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**Renata Livraghi**  
**The Economics of Fair Trade**

**ABSTRACT**

*Objective of this paper is to demonstrate that the fair trade tends to diminish the inequalities between various countries using market trade. Developed countries don't give help to developing countries. They instead use commercial trade to interact with producers in poor countries. In this case, the "invisible hand" is substituted by a social contract between the contenders that share them for the pursued values. The fair trade community can therefore be designed as an institution in favour of producing generally shared lifestyles. That can consequently represent a propelling force for the transformation of the economic global system, beginning from the bottom and exploiting material and immaterial resources, accumulated in the course of time from various territorial assets.*

*Trade not aid Conferenza Unctad, Ginevra 1964*

**Massimiliano D'Alessio, Biagia De Devitiis, Ornella Wanda Maietta**  
**A comparative analysis of the purchase motivations of Fair Trade**  
**products : the impact of social capital**

**ABSTRACT**

*Objective of this paper is to analyse the motivations in the purchase of Fair Trade (FT) food products sold in the World Shops (WS) in order to characterize WS consumer profiles according to the ethical content of their motivations. At this end, a questionnaire has been distributed to a sample of consumers in Emilia Romagna, Puglia and in Campania. A principal component analysis has been performed in order to identify the main motivations in the purchase. On the basis of these results, consumers have been classified, by applying a cluster analysis, in homogenous segments. The cluster analysis reveals that 76% of consumers in Emilia Romagna buy FT products for an ethical motivation, 56% of consumers in Puglia and 43% of consumers in Campania buy these products for an ethical motivation.*

**Miriam Michelutti, Marina Schenkel**  
**The Satisfaction of Volunteers and Paid Workers. Some empirical**  
**evidence**

**ABSTRACT**

*Results of a research project on volunteer work are presented. The features of volunteers are described, and compared with the ones of paid workers. A logit analysis is performed, in order to detect the determinants of the satisfaction that volunteers and paid workers derive from their activity. The conclusions are mixed, in the sense that, across the two groups of paid workers and volunteers, the determinants of satisfaction are neither exactly the same, nor completely opposite or different.*

*Giancarlo Tanucci, Amelia Manuti*

## ***Formal, informal, non formal learning and competence development: A review of the literature in a psychological perspective***

### **ABSTRACT**

*The radical economical, social and cultural changes experienced by the labour market within the last decades have contributed to highlight the central role played by the learning process for individual career development and for organizational success. In such a fast moving working contexts skills and competencies rapidly become updated and need to be continuously implemented and empowered, as a strategic factors for global competition. In the mean time, any traditional model of learning both in and out the workplace is not sufficient to explain the complexity of such a process which weaves and overlaps formal, non formal and informal components. Moving from such premises, the aim of the present contribution is to analyse the role of knowledge and experience as very important learning frames which allow the acquirement and the development of competencies. To this purpose, the most recent addresses of the psychological literature on learning and competence development will be reviewed, with a special focus on the formal, non formal and informal dimensions of both processes.*

*Renata Livraghi, Emanuela Ghignoni, Gabriella Pappadà,*

## ***Fair Trade: the creation of new knowledge in a sector characterized by positive externalities in both developing and industrialized countries***

### **ABSTRACT**

*The authors define Fair Trade sector and competences from an economic perspective. The competence is the result of a process of elaboration, exploitation and use of individual and social resources. This result depends on the capabilities to transform such resources in functionings. The individual has material and immaterial resources at disposal, which include personal characteristics of the worker, background, ability, interests, behaviour and the specific functional connection between the individual and the resources. The paper draws on motivations and values, which support the activity of the individual in the Fair Trade Organization (FTO). The tasks performed in the FTO puts in evidence experiences of informal learning through learning-by-doing, learning-by-interacting, learning-by-using. In synthesis, applying this approach, it is possible to give evidence that the acquisition of competences also depends on motivation, behaviour, time and quality of time spent in FTO and on the kind of structure where the volunteer works.*

*Livia Brusciaglioni, Roberta Rizzi, Elena Vannuccini,*

## ***Methodology and tools***

### **ABSTRACT**

*This paper considers the description of the methodological approach and the tools designed for the Fair Project. Both quantitative and qualitative approaches have been included in the methodological and theoretical framework. The following tools have been designed for the research: an in-depth interview addressed to the organization's manager; a Competences Portfolio whose aim has been that of supporting the analysis and reconstruction of competences developed by people employed in the Fair Trade organizations; a participating observation grid; a semi-structured interview to former volunteers of the FTOs. The on-the-field methodology has been adopted enabling to use the competences portfolio as a data gathering instrument, useful for the reconstruction of the teaching path, training and work experience aimed at identifying the competences' components in the surveyed learning processes. The competences portfolio was carried out in various phases in order to stress the issues under observation.*

*Jordi Planas*

## ***Methodology for the recognition of the competences acquired while working in Fair Trade Organisations.***

### **ABSTRACT**

*In the framework of the research on the topic of the recognition of competences processes, the recognition of the competences acquired while working in FTO's (Fair Trade Organisations), is just a peculiar case for the analysis of the problems related with the recognition of competencies acquired informally. The above mentioned topic constitutes one of the key elements in the debate focus on the creation of the National or European Qualifications Systems. This debate is based upon the discussion of different issues as the transparency of the qualifications and students and workers mobility within the National and the European Space of education, training and employment. During the last decades several projects and European guidelines have been developed in order to concrete this purpose (CEC 2005), despite the fact that limited results have been reached, raising significant questions. Therefore, the approach of the recognition of the competencies acquired in the framework of the FTO's scope is a complex task to deal with. Even though the reached results are useful for the analysis and comprehension of the dynamic and ways of functioning of other sectors than the FTO's sphere, and for the employers working in these particular jobs.*

*Rafael Merino*

## ***The development and current situation of the fair trade movement and its significance for skill recognition***

### **ABSTRACT (I)**

*The recognition of the skills acquired through non-formal and informal ways is a subject that is becoming increasingly important in international debates on the employability of individuals, especially in the countries of the European Union that are setting up their national systems of qualifications. The main aim is to offer people a mechanism to value the skills acquired outside school and that this valuing is accompanied by a certification or accreditation that may have an exchange value; that is to say, which may be homologated by a diploma of formal education and used by employers in their processes of personnel selection.*

*Suzanne Gatt*

## ***The impact of informal and non-formal learning in the Fair Trade Sector on key players and National and European Qualification Frameworks***

### **ABSTRACT**

*Informal and non-formal learning is gaining importance within the Lisbon Strategy in working towards achieving a knowledge society. The Bologna and Copenhagen processes and the European Qualifications Framework as an overarching framework are reviewed. The research findings of the FAIR Leonardo project are then considered to identify the different ways in which the skills and competences volunteers develop can be utilized within a knowledge society. The impact of this project is explored at a national and European level. The issues discussed include: the possibility of using existing structures to recognise the skills identified as part of the lifelong learning process; the option of incorporating volunteer work within fair trade sector as part of existing tertiary and vocational courses; within the labour market the opportunity to increase employability or for professional development; as well as on other non-governmental organisations interested in the recognition of informal and non-formal skills developed by their own volunteers.*

*Czesław Noworol*

## ***The evaluation prospect of FAIR project***

### **ABSTRACT**

*The valuation of the FAIR project: For a new recognition of skills informally and non formally developed in the fair trade sector is a complex issue, which require a extraordinary methodological approach and constructing sophisticated tools for measuring both the process of project progress including circle of project partners team life, management and quality of products. The results of evaluation and the related scientific work that is out of formal appraisal but which findings put more theoretical light to the economy of fair trade, social capital and psychological aspects of formal, informal, non formal learning and competence development constitute the evaluation prospect of FAIR project.*

*Livia Bruscazioni, Amelia Manuti, Gabriella Pappadà , Roberta Rizzi, Elena Vannuccini,*

## ***Fair project: comparative results of Italian case studies***

### **ABSTRACT**

*The paper gives evidence of some significant results, obtained under certain favourable conditions, in terms of competences acquired in non-formal and informal way in the Italian case studies: competences specific to Fair sector; sectoral competences (i.e. trade, education); organizational innovations, such as the trend towards flatter structures and processes; higher level of knowledge and competences combined with a higher labour flexibility; general problem solving and communicating competences, ICT competences and cognitive capabilities that can be applied in different contexts (meta competences). The paper is composed of three parts: 1. in the first one, the author justifies the reasons of case studies choice, based on the theoretical approach of Fair project, agreed with all partners; 2. the second part draws the attention on the comparative analysis of the 4 Italian case studies; 3. the third part collects a synthesis of tables summing up the main outcomes.*

*Suzanne Gatt, Kevin Gatt*

## ***Skills Developed by Volunteers in the FAIR trade Sector: Malta Case Study***

### **ABSTRACT**

*The FAIR trade sector in Malta consists of the activity of a small cooperative – Koperattiva Kummerc Gust (KKG), mainly involved in running a shop 'L-Arka', selling from stalls, organising awareness raising activities as well as political lobbying at national and European level alongside other non-governmental organisations. The aim of such initiatives is not only economic but more importantly involves raising awareness of fair trade principles with the general public and at political level. Four types of volunteer work were identified within the cooperative: sales; organisation of large activities; participation in local and trans-national projects; and running the cooperative through the main committee. The skills and knowledge learn in each activity are identified and described in detail. Most of the skills and competences are generic and can be easily used in other economic contexts. The sector specific skill identified relates to the principles and values of fair trade. It is argued that such skill is problematic in that it is difficult to measure it in terms of observable behaviour.*

*Marina Elias*

## **Spanish case studies**

### **ABSTRACT**

*According to the Spanish Report on Fair Trade in the exploratory stage and on the basis of the structure of this sector in Spain, we have basically applied three criteria; with these criteria we have studied three case studies (two shops of one NGO –Intermon– and one import and distribution centre –IDEAS. To carry out the comparative analysis of Spanish case studies, we have developed a methodological system. We have presented some conclusions: – The skills acquired by the people involved in fair trade depend on three variables that are fundamental to understand this process of skill acquisition: previous skills, level of complexity of the activities and management of human resources.*

*– The recognition of the skills acquired in informal ways can be useful for the individuals involved: they improve their empowerment and employability or their training opportunities.*

*– The recognition of the skills acquired in fair trade organisations needs a legitimacy framework on different levels.*

*Emmanuel Antoine, Pierre Dessons*

## **«Doing» Fair Trade Business Or Working At Making Fairer A Trade Business?**

### **ABSTRACT**

*Based upon its convictions as well as on a necessity, QMD rejected an overhanging position to conduct this research. The interviewed persons, members of MINGA had previously expressed their reject of a participation as a submitted player and their desire of being an active participant in a research which was of prime concern to them notably through the issue of an official recognition of their working experience. Our research showed that the different activities fulfilled within these professional structures are not of any specificity and furthermore pointed out the lack of «classic» competency » to allow any growth in some of them. Nevertheless the selling/purchasing relation reveals some distinct specific competencies, different from the ones usually used on the market place, rooted on a better communication with the quality-price ratio. The current debate upon the approach, between those in favour of « the product » aiming at a quantitative sales growth (in adhering to a « label ») and the ones in favour of the network giving a primary importance to the development of equitable channels and who understand a wider meaning to the « promise of equity », has objectively an impact on their professional stands; thus, upon the issue of the professional experience official recognition as well as upon the active workers involved within. The survey has been conducted by “Quatre Mâts Développement” (QMD), a professional training and consultant company dealing with sustainable and fair trade business.*