

The Humanitarian

A publication by humanitarian clubs at U.F.

This Month's Focus:

Social Entrepreneurship and Alternative Trade Systems

If you have ever caught yourself thinking that your talents, major, or career cannot be used to alleviate poverty, THINK AGAIN! There are so many ways that we, as individuals, can help close the global gap between wealthy and poor populations. We hope that this issue of The Humanitarian will help educate you on how to accomplish this goal by using YOUR power as a consumer to conscientiously select products, and by using creative solutions to improve the power relations in international economic exchange systems.

Read, think, and ACT!

- Amanda Monaco, HIC Coordinator

“Black Gold”

by Rafiya Javed

Last month, Human Rights Awareness on Campus screened “Black Gold”, a 2005 film which documents the struggles of a small coalition of Ethiopian farmworkers who grow coffee for export.

Fair trade, if you'll accept this simplified definition, refers to a movement to provide fair prices to producers in third world countries, who suffer extreme disadvantages while they struggle to get fair prices for their goods on international markets that are dominated by large corporations.

Before the movie, Anthony, from Gainesville's own “Volta” coffee shop, brewed coffee fresh for everyone who attended the screening. He then spoke about his own experiences with fair trade as the owner of a coffee shop. He offered an interesting critique of fair trade, explaining its background and commending its efforts to provide justice for international farmers, and also offering more recent ways to support third world coffee growers.

Karma Cream, a local fair trade (not to mention vegan) business, graciously provided organic fair trade coffee and extremely tasty vegan chocolate chip cookies as HRAC's members watched the moving documentary.

It was appalling to listen as the farmers explained that how much their coffee sold for. They were lucky to make a few dollars for a year's harvest of coffee.

Even if they grow more coffee, this only reduces the price, so there is no way for them to increase their income. The prices offered for their goods are controlled by powerful, distant, anonymous buyers and corporations- detached from the very real suffering that the farmers and their families faced. Business is one thing, but to watch a toddler be rejected to receive extra food because she is 'not malnourished enough' is crushing.

Even if you believe that fair trade is not the solution, “Black Gold” is enough to convince you that something at least needs to be done to make it more viable for developing countries to become self-sufficient participants in global industries. I would encourage everyone to read more about this subject, and see what they can do to be more responsible consumers!

Karma Cream is located at 1025 W University Ave, a short walk from campus! Volta Coffee is located at 48 SW 2nd Street.

Read about more of our efforts at www.ufhumanrights.org



Black Gold is available for rent
from Library West

To find out more about who we are,
upcoming events, how to contact us, and how to get
involved, please visit

www.humanitarianuf.yolasite.com or email
humanitarianuf@gmail.com

Recurso's "Fair Trade Fair" encourages a conscientious consumer

by Ellen McHugh

A group of socially conscious, coffee-loving UF students met at the Reitz Union Wednesday evening to hear informational presentations about fair trade.

The gathering, called the Fair Trade Fair, featured two local experts who spoke about the background, importance and implications of fair trade products and an overall explanation of what the "fair trade" concept entails.

Amanda Monaco, along with Lorraine Ogan, was one of the main coordinators of the event. Both are part of Recurso at UF, which is an organization that works for global development and focuses on humanitarian issues. "After getting involved with Recurso I learned about fair trade, and I hadn't really heard of it before; but I thought it was a really awesome idea to basically try to narrow or shorten this gap between the really wealthy and really poor people of the world," Monaco said.

She thought about creating an event like the Fair Trade Fair after taking a trip to Nicaragua and seeing the vast difference in lifestyle and resources of Nicaragua and the United States. "People just have to pay a little bit more to the producers. It's an ingenious idea," she said. When asked the difference between free trade and fair trade, two concepts that usually require clarification, Monaco said, "Free trade is like the antithesis of fair trade."

They are complete opposites.

On one hand, free trade takes the hands-off approach and lets the natural sway of supply and demand control the market, often with larger powers meddling only in ways to behoove themselves. The other, Fair trade, calls for awareness and regulations or standards to make sure people are getting the right amount of money in their wallet for their work.

"We've got a myriad of responsibilities, in terms of paying fair prices and in terms of direct trading relationships that are transparent," said Tripp Pomeroy, one of the owners of Sweetwater Organic Coffee on Main Street, which is part of the Fair Trade Federation and a member of Cooperative Coffees. "We are mission-driven, principle-based people who are not in it because we want a chance to make some money on a market niche. We're in it because we know there is an opportunity for us to help small-scale producers all around the world who have historically been excluded from a fair trading system," Pomeroy said. "There are some big players out there who do a small percentage of fair trade. Starbucks -I'll name them", Pomeroy said. "My 14-year-old daughter scratched her head asking, 'so you mean Starbucks is willing to pay a fair price for some of their coffee, just not all of it?'"

That could be a problem considering the massive volume in which Starbucks sells coffee. "They're not evil," Pomeroy said. "They're just big. And when you get big, you get disconnected."

Pomeroy also emphasized the fact that 25 million people depend on coffee. This trade system affects all of the producers and farmers of the world and their families.

That's a lot of people.

In an ideal world, all traders would try to do it ethically. Coffee consumers should make sure they are paying at least \$1.81 for their cup of joe because that's what the farmers feel is an appropriate number.

Laurie Wilkins is from Alternatives Global Marketplace in Gainesville, which sells fair trade handcrafts and clothing from around the world, and she stressed that the basic goal of fair trade is to end poverty and help end social and gender injustice.

Wilkins said that women play a large role in the collaborative efforts of fair trade awareness. Activists and academics alike are

**Want to learn more about Fair Trade or purchase Fair Trade items?
The wonderful people at these local stores would love to help you!**

~ **Alternatives Global Marketplace** sells Fair Trade clothing, decorations, ornaments, jewelry, blankets, pottery, music, candles/incense, cards, bags, and more!

~ **Sweetwater Branch Coffee Company** sells coffee from around the world

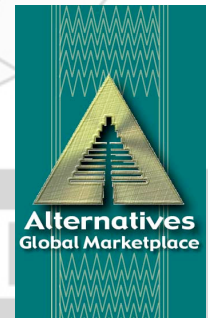
~ **Starbucks, Dunkin' Donuts, The Bagel Bakery and Volta** sell some Fair Trade coffee

~ **Otter and Trout Trading Company** sells Fair Trade bags, jewelry and trinkets

~ **Mother Earth and Sam's Club Supermarket** sell some Fair Trade food

~ **Ward's Supermarket** sells Fair Trade baskets, chocolate and food

~ **Ben & Jerry's Ice Cream and Karma Cream Ice Cream** use Fair Trade ingredients



led by the innate female compassion to organize and educate. She also noted that while coffee is the trailblazer for the fair trade image, it is not only agricultural products that can and should be traded fairly.

Educational outreach about fair trade is expanding, especially in a college town like Gainesville, but there are still many limitations. There is much work to be done in such a small niche market. The main mission is to spread the word and encourage consumers to make sure they're buying something that is just and something that international workers get an appropriate wage for producing.

The Fair Trade Fair aimed to clearly educate students about such a simple concept that is most often vaguely understood, or just a loosely known trendy term. The event also included a raffle for fair trade chocolate bars and coffee, and a mug from Sweetwater Organic Coffee. They provided free, tasty vegan Karma Cream ice cream for attendees at the end of the night.

How appropriate. Think of all the good Karma one must get by buying products that were traded fairly...

To find out more about Recurso, visit www.recursof.wordpress.com.

Upcoming Events

- Oct 18th:** Human.I.T.Y.'s "Night of Expression", Matthews Suite at the Reitz (4th floor across from Arrendendo Room) from 7-9pm
- Oct 19th:** Human.I.T.Y.'s "Cellphone Blackout": Turn off your cell phone to raise awareness about lack of electricity in developing nations
- Oct 20th:** Human.I.T.Y.'s "SEXploitation": The Price of War Forum at CSE E220 6:30-8pm
- Oct 20th:** "UN National Day for Eradication of Poverty" Tabling event on the Plaza to educated students about ways to help the poor
- Oct 20th:** Florida Alternative Breaks participant applications due
- Oct 21th:** Human.I.T.Y.'s fundraiser at Cici's Pizza at 7-9pm Cici's Pizza on Archer Rd for the Wamama Simameni Safe House in the Congo. 80% of proceeds go to this initiative
- Oct 21th:** Invisible Children presentation by the "Roadies" and movie screening about child soldiers in Uganda
- Oct 21th:** United Nations Day, Model UN tabling event in the Plaza of the Americas
- Oct 25th:** Campus Code Pink for Peace is hosting a screening of "No End In Sight" at the CMC at 8-10pm, about an insider's perspective on the Iraq War
- Nov 7th:** Heal the World's 5K to benefit Soles4Souls, at Flavel Field at 8am. Come run in your Halloween costumes and enter a raffle for gift cards from Gainesville restaurants
- Nov 10th:** Access to Medicines event hosted by UAEM on the Plaza of the Americas
- Nov 15th-19th:** Recurso's Human Rights Film Festival

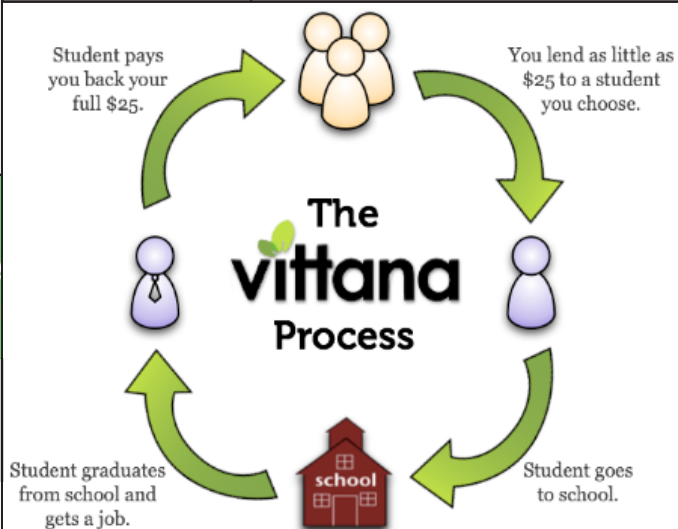
Club Meeting Times:

- Recurso:** Every other Tuesday starting Aug 31st at 6:30pm in Matherly 103.
- Campus CodePINK for Peace:** 10/27 at 6:30pm in the Reitz, room 363 & 11/17 at 6:30pm in the Reitz, room 364.
- Invisible Children:** Every Thursday 7pm McCarty A G186.
- UF Amnesty International:** Monday, 7:20 pm, starting Sept. 13 and continuing every other week, in NPB 1011.
- Heal the World:** Oct 7th and Nov 8th at 7pm, location TBA via Facebook. Next meeting 10/7
- Students for Justice in Palestine:** Wednesdays, 6:00 in Pugh Hall. Next meeting 10/29
- ONE:** Biweekly Thursdays at 6pm in 110 Frasier-Rogers Hall, starting Sept. 9th.
- International Justice Misson:** Wednesdays @ 6pm, starting Sept 17th, location TBA via Facebook.
- Gators for UNICEF:** Every other Tuesday at 6:15pm, in Anderson 34
- The Campus Kitchen at UF:** Every other Monday starting Aug 30th at 6:30pm in FLG 245. Human.I.T.Y. Nov 17th, and Dec 8th at 6:30pm in Matherly 107.
- For more information on each club's mission, visit www.humanitarianuf.yolasite.com

United Nations Day, October 24th

Greetings fellow humanitarians! Did you know that Sunday, October 24th is United Nations Day? Since the UN Charter entered into effect 65 years ago, nations around the world have used the UN as a forum to address global issues ranging from international conflicts to human development and environmental sustainability. This year, the United Nations Association of the United States of America (UNA-USA) has adopted the theme: "Engaging America in the Millennium Development Goals!" With five years left to reach the targets incorporated in the MDG's, the global community recognizes that there is much work to be done. While some regions of the world are making significant progress, others are far off track to meet the goals by 2015. What do you think America's role should be in helping achieve the MDG's on a global scale? The University of Florida Model United Nations organization invites you to learn more about the United Nations and the MDG's and to share your thoughts with fellow Gators! We will be tabling on the Plaza of the Americas on Monday, October 25th and encourage everyone to stop by!

What if \$25 could change an entrepreneur's life in the developing world? See how you can at www.kiva.org



Campus CodePink for Peace Film Screening, October 25th

As part of our mission to educate UF students and the Gainesville community about the Iraq and Afghanistan wars, Campus CodePink is hosting a film screening of the documentary, No End In Sight, on Monday, October 25th at the Civic Media Center at 8:00pm. Join us for an inside look into the U.S. invasion of Iraq and an in-depth discussion about the detailed and revealing documentary. (codepinkgators.weebly.com).



Because You and Me Can Become One!

by Ali Zuaiter and Jihad Ayoush

This phrase is the essence of Yalla Palestine Initiative (Let's Go Palestine). YPI is a student run initiative that aims to create synergy through effective partnerships, and use them to maximize impact and help others.

YPI strives to tackle a deeply neglected socio-economic element of the Palestinian-Israeli conflict by improving the social welfare of Palestinian women through micro-financing and creating networks of entrepreneurs, young Palestinian students, and civic organizations. In a region trapped by conflict and violence for decades, peace seemed like a theoretical term rather than a practice. To us, that was a travesty that needed urgent attention from everyone.

We started brainstorming to figure out how we can contribute to building peace. After some serious brainstorming and thinking, we realized that the socio-economic component of the Palestinian- Israeli conflict is neglected, meaning that even if there is a political will for peace, the vast social and economic difference between the very rich Israel and impoverished Palestine will be an obstacle to have the two peoples living next to each other. So we decided that we want to spark economic growth for the most impoverished segment in Palestinian society: widows. In a male dominated society, once the husband passes away, the wife has to take care of as many as 7 dependents in her household. Those dependents are likely to not get educated or turn to militant groups to make money. Thus, our idea was simple: If we help the widows start their own business, then more people will find ways to education and prosperity as the household income rises.

Another challenge that we wanted to address was the lack of opportunities for students to apply their knowledge in their community. Back in the Middle East, internships and community service are not common at all among university students. So we decided to include juniors and seniors in top Palestinian universities in the process, by allowing them to apply what they learned in class as mentors to the women. This way, the women will get the finance and economics base they need, and students will get an internship. In the middle of the action was an organization called Palestinian Business Women Association "ASALA, which is a large microfinance institution in Palestine that facilitated the logistics, finances and the training for everyone involved in the initiative.

YPI is currently operating through a three year long microfinance partnership between the initiative, ASALA Birzeit University, and female micro-entrepreneurs across Palestinian

initiative, ASALA Birzeit University, and female micro-entrepreneurs across Palestinian cities and countryside and we have given 23 loans so far. Our loans are usually returned fully within a year and we will be using the returned money to fund other entrepreneurs.

All in all, this project wasn't mean to be another typical microfinance project. If it was and it ever becomes one; we will be the first to opt out! While we don't see a problem with "traditional" microfinance institutions, we want to see microfinance projects that involve a greater segment in society and have a multiplier effects on not only the women involved, but other stakeholders that might benefit from the value created through the loans.



An Entrepreneurial Summer in Kenya

By Rachael Estess

As a student of international relations, I felt that my theoretical understanding of poverty issues did not provide a clear vision of the role I could play in international development. Last summer, I went with a nonprofit called ThinkImpact to Kayafungo, Kenya to find how I could contribute to sustainable approaches to poverty alleviation. I was selected to live for the summer in one of the poorest villages in Kenya and catalyze a social business to address poverty issues.

ThinkImpact's curriculum teaches participants to leverage assets that a community already possesses, instead of focusing on what a community needs. Instead of the traditional top-down model of development, ThinkImpact's social businesses leverage the skills of community members, leading to incredible new ideas, sustainable growth and lasting progress.

After returning home, I was accepted as a ThinkImpact Fellow to return to Kayafungo for a year and implement my social business called Mama Kuku. Mama Kuku trains local women to run privately-owned poultry farms, and by doing so, simultaneously increases employment in Kayafungo, and sells chicken products to decrease the prevalence of protein deficiencies in children. The business's vision is to empower as many women as possible to become financially stable through their own poultry farming businesses, and to eradicate malnutrition in Kayafungo.

Each summer, ThinkImpact hosts the Innovation Institute Scholars Program, an 8-week immersion experience in rural South Africa and Kenya. The Innovation Institute gives American students the training and guidance to start social businesses in rural Africa. The social power of these businesses lies in their ability to employ community members and address pressing social problems.

If you want to alleviate poverty and are inspired by ThinkImpact's model of social business, I encourage you to apply for their Innovation Institute for the summer of 2011. Go to www.thinkimpact.org to apply by the first deadline on December 1, and the final round deadline on February 1.

What is Social Entrepreneurship?

This is an exciting new area that crosses all disciplines and areas of study. Social Entrepreneurship involves using the skills and strategies of business to innovatively and sustainably solve social, environmental, and/or economic social problems, locally and around the world. According to Greg Dees, who coined the term “social entrepreneurship” in 1998, social entrepreneurship involves: adopting a mission to create and sustain social value; recognizing and relentlessly pursuing new opportunities to serve that mission; engaging in a process of continuous innovation, adaptation, and learning; acting boldly without being limited by resources currently in hand; and exhibiting a heightened sense of accountability for the outcomes created. David Bornstien, the author of *How to Change the World: Social Entrepreneurs and the Power of New Ideas*, says, “Social entrepreneurs identify resources where other people only see problems. They view the villagers as the solution, not the passive beneficiary. They begin with the assumption of competence and unleash resources in the communities they’re serving.” Bill Drayton, the founder of the Ashoka foundation explains Social Entrepreneurship this way: “It’s not about giving a person a fish, or teaching them how to fish, it’s about revolutionizing the fishing industry.”

Who are Social Entrepreneurs?

Individuals with initiative, creativity, and determination. Social Entrepreneurs are reshaping the world for the better, and are successfully demonstrating that one person with a powerful idea and a passionate drive to succeed can bring positive changes to the lives of thousands or even millions. Just as entrepreneurs change the face of business, social entrepreneurs act as the change agents for society, seizing opportunities others miss and improving systems, inventing new approaches and creating sustainable solutions to change society for the better. Whether they are working on a local or international scale, social entrepreneurs share a commitment to pioneering innovations that reshape society and benefit humanity. Quite simply, they are solution-minded pragmatists who are not afraid to tackle some of the world’s biggest problems (Bornstien, *How to Change the World*).

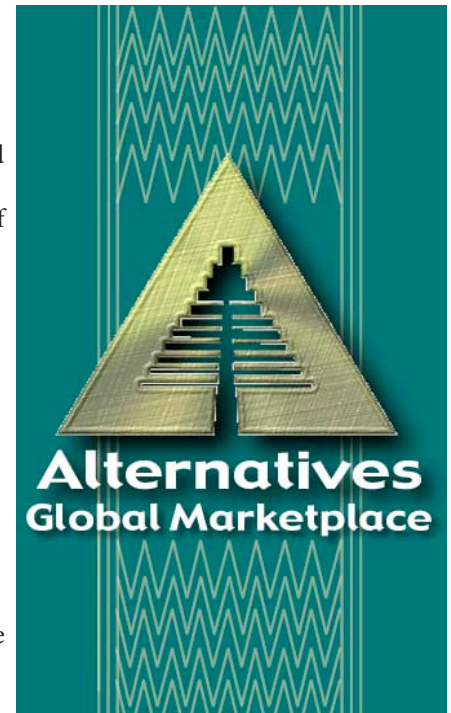
The ventures created by social entrepreneurs can be non-profit, for-profit, or an innovative hybrid of the two. What distinguishes social entrepreneurs is their unrelenting dedication to achieving their “mission” (rather than measuring their success by their financial bottom-line). They are working to create positive social change, fostering economic and social equality, and ensuring human rights in our local community and across the world. This involves a commitment to sustainability by decreasing their waste/environmental impact & enhancing the quality of life in their community – while providing an outstanding product or service to their customers.

Examples of Social Entrepreneurs:

Social entrepreneurs have been with us for some time – though we have only recently started calling them “social entrepreneurs”. Some of these social entrepreneurs and the ventures that they started are names you will probably recognize: Ben Cohen & Jerry Greenfield of Ben & Jerry’s Icecream, Blake Mycoski of Tom’s Shoes, Muhammad Yunus of Grameen Bank (who won the Nobel Peace Prize in 2006), Matt & Jessica Flannery and Premal Shah of Kiva, Anita Roddick of The Body Shop, Dr. Martin Luther King, Jr. of the Southern Christian Leadership Coalition, Mohandas Gandhi of the Indian National Conference, Susan B. Anthony of the National Women’s Suffragist Movement, and Mother Teresa of the Missionaries of Charity. The organizations that social entrepreneurs start are as varied as their missions. Ben & Jerry’s is a for-profit subsidiary of international conglomerate Unilever. The Grameen Bank is a chartered bank in Bangladesh. The Body Shop is a multi-national corporation. Tom’s Shoes is a for-profit start-up business (that gave away 1 Million pairs of shoes to children in developing countries this year). Missionaries of Charity is an order of Catholic nuns. Kiva is a nonprofit organization that since its founding in 2005 has given \$165 Million of loans to almost 500,000 entrepreneurs in 207 countries around the world.

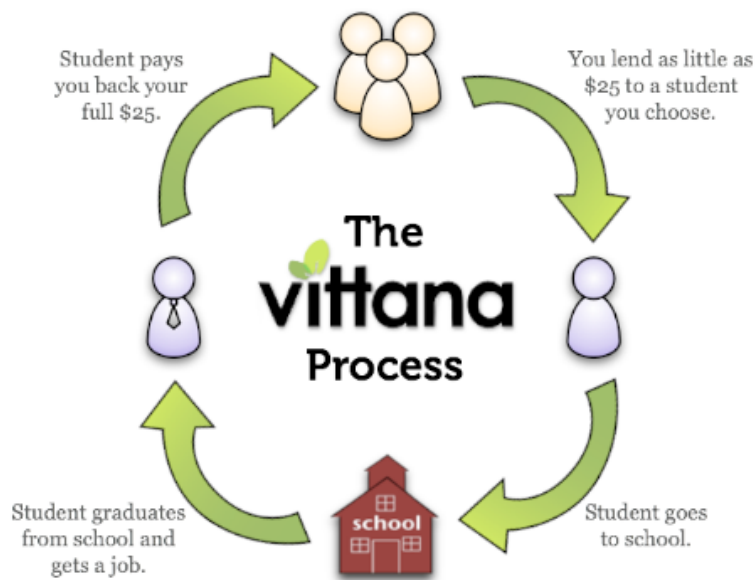
Examples of Social Entrepreneurs in the local, Gainesville community include: Local fair-trade business owners – Tripp Pomeroy of Sweetwater Organic Coffee, Mike Amish & Liberty Phoenix of Indigo Green Store, Jacob Cravey of Neutral Gator, Gretchen McIntyre & Liz Nesbit of Citizen’s Co-op, Mark van Soestbergen of the International Carbon Bank and Exchange, and Laurie Wilkins of Alternatives World Market.

Also, there are a number of UF Alumni Social Entrepreneurs: Steven Cohen, founder of Friends for Life of America (www.friendsforlife.com), Anup Patel, founder of Cents of Relief (www.centsofrelief.org), Abhi Lokesh, Ed Lin, and Alex Theodore of Impala Development Services (www.impalads.org) Bryant Adibe of the Young Achievers Foundation (www.youngachieversfoundation.org), Valerie Lietner of Blue Oven Kitchens, Dan Cross of Athlete Connection (www.theathleteconnection.com/), Joey Sasvari & Cameron MacMillian of New Charity Era (www.newcharityera.com), Melisa Miller of Rebuilding Together North Central Florida (www.rebuildingtogetherncf.org), and Callahan Fore of SweatMonkey (www.sweatmonkey.org).



How to Get Involved with Social Entrepreneurship at UF

1. Take a class: in Spring 2011 I should be teaching Intro to Social Entrepreneurship for Undergrads (during Fall, Module 2 I'll be teaching it for Grad students: ENT6506).
2. Participate in the UF-NetImpact Better Living Business Plan Challenge in January 2011
3. Participate in the UF-Ashoka "Be a Changemaker Challenge" in Spring 2011
4. Get Involved: Join student organizations, especially those that are members of Humanitarian Interaction or that are affiliated with UF's Center for Leadership & Service
5. Open your eyes! Take classes where you learn about social, environmental, and economic problems around the world... then take your learning outside of the classroom to volunteer & do community service so you experience first hand the realities of some of these situations... oh, and study abroad, visit developing countries. It's one thing to read about poverty or human trafficking or environmental destruction on the pages of a book, but quite another to see it in person.
6. Consider minoring in Sustainability Studies, Entrepreneurship, Organizational Leadership for Nonprofits, International Development & Humanitarian Assistance, Leadership, or Public Leadership. These six minors are outstanding complements to any major.
7. Let me know that you're interested-- simply send me a quick email telling me your name, email, major(s)/minor(s), and interest in Social E. and I'll be sure to send you email updates (for example, we plan to have a Social Entrepreneurship Study Abroad program in India during Summer A 2012).



Resources for more information:

Social Entrepreneurship: What Everyone Needs to Know, by David Bornstein and Susan Davis, 2010.

How to Change the World: Social Entrepreneurs and the Power of New Ideas by David Bornstein, 2007.

The New Heroes film series: <http://www.pbs.org/newheroes> & <http://www.thenewheroes.org>

<http://www.netimpact.org>
<http://www.socialedge.org>
<http://www.ashoka.org>
<http://www.howtochangetheworld.org/>
<http://www.skollfoundation.org>
<http://www.changemakers.net/>

More information & resources about Social Entrepreneurship can be found at: <http://www.ufyoungentrepreneurs.org/sociale/>

Dr. Kristin E. Joos is the founder & coordinator of UF's Innovative Sustainability & Social Impact Initiative in the Center for Entrepreneurship & Innovation, where she has taught Social Entrepreneurship since 2005. Contact her at kristin.joos@warrington.ufl.edu or <http://warrington.ufl.edu/fire/entrepreneurship/cei/socialimpact.asp>

