

They all form part of a group that brings together generations in a process that is fundamental to the transmission of knowledge and inherited wisdom.

*"We have to work hard, because right now everything is harder for women. Fair trade offers the chance to work in collaboration, for your products to be valued, as well as the work and ancestral knowledge involved. This helps promote consumers' understanding and appreciation of the principles that guide us, in order to receive a fair price for our work"*

## THE PRODUCT

Oregano grown on terraces at an altitude of over 3,000 meters above sea level, in the foothills of the Andes. It has an intense aroma, unmatched flavor, and rich green color. All of this is the result of a series of ancestral production techniques passed down from generation to generation. These types of practices are sustainable with the environment, therefore the result carries exceptional quality.

This oregano from the foothills of Putre is a true reflection of the respect and work of a culture, of a people towards Pachamama (Mother Earth), its customs, and traditions, which refuse to disappear.



This project has received advisory from the Sercotec Business Development Center, technical support from Indap, and ProChile helped them to obtain Fair Trade certification.



## IMPACT

The seal comes to certify practices that we were already carrying out. We work with sustainable agriculture, we pay temporary harvest workers a fair wage, and we have a cooperative where everyone's voice is heard, and decisions are made democratically. What we hope with this certification, is to communicate to and raise awareness among our customers in order to achieve a fair and respectful appreciation of the work that goes into each of our products.

## COMMUNITIES IN COLLABORATION

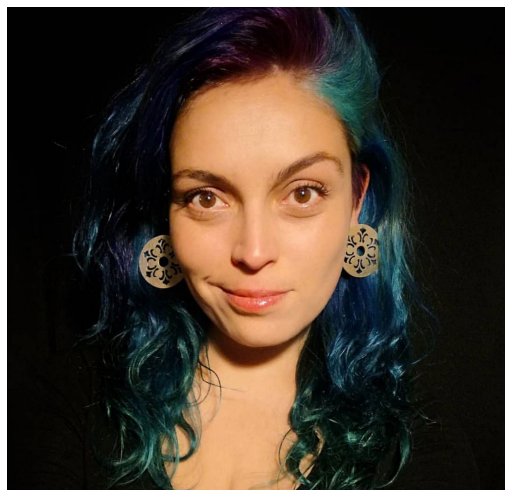
The Aymara community has the concept of AYNÍ, which is a system based on reciprocity and complementarity. The partners of our

cooperative do agricultural labor supported by their families, although occasionally other people are hired to help out around the harvest, and these people receive a fair wage for their work.

## FAIR TRADE OPPORTUNITIES

We just recently got certified, but we trust that it will help support the way we do things. It will help us generate trust and for customers to get to know and value our production system, the products, and all of the cultural heritage surrounding the farming process. We hope to soon start formally selling our product on the fair trade market.





# Añuñuka

EMPREDIEM GLOCART, WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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**La Reina, Metropolitan Region**





## LA EMPRENDEDORA

Angela is 40 years old. She started her business driven by a motivation to solidify her passion for metal works, while having the time to care for her two children and attend courses and workshops.

Later, she began to participate in trade fairs and more training opportunities in different areas of the business, expanding her network of other businesswomen, which has been a highly enriching opportunity.

*"It has been a lovely experience. Unlike other types of trade, this one maintains a responsible and humane approach. We have a clear notion that we all affect our environment, and together we can move forward with greater awareness, respecting the work of others, nature, our vendors and customers"*

## THE PRODUCT

Custom designed jewelry, made by hand with lots of love. Each piece has its own creation story, and the buyer is a fundamental part in that process. They work with noble materials, mainly silver, copper and bronze, mixed with semi-precious and precious stones, simple stones, glazing, engraving, and others.

This project has been supported by Prodemu and Sernameg under the program Levántate Mujer. Although they do not formally export their products, they have shipped to France, the USA, and Italy.



## IMPACT

The principles of fair trade are incorporated in different ways through the value chain. Starting with each of the materials used, prioritizing local producers at a fair price. Each piece of metal scrap is melded again and reused, and the metal powder is sent for purification to prevent any residue left behind in the atmosphere.

Each piece tells a story, which highlights its materials, its creation process, and the collaboration network behind the workshop.

## COMMUNITIES IN COLLABORATION

While working in a workshop is a bit more personal, at times of high demand, she calls on a group of women to support the production process.



## FAIR TRADE OPPORTUNITIES

Fair trade and its principles help coordinate healthy and transparent commercial and labor networks. Producing under these conditions adds value, and today many people value getting to know the producer and understanding all of the added value behind the product. This constitutes an important opportunity to help promote a new and positive way of doing business.



## Makuk

EMPREDIO GLOCART, WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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**La Florida, Metropolitan Region**





## THE ENTREPRENEUR

Rossana stands out for her entrepreneurial spirit, social drive, creativity, and leadership. She has a great capacity to lead her business and is always looking to innovate and instill a social purpose in her company.

*"Don't ever give up! Because you never know if your next try will work. Always look for opportunities, focus, and achieve your goals. It is possible!"*

## THE PRODUCT

Woven jewelry using a thousand-year-old lacing technique, all handmade from noble metals such as copper, silver, and gold.

Project funded by Sercotec, Corfo, and ProChile. She exports her products to the United States.

## IMPACT

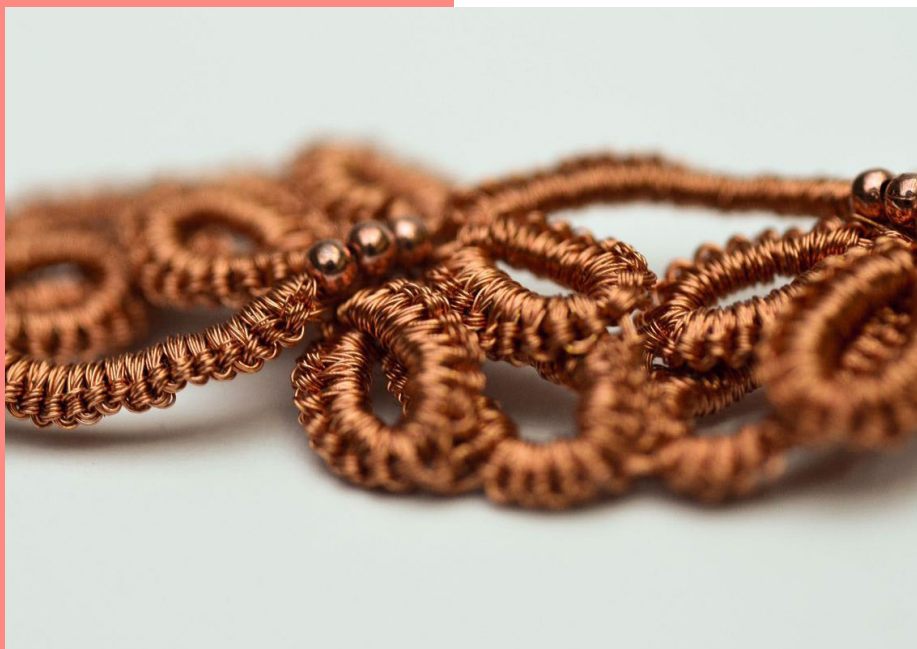
The principles of fair trade enable products to have complete traceability of their production chain.

Belonging to a network that promotes these types of products is proof that they are more necessary than ever in the world. This is because they are created with "respect, dialogue, and transparency," as part of the basic concepts guiding their production.

## FAIR TRADE OPPORTUNITIES

Having more opportunities to participate in a network of companies all working under the same system.

As well as generating shared learning opportunities and access to markets where these attributes are valued and which favor the determination of fair sales prices.







## Esperanza de la Costa Vineyards

FAIRTRADE

Member of the Chilean Fair Trade Association

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**Hualañé, Maule Region**





## THE ENTREPRENEUR

That it would not be profitable on her own. So she contacted other small-scale producers, and they got together to create Esperanza de la Costa Vineyards, with the illusion of implementing a fair trade system. The first thing they focused on was the certification, when it implied training and improving the productive management of the vineyard, teamwork, and lots of care, dedication, and responsibility. In this process, the Miguel Torres company supported their organic certification to add even more value to their products.

*"Working under the fair trade system, for me, has been a wonderful experience, to have partners who work within a relationship of support, respect, and unity. Here, everyone contributes to the benefit of the group, and we promote collaboration and reciprocity. In the harvest and other works, we all help each other to avoid a scarcity of labor. We're like one big family"*

## THE PRODUCT

Grapes certified by all organic standards and FLO CERT fair trade certification. This project has been supported with government funding from Indap and the National Irrigation Commission

## IMPACT

The experience has been unique. It makes it easier to work on sustainability at the vineyard, meeting the criteria of fair trade, protecting principles such as respect, transparency, fair price, and support for the smaller businesses. Working in this line not only has an impact on production, but also serves as a purposeful guide, to benefit not only yourself but all those involved in the chain.

## COMMUNITIES IN COLLABORATION

The vineyard works in association with other producers from the towns of Hualañe, Licanten, Curepto, Sagrada Familia, Curicó and Talca.

## FAIR TRADE OPPORTUNITIES

Joining the fair trade network has implied a wealth of opportunities, such as cultivating relations of respect for the work behind each product. Meanwhile, fair trade conditions allow us to access better prices, well above the market average, at a fairer price. On the other hand, by obtaining the Fairtrade Certification and more long-term production contracts, we have more significantly impacted sales prices, especially in times of crisis, where daily values fluctuate much more.







## Agronuez Choapa Fruits Cooperative

FAIRTRADE

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**Illapel, Coquimbo Region**





## THE ENTREPRENEUR

Bella has a high level of commitment to the world of farming. With over 40 years working in agriculture, she has acquired knowledge and skills which she has put to use under the firm purpose of contributing to a better quality of life for farmers and their families.

She is the manager of the Cooperativa Frutícola Agronuez Choapa, and has participated in the cooperative since its foundation. With 11 years in business, the organization has a semi-industrial plant and the necessary equipment for the development and direct export of walnuts. With a stable portfolio of clients in the European, Asian, and South American markets, the cooperative has improved its negotiating conditions and the quality of life of its supplier members and non-members.

*"The principles and values of fair trade are based on an economy of social justice and are aimed at balancing production and consumption, which is unfortunately not practiced as a regular commercial model. These values are consistent with cooperative principles, so the seal helps to strengthen the organization beyond the commercial sphere. We can't lose sight that this is an opportunity within a sales strategy that can be expanded, and where the seal must be valued thanks to its cultural, social, organizational, and environmental contribution"*



## THE PRODUCT

Inshell walnuts, and hand-cracked walnuts, of the Serry Chandler variety. The Cooperative has incorporated processes of walnut calibration, cracking, selection, packaging, marketing and sales. The sales formats include inshell walnuts, calibrated and selected, packaged in 10 and 25-kilos bags, as per the customer's order. For cracked walnuts, the formats are halves, quarters, and eighths, in extra light, light and light amber colors. This project has been funded by different support entities like Indap, Corfo, ProChile, Sercotec and Sence with funding for advisory, training, sales missions, and investments. This product is exported to Italy, Dubai, Holland, Algeria, Morocco, and Brazil.

## IMPACT

The principles of fair trade have a positive impact on the production area and environmental issues. Clean production is key, both for protecting the safety of our producers and for producing high-quality, healthy, and safe foods

that consumers can trust. This is in addition to individual and collective accountability for the care and protection of all natural resources: "Land, water," living beings in the surroundings, and the environment in general.

## COMMUNITIES IN COLLABORATION

The cooperative works with a network of walnut producers from the communities of the Choapa Valley and the Limarí Valley.

## FAIR TRADE OPPORTUNITIES

The Cooperative's work, in production terms, is ongoing and stable, based on the principles of fair trade. However, only part of our sales go to those specialized markets. We hope to gradually increase this every year as we solidify this type of demand for this walnuts.



COOPERATIVA APÍCOLA "EL QUILLAY"

APISNATIVA

CORFO



## Apisnativa, El Quillay Beekeeping Cooperative

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**San Clemente, Maule Region**





## THE ENTREPRENEUR

Maritsel (37) has managed the Cooperativa Apícola El Quillay since 2010. She is an accountant by profession and mother of two. Enthusiastic and persevering by definition, she is also passionate about her job and her family. She is convinced that the world of beekeeping plays an important role in the agricultural production systems and in the world.

*"The value of women is in our DNA. Each one has a special talent or skill, and it is important to find it and discover the tools available all around us to exploit this skill and turn it into an opportunity"*



## THE PRODUCT

Fractionated honey, in 1 kg format and 18 g sachets, produced under the principles of fair trade.

## IMPACT

Fair trade, as part of the production philosophy, is aligned with the cooperative's missions to make beekeeping more environmentally friendly, profitable, and socially just.

COOPERATIVA APÍCOLA "EL QUILLAY"



## COMMUNITIES IN COLLABORATION

Currently, the company works with around 30 small- and medium-scale honey producers in the Region of Maule. All inspired by beekeeping and its importance in the natural life of the planet, they have made the trade a fundamental part of their families' livelihood.

## FAIR TRADE OPPORTUNITIES

The advantages associated with fair trade are associated with the possibility of participating in a fair trade network that values the principles and products the cooperative markets, under conditions of respect for the work behind the product, the environment, and fair prices, opening up the doors to markets and customers who are more sensitive to these attributes.





# Nancy Cortínez Rebolledo

BEASYTAPIA, WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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**Santiago Centro, Metropolitan Region**





## THE ENTREPRENEUR

Nancy is a horse hair artisan from the town of Panimávida. She inherited the trade from her mother, Gladys Rebolledo, and great grandmother, Herminia Parada, carrying on the family tradition into the present day. She has participated in different projects to transmit and promote the trade both in Chile and abroad.

Her products are 100% handmade using horse tail hairs, plant fiber (ixtle), anilines, needle, and scissors.

*"Cultivating this inherited talent has given me the chance to participate in marketing and sales, learning and teaching opportunities, as well as in trade fairs and expositions where my work and the tradition behind each piece have been valued. I invite you to develop your talents and trust in associative work"*



## THE PRODUCT

Horse hair art is a type of miniature basket weaving done completely by hand, one by one, in the comfort of one's home. Figures such as butterflies, decorative fans, geometric figures that form part of other pieces, like earrings and necklaces.

## IMPACT

Our work respects the family environment, and the raw materials we use are natural and, whenever possible, recycled.

The organization also adheres completely to the prices established for each of the products agreed upon, which helps maintain fair prices and project the development of the business.

## COMMUNITIES IN COLLABORATION

The workshop tasks are carried out in a family environment, with the participation of Nancy's daughters and aunt, who come together within an agricultural, tourist, and artisan community.

## FAIR TRADE OPPORTUNITIES

As part of the "Beas y Tapia" sales channel, I have had the possibility of selling our products in circles that recognize the value of our work.

We have been able to participate in trade fairs and expositions where the artisan is valued in several aspects, like the visibility of the cultural value of the art we perform.

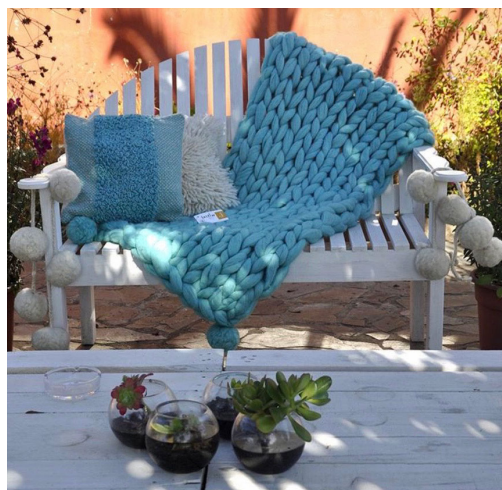




## Witral Chile Ltda.

WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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**Cauquenes, Maule Region**







## THE ENTREPRENEUR

Lorena is a textile engineer by profession, and for the past 22 years has worked with female artisans from the province of Cauquenes. Her experience in arts and crafts stemmed from her work in a training process to improve textile processes. To date, she has worked with numerous organizations and, over time, she has understood that there was a large gap in the sales and marketing process. In this context, she had the idea of creating a network to support commercial management and the development of products for the diverse world of textile artisans.

*"Here at Witral, our work in fair trade has been a logical step as it is related to contributing to better working conditions and appreciation of the artisan trade as an economic, cultural, and traditional activity. In that sense, the respectful recovery of the textile artisan trade and the principles of fair trade are perfectly aligned"*



## THE PRODUCT

Witral works on textile pieces made from sheep wool, including products for the home, spun wool, clothing, and decoration, all 100% handmade. This project has been funded by the programs of Corfo, Sercotec, and Indap.

## IMPACT

For us, fair trade has been a framework and a reference that guides us in the decision-making processes within the company in the different technical, production, and commercial areas. That is why fair trade is at the heart of this organization.

## COMMUNITIES IN COLLABORATION

Witral works with 3 rural groups, for a total of 48 textile artisans from the Region of Maule, specializing in spun wool. There is also an urban group made up of 12 artisans specialized in knitting.

## FAIR TRADE OPPORTUNITIES

Although the company's motivation for adopting fair trade is ethical in origin, it is not hard to recognize its benefits in terms of the possibility of establishing collaboration networks and forging ties with an environment that, like us, values textile art, and the material and symbolic value it encompasses. Being part of the WFTO association and platform is something that motivates are work to a large degree, it helps us learn and transmit a more sustainable way of doing business.





# Folil Araucanía Cooperative

Member of the Chilean Fair Trade Association

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**Temuco, La Araucanía Region**





## THE ENTREPRENEUR

The history of Mónica Casanova represents the life of the entire group of artisans within the Folil cooperative. Born and raised among yarn, and passed down from my grandmother and great grandmother, it's in my blood. I've been knitting since I was 8, and I have two children, now both grown and college educated. Everyone in my family knits, including my children and husband. It is our main source of income.

Also, 20 years ago I started working as a monitor, teaching others how to use a Mapuche witrál loom as a way to recover its use and pass down the trade as a clear representation of art in our culture.

Today, I am the president and legal representative for the Folil Cooperative, and I also work as the treasurer for another association in Nueva Imperial, called Rayen Folle, and I participated as an instructor for the Chol-Chol Foundation. I am very proud to be able to share my knowledge with new generations and all those who feel pulled to learn about our culture.

*"To all the beloved artisan women, especially during these times, I want to tell you to keep knitting and spinning. Let's not lose steam, especially due to this virus. We are strong women. In one way or another we are going to get back up, and we are going to stay alive for the good of our culture. And in that sense, it has been fundamental to learn about the experiences of other organizations belonging to the free trade system"*



## THE PRODUCT

Traditional Mapuche textiles, with designs and symbols representative of our indigenous community. It is a way to recover and promote our ancestral culture through our knitting. The project has been funded by Sercotec, Corfo, and Indap.

## IMPACT

As Mapuche artisan women, our values are centered around respect for our people, its history, and customs. These values have helped us focus on mutual cooperation and respect for our environment. The principles of fair trade help us strengthen our way of working and increase visibility in the rest of the population.



## COMMUNITIES IN COLLABORATION

The cooperative works with partners from rural indigenous communities in the Region of La Araucanía. But the work is primarily centered around the artisans, on developing their productive and personal skills, as well as marketing and selling their products.

## FAIR TRADE OPPORTUNITIES

It has given recognition to the work we have been doing for the past 10 years, with the members of the cooperative, and has helped promote the personal and economic development of each one. It has also opened up the doors to new markets that value and prefer products that do not come from exploitation of the environment or the creators themselves.





CORFO



## Eco Encerados/ Exo Wax

EMPREDIEM GLOCART, WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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**Cañete, Biobío Region**





## THE ENTREPRENEUR

Catalina is 30 years old. She is the mother of three children. She began her life project by thinking of a sustainable alternative to so much waste generated at home.

Fond of reuse, her work matches her lifestyle. It is very gratifying for her each waxed cloth that goes to a homes, as a loving contribution to the environment.

This is consistent with the message she wants to deliver to her children: to be aware of the effects in the future of each action they take.

*"We all have to believe. We do have support and it is possible to work in community and cooperatively. Besides, through fair trade ties can be strengthened along the way, taking care of our social and environmental surroundings. I invite you to believe and dream!"*

## THE PRODUCT

It is an ecological alternative to plastic wrap that helps reduce plastic waste at home.

They are 100% cotton fabrics impregnated with beeswax, tree resin and coconut oil that form a waterproof, adherent and flexible fabric with which you can wrap food, cover containers, transport the snacks and buy in bulk.

This project has been financed by Sercotec Seed Capital.



## IMPACT

Fair trade brings together many values we have as a company. It fits very well with our production process, which it is carried out in a conscious and sustainable way, generating the least possible impact on the environment.

We also take great care in the collection of the raw material, which is carried out with responsible and careful producers.

We are aware of the global problems regarding pollution and we work in favor of caring for the environment, helping to considerably reduce the amount of plastic generated at home.

## COMMUNITIES IN COLLABORATION

For now, we work as a family.

## FAIR TRADE OPPORTUNITIES

It has opened borders for us and makes us connect with a tremendous community of entrepreneurs, strengthening ties and creating new channel.





## Monos de Papel / Paper Monkeys

EMPREDIEM GLOCART, WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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**Santiago, Metropolitan Region**







## THE ENTREPRENEUR

Patricia Paz Cerda lives in Santiago and has been dedicated for some years to the creation of figures of papier-mâché and letterhead.

*"I'm interested in what fair trade promotes because it also enhances the development and commercialization of my work, encouraging collaboration and respect for creation"*

## THE PRODUCT

My figures are made almost entirely from recycled materials. I use the traditional techniques of papier-mâché and letterhead, to which I add design, colour and movement.

## IMPACT

The impact of these principles is present in the different stages of my work, fundamentally in my respect for having an adequate price, generating opportunities and finally at the moment of linking with companies to be able to commercialize.

## COMMUNITIES IN COLLABORATION

Emprediem and Artesanos.

## FAIR TRADE OPPORTUNITIES

It is a great honour to have this qualification. The possibility of generating trade on a scale which respects labour is very important, in addition to the support received in the different stages of production and marketing.





## Luan Handicrafts

BEASYTAPIA, WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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**Santiago Centro, Metropolitan Region**





## THE ENTREPRENEUR

Ana is an artisan who seeks to provide all her designs with the creative peculiarity of art in her work as a goldsmith, modelling precious metals such as copper and others.

*"My experience with fair trade has meant a lot, since I was able to sell my handcrafts abroad, thereby significantly increasing my income. Without a doubt, I recommend women entrepreneurs to seek these opportunities to commercialize their products"*

## THE PRODUCT

My crafts are handmade jewels for daily use made mainly of copper. Through the execution of various techniques of the goldsmith trade, I achieve pieces that are highly valued by a public eager for this type of crafts.

This project has been financed with own resources. This products are exported to the United States and Europe.

## IMPACT

Fair trade is based on an ethic that regulates the relationships of stakeholders through fair prices, inclusion, respect for the environment, the use of clean technologies, recognition of the free organization of crafts and the promotion of improvements in the working conditions of female entrepreneurs.



## COMMUNITIES IN COLLABORATION

Through my work, I am related to different entities and producer associations with whom reciprocal relationships are cultivated and materials and knowledge are shared that contribute to the generation of new capacities in the crafts.

## FAIR TRADE OPPORTUNITIES

I have managed to have my crafts exported. Exports have contributed to the growth of my company, as well as to expand the possibilities of exhibiting my crafts.





## Agapimu Gourmet

EMPREDIEM GLOCART, WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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Recoleta, Metropolitan Region





## THE ENTREPRENEUR

Marta is the head of the household. Her company was born from the need to get ahead, provide for her daughters, emerge and prosper on the basis of her effort and perseverance. Along this path, the first thing she had to do was to get her formal authorisation of activities, which allowed her to link up with different organizations, public and private.

During this time, she has met small and large goals and milestones, such as being one of the two food brands that represented the Metropolitan Region at the Patagonia Expo in Coyhaique in 2017.

She was part of the last UN Women Congress held in the Crowne Plaza hotel in February 2018, where audiences from all over the world came together. This allowed her products to travel to five continents.

With Agapimu, Marta understood that she should not only work with her individual clients but also at the corporate level, allying herself with fair trade and B corporations.

Since 2017, she collaborates with Emprediem and Tu Marca, which have been positioning her products together with those of other entrepreneurs in corporate gifts for medium and large companies.



*"My message to other women entrepreneurs is that you can, you always can. If a door closes, a window opens. Keep knocking doors. Women are powerful. We have a great capacity to achieve our dreams and purposes."*

*"Agapimu is a Greek word that means 'my love' and our legend says 'Taste with Love'. That is why we say that our main purpose is to be part of the good times in which our clients give love through their preparations"*

## THE PRODUCT

Our flavoured salts, flavoured olive oils, tea, chutney, pasta or jams with flavours as diverse as chili, onions, paprika or the exotic "passion night" jam, are manufactured with the best quality products.

With them we have been creating various product lines in different sizes and presentations, because we understand that our clients not only want to buy them for their personal delight but also to give them as gifts. It has been financed by FOSIS.

## IMPACT

The principles of fair trade have guided my training and my personal and marketing actions through our entrepreneurship.

We firmly believe that the principles of fair trade provide us with guidelines for gender equality, good working conditions and respect for the environment, among other practices. They also help us to create opportunities for producers and suppliers that improve the economic system in which we are immersed.

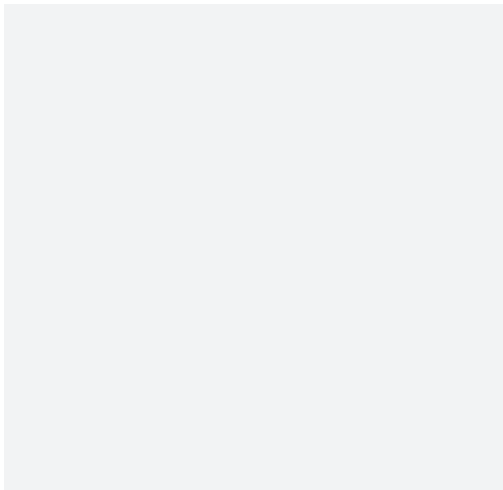
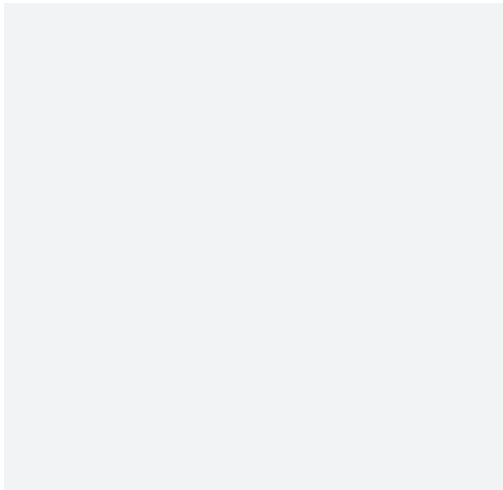
## COMMUNITIES IN COLLABORATION

We work with the Association of Women Producers of Recoleta, an organization that I have chaired for five years and that promotes the empowerment of women and their economic autonomy.

## FAIR TRADE OPPORTUNITIES

My company is not yet fair trade certified, but we have worked closely with other certified companies and with B Corporations.

In fact, three years ago we also linked with Emprediem and Tu Marca, which have been positioning our products.



# Josefina´s Yarns

EMPREDIEM GLOCART, WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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**Recoleta, Metropolitan Region**





## THE ENTREPRENEUR

Josefina is a mother and housewife who has been able to help her family and pay for some expenses through the creation of crochet cactuses.

*"I really like having known the principles of fair trade because I have realized that it is very important to take care of the products that you make, to respect our environment and to promote collaborative work"*

## THE PRODUCT

Crochet cactuses knitted in fine yarns of unique and original design, of different sizes and colours, planted in ceramic pots and covered with quartz. It has been financed by Fosis.

## IMPACT

I learned about fair trade in 2017 through a talk organized by Emprediem. It was very important to me because it brought even more meaning to what I was doing with and through my cactuses for years.

Clearly, this way of doing business creates opportunities for entrepreneurial producers who, like me, because we are small retailers, find ourselves at an economic disadvantage.

With my creations, I feel that I am developing my capabilities, respecting the environment, and -above all- fighting for gender equality in the country's economy.

## COMMUNITIES IN COLLABORATION

I do not have formal work with communities but what I have done has allowed me to have greater opportunities. Dialogue, solidarity and knowledge transfer have prevailed.

## FAIR TRADE OPPORTUNITIES

I am not fair trade certified but through Emprediem I had the opportunity to be part of "Women ON 2017" and of a community with which I still have ties today.





# Pure Cotton

Clothes that matter



## Pure Cotton

B CORPORATION

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**Providencia, Metropolitan Region**





## THE ENTREPRENEUR

Daniela is a journalist. From the birth of her eldest son, she decided that she could provide a healthy product, free of toxins for the body and the environment, guaranteeing parents that their children would wear a healthy product.

Her son was born with CMA (Cow's Milk Protein Allergy), which forced her to breastfeed for as long as possible. It was only when her baby was two years' old that he was able to overcome his allergy. In meantime, Daniela had to decide how to earn a living while dedicating enough time to her baby.

For a long time she had the intention of founding a sustainable project, which at the same time would generate labour and benefit society. These needs, and the continuous search to give the best to his son, motivated her to create Pure Cotton in 2009. Today, this brand has established itself as a contribution to children and parents, with details that seek convenience and comfort, without damaging the environment or abusing the work of all those who are part.

Pure Cotton continues to be a social project that has allowed her to give children what they need, in addition to offering people a product that gives them a better quality of life. It is part of her struggle to seek for society to educate itself and understand why we should favour sustainable products.

*"From my beginnings as a journalism student, I discovered the need to care about people and to create a correct environment for their development. I understood that we are part of a virtuous circle in which we all need each other for a life in harmony. It is not possible that in order to obtain what I need, I must pass over another person, that what I save is the cost for another person in the production chain. A cooperative attitude is required, where we all have access to what we need, in addition to putting in value manual work, which is at the base of the pyramid"*

## THE PRODUCT

Design and manufacture of organic cotton garments with sustainable fabrics and without dyes. We make products for children and adults, bedclothes, underwear, intimate care accessories, masks and toys.

This project has been financed by ProChile Industries Contest and Sercotec Seed Capital. Not yet exported directly, but indirectly to the US and Europe.

## IMPACT

The cultivation of cotton is one of the most polluting and greater labour abusive in the world. These bad practices come from ancient times. Our fabrics and their production chain are organic certified and go hand in hand with the fair trade principles: from the cultivation and harvest of the raw material, to the subsequent weaving and manufacturing in Chile.

This guarantees adequate labour and health standards for employees.

Pure Cotton is also a Certified B Corporation; as such, we propose that our collaborators are an integral part of the company's profits. We are working on it and we hope to have this aspect integrated within the next five years.

## COMMUNITIES IN COLLABORATION

We work with people in vulnerable situations, the elderly and mainly women. They all are people who have extensive experience in their respective areas, their knowledge being a tremendous contribution to the quality and cutting edge of our products.

## FAIR TRADE OPPORTUNITIES

Certifications give us greater visibility and allow us to validate our work, objectives and mission in before our clients, in addition to promoting standards within the industry and encouraging others to follow our footsteps.

**Pure  
Cotton**  
Clothes that matter



## Feltsu

BEASYTAPIA, WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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**Las Condes, Metropolitan Region**





## THE ENTREPRENEUR

Susana is a 57-year-old designer. Her main motivation as the head of the household was, in the beginning, to form a family artisan atelier to be able to support the expenses of the house without neglecting the care of her daughters. This is how Feltsu was born in 2010.

Her biggest goal, when creating garments as unique pieces of textile art, is to provide his clients with exquisite felt designs made of noble natural materials, as a response to the need for a souvenir-style product that will represent our native country of Chile with export quality.

*"In our company we are sympathetic to the values of fair trade and we strive to operate the business with a sense of social responsibility, sourcing raw materials from local artisans and teaching other artisans to be future suppliers, all in a comfortable and fair work environment."*

*"In addition, we encourage the development of skills and creativity and collaborative work, compatible with family care and caring for the environment"*

## THE PRODUCT

We make, by hand, pieces of art to dress and decorate, using the wool felting technique and hand-painted silk.

We use natural materials that include merino and corriedale sheep wool, alpaca wool, silk and cotton among others. We also recycle the textile materials used in our designs.

The combination of ideas, creativity and talent of all the members of Feltsu helps to create unique pieces. Our handmade felt is of exquisite quality and has been exported to Germany, the Netherlands and the USA. In addition, financed by ProChile, we participated in various international fairs, including "Ambiente Show".

## IMPACT

Fair trade was fundamental in the formation of this project since the beginning. It was born during a fair trade fair in The Netherlands (2009) where we participated with Marcela Cofré. She showed us how this trend could be translated into a more humane and more respectful work for the producer.

Likewise, collaborative work, through alliances that aim for the common good, fair payment and caring for the environment. On the other hand, she requested us to create export-quality products with continuous improvement towards fair trade principles.

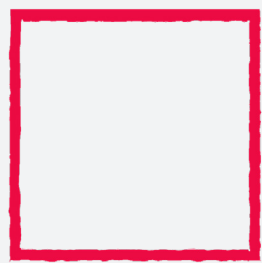
## COMMUNITIES IN COLLABORATION

We work with women communities, fair trade enterprises and groups of "Emprende Las Condes", which are continuously promoting training and participation in fairs in my town.



## FAIR TRADE OPPORTUNITIES

We have been able to operate under the auspices of "Beas y Tapia" and "Calypso Chile", which has allowed us to participate in international and national fairs, and also to interact with international buyers who have accompanied us in the development of our projects through serious people and receiving a fair payment.



**GLOCART**



## Glocart Trader

EMPREDIEM GLOCART, WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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**Santiago, Metropolitan Region**





## THE ENTREPRENEUR

Marisol Nuñez Orellana is the current director of Glocart, an area of Emprediem that seeks to democratize entrepreneurship and social innovation.

She is motivated by contributing to improving access to markets and increasing commercial sales for female and male entrepreneurs, along with increasing the visibility of the territories and vicinities of Chile, by supervising the Glocart platform and online store and Glocart meaningful corporate gifts.

*"You have to be persistent and look for supporting networks, by participating in talks or groups on social networks, among other activities; because in entrepreneurship no one needs to work alone. On the other hand, you have to dare, since learning-by-doing provides invaluable experience and a great sense of self-realization"*

## THE PRODUCT

We seek to increase the business opportunities of producers and artisans in our country, putting in value the work done by hand and the local identities through an online sales platform of products and meaningful corporate gifts, maintaining a fair payment.

## IMPACT

The fair trade principles are part of the mission of our trader, as we seek to provide opportunities for small-scale producers and fair business practices with transparent information on prices and fair payments (the margin does not exceed 20%). We work only with self-managed entrepreneurs; that is, directly with them and with their complete free willingness to work. Likewise, we also share free workshops that allow them to develop their skills. In addition, we



**GLOCART**

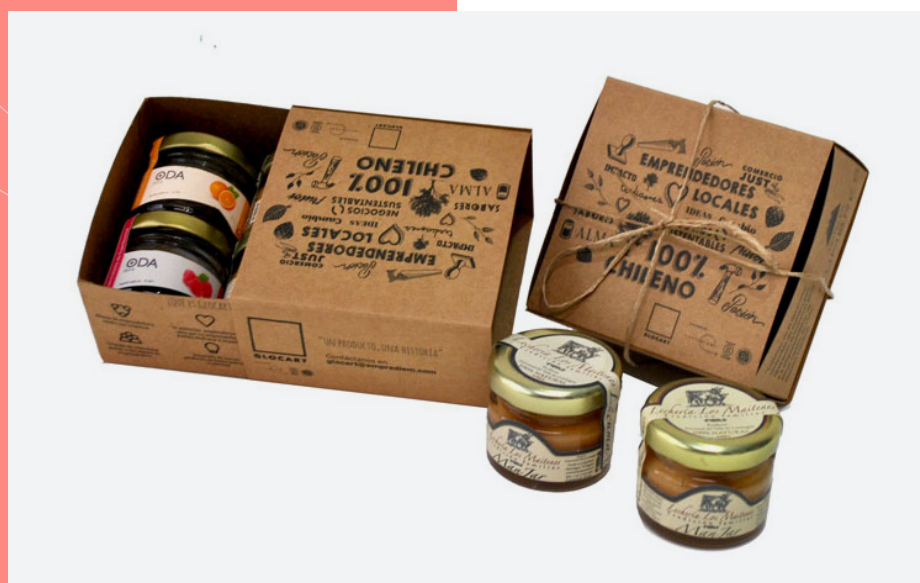
participate in fair trade assemblies and promote fair trade through participation in activities, fairs and webinars, among other activities

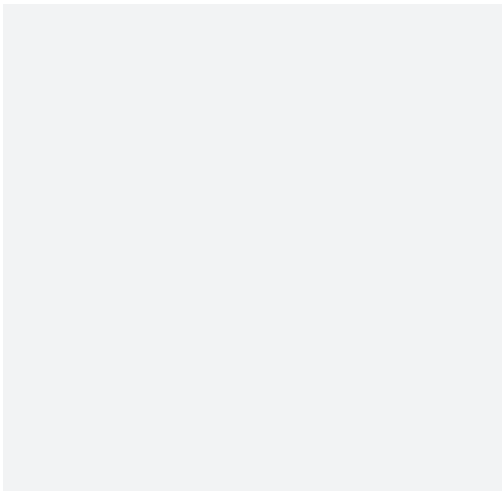
## COMMUNITIES IN COLLABORATION

We buy directly from local women artisans from all over Chile, such as the Araucanía, Los Lagos, Coquimbo and Santiago Regions, among others.

## FAIR TRADE OPPORTUNITIES

Mainly keeping ourselves under a framework that as an institution we care for. In Glocart we believe in a social, inclusive and fair economy, and participating in fair trade keeps us in this ecosystem.





## Artencobre

BEASYTAPIA, WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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**Estación Central, Metropolitan Region**





## THE ENTREPRENEUR

María Isabel created her family craft atelier where she has been working with copper for 40 years, using embossing techniques, chiselling jewellery, home decorations and forging, applied to colonial reproductions.

*"The best thing about participating in fair trade is the familiarity achieved with the people interested in the work that you do"*

## THE PRODUCT

My products are made of copper jewellery, with a unique and personal design, with fine finishes and a lacquer that allows a long life to the tonality applied to the metal.

This project has been financed by Corfo. This products are exported to Germany, Italy, USA.

## IMPACT

This is very important in the final value of the product that is sold; it is what a producer finally looks for. Respect for the work done and for the environment is also very important.

## COMMUNITIES IN COLLABORATION

I have been working with my husband for more than 35 years. Our family micro-business has allowed us to have our income and give our children an education.

## FAIR TRADE OPPORTUNITIES

My work is marketed out through BEAS Y TAPIA, a company concerned about its suppliers, which has a very good relationship with its people and cares about an advance payment of the products.



Evakissme



## Evakissme Accessories

EMPREDIEM GLOCART, WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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Ñuñoa, Metropolitan Region





## THE ENTREPRENEUR

Susana is a textile artisan with more than 15 years working experience. She initiated her craft after spending several years in a national design store in the Patronato neighborhood. After having her daughter, she continued with the manufacture of textile accessories. She was attracted to fabrics, colors and the mixture of them, as well as the different textures, which after a process turn into flowers, becoming an accessory in women's outfits.

Susana is a self-taught creator and owner of the EvaKissme brand. She cares about the choice of the fabric, its colors and textures, allowing her to design high-quality products. She also cuts, burns, sews and arms, actions that are part of the creative process that she carries out with a team of women.

She participated in the Peñalolén Growth Program for Women Heads of Households and was later selected to participate with a group of women entrepreneurs from the Metropolitan Region on the program MujeresOn, which opened the doors for her to manage sales, design and work on virtual platforms for her business.

*"Empowerment, perseverance and patience for the work you do are key. Being in fair trade is the way to democratically strengthen your business with a collaborative team, where we are all part of the manufacturing process"*



## THE PRODUCT

A wide and very attractive selection of original products, among which earrings, necklaces and rings stand out with other "little details" that decorate women's bodies.

This project has been financed by Fosis, Peñalolén Growth Program for Women Heads of Households, MujeresOn and MujeresOn Exporta by Corfo and Sernameg. This products are exported by retail sales to France, Spain, Germany and the USA.

## IMPACT

The principles are totally related to the supplier of our raw materials and to our distribution channels, which make it possible for EvaKissme Textile Accessories to carry out our production and sales. We initiate the production chain in the atelier and afterwards our products are marked.

# EvaKissme

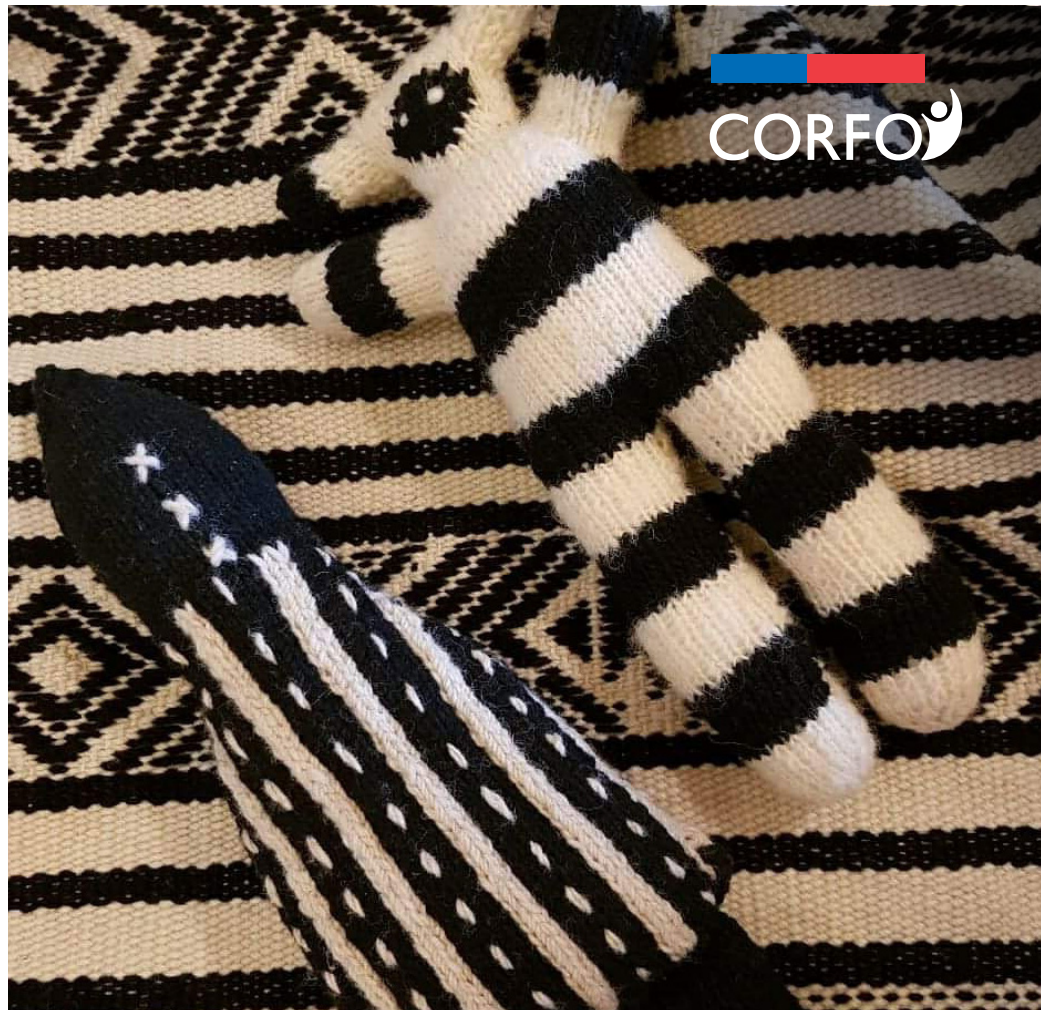
## COMMUNITIES IN COLLABORATION

I work with five women, to whom I have taught the arts of their products. They are not exclusively dedicated to EvaKissme, so they have the possibility of carrying out other activities as housewives and arts students.

## FAIR TRADE OPPORTUNITIES

Several trading platforms have opened, which have helped us to manage the exports of each product.





## Lamb Art

CORDILLERANA, ONG DE BUENA FE, EX WFTO  
Member of the Chilean Fair Trade Association

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Osorno, Los Lagos Region





## THE ENTREPRENEUR

Diana is an electrician by profession and the owner of this doll factory. She knits from a very young age, since it was one of the teachings of her mother. Thus, what started as a strategy against unemployment became a family business, which today provides support to her family.

*"It has been a good experience of learning and support and, of course, of accessing to new markets"*

## THE PRODUCT

Woven dolls two-needle knitted with local and certified wool, using natural colours and biodegradable dyes, as well as natural products.

This project was financed with the support of Sercotec and Corfo tenders through an Export Node.

This product is exported informally to the USA and The Netherlands, among other places, since tourists or store owners come to the country to look for them.



## IMPACT

I was able to reach more places by prospecting and accessing international markets, participating in fairs and making wholesales by expanding my production. I have also employed low-income women.

## COMMUNITIES IN COLLABORATION

Nowadays I sell large quantities to Artesanías de Chile Foundation, which is in charge of distributing it to its various stores and at the Santiago Airport. I also sell to Cordillerana and to renowned hotel stores that sell traditional and contemporary crafts.

## FAIR TRADE OPPORTUNITIES

The increase in sales, although they have fallen due to the pandemic. Anyway, we have not stopped production.





LOCERA  
MARTA CONTRERAS



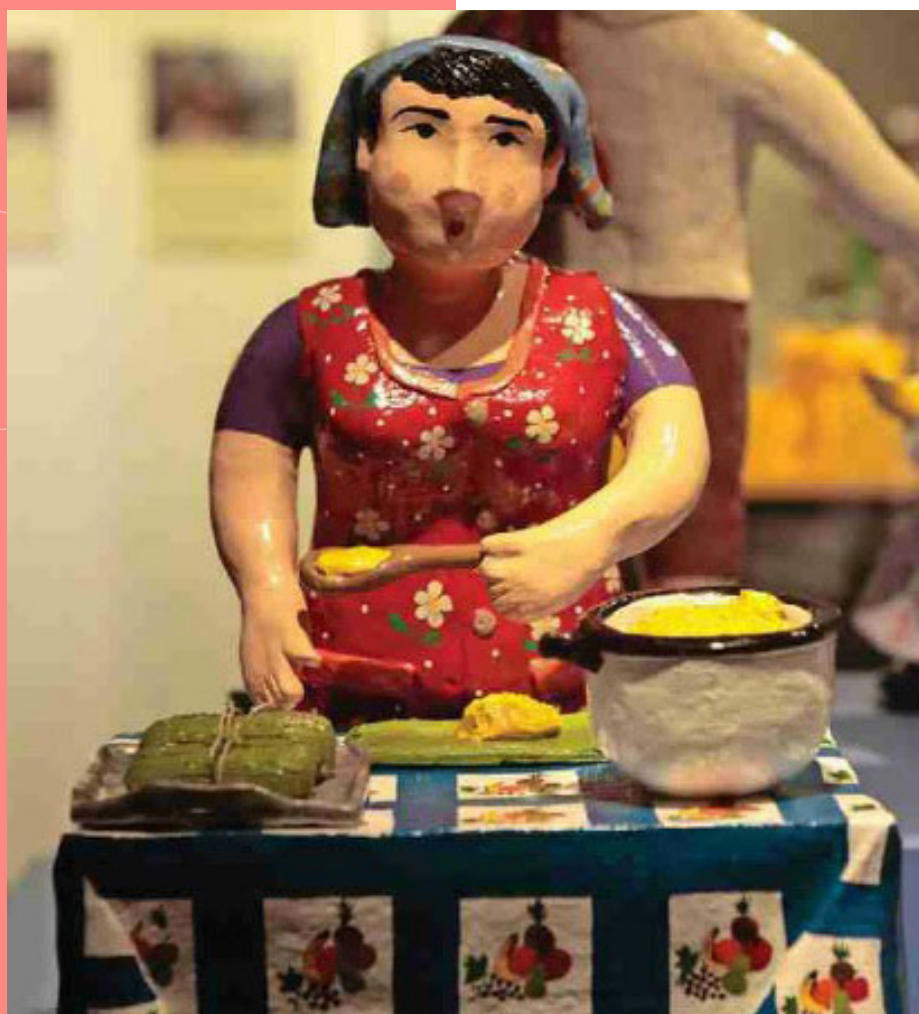
## Locera Marta Contreras

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Member of the Chilean Fair Trade Association

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**LOCERA**  
MARTA CONTRERAS

### THE ENTREPRENEUR

Marta es artesana ceramista que se dedica a la loza policromada con temáticas costumbristas y a la artesanía tradicional. Además, realiza figuras modeladas en greda.

*"Participating in a network of female entrepreneurs has allowed me to expand my network of contacts to optimally market my products. I have also learned that teamwork with other female entrepreneurs makes each experience count for more"*

### THE PRODUCT

Decorative pieces such as human figures, animals and pottery in miniatures. All are modelled by hand according to ancestral processes, such as the application of wood burning and the polychrome. Its traditional folkloric themes, which tell stories, attributes a heritage value to these crafts.

This project has been financed by Mujeres On by Emprediem- Glocart.

### IMPACT

I see that I can apply what I have learned, even simple things such as having a nice logo. It makes my production have a beautiful and unique image.

### COMMUNITIES IN COLLABORATION

In this moment, I work alone.

### FAIR TRADE OPPORTUNITIES

There are advantages in distribution of my products and the in use of social networks.



## Sustainable Botanicals Chile

FAIR FOR LIFE BY ECOCERT, ORGANICA BY ECOCERT

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**Concepción, Biobío Region**





## THE ENTREPRENEUR

Ingrid was born in the town of Palena, an area located in the Los Lagos region of Chilean Patagonia. She leads a group of wild organic plant and fruit collectors made up mainly of women. In addition, during the rosehip harvest season (Rosa Mosqueta), and in collaboration with an SME from Palena, she works with her small working group in a small jam processing plant where she oversees the production process. This SME serves the group as a support in all the activities that they undertake. The group has participated in various training workshops organized by the municipality of Palena, Corfo, ProChile and other private and public institutions.

*"With conviction, effort, sacrifice, patience and honesty, all women are capable of fulfilling their dream of having a decent job that is fairly paid and that, at the same time, satisfies and pleases us. Unexpectedly, at the beginning of this year, fair trade has offered us this great possibility through a regional company, something that we have accepted with great enthusiasm and responsibility. In addition to providing our own support and that of our families, this job allows us relative independence and labour freedom. So far it has been a very enriching experience, where we have formed a very valuable support network among the women that make up our group, improving our work and learning about human relationships, solidarity, etc."*



## THE PRODUCT

Rosehip Jam is a 100% natural and traditional product typical of the area. Dark red in colour, with rich consistency and a characteristic somewhat acidic flavour due to its high content of Vitamin C, it is very demanded and is practically not found in formal supermarkets. It is sold in glass containers of approximately 300 grs. and 600 grs.

This project has been funded by ProChile. At the end of August the first batch was exported to New Zealand.

## IMPACT

For the few months that we have been in fair trade, it is still premature to be able to make a judgment about it on a more solid basis. However, we sense that it will be of great impact and benefit for our small community, especially since it is a more stable and duly remunerated source of income.

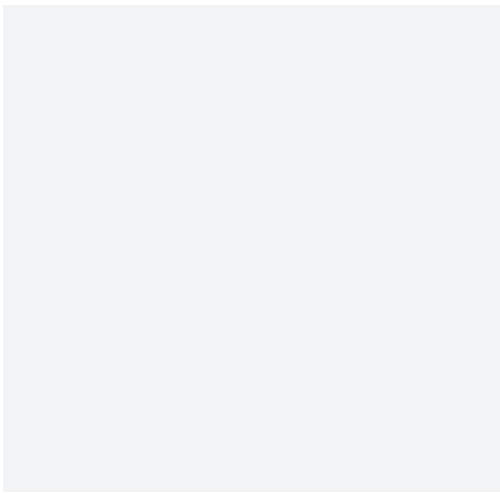
## COMMUNITIES IN COLLABORATION

In general, it is a small community, made up mostly of poor women, single, with or without children, with little schooling and who need to provide for their livelihood. They live in the small mountain town of Palena or its surroundings. In general, in the area, sources of employment are limited and are mainly found in state institutions, since there is little presence of private companies in the town. Due to the low road connectivity, the town is relatively isolated from the big cities.

## FAIR TRADE OPPORTUNITIES

Our first year with the fair trade certification was 2020. Due to the pandemic we are just now visualizing the opening of new markets for us. We believe that we have great growth potential and that it will allow us to differentiate ourselves from our competition, improving our level and prestige both in Chile and abroad.





## Legumbres Fundo Naicura

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**Licantén, Maule Region**





## THE ENTREPRENEUR

Jessica, along with her husband, are dedicated to the production of dry grain legumes in the dry coastal area of the Maule Region, an area with an ideal climate for this activity. With Mapuche roots, her work is directly linked to the land and what it produces. They are a young family, the only one in the area that is dedicated to agriculture, since they are come from agricultural parents and decided to live on what the land gives them encouraging family agriculture. Her way of working is friendly with the environment and land so that she produces the best legumes.

*"Women carry fair trade in our genetics, we have always used it, for example, in the way of working with prices and favourable conditions for the producer and buyer"*

## THE PRODUCT

Dry grain legumes, cleaned by hand, packed in bulk, with a very low chemical load.

## IMPACT

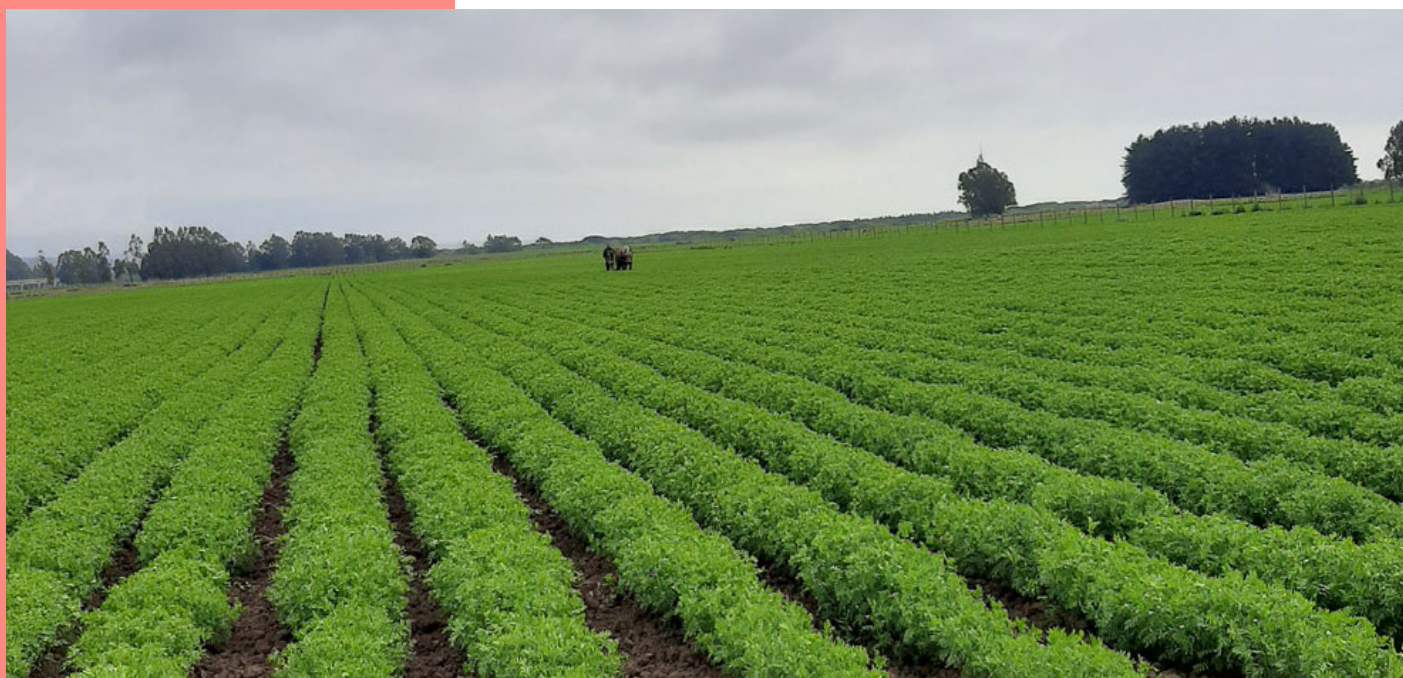
They have an impact from the beginning, since fair prices and being paid what my product is really worth is priceless. Rainfed agriculture is very difficult and very few consumers value all the work that farmers go through.

## COMMUNITIES IN COLLABORATION

We work with other farmers in the area, either exchanging seeds or work that we need to do on the field.

## FAIR TRADE OPPORTUNITIES

Better prices and the ability to negotiate the value of each product with the client. In addition, today we have a virtual showcase to improve sales and the necessary training on behalf of the company that buys my products.







# Unikös

EMPREDIEM GLOCART, WORLD FAIR TRADE ORGANIZATION WFTO  
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**Santiago Centro, Metropolitan Region**





## THE ENTREPRENEUR

Olga is a Venezuelan textile artisan of Serbian origin living in Chile for 31 years. She inherited her love for art, embroidery and patchwork from her grandmothers.

She was raised influenced by the colour of the tropics and it was in the Chilean burlap where she found inspiration to develop her textile creativity.

In this way, her proposal is based on her own “multiculturalism”. In a beautiful fusion and first-class workmanship, Olga offers practical textile pieces of high artisanal value, with a component of local identity and a transversal taste for its modern and current design.

*“From an independent local design perspective, I wondered what I could do to contribute to fair trade. For example, from an environmental point of view, for a small SME that is in the textile sector, it can be difficult to follow the traceability or footprint behind its product.*

*Threads, closures, fabrics... Everything has an imprint. However, you can have a position, stating that, if I cannot go much backwards, it is possible to contribute from the trench itself: where I am, towards the future and within my possibilities. As women we can contribute with small gestures to create a more humane and sustainable economy”*

## THE PRODUCT

Cases, notebook covers, wallets and bags for everyday use. The collections are inspired by different artists, such as Violeta Parra, among others.

We have not exported formally, but we have had many individual purchases from abroad and in Chile by visitors who have taken certain amounts for resale.

Our products have a perfect mix of originality, local inspiration and high-quality manufacturing, but with a fairly universal aesthetic and design to penetrate different markets abroad, which is why the products have been appreciated and very well received by people from other countries.

## IMPACT

Adhering to fair trade values carries a responsibility and great satisfaction in knowing that you are moving on the right path. We have always tried to optimize resources and generate the least amount of waste.

Our pieces are made by collaborative, honest hands, free from abuse and in a loving and respectful environment. All these factors allow the production chain to become more sustainable and equitable.

## COMMUNITIES IN COLLABORATION

The team is small and is made up of Olga Kostich and María Romero. By seasons, more collaborators are integrated, with attention to adding people from the same neighbourhood or territory to promote local development.

## FAIR TRADE OPPORTUNITIES

Our project was developed within the line of the principles and concept of fair trade many years ago. The advantages that raising awareness and applying these principles and values have brought us over time are becoming more visible every day. Immediate consumers value the sustainable attributes of our products and appreciate the transparency of equitable work modalities, especially from a gender perspective. As a consequence they are willing to pay what the final product is worth. At a broader level, the possibilities that arise for a small company allow it to compete and sell under conditions that are fairer for all parties.



## Piro Arte

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Member of the Chilean Fair Trade Association

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**Perquenco, La Araucanía Region**





## THE ENTREPRENEUR

Tania runs a family business where she works with her husband, to whom she has been married for 26 years. She has been showcasing the Mapuche culture of her region for more than 20 years and has recently been certified in the national register of artisans of the country's heritage, culture and arts. Mother of two daughters, she considers herself a persistent, patient and creative person. The pyrography technique she carries out is based on light and shadows, with some touches in oil and acrylic. Her crafts show the Mapuche culture both in people's faces, clothing and experiences, as well as through the portrait of Chilean birds. She produces different pieces that range from collectible magnets, binnacles, wall clocks, coat racks and chopping boards, among others.

*"It offers development opportunities to small entrepreneurs, giving a very good experience of help, support and the opportunity to create networks and meet friendly, respectful and hard-working people"*

## THE PRODUCT

It is a handcraft that is made by burning both native and recycled woods. Each piece is made entirely by hand. The main designs are based on Mapuche culture and Chilean birds, but we also produce personalized projects such as logos and various animals.

All these products are sold in exhibitions and fairs, but most of them are sold as corporate gifts from companies.

## IMPACT

The most relevant principles in this undertaking are fair work and good quality in the production process, protecting the environment with the use of recycled wood. In addition, fair trade provides added value and recognises the work behind each product.

## COMMUNITIES IN COLLABORATION

I work with my husband both in the design and creation of the products. The following stages are carried out alone.

## FAIR TRADE OPPORTUNITIES

We do not have certification yet, but we hope to be able to have it soon to be able to reach companies that prefer us for their corporate gifts.







## Avellaima

EMPREDIEM GLOCART, WORLD FAIR TRADE ORGANIZATION WFTO  
Member of the Chilean Fair Trade Association

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**Vilcún, La Araucanía Region**







## THE ENTREPRENEUR

Lucía is founder and partner of this small family business, which produces and sells gourmet products made of roasted European hazelnuts harvested on the slopes of the Llaima Volcano.

*"Supports local development, values artisan work carried out with care and quality, reinforcing the history of the entrepreneur and his environment; in addition, it promotes fair and timely payment for our products and services"*

## THE PRODUCT

Snacks, fine chocolates, flour, oil and healthy and gourmet pasta, made of European hazelnuts produced in an artisanal way on the slopes of the Llaima Volcano, in La Araucanía.

This Project has been financed by: Corfo, Sercotec, Regional Government, Indap and La Araucanía Productive Development Corporation.

## IMPACT

It supported my small business by giving us the opportunity to live by adding value to our hazelnut production. It also helped us to understand price transparency, with personalized and open communication channels.



**Avellaima**  
— Hazelnut & Craft —

## COMMUNITIES IN COLLABORATION

Fair business practices, by mutual agreement and respect for our production capacity and product delivery date.

## FAIR TRADE OPPORTUNITIES

Fair prices and preference of institutions and companies for corporate gifts.





## Kerus Chilean Crafts Spa.

**Yenny Lisueth Bendix Caro**

**IG:** @chilean\_crafts

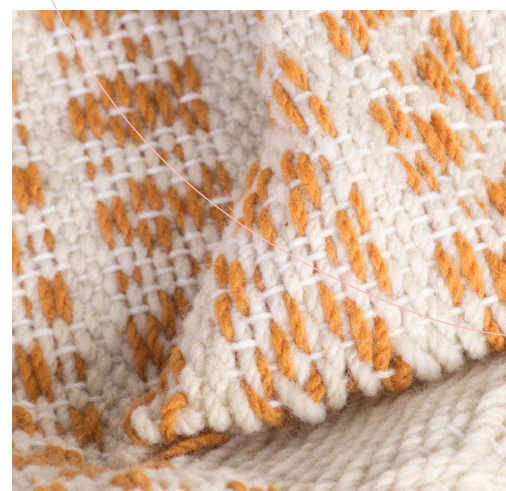
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**Puyehue, Los Lagos Region**





## THE ENTREPRENEUR

Yenny is a costume designer with more than 20 years of experience working with artisans and entrepreneurs from several areas of southern Chile. She leads Punto Apart Ltda., a consulting firm specialized in consulting, training and opening new markets. KERUS is a platform for the commercialization of handicrafts, design and gourmet products 100% handmade in Chile.

*"Working under the precepts of fair trade is the basis for collaborative work that generates trust, respect and mutual support, as well as laying the ground for sustainable development over time"*

## THE PRODUCT

At Kërus Chilean Crafts SpA we promote the marketing and distribution of Chilean crafts, design and gourmet products through our own sale points (B2C) and in spaces within stores, hotels and / or specialized spaces (B2B).

Along with this, we link artisans, designers and gourmet producers through mentoring, training and marketing support by Punto Apart Ltda.

marketing and distribution of Chilean crafts and quality products, with a focus on the value of the pieces and their creators and on their social development.

This project has been funded by: Programa Reactívale Turismo de Sercotec; Paoc by CNCA; and Fondart by CNCA, among others.

## IMPACT

We prefer products that use natural and sustainable raw materials. Most of our products are handmade, with low use of machinery contributing to the environment by using non-polluting practices.

Kerus relies on contact networks and commercial expertise, since it has the possibility of being in spaces where it can market products at prices that generate income and where the public values artisanal. This is how B2B and B2C work. In addition, Kerus is linked with Punto Apart Ltda. In the development of skills and in the generation of networks and spaces to cover the national market through associated projects.

Most of the brands we work are made up by artisans and producers

who depend on their economic activity to generate income, many of which are socioeconomically vulnerable.

We are a platform that seeks to promote the work done by hand in Chile to bridge the existing gaps in various areas.

## COMMUNITIES IN COLLABORATION

We work with over 64 brands / producers including groups of traditional artisans and the foundations Artesanías de Chile and Chol Chol, which translates into a positive impact on more than 130 Chilean families.

60% of the brands come from the Los Ríos and Los Lagos Regions, while 92% of the brands are led by women.

## FAIR TRADE OPPORTUNITIES

Commercially speaking, the payment of a fair price and a transparent treatment with our suppliers and clients. On the other hand, creating direct and indirect business opportunities for our network of suppliers and their families.





## Mundo Corella

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**La Reina, Metropolitan Region**







## THE ENTREPRENEUR

Pilar is a kindergarten educator. In 2010 she founded her company essentially driven by a market need for teaching materials, and a personal need for her daughter's therapies.

At first, she opted for national and international products, but, shortly afterwards, she realized the need to create her own material, focusing on Chilean culture and in accordance with our particular characteristics. With that idea, she contacted a group of Chilean artisans with whom she began to design and create her own material.

To complement, based on the concept of circular economy and the use of raw materials of renewable and reusable origin, they began the manufacture of furniture and wooden articles based on Montessori and Pikler methodologies.

*"It has been very gratifying for me to be part of the experience of producing teaching materials hand in hand with the creativity and talent of Chilean artisans in a collaborative and mutually respectful work environment. Respect for the environment and thinking of a better future for all"*

## THE PRODUCT

We produce didactic material made with natural materials (wood from fallen trees, natural fiber fabrics, etc.), non-toxic and eco-friendly. We have our own designs and within our catalogue you can find Mapuche instruments, hand-painted cloth material, natural wood didactics, traditional Chilean games, maps and pictures of Chile, didactics with Montessori and Pikler methodologies, etc. Project financed with bank loans backed by CORFO.

## IMPACT

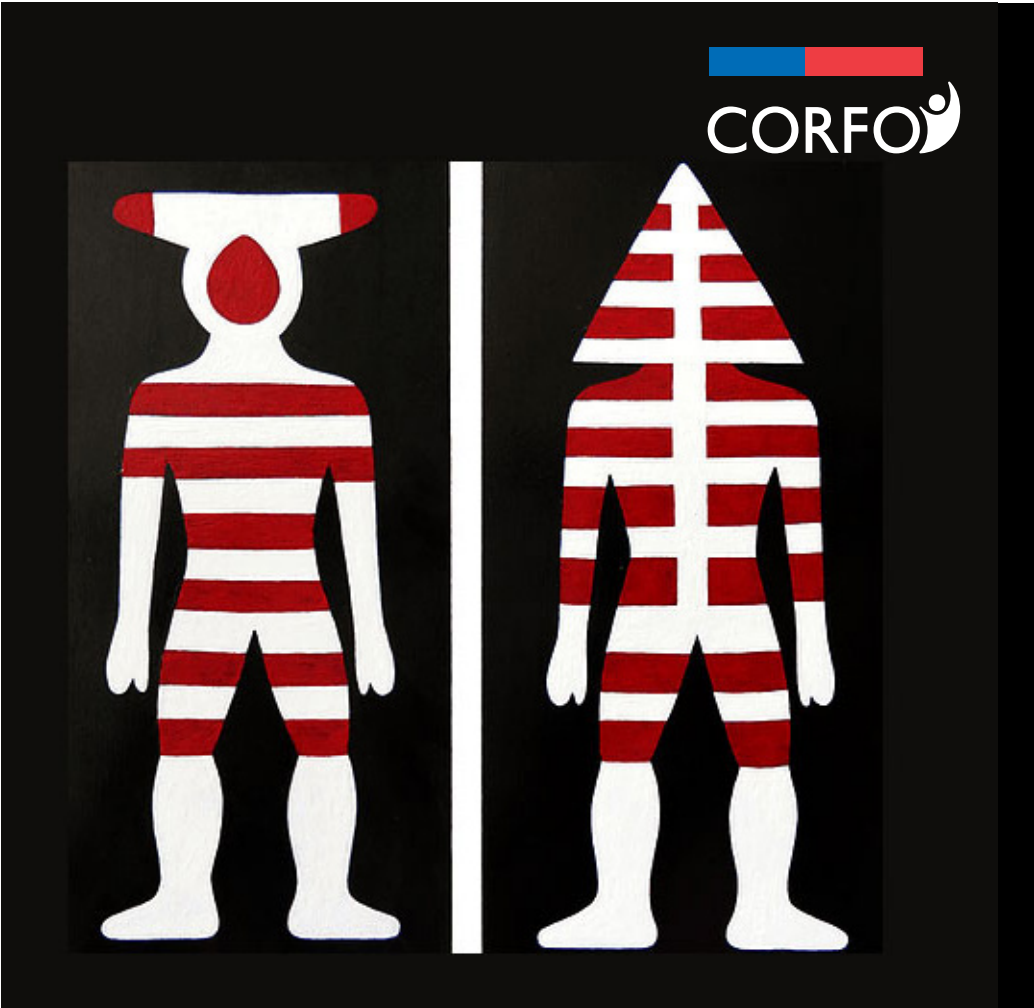
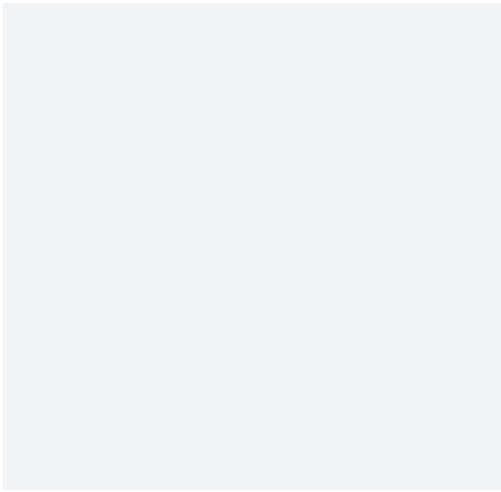
We have always kept these principles in mind, which have accompanied us throughout the growth of the company. Social responsibility with our collaborators resulted in a working methodology that is solidary and tremendously productive. The result has been quality products at fair prices, keeping all the members involved proud of their contribution to providing children with material that is meaningful and respectful of the environment and our culture.



## COMMUNITIES IN COLLABORATION

We work with a group of women from Mapuche communities in the elaboration of indigenous instruments and with a group of entrepreneurs with whom we produce materials in cloth and wood.

Both groups are supported by their own artisans creating a much larger and collaborative network to be able to fulfil the complexity of the work.



# Paulina Delfino

## Selk'nam

RUPESTRE, WORLD FAIR TRADE ORGANIZATION WFTO. B CORPORATION  
Member of the Chilean Fair Trade Association

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Providencia, Metropolitan Region







### THE ENTREPRENEUR

Paulina is a landscaper and has always been interested in nature and history. She found inspiration in ancestral Chilean cultures to create unique pieces, hand painted, with the utmost care in details. Their flagship products are the Selk'nam inspired coasters.

*"It's a beautiful, important and recommendable opportunity"*

### THE PRODUCT

Handcrafts inspired by the Selknam people, representing the bodies and the devotion that exists for this culture.

### IMPACT

It's a virtuous circle, with increased benefits because the product is sold at an affordable price.

### COMMUNITIES IN COLLABORATION

We only work with Rupestre, which is a network of artisans.

### FAIR TRADE OPPORTUNITIES

It is reflected in a constant sale flow, with an added value that people take into consideration.

# REWE CERAMICS



## Rewe Ceramics

Mercado Emprende de Alto Las Condes

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**Las Condes, Metropolitan Region**





## THE ENTREPRENEUR

Constanza is a journalist and ceramist. She is the creator of Rewe Ceramics, a Chilean women's ceramics enterprise that aims to bring ceramics closer to people to demonstrate its incredible potential as a noble, durable and reusable material.

*"Fair Trade has opened the doors for me to develop my entrepreneurship in a system that works and strives for more justice in different areas, where women have a key role to play. Thanks to this, I have been able to set up support networks with other entrepreneurs; become more aware of my business relationships, of the value chain and understand the significance of having a business that is based on important and relevant principles such as respect for the environment, fair trade practices and sustainable development, among many others"*

## THE PRODUCT

Household, decoration and jewelry objects made of ceramic through the process of modeling and casting, decorated with underglazing as an illustration technique. As a trademark of their goods, they want people not only to have useful and reusable objects but also decorative and durable objects.

## FAIR TRADE OPPORTUNITIES

Thanks to Fair Trade, we have had more visibility, more participation in national fairs, increased possibilities to generate networks, access to skills, and entrance to new markets.

## IMPACT

We are starting to export our first products to Mexico and we try to integrate Fair Trade throughout our whole production chain. We work with suppliers of raw materials from different regions of Chile; mostly with women-led companies; we teach and empower other women in ceramics, and we seek to apply circular economy methodologies and waste reuse in our product lines. Thanks to ceramics, we have relationships with different groups, entities, and entrepreneurs, with whom we maintain reciprocal relations regarding craft.

REWE  
CERAMICS





## Hand Craft Patagonia

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**Magallanes Region**

Commercialized through Artesanías de Chile







### THE ENTREPRENEUR

Katia is a craftswoman in sheep's wool textiles, managing socio-economic initiatives that empower people.

*"Fair trade dignifies those who practice it"*

### THE PRODUCT

Katia designs and makes costumes, clothing, decoration, and souvenirs in noble, sustainable, and reusable materials, typical of the region. Everything is produced through hand-made processes. In addition, she provides yarns and fabrics made from Magallanes sheep's wool, made by imprisoned people, encouraging and promoting social reintegration.

### IMPACT

The principles of fair trade allow us to provide traceability to our supply chain, creating working ethics with all our partners: Mapuche and Kaweskar peoples, and with persons deprived of liberty. We apply all Fair Trade principles to our production chain and we are in the process of certification.





## Chill Picnic

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**Las Condes, Metropolitan Region**





## THE ENTREPRENEUR

Malú and Jocelyn are two women who love picnics and outdoor life. After several years of traveling, they met each other and decided to give life to Chill Picnic. Their first product was the Bondi Table, made of wood, with spaces for cups and a bottle, foldable, light, and easy to carry.

Their first customers were their families and friends, but quickly many customers fell in love with their tables, thus growing their family of products and, of course, their followers.

These entrepreneurs invite you to fall in love with nature again in order to create unique experiences and, above all to improve the quality of life of people. To make this world, day by day, a better place.

*"Being part of Fair Trade has been one of our pillars as entrepreneurs. We fight for gender equality in trade, and at the same time, we ensure Fair Trade. Chile needs fair trade to grow as a country. We uphold respect regarding the quality of work, fair payment, and the strengthening of artisans who are disadvantaged by the growth of industrialized production. Finally, being part of Fair Trade is to value the environment in which we live and grow as an enterprise, always considering respect for nature"*

## THE PRODUCT

The products and accessories are innovative to make a picnic into a unique experience: folding tables, with grooves for cups and space for putting a bottle, and a line of accessories such as impermeable cotton blankets. The flagship product for the winter is the tub board Emily Bay, with which you can turn your bathroom into a spa.

## IMPACT

Principles impact the entire chain from materials, which are 100 % national production; then the labor, benefiting Chilean artisans; the logistics, working together with other national SMEs; and finally, the purchase. One percent of our sales go to the reforestation of native trees in Chilean Patagonia.

We are considered a company responsible for the entire production process up till the point of sale. The type of work and prices are valued based on costs as well.





## Natural Emporium

I AM A PRODUCER, SUSTAINABILITY SEAL OF THE UNIVERSITY OF CHILE

**Cecilia Elena González Boillot**

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**Las Condes, Metropolitan Region**





## THE ENTREPRENEUR

Cecilia holds a Bachelor's degree in Naturopathy, is a hotel manager and an entrepreneur. She is the creator of the Emporio Natural brand and is in charge of a cosmetic laboratory certified by the local health agency and has the Sustainability Seal of the University of Chile, the International Certification PETA Cruelty Free and Vegan, and Chile Label. She is also director of the Association of naturopathy doctors and secretary of the Association of Chilean Cosmetics. She was appointed Inspirational woman of the Crece Mujer Programme of Banco Estado.

*"Working with triple impact, respect for crafts, children and fair trade is a way of life, is being consistent with nature. I invite women to work and participate in a dynamic that respects their entrepreneurship and to pursue their dreams. The main need of our customers is to find more products that resemble their lifestyles: healthy, cruelty-free, vegan, and sustainable. As a growing trend, solid cosmetics are developing following a change in consumer demand, which now calls for natural products that are skin-friendly and environmentally friendly. The increased demand for hygiene products, and the preference for products in bars, make solid cosmetics a growing market, and the production of solid, water-free products gives greater durability and less environmental harm. In our business, we opt for local raw materials, and the active plant*

*ingredients are sourced from our own organic garden"*

## THE PRODUCT

This enterprise offers a product line that includes: solid soaps, shampoos and solid conditioners, and wellness products; such as therapeutic or recreational bath salts. It has been a beneficiary of competitive funds: Abeja and Crece, from Sercotec, and has attended fairs and exhibitions with ProChile: in Colombia, Panama, and Costa Rica. They have also participated in online activities with Mexico and the United States.

Emporio Natural takes a comprehensive approach emphasizing social responsibility, and trade relations based on transparency and respect, seeking fairness through national and international Fair Trade. Through their activities, they promote inclusive and transversal entrepreneurship, as well as innovation with the aim of achieving a circular economy.

## IMPACT

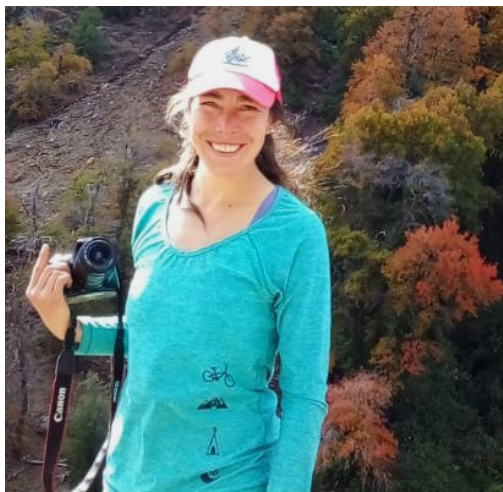
We are not a certified company yet, but we work in line with the international principles of Fair Trade, which are part of our philosophy. Our commitment to the quality of our products and services and to the community in which we are inserted. We want to be responsible protagonists of a much greener and more conscious future. We seek to promote new ways of doing and seeing things. We have a creative way of thinking with which we adapt to current needs and problems and prepare for future ones. We are aware of the raw materials available and their limits – which is a challenge – that we achieve through cooperation and teamwork.



EMPORIO NATURAL







# Munlaf

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**Las Condes, Metropolitan Region**





## THE ENTREPRENEUR

Mother, traveler, geologist by profession, nature lover, and active soul. Always inspired by nature and outdoor life, she has worked in different areas: Geology, Country Service (environmental education, recycling campaigns, and work with social organizations in fair trade), outdoor tourism guide on land and sea, and is now immersed in Munlaf, a textile enterprise that combines preventive healthcare, equity, fashion, and education.

*"I think everything is about doing things right, from the heart, and pursuing a community asset"*

## THE PRODUCT

Children's clothing and accessories that protect against ultraviolet rays – preventing skin cancer –as well as thermal clothing for the cold. This enterprise prioritizes the protection and comfort of the little ones, with certified fabrics and designs of Chilean flora and fauna to add value to the natural heritage. It has been supported by Semilla Inicia funds from Corfo.

## IMPACT

All those involved in the production chain feel valued, motivated by Munlaf, and feel that the enterprise is valuable to them. Being paid fair wages and working hand in hand makes them committed to the company and that drives them to try to improve and deliver a better quality product.

## COMMUNITIES IN COLLABORATION

Seamstresses from different districts of Santiago, illustrators, designers, and artists from different parts of Chile.

## FAIR TRADE OPPORTUNITIES

Generating and selling a product of high quality and standards produced by motivated and committed Munlaf employees and collaborators. This attracts consumers who are satisfied and happy with their garments, with the company's principles and vision, and ultimately become frequent customers.







# Lovera

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**Santiago, Metropolitan Region**





## THE ENTREPRENEUR

Carmen is an entrepreneur and creator of Lovera Accesorios. As an interior designer by profession, she found her passion in polymer clay, a versatile and molded material, creating unique and modern pieces.

*"Fair Trade is the opportunity to convey to customers the real meaning of what it means to do business, valuing the production process behind each creation"*

## THE PRODUCT

Unique handmade jewelry designs in polymer clay using different techniques and textures such as screen printing and paper. This project has been supported by the National Service for Women and Gender Equity (SernamEG).

## IMPACT

Fair Trade dignifies work, ensures fair payment and seeks to improve economic and social working conditions and thus all these actions have a direct impact on the production chain.



## FAIR TRADE OPPORTUNITIES

It has been an inspiring experience for my enterprise, facilitating places of commerce and valorization of handmade work, as well as the possibility of creating networks with companies that work under the same principles.



RoJoPurPura



RoJoPurPura

**Anabella Gurrieri & Mariella Arrau**

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**Vitacura, Metropolitan Region**





## THE ENTREPRENEUR

A publicist mother and a designer daughter, two partners linked to Art.

*"By working in collaboration with other women who share similar interests, tastes, and needs, we create an opportunity to support and help each other"*

## THE PRODUCT

Decorative and clothing accessories are made of alpaca wool; fine garments, light, and soft fabrics, in natural colors and dyed by hand.

The products are exported to Europe and North America.

## IMPACT

We work directly with the communities that have the raw materials, so we cut out the intermediaries, which allows for direct and fair payment to all our stakeholders.

## COMMUNITIES IN COLLABORATION

Communities of indigenous peoples, working in their homes and involving a large part of the household.

## FAIR TRADE OPPORTUNITIES

Fairtrade has become a wonderful life experience as we all grow together.

*RoJoPurPurA*







## Wiluf Honey

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**Los Ángeles, Biobío Region**





## THE ENTREPRENEUR

Darling is a woman with great love and admiration for nature. She started in the world of beekeeping, driven by her passion for bees and what they mean for the life of the planet. She enjoys seeing each of the tasks they perform, the order of their hives, their hierarchy, and their organization.

## THE PRODUCT

The bees' raw, pure and unfiltered honey is born in the Rancho Lake basin, preserving intact the result of the work of the bees, the protagonists of the south of the world.

The laboratory of natural and apicultural products of the Faculty of Agronomy and Forestry Engineering of the Catholic University of Chile has classified this honey as "Active Honey", according to the results obtained in its bactericidal property, controlling the pathogenic growth of colonies such as *Escherichia coli*, *Staphylococcus aureus*, and enteric *salmonella* su. Typhi.

Likewise, 12 varieties of pollen were found in its variety of "thousand flowers", thanks to the botany of the area.



## IMPACT

As beekeepers, we feel a strong commitment to promoting a conscious, balanced, and careful production with all the actors of the ecosystem. We are aware of the current critical situation of bees and flowering in Chile and the world, and therefore, we feel a great responsibility to do things right, treating them with special care, attentive to their environmental and nutritional needs.

*"Belonging to a fair trade community has been a great experience, as it has allowed us to reach new customers who value 100% natural products from the south of Chile. In addition, we have been able to participate in fairs and exhibitions outside our region to raise awareness of our work and pass on our experience as beekeepers, sharing with customers the great work behind our product"*

## COMMUNITIES IN COLLABORATION

This entrepreneurship works with a support network, thanks to the different governmental institutions that have allowed them to take part in fairs and exhibitions. They have been in contact with many local artisans and producers, nurturing their experience and learning.

## FAIR TRADE OPPORTUNITIES

Working under fair trade standards has made it easier for us to market our products under more favorable conditions, as we can reach the end customer directly without intermediaries, which allows us to sell at a fair price. It has also allowed us to expand our network of contacts and customers who value sustainable and locally sourced products.





## Textiles Mahuida

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**Las Condes, Metropolitan Region**





## THE ENTREPRENEUR

Master craftswomen in the textile industry.

*"We work to encourage other women to be empowered and to have their economic independence"*

## THE PRODUCT

Products in needle felted fleece of native fauna: shawls, ponchos, scarves, tapestries worked in manual loom, hats, ponchos, waistcoats, and clothes, in general, knitted with needles, crochet, and on a loom.

Textiles Mahuida has participated in the Chilean pavilion in Shanghai, as well as in exhibitions and demonstrations in Italy, Spain, Mexico, Cuba, Brazil, Puerto Rico, and other countries. The point of sale is in Pueblito Los Domínicos, Las Condes.

## IMPACT

Trabajando en comunidad, con Working in a community, with good conditions, a fair price, and respect for the environmental benefits the entire production chain, facilitating development in general.

## COMMUNITIES IN COLLABORATION

Small wool producers, women from the North, South, and Center of the country.

## FAIR TRADE OPPORTUNITIES

The value of a fair price for the production of our works.





**THE  
IMPERFECT  
PROJECT**



## The Imperfect Project

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**Lo Barnechea, Metropolitan Region**





## THE ENTREPRENEUR

Agricultural engineer with a specialization in fruit farming and studies in innovation management.

*"Working on the production of fair trade products is the only way to ensure a more sustainable future and better conditions for the society we care about"*

## THE PRODUCT

The Imperfect Project creates products from food that is discarded due to aesthetics and/or ignorance of its functionality, bringing it back into the production chain and encouraging the use of local products.

This venture has been supported by Corfo and exports thanks to Amazon USA.

## IMPACT

The principles of fair trade have an impact on the production chain as they generate a rounded project in terms of triple impact, ecological equilibrium, inclusive economic development, decent work, food security, and sustainable livelihoods. All pillars that must be taken care of from food rescue to creating a long-lasting, quality, and practical product for our customers.

## COMMUNITIES IN COLLABORATION

They work with vendors in the Lo Valledor market (Chileans, immigrants, men and women regardless of age or status), producers of local fruit and vegetables, and small and medium-sized companies producing pressed juices.

## FAIR TRADE OPPORTUNITIES

In the end, working with these standards is a way of working fairly for the society we want to build. As advantages, we highlight being able to get to know and create networks of faithful people who believe in and support our enterprise. We are opening doors under the high standards of working with a triple impact company, to which large companies such as retail are already beginning to open up.





## Sustainable Creations

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**Metropolitan Region**





## THE ENTREPRENEUR

Gemita has always enjoyed observing the beauty that exists in the simplest things in nature, from the orange leaves that fall in autumn or the textures and colors of the bark of a tree. For her, they are works of art ready to be exhibited, and, from there, her idea of creating decorative elements based on natural materials, with wood, trunks, and especially with vegetable fibers, was born.

*"Many of us have a special sensitivity when observing and giving value to what surrounds us as well as the capacity to discover the opportunity to carry out an activity that allows us to obtain, beyond economic resources, the satisfaction of contributing with our work to a more sustainable environment. This is how we often intuitively promote fair trade practices, such as respect for the environment. However, the impact that we can generate alone is not enough in such a competitive market, which is why it is of vital importance for the growth of our businesses, to generate alliances, and to build on the support of agents that promote all fair trade principles."*

*The experience of participating in marketing instances based on fair trade is very satisfying, as you have direct contact with your clients. This is very enriching because when our products and the work that has been put into them is valued by the consumer or by peers, that is a great incentive for our creative*



*soul and the confirmation that we often need to keep moving forward along the path of entrepreneurship"*

## THE PRODUCT

She produces decorative elements based on natural fibers. Many of the designs are inspired by nature, such as the "Succulent Nests". Her designs give shape to unique pots, specifically designed for the cultivation of plants with low water consumption. She promotes decoration based on natural and locally sourced elements, promoting respect for the environment. She uses natural and biodegradable raw materials, and her waste products are compostable.

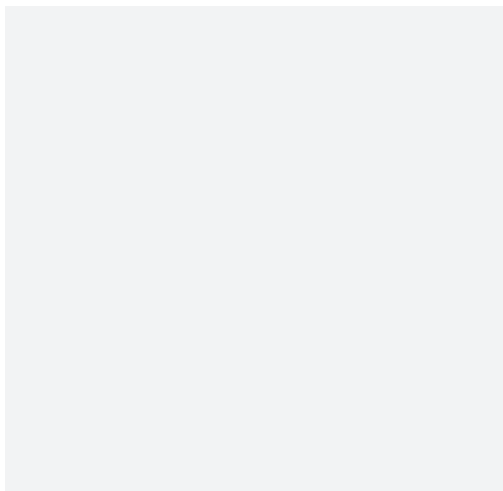
weaving, which is done entirely by hand. Moreover, we use plants for the decorative arrangements.

She received funding from the Seed Capital Fund granted by Sercotec.

## IMPACT

We are a family business and are part of different communities that support small local production businesses, such as the Sercotec Business Centre, SernamEG's Women Entrepreneurship Programme, and Emprende's Crece Programme of the Banco Estado, which allows us to participate in different training sessions, talks, and marketing fairs, where we meet other producers, learn from their experiences, form human ties and business alliances that enrich us as local producers.





## Chilean Crafts Rari

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**Colbún, Maule Region**





## THE ENTREPRENEUR

Miriam is a designer by profession. Since she was a child she has been linked to the village of Rari, in the commune of Colbún, in the Maule Region. There she has formed her family and created together with her partner, Artesanías Chilenas, which seeks to give new life to the Rari horsehair through new designs and integrating elements such as metals, wood, and others; this is how the concept of Horsehair Jewellery was born, for the first time in the village of Rari.

*"The Fair Trade network has allowed us to do two fundamental things: Firstly, to greatly value the teamwork and collaboration that we develop for our production model. And secondly, it has allowed us to create very important trade networks, mainly in Chile and Europe"*

## THE PRODUCT

Accessories for women: earrings, necklaces, rings, among others. The main element of the objects is the fabric with horsehair, a unique basketry in the world, made in the village of Rari (Maule Region) for more than 200 years and which today has a Certificate of Origin. Its products are exclusive and highly valued due to their uniqueness and scarcity.

This entrepreneurship exports to the United States and Europe.

## IMPACT

In our case, the principles of Fair Trade generate more jobs in our community, through a collaborative model. Today we have a team of between 30 to 40 people to develop our projects, benefiting many families in our area.

## COMMUNITIES IN COLLABORATION

They work with Artisans in Horsehair in Rari (Colbún, Maule Region), a community dedicated to this art.

## FAIR TRADE OPPORTUNITIES

The advantages of working with Fair Trade are in two areas: the value of the employees, our environment and community; and the access to marketing networks where the importance of what is handmade and unique is valued.





# Aquilegia

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**Quilicura, Metropolitan Region**







## THE ENTREPRENEUR

Nelly is a chemist professional, a lover of natural and organic chemistry. Mother of three children - Luis Alberto, Magdalena, and Teodoro - to whom she wants to leave a good planet, aware of what we put in our bodies, kind to others, and respectful of mother earth.

*"It is an essential showcase of support. Firstly, because of its principles, with which the customer is attracted and with which we are identified. And also because of the places where we can showcase our products"*

## THE PRODUCT

This entrepreneurship is Peta certified, offering products that have not been tested on animals and with plant-based components. Products are sold through social networks, the website, in a collaborative shop in Curacaví, and itinerantly through different malls in the Metropolitan Region.

## IMPACT

We have ecological and artisanal production techniques, we use inputs certified as eco and organic, ingredients such as flowers, leaves and herbs harvested in an environmentally friendly way. We also recycle all our packaging to help protect the environment.

## COMMUNITIES IN COLLABORATION

We all Recycle: a community that seeks to strengthen recycling in Chile.

Circular SMEs Net: seeks to strengthen the link between enterprises that comply with the 3Rs.

Peta: vegan community, principles of not mistreating animals in production and testing of not using inputs that are of animal origin.

## FAIR TRADE OPPORTUNITIES

We develop the skills of our collaborators through training, so that we get a better result when offering the products. We also generate instances of gender equality, placing men in a place normally associated with women, such as cosmetics. And we firmly believe in the rights of nature, which is valued and recognized by our customers.



## International Fair Trade Certification Systems

A description of the three main international Fairtrade certification mechanisms is presented below, together with a mention to the Chilean Association for Fair and Ethical Trade, which plays a crucial role in supporting the certified enterprises and promoting their association in Chile.



# World Fair Trade Organization, WFTO.

Contact:

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The WFTO is the global community of Fairtrade enterprises, spread across 76 countries. Its members are verified as social enterprises that fully practice Fair Trade.

The WFTO focuses on both social enterprise and Fair Trade.

Its Guarantee System is the only international verification model focused on social enterprises that put the interests of workers, farmers, and artisans first. Through peer-reviews and independent audits, WFTO verifies members are mission-led enterprises fully practicing the 10 Principles of Fair Trade across their business and supply chains. All Members that passed the GS process attain the 'Guaranteed Fair Trade Organisation' status and may use the WFTO Label on their products.

To meet the criteria of credibility, sustainability and robustness of the system, the certification encompasses five main steps:

- Admission procedure for new members
- Self-assessment report
- Monitoring audit
- Peer visit
- Fair Trade Accountability Watch (FTAW).

The WFTO product label not only certifies that all the supply chain complies with the WFTO Fair Trade Standard, but it also guarantees support for the battle against poverty and inequality.

Products bearing the WFTO label are manufactured and marketed by certified fair trade organizations dedicated to the sustainable, fair trade economy. Every purchase of products with the WFTO Label supports small producers and their communities.

74% of these workers, farmers, and artisans are women, and women make up most of the leadership.

Fair Trade is more than just trading:

- It is a vision of business and trade that put people and the planet before profit
- It fights poverty, climate change, gender inequality, and injustice
- It is a proof of concept that showcases the enterprise models of the new economy.

## Fairtrade International

Local Focal point:

**Ingrid Allende,**  
*Strengthening and  
Development Manager*

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Fairtrade International brings together producer networks in Latin America, Africa and Asia, and Fairtrade National Organizations devoted to promoting certified fair trade and raising consumer awareness.

Fairtrade International works for promoting certified Fair Trade products and defining standards for their production. FLO-Cert is the independent certifying entity that monitors and verifies organizations of producers, traders, importers, and processors that use the "Fairtrade" label for their products.

Here are some unique features of the Fairtrade system:

- 50% of Fairtrade ownership belongs to farmers and workers, which gives them equal voice and votes in decision-making.
- Through the minimum price, Fairtrade offers price stability for almost all essential commodities.
- Fairtrade offers some of the highest premiums for producers to invest in their businesses and communities.
- Fairtrade producers are required to

organize themselves collectively, in cooperatives or workers' organizations, with a democratic structure and transparent administration so that they can exercise greater bargaining power and control over their business.

- The cost of the Fairtrade license is used to support direct services provided to producers, from applying best agricultural practices to improving business management.



## Fair for Life

Local Focal point:

**Robin Ramakers,**  
*Certification Officer  
for LatinAmerica*

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Fair for Life is a global, multisectoral certification program for fair trade and responsible supply chains. Based on a continuous improvement approach, Fair for Life allows its member to:

- Advance in their objectives of Fair Trade, Social Responsibility, and respect of the Environment.
- Communicate their commitment and actions to their customers and business partners.
- Ensure that these commitments are safeguarded throughout the entire supply chain.

The Fair for Life standard is developed so that trade can become a vector for positive and sustainable change that benefits people and their environment through ethical, fair, and respectful partnerships. Ecocert is the certifying company that verifies and ensures the compliance of certified companies.

Some characteristics that distinguish

the Fair for Life certification scheme are:

- All key players in the production chain are certified for meeting essential social and environmental requirements.
- Fairtrade associations are celebrated and reinforced through progressive criteria on the responsible management of the entire supply chain.
- Fair prices and fair trade premiums are negotiated directly with producers, empowering them to be actors of their own development.
- A continuous improvement approach and the possibility of evaluating the overall performance concerning fair trade.
- No license fee for the use of the Fair for Life seal, only one annual fee for the certification service.

## Chilean Fair Trade Association

Local Focal point:

**Marcela Cofré,  
President**

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The Chilean Association for Fair Trade has its beginnings in 2012, responding to the needs for an association that could bring together Chilean companies, entrepreneurs, artisans, and producers applying the fair trade principles in their work and business. It also sought to promote and disseminate those values and position Fairtrade in the national market.

Today the Chilean Association for Fair Trade comprises 23 members, divided into different categories and/or areas. Its members are Fairtrade producers certified by various international certification systems, and they must hold the certification before joining the association. They commit to putting people and the planet as a priority in their work and promoting continuous improvement as a basis for work.

The mission is to ensure established, transparent and legal fair trade regulations in the country and promote all kinds of projects and programs that enable fair trade in the country, ensuring that production and trade conditions are social. Economically and environmentally responsible, creating stable and mutually beneficial business relationships between producers and marketers.

The vision seeks to generate a cultural change that improves the economic and social conditions of all the members who participate in this chain:

producer, workers, and community.

We would like to incorporate organizations linked to different productive sectors in such a way to expand and regularize the offer of fair trade products in Chile, which will generate a positive impact on the most disadvantaged communities.

The activities usually carried out are fairs, training, seminars, meetings, and symposia. We hope to support the events that our partners organize. For us, it is essential to encourage initiatives that promote fair trade, so our partners can suggest projects for us to carry out as a group.

We firmly believe that fair trade is the best way to work ethically, collaboratively, and sustainably, helping to defeat poverty and achieve concrete benefits for disadvantaged producers.





C A T A L O G U E  
WOMEN ENTREPRENEURS  
FOR FAIR TRADE  
2020-2022 EDITION

