

message from Susy



Hi everyone,

A lot is happening around the world and in Australia we have just had a major reform with the introduction of the carbon tax.

I have been hearing from both sides of the debate about this and all have valid reason for supporting or not supporting the introduction of the carbon tax.

My view is that everything needs to change and evolve, we cannot keep on doing the same thing and expect different results. The Industrial Revolution changed the way we did agriculture, manufacturing and mining; the Digital age changed the way we communicate and do business at a global level.

I think we are slowly entering a new phase and our main concern is not going to be around the efficiency of transport or the efficiency of our technology. Our issue going forward will be around how to sustain a good quality of life with the increased number of people that this planet has to sustain.

Some of the issues we will face will be: Land and space – will you be able to have a backyard or will you be able to go for a walk around the park on the weekend? Will you have any rainforest left?

Quality of Air – will you be able to breathe without catching diseases or being affected by the increased number of chemicals in the air?

Food Accessibility – will you have enough food and will the food be easily accessible?

Crime – will there be enough equality and wellbeing for all humans to avoid excessive crimes and wars?

My belief is that we need to act on the issues we are facing today immediately. We are all responsible and we all need to come together on common ground when it comes to these issues. So if the introduction of the carbon tax will influence people to make changes to the way they consume and live for the better, I think it is a good move. We should stop thinking and procrastinating over tax or no tax and look at the bigger and broader picture of what is facing us right now.

Enjoy the rest of the newsletter and make sure you send your comments to us.

Susanna Bevilacqua

UPCOMING EVENTS CALENDAR

FAIR@ SQUARE

fair-trade + ethical festival



**FRI 2 - SUN 4
DECEMBER 2011**
FEDERATION SQUARE MELBOURNE

Fair@Square 2011 has been extended to three days and is packed with amazing activities and programs. The Fair Fashion show will be one of the highlights. This year, our Fair Fashion co-ordinator Leeyong Soo is preparing to put on a "red carpet" themed catwalk parade to highlight some of the beautiful special occasion garments from Fair Trade and ethical labels.

We have added a couple of new and very exciting components to the festival. Fair

Living this year is a collaboration between Eco Innovators and RMIT to bring together "The Ethical Home" walk-through display.

Fair@Square and RMIT School of Textiles are coming together to design hand made fair trade silk scarves from producers in Laos. The aim of this project is to be able to raise enough money via the sales of the scarves for Lao Sericulture, a not for profit organisation in Laos, for building water filters and toilets for schools and hospitals in remote villages.

See the attached website link for details of the proposed activities for Fair@Square
<http://moralfairground.com.au/attend.html>

There are many ways you or your organisation can be involved with Fair@Square 2011 and help make a real difference to the way we engage with businesses, producers, farmers to encourage economic sustainability.

If you want to become a sponsor and join the growing number of businesses that are serious about their social mission contact:

Susanna@moralfairground.com.au

If you are interested in launching a new product or showcasing your product and services to a large crowd and take advantage of the largest Fair Trade and Ethical Christmas shopping destination, why not take part in our market? Exhibitor applications are now open, so check out our great benefits and be part of the Fair@Square Festival 2011. Visit
<http://www.moralfairground.com.au/stand.html>,

or contact: aggie@moralfairground.com.au

We are always looking for volunteers for all aspects of the event, so if you would like to help out and have a great time doing so, contact: volunteers@moralfairground.com.au

Want to participate as a speaker or in running a program or a demonstration?

Contact the relevant co-ordinators, or visit our website for contact details: <http://moralfairground.com.au/coordinators.html>

A BIG THANK YOU TO ALL THOSE THAT ARE COMMITTED TO FAIR@SQUARE AND ARE SPONSORING THE EVENT



HOW TO BECOME A CONSCIENTIOUS CONSUMER

BY LEYLA ACAROGLU



Eco Innovators is an award winning environmental consultancy and advocacy organisation that works across the design, production and consumption sectors to help people see and reduce their environmental impacts. We have worked on a variety of different sized projects in Australia and Europe and have a strong focus on eco-design, life cycle assessment and sustainable production. This year we will be working with Moral Fairground to develop an exciting and innovative information hub for ethical and sustainable consumption as part of the 2011 Fair@Square Festival.

One of the easiest ways for us to start being more fair, ethical and sustainable is to be more considerate in the things that we buy in our everyday lives. From books to hardware, toiletries to food – following a few simple rules can dramatically reduce your social and environmental impact.

1. Do I really need it? The best way to reduce our consumption impacts is to not buy anything at all! This is obviously not suitable in many situations (we all need to eat!) but it's always good to stop and ask yourself "do I really need this?" before you hit the checkout.

2. Borrow it. The average electric drill is only used for about 20 minutes in its life time! So instead of buying your own, why don't you borrow these sorts of items from friends or neighbours?

3. Is it certified? Third party independent certification is a good way of picking more ethical and environmentally responsible products. It's really important that you check the credentials of the label and make sure that they are independent (such as Fair Trade and Forest Stewardship Council).

4. Replace it. Some food types have bigger impacts than others – replace high impact meal options with lower impact ones once or twice a week and also do a bit of background research into the companies producing your food items to make sure that they are ethically and environmentally responsible.

5. Repair it! Reduce the demand for cheap consumer goods like clothes (that are often made in un-ethical ways) by repairing what you have already. Shoes, jeans and even electrical items can be taken to a repairer and for a small amount you can keep your old-and-faithfuls for a few more years.

6. Why is it so cheap? Often price is a good indicator – if it's really cheap then it's probably been made by people who aren't paid fairly or lower value materials have been used. Whilst the cheaper option might be more appealing at the time, in the long run you will end up paying more as you are forced to continue purchasing new items to replace the one that just broke!

7. Get it second hand. Thanks to the internet it is so easy to purchase good quality second hand items instead of brand-spanking new ones! The good thing about buying second hand is that you keep valuable products in the marketplace and also reduce the need for new ones to be made. It goes without saying that selling your old items when you no longer need them is a great way to reduce your impact.

8. Know where your dollar is going. It's always worth the little extra time it takes to read the back of a pack or do a Google search to find out who your money is supporting if you purchase a product. These days many brands are owned by only a few big companies (some of which don't have the best track record of being ethical and sustainable) and so if you can find alternatives that support local, ethical or just better companies then this will send a positive message back up the supply chain.

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PAST EVENTS

FAIR TRADE FORTNIGHT
SHOW OFF YOUR SWAP
7-22 MAY 2011

Guarantees a **better deal** for Third World Producers

FAIRTRADE

Moral Fairground ran four programs during Fair Trade Fortnight 2011, and apart from the rain and the very cold weather which followed us at each event, we had an amazing time hosting them and met some amazing people and businesses.

Below photos of: Fair Trade Mothers' Day High Tea, The Victorian Fair Trade Festival, The Big Fair Trade Morning Break, The Show off your Swap Art Competition.



PRODUCT OF THE SEASON

Fair Trade Foot Lotion

Keep those little piggies soft and cool in the warmer months with Lush's peppermint and spearmint foot-cream. Full of Fair Trade cocoa butter to moisturise and condition, this fresh and creamy lotion will leave your tootsies feeling soft and smelling great.

Fair Trade Foot Lotion (225g) \$25.95

www.lush.com.au



Toxic Free Beauty Bag

Spring is approaching and it's time for a make over. Just recently discovered this 'Toxic Free Beauty Bag'! from Adorn. It's got everything you need to give your skin a glow and it is all very natural, accredited Vegan, Halal, Choose Cruelty Free and PETA.

Toxic Free Beauty Bag Includes:
Foundation Base Skin Primer, SPF 20+ Loose Foundation, Loose Bronzer, Loose Blush, Vegan Kabuki Brush, Vegan Blush/ Bronzer Brush, Adorn signature cosmetic bag. Over \$320 value for \$249!

www.adornmineralcosmetics.com.au

