

We share the future



Fair Trade Shop
wakachiai.shop-pro.jp



WAKACHIAI PROJECT

Sharing our experience, skills and goods
for the better future



WAKACHIAI PROJECT


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WAKACHIAI PROJECT

Wakachiai Project is a Japanese NGO established in 1992.
Fair Trade, Promotion of Self-Reliance, Refugee Assistance


 “Wakachiai” or the Sharing of our experience, skills and goods with people around the world, irrespective of race and religion, to fulfill basic human needs and dignity and to improve the quality of life.



Who we are: Wakachiai Project

Wakachiai Project was established in August 1992 by Rev. Suguru Matsuki. After his visit to the several European and American NGOs in February 1992, he started Wakachiai Project in Japan by introducing the system of Fairtrade for the purpose of improving situation of poor and disadvantaged producers in developing countries by trading with “fair” prices and conditions.

We also participated in the emergency aid project for Somali refugees in 1992, in partnership with LWF, when famine was triggered by the civil war in Somalia.

What we do: FAIR TRADE for the fair future



Wakachiai Project imports coffee, tea and various products from Asian, African, and Central and South American countries under the condition of Fair Trade criteria and introduce them in Japan through wholesales and direct online shop.

We started Fair Trade by importing the local tea from Sri Lanka in 1992 and succeeded to introduce the Fairtrade in Japanese market by selling “Cafe Mam,” the first internationally certified Fairtrade coffee in Japan.

Today, we cover the wide range of products mostly certified as the Fairtrade products by *FLO. We are proud to introduce the largest variety of the Fairtrade products in Japan and also developing our original Fairtrade products using fairly traded ingredients.

* Fairtrade Labeling Organizations International (FLO) sets the internationally recognized Fairtrade Standards, provides producer support, and licenses the FAIRTRADE Mark.

What we do: REFUGEE ASSISTANCE

We assist the Syrian Refugee Camp in Jordan and Myanmar refugees in Thailand to help people to have access to the basic requirements for a dignified life. Our activities include supplying hygiene equipments and shipping of clothes donated by Japanese citizens.



▲ Refugee Camp in Jordan

What we do: PROMOTION OF SELF-RELIANCE

We support the local NGOs in in South Sudan and Myanmar, working on building self-reliance of people and creating a resilient community. We assist activities for children such as construction of Children center and school dormitory. We also assist educational, vocational, cultural and sports programs to improve mental and physical well being.



▲ Children in South Sudan

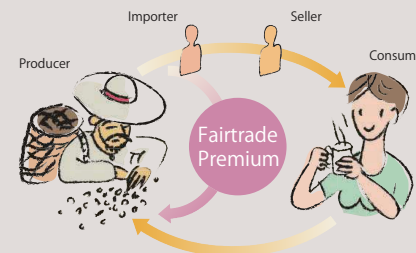
How FAIRTRADE Works ?

Fairtrade is an alternative approach to conventional trade and is based on a partnership between producers and consumers. When farmers can sell on Fairtrade terms, it provides them with a better deal and improved terms of trade. This allows them the opportunity to improve their lives and plan for their future. The Fairtrade Mark means that the ingredients in the product have been produced under **the Fairtrade social, economic and environmental standards**.

The standards include protection of workers’ rights and the environment, payment of **the Fairtrade Minimum Price** and an additional **Fairtrade Premium** to invest in business or community projects.



▲ Fairtrade Mark



“With Fairtrade you have the power to change the world every day.

With one simple choice you can get farmers a better deal. And that means they can make their own decisions, control their own futures and lead the dignified life everyone deserves.”

Fairtrade Foundation