

Record card for the Best Practice and its benefit for society



Conscious Consumption - Project-No.: 2021-1-DE02-KA220-ADU-000033718

Name or title of the identified best practice:	Altromercato
Presented at the TPM in:	Bologna
Identified by partner:	ELA
Description of the best practice / project / business:	Altromercato leads to conscious consumption in a social conscious way. The shop tries to support the sales of products from poor countries by trading these articles in a fair way and selling the products for respectively high prices. On the other hand the promise is to sell products of higher quality than from the mainstream.
The project belongs to the economic sector / industrial sector of:	Textiles, but also other products including food
Interface / point of contact to Concious consumption:	Consciousness not always means just environmental protection but also to care about others. To buy products from this shop means to support producers of goods by paying them fair prices.
Benefits / Advantages of the best practice locally:	More transparency where the good are coming from and who really did produce them.

Benefits / Advantages of the best practice globally:	More fair trade could help to develop less developed countries by enabling them to earn more money.
Necessity of the best practice (respectively the idea behind the best practice) for conscious consumption:	
Possibility to scale up the best practice approach to industrial size / to mass-produce:	
Potentials seen for this best practice for conscious consumption:	
Risks seen for this best practice for conscious consumption:	
Remarks:	