

Friends of FairWild

About FairWild Foundation:

Plants collected in the wild are part of our daily lives - including teas, food, spices, medicines and cosmetics, fragrances - often we just don't think about it.

But where do these plants come from and who collected them? Can we be sure that our products are sustainably harvested and that the people involved are fairly treated?

Established in 2008, the FairWild Foundation promotes the sustainable use of wild-collected ingredients, with a fair deal for all those involved throughout the supply chain.

Our vision: A fair and sustainable future for wild plant resources and people.

We aim to provide a worldwide framework for implementing a sustainable, fair and value-adding trading system for wild-collected natural ingredients and products thereof.

Join in - become a Friend of FairWild:

Numerous supporters have aided development of the FairWild Foundation to date.

Our **"Friends of FairWild"** are a group of companies, individuals and other organisations committed to supporting the development of the FairWild initiative, showing commitment to sustainable wild harvesting and rural livelihoods.

The contributions of Friends of FairWild support the core work of implementing the FairWild Standard, including:

- Establishing the FairWild Standard as the most recognised and respected Standard for sustainable plant management
- Continuing to improve the Standard through feedback from those using it
- Improving procedures to implement the Standard on-the-ground
- Producing a range of guidance manuals and brochures to help spread the word
- Involving companies, experts, management authorities and other stakeholders in our meetings and workshops.



Medicinal plant collector, India.
Credit: MKS Pasha / TRAFFIC

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THE FAIRWILD FOUNDATION
Friends



Benefits of becoming a Friend of FairWild:

An effective and successful FairWild Standard

The further development and increased awareness and use of the FairWild Standard, creating a common platform for assessing sustainability and return of benefits to harvesters.

Sourcing and management strategies based on the Principles and Criteria of the FairWild Standard will allow companies and buyers of plant raw material and products to be sure of provenance, and sustainable and fair harvesting and trade practices.

Through the FairWild label these benefits can directly be communicated to the consumer.

Acknowledgement of support

Friends of FairWild will be acknowledged through a tiered recognition system (from 2016):

- Platinum: donations of 5,000 EUR +
- Gold: 2,500 – 5,000 EUR
- Silver: 500 – 2,500 EUR
- Bronze: 100 – 500 EUR

All donations above 100 EUR will be recognised in our website and annual report.

Donations in the Gold and Platinum categories will also be recognised in our newsletter announcing the contribution support and on a “Thank You Friends” slide in presentations where this is possible.

Donors will stay on the communications list for one year.

Communications

The FairWild Foundation will keep Friends of FairWild up to date on development of our organisation and our work through newsletters, website updates and occasional networking events.

To make a donation:

In order to make a financial or in-kind contribution, please contact the FairWild Foundation Secretariat to arrange the donation.

The preferred method is by electronic bank transfer (Raiffeisenbank, Switzerland).

Your support is much appreciated!



1. Conducting resource assessment, Cambodia. 2. Fruit of *Amomum ovoideum*. Credit: Eanghuort Khou / TRAFFIC

Donations in 2015:

The following organisations have provided financial and in-kind support to the development of the FairWild Foundation.

EUR 2,500+

Martin Bauer GmbH & Co. KG, Germany

Nuherbs Co., USA

Traditional Medicinals Inc., USA

EUR 500 – 2,500

W. Kündig & Cie AG (Kündig Group), Switzerland

We also thank our partner institutions and numerous individuals who have generously contributed their time and expertise.