



SUSTRAINY

Sustainable action Training for Youth



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SUSTRAINY PROJECT



PANORAMA OF SUSTAINABLE BUSINESSES PRACTICES

ETHICAL PURCHASE

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Ethical purchase



Picture from Allie Young from Pexels

Category – Key words	Sustainable Development Goals, Fight against poverty raw material, purchase, ethical consumerism, local communities
Who?	Pacari chocolates, local cacao farmers
Location	Ecuador
Years of implementation	2002 - ongoing
Website	https://www.pacari.com/



Abstract

When they started working in the chocolate business, the founders of PACARI were impacted by the condition of misery of the cocoa farmers, behind the image of luxury associated to this product in our countries. They focused their action on several aspects:

- First action taken was to pay more money to farmers for the cocoa
- They keep the business local:
 - Pacari is keeping the production of the product in Ecuador where the raw material is collected, so to keep a major part of the product added value and benefits in there, employing people in this country for the packaging and design, among others.
 - They work with the local communities to better production systems (drying process of the cocoa)
- Empowerment of women: when the founders started this business, the weight of a bag of cocoa was still 45 kgs, the same weight as 200 years ago, under slavery. They decided to decrease the size of the bag to 20 kgs. Then, women started to enter in the economic circle of cocoa. The experience shows that women handle much better the income than the men, for a direct positive impact in the house, as they invest this money in children food, clothes, and education
- Loss of biodiversity: Pacari intend to buy diverse types of cacao to save this biodiversity. They organise chocolate testing with farmers to raise awareness about this diversity.

Concept Addressed

The concepts addressed here are:

- Fight against poverty
- Ethical production
- Balance between North and South, keeping the benefits of the product in the country of production of the raw material
- Empowerment of women



Relevance

Added value:

This action has added significant added value in the local communities of farmers working with cocoa in Ecuador, as it improved radically their working condition and life conditions thanks to a real fair production and share of benefits. The increased of incomes for the farmers went from 30 to 130.

Challenges to be able to apply and / or improve this type of circular action:

- It is fundamental to work on the ground involving the local communities, and to create a strong direct link with the families, so to get familiar with their situations and problems faced.
- A good technical knowledge was needed. In this case, of the raw material and biodiversity elements

Tips to implement

- Get to know well the origin of your product
- Investigate the way your raw materials are produced or extracted
- Enter in contact with the local communities
- See if their working conditions are fair. If not, intend to better the situation
- Make sure that the value created is distributed in a fair way among the production chain.

Bibliography

TEDx Talks about this case

<https://www.youtube.com/watch?app=desktop&v=-W3BdtHjbKs&pli=1>

