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local solutions for a global economy

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GFI Newsletter

This Issue: Building Inclusive Green Economies

Field Update: Empowering Communities through Technology



DID YOU KNOW ?

Fifty percent of the world's population lives on less than \$2 a day and largely lacks access to basics like nutritious food, sanitation, potable water, education, energy, and medical care.

New technologies and low-cost innovations can bring essential services and economic opportunity but are inaccessible to the world's working poor communities.

GREEN ECONOMIES FOR THE POOR

The Global Fairness Initiative launched the BeFair campaign to bridge the technology gap and leverage renewable technologies to improve lives. Each year the BeFair campaign promotes a new technology, creates livelihood opportunities, addresses the innovation gap, and delivers environmental and economic sustainability.

YOU CAN HELP

With your support the BeFair campaign will deliver over 5,000 Farmer Livelihood Kits to smallholder farmers in Guatemala. These kits use low-cost drip irrigation technology and specialized trainings to help farmers improve their nutrition and increase their incomes by as much as 50%. A contribution of \$40 will deliver one irrigation kit to an indigenous farming family in Guatemala.

DONATE \$40 OR MORE AND RECEIVE A FREE BE FAIR WATER BOTTLE MADE FROM RECYCLED PLASTIC!



On Monday June 12 the GFI team met in Zone 10 in Guatemala City to catch a local bus to Santa Rosa de Copan, Honduras. A team of GFI staff from Alta Verapaz and farmers (trainer of trainers) from the communities we work with travelled to Honduras for a technical exchange with our partner IDE, who provides the irrigation equipment for our Verapaz Community Empowerment Program.

Having undergone significant distress due to the violence currently underway in Northern Guatemala, our staff and beneficiaries benefited from an opportunity to focus on positive and practical solutions to economic barriers.



The first day of the training centered on an introduction to irrigation, principal factors that affect water absorption, and different irrigation systems. The focus was on the relationship between irrigation, nutrition, and the environment to stress the importance of family farms and growing diverse vegetables for improved nutrition and incomes. Lacking adequate water management and irrigation systems, farmers throughout Central America rely on crops that grow with little tending. Farmers learned from iDE trainers which crops grow best under micro-irrigation, as well as how to select seeds, conduct budding tests, place seedbeds, transplant buds and use organic manure.

Of similar importance was working hands-on on the installation of different equipment, as well as going over upkeep, repair and dismantling. Different technologies were used, such as treadle pumps, low cost drip irrigation systems, water collection systems and more.

The trip included visits to existing successful farms that have embraced the new technology and are growing onions, cucumbers and other vegetables with the irrigation kits. The GFI team heard from the Honduran producers how their lives have been changed by introducing fresh vegetables into their diet and the profits obtained from the sale of excess produce. The farmers returned to Alta Verapaz, energized from having seen opportunities in action in a neighboring country. Their motivation translated into orders for equipment and setting up demonstration farms, starting to replicate the trainings immediately upon their return!

OUR WORK: Weekend with GFI a Great Success!

Global Fairness and our friends and supporters celebrated art and technology at two very different events on Saturday June 25 and Sunday 26.

Art of the Americas Auction



On Saturday evening, art lovers gathered at the historic Organization of American States Building on the National Mall for a champagne reception and live art auction of diverse artworks donated by generous artists and collectors. Sherry Truhlar of [Red Apple Auctions](#) led the very lively bidding and helped us raise funds that will go directly to our programs helping

the working poor around the world.

BeFair Campaign Launch

On Sunday GFI friends and family enjoyed a casual afternoon at the home of our board member Sally Painter and a live demonstration of the newest BeFair technology – the Farmer Livelihood Kit, a drip irrigation kit accompanied by trainings targeted to Mayan farmers in Guatemala.



Building on the success of last year's campaign, which delivered nearly 7,000 solar-powered lanterns to women salt farmers in Gujarat, India, this year's BeFair campaign will continue to bring simple, low-cost, and green technology to working-poor



LEARN MORE AT

www.befaircampaign.org

[Making Globalization Work for the Working Poor](#)

The Global Fairness Initiative (GFI) promotes a more equitable, sustainable approach to economic development for world's working poor by advancing fair wages, equal access to markets, an balanced public policy to generate opportunity and end the cycle of pove



S Y N A P S E
MARKET ACCESS FUND

GFI's sister organization The Synapse Market Access Fund is filling the often overlooked need for mid-level financing poor communities around the globe. Many investments where microfinance cannot commercial banks will not, Synapse helping small producer communities access financing and connect to high-value sustainable markets for their products.

[Learn more about the Synapse Fund](#)

communities. The Launch guests helped us begin our drive to provide 5,000 Farmer Livelihood Kits to indigenous smallholder farmers in Guatemala.

Several volunteers helped GFI staff install the FLK in Sally's backyard. The kit's simplicity intrigued everyone, and guests who carried buckets of water to fill it got a real sense of how much time and labor it will save the Guatemalan farmers. While guests carried water from the hose around the corner of the house, women in Guatemala often walk miles to collect water from rivers or wells.

Each year the BeFair campaign works with a community that could benefit from access to innovation. We listen to what community members consider their greatest challenges and what can be done to help them work more efficiently to improve their livelihoods. Having identified the technology the community needs, we partner with a kindred company that produces and delivers it.

For your chance to see the Kit in action, visit the BeFair website at

<http://www.befaircampaign.org>



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