

Annual Report 2017



Quality Labels Guide

Quality labels such as FAIRTRADE, UTZ and EU organic farming help consumers in making their choice, but which standards do all these labels stand for? And what do they mean exactly? To provide better guidance amidst the "flood" of quality labels, SÜDWIND published a quality labels guide. 22 quality labels/seals for food products were thoroughly evaluated and rated in four categories – environment, social issues, animal welfare and governance – using a traffic light system. Learn more: www.suedwind.at/guetesiegel-check



Fair achievements

2017 was marked by the SÜDWIND campaigns on fair fruits, fair shoes, for more fairness of own-label brands of supermarkets and by our initiative for a solidarity economy. In all those four areas, we achieved successes and substantial improvements.

Raw Materials

Raw materials of the digital future: It's time for a social and ecological upgrade!

In cooperation with a coalition of Austrian NGOs, SÜDWIND drew attention to the environmental and social costs associated with the mining of mineral raw materials for IT and High-Tech products. The issues addressed include production, usage, disposal and approaches to solve the problems. Learn more: www.suedwind.at/rohstoffe



Most of the addressed shoe companies responded to our petition for more transparency and fair working conditions in the shoe industry. Some of them took first steps towards fair working conditions, extended their code of conduct, strengthened their control of working conditions and disclosed their supply chain.

We supported workers on banana plantations in Ecuador through concrete solidarity, including by taking action on the ground. And thanks to our pressure, FAIRTRADE organic bananas are now available also at Lidl, throughout the week.

Supermarket chains and their own-label brands were also on SÜDWIND's agenda. We submitted our petition on palm oil in Brussels, negotiated for concrete supply chain improvements with supermarket chains and published a guide to quality labels and own-label brands for consumers (see box).

SÜDWIND Action Team

In 2017, our focus was the production of leather shoes, and in spring, we went on a fact-finding mission to Kanpur in Northern India. Many workers told us the same story: They work under unhealthy conditions for starvation wages, tanning leather worn all around the world.

Our local partner organization, Eco Friends, directed our attention to another issue which we had not been aware of before: In some regions, waste dumped by factories producing the chrome sulfate used for tanning has caused extreme environmental pollution, including contamination of the drinking water! As a consequence, many people suffer from stomach pain, vomiting and skin rashes. With their wages being so low, almost nobody can afford medical care. It became clear that action was needed. Thus, SÜDWIND, in cooperation with Eco Friends, developed a plan to address the issue on the local political level. With help from our donors, we could provide financial support and were able to welcome the director of Eco Friends, Rakesh Jaiswal, on an awareness-raising mission in Austria towards the end of the year.



Banana Workers' Forum

Workers on banana plantations in Ecuador, the world's largest banana exporter, continue to suffer from starvation wages, discrimination and illness caused by the high use of pesticides. At an international forum in Guayaquil in October 2017, co-organized by SÜDWIND, 150 plantation workers and small producers met with scientists and international trade union activists. Together, they produced a set of demands and proposals for tackling the problems which was submitted to the government of Ecuador. Learn more: www.suedwind.at/fruechte



Clean Clothes Campaign

During the past three years, we conducted interviews with several hundred footwear and leather workers in 11 countries and drew attention to the plight of home workers in the industry, an issue which is often virtually ignored. It's a story of



widespread violations of labor standards and human rights, repeating itself in a shocking manner: Whether in China or in Eastern Europe, monthly wages don't allow for a decent livelihood of the workers and their families; they are paid far less than a living wage. It's a global issue we will continue to address. Studies on working conditions in the shoe industry, as well as tips for consumers, can be found on www.cleanclothes.at



Solidarity Economy

A different economy is possible! And SÜDWIND shows how. In 2017, the lecture series "Denk.Mal.Global" focused on economic alternatives. Solidarity economy experts Elisabeth Grimberg and Gilberto Ohta from Brazil were our guests in Austria. From April to June, the "Filmtage Solidarökonomie (Movie Days Solidarity Economy)" provided opportunities for discussing and delving into the issue. In September, the "SuSY Map" was launched, an online map where more than 1,300 projects and initiatives of Social and Solidarity Economy all over the world can be found. Towards the end of the year, the report "Transformative Ökonomie (Transformative Economy)" was published. Learn more: www.suedwind.at/susy

SÜDWIND Activists

Not only bananas

Our activists were busy all year round, getting their message about fair bananas across at numerous events all over Austria, including a banana steeplechase, a banana quiz and several theme evenings. One of the highlights was an enormous "Trojan shoe" on display at the sustainability

Fair Coffee

SÜDWIND has assessed the 12 largest bakery chains in Austria on their coffee offer. Do they serve FAIRTRADE and/or organic coffee? With the exception of the bakeries Ströck and Gradwohl, all of them have still a lot of catching up to do. In Graz and Vienna, activists tried to draw attention to the issue. Up to now, more than 1,000 supporters have signed our petition for an extended offer of FAIRTRADE and organic products. A comparison of prices charged for a cup of espresso to go shows that FAIRTRADE and organic coffee doesn't need to be more expensive than comparable conventional coffee. Learn more: www.suedwind.at/kaffee-check

By the way: Starting with April 2018, FAIRTRADE certified coffee and tea will be continuously available in trains of the Austrian Federal Railways (ÖBB).



fair "WearFair +mehr" in Linz, an idea of activists from four regions to raise awareness about the working conditions in the shoe industry. And activists did their bit in helping to rescue the SÜDWIND-Magazin – they organized a flash mob.



SÜDWIND at the regional level

In 2017 too, SÜDWIND staff and activists have been very busy, organizing hundreds of events across Austria. A small selection is presented below.



VIENNA

Celebrating diversity

The SÜDWIND Straßenfest, our traditional street festival in Vienna, once again was a colorful event, a stage for cultural exchange and people committed to a better world. With more than 7,000 visitors, 100 initiatives and exhibitors, with music, workshops and culinary delicacies from all over the world, it offered all the ingredients of a real global party.



UPPER AUSTRIA

Development Cooperation Week

The Development Cooperation Week, which took place in late autumn, was the first one with SÜDWIND participating as a cooperation partner. Our contributions included a cabaret, a movie and three exhibitions (in Linz, Braunau and Traun). In a joint effort with the FAIRTRADE group Linz, we also organized sales booths offering products from the local Weltladen (Worldshop).



VORARLBERG

What's your Lifestyle?

Since autumn 2017, we offer a new workshop called "What's your lifestyle?", directed at teenagers and young adults. It aims to get them interested in responsible consumption by drawing their attention to environmental and social issues and to encourage them to take up responsibility in their everyday lives.



SALZBURG

Space for Global Civil Society

In November, the 16th Development Policy Weeks at the University of Salzburg focused on the development of civil society around the world: Shrinking Spaces – Mehr Raum für globale Zivilgesellschaft! (More Space for Global Civil Society!). Speakers from Austria and abroad gave lectures on the issue at eleven events and discussed with representatives of the local civil society.

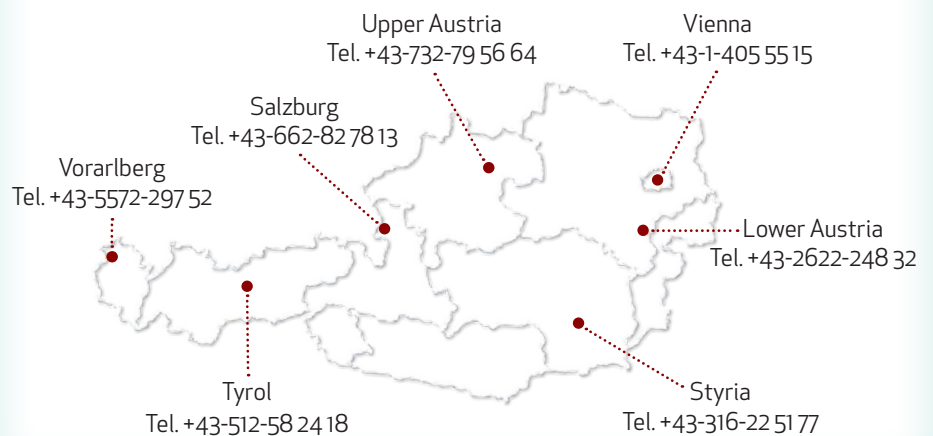


TYROL

Bittersweet Beans

The SÜDWIND exhibition "Bittersüße Bohnen (Bittersweet Beans)" in the Palm house of the Federal Gardens in Innsbruck in June, offering background information on coffee and cocoa cultivation, attracted more than 1,200 visitors. In his opening remarks, agricultural expert Christopher Tankou from Cameroon provided insights into the precarious living conditions of small cocoa producers in West Africa.

Südwind offices in Austria



LOWER AUSTRIA

Youth in fair action

2017 was marked by the project "Youth in fair action" in the region of Bucklige Welt-Wechseland. In addition to the "FAIR'IEN Bädertour" during the summer months (activities in municipal outdoor pools related to fairness and fair trade), numerous workshops and exhibitions, a networking meeting took place in the municipality of Walpersbach.



STYRIA

Coffee und cocoa

More than 2,000 people supported our demand for fair coffee in trains of the Austrian Federal Railways (ÖBB), more than 200 tasted chocolate with chocolate entrepreneur Joseph Zotter at our exhibition "Bittersüße Bohnen (Bittersweet Beans)" and more than 300 students discussed with our guests from Bangladesh ... this and much more was SÜDWIND in Styria in 2017.

Mehr Schein als Sein?

Die Umweltstichtungsorganisation GLOBAL 2000 und die Lebensmittelorganisation SÜDWIND haben Gütesiegel für Lebensmittel überprüft.

Gewinn vor Umwelt? Die Lebensmittelindustrie ist ein riesiger Wirtschaftszweig, der sich in den letzten Jahren stark ausbreiten konnte. Doch hinter der glänzenden Fassade verbirgt sich ein oft düsteres Bild. Die Umweltstichtungsorganisation GLOBAL 2000 und die Lebensmittelorganisation SÜDWIND haben Gütesiegel für Lebensmittel überprüft. Die Gütesiegel sind ein Zeichen für eine höhere Transparenz und Nachhaltigkeit. Sie sollen den Konsumenten helfen, ihre Kaufentscheidungen bewusst zu treffen. Die Gütesiegel sind ein Zeichen für eine höhere Transparenz und Nachhaltigkeit. Sie sollen den Konsumenten helfen, ihre Kaufentscheidungen bewusst zu treffen.

DIE DUNKLE SEITE DER TOMATE

Ein Gespräch mit dem mehrfach ausgezeichneten Journalisten Stefano Liberti an der FIWWin der WKW.

Der Investigativ-Journalist, Autor und Filmemacher Stefano Liberti sprach im November anlässlich der Journalismus- und Medienmanagement über seine Recherche auf den Tomatenfeldern Italiens. Seine prägnante Weitergabe: 'Die Dark Side Of The Italian Tomato' entstand aus einem Zufall heraus, sagte Liberti. Im Gespräch mit glanzvollen Tageländern auf den Tomatenfeldern Italiens führte er, wie dortige Industrie ausnützte und die Arbeiter zwang, nach Europa zu migrieren.

Media response

In 2017, the media provided Austrians with plenty of opportunities to learn about SÜDWIND and the issues addressed.

TV: 6 reports, Radio: 47 reports
Newspapers and magazines: 520 articles
Online: 864 articles
Total media reports: 1,437

Das etwas andere Smartphone

Mit dem Fairphone 2 geht der niederländische Hersteller seinen nachhaltigen Weg konsequent weiter.

Vorteile (Licht, maximale Flexibilität, breites Spektrum an Farben) im Bereich der Handyschmitten. Das Fairphone 2 ist ein Smartphone, das aus nachhaltigen Materialien besteht. Es ist ein Smartphone, das aus nachhaltigen Materialien besteht. Es ist ein Smartphone, das aus nachhaltigen Materialien besteht. Es ist ein Smartphone, das aus nachhaltigen Materialien besteht.

Die Sweatshops um die Ecke

Harther Arbeit und desolate Arbeitsbedingungen in der Textilindustrie – bei vielen Modedesignern findet man in Italien, aber auch in China, die gleichen Bedingungen vor. Die Arbeiter sind oft Kinder, die in den Fabriken arbeiten. Die Arbeiter sind oft Kinder, die in den Fabriken arbeiten. Die Arbeiter sind oft Kinder, die in den Fabriken arbeiten.

Ethik-Report Bananen

Giftige Ernte

Bananen sind nach Äpfeln das Lieblingsobst der Österreicher. Weltweit liegen sie sogar auf Platz 1. Die große Nachfrage nach Billigobst hat Auswirkungen auf die Herstellungsbedingungen auf den Bananenplantagen.

Der Umweltverbund Dr. Hans-Peter Hutterer von der Organisation 'Actium und Acta' ist eine gemeinnützige Organisation, die sich für die Rechte der Verbraucher einsetzt. Sie ist eine gemeinnützige Organisation, die sich für die Rechte der Verbraucher einsetzt. Sie ist eine gemeinnützige Organisation, die sich für die Rechte der Verbraucher einsetzt.

Skandal unter Palmen

In jedem zweiten Supermarkt-Produkt steckt Palmöl. Es ist billig und schwer ersetzbar. Doch die steigende Nachfrage führt zu Problemen und einem undurchsichtigen Palmölmarkt.

Palmöl ist ein Öl, das aus den Früchten der Palmen gewonnen wird. Es ist ein Öl, das aus den Früchten der Palmen gewonnen wird. Es ist ein Öl, das aus den Früchten der Palmen gewonnen wird. Es ist ein Öl, das aus den Früchten der Palmen gewonnen wird.

Südwind: Auszeichnung für „Competendo“

Im Rahmen des Wettbewerbsprogramms zeichnete das Landwirtschaftsministerium die Südwind Regionalstelle NO als „Best of Austria“ aus. Die Südwind Regionalstelle NO ist eine Regionalstelle, die sich für die Rechte der Verbraucher einsetzt. Sie ist eine Regionalstelle, die sich für die Rechte der Verbraucher einsetzt. Sie ist eine Regionalstelle, die sich für die Rechte der Verbraucher einsetzt.

Heimische Beeren sind gesünder

Exotisches Superfood kann mit Schadstoffen belastet sein.

Salzburg. Die Verlangen der Konsumenten nach gesunden Essen ist groß. Deshalb sind Naturerzeugnisse wie Geleebeeren und Chiasamen, die einen Zusatznutzen versprechen, gefragt. Doch dieser Zusatznutzen ist fragwürdig. Die Umweltstichtungsorganisation GLOBAL 2000 hat kürzlich gemeinsam mit der Arbeitsgemeinschaft Nahrungsmittel der Österreichischen Lebensmittelindustrie, SÜDWIND solche Superfood-Produkte mit Pestizid und Schwermetallbelastung untersucht. Die Ergebnisse sind nicht ermutigend. Die Ergebnisse sind nicht ermutigend. Die Ergebnisse sind nicht ermutigend.

Schoko-Check

SÜDWIND und GLOBAL 2000 fordern ein Ende der Kinderarbeit und bieten den Konsumenten mit dem Schoko-Check 2017 Orientierung beim Einkauf.

KINDER ARBEITEN FÜR SCHOKOLADE
In Europa werden 41 Prozent der weltweit produzierten Schokolade hergestellt. 65 kg Schokolade sind weltweit jährlich zu produzieren. Die Kinderarbeit ist ein Problem, das in der Schokoladenindustrie weit verbreitet ist. Die Kinderarbeit ist ein Problem, das in der Schokoladenindustrie weit verbreitet ist. Die Kinderarbeit ist ein Problem, das in der Schokoladenindustrie weit verbreitet ist.

Evergreens und junges Gemüse auf der WearFair

Die ÖÖN präsentieren an diesem Wochenende in der Tabakfabrik Linz die Messe mit den nachhaltigen Ideen.

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LEDER & SCHUHE Wie viel Blut ist im Schuh?

WIEN. Schlechte Arbeitsbedingungen und schwere Umweltbelastungen durch die Leder- und Schuhindustrie hängen die NGOs Greenpeace, Friends of the Earth und Global 2000. Ein „Label-Check“ soll Konsumenten Orientierung beim Einkauf liefern und so den ökologischen und sozialen Fußabdruck der Schuhe verringern helfen.

„Globale Verantwortung“ eine Initiative der Stadt

„Wo kommt die Schokolade her?“

Gemeinsam mit dem entwicklungsorientierten Verein 'Globe' und dem Klub der Völkischen Bewegung auf der Suche der Schokolade in spirituellen Form und mit ihren eigenen Erkenntnissen.

Bibliotheken öffnen Welten

Am 8. November findet die Auftaktveranstaltung in Rohrbach-Berg.

ROHRBACH-BERG. Der Verein Lebensraum Donau-Altland, besteht aus acht Gemeinden. Die Aktivitäten des Vereins sind auf die Prinzipien der Nachhaltigkeit in allen Lebensbereichen ausgerichtet. Seit 2015 ist auch das Thema 'Fairtrade' und 'Regionalität' ein Schwerpunkt des Vereins. Die Bibliotheken des Bezirks Rohrbach einladen, am Projekt 'Bibliotheken öffnen Welten' teilzunehmen. Die Bibliotheken des Bezirks Rohrbach einladen, am Projekt 'Bibliotheken öffnen Welten' teilzunehmen.

Superfood ist offenbar nicht immer so super

Angaben zur Herkunft der Produkte (Linsen, Chia, Goji-Beeren) sind oft unklar. Die Verbraucher sollten sich bei der Auswahl von Superfood-Produkten bewusst sein.

Global Citizenship Education –

empowering people to live and act responsibly in a complex world



Education is rightly seen as the key to understanding and changing our society towards a more just and sustainable world. Target 4.7 of the Sustainable Development Goals (SDGs), established in 2015, defines Global Citizenship Education as a global educational concept essential for our future as One World. For many years now, SÜDWIND has provided a broad and diverse educational offer in the area of Global Citizenship Education.

Our workshops are an important part of everyday teaching in many Austrian schools. In 2017, we organized more than 360 workshops in schools and with youth groups, focusing i.a. on items of everyday consumption/everyday products such as chocolate, water or bananas and their linkages with the Global South. Our newest addition is a workshop on the Sustainable Development Goals (SDGs).

Our exhibitions are mainly directed at adult education institutions and interested parties involved in education and information work

outside of schools. They cover a broad range of topics, from globalization and working conditions around the world to nutrition and many of our everyday products.

Providing training and continuing education for multipliers, especially for teachers, is an important part of our educational work. In 2017, we delivered more than 60 seminars (including international seminars) on Global Citizenship Education, and we organized a training course on Global Citizenship Education in Styria and in Tyrol.



Food Matters

SÜDWIND offers many teaching materials for Global Citizenship Education, for example on nutrition. Download: www.suedwind.at/unterrichtsmaterialien



Global Schools Global Citizenship Education in primary schools

SÜDWIND supports primary schools intending to incorporate Global Citizenship Education into their daily teaching practice. We have developed teaching materials on five different issues, and we recently published a new brochure “Globales Lernen in der Volksschule (Global Citizenship Education in primary schools)”, a guide for practice to facilitate the incorporation of Global Citizenship Education into everyday teaching with many tips and suggestions for activities. Major insights from this project, which has been running for three years now, were presented to 200 participants at the 3rd Tyrolean Development Day. The materials are available for download at www.suedwind.at/unterrichtsmaterialien

Global Education Week 2017 Our World Depends On Us

During the 19th edition of the Global Education Week, a European week of action to raise awareness about global issues and Global Citizenship, about 400 students from all over Austria focused their minds on the future of our world. The SÜDWIND workshops on the Sustainable Development Goals (SDGs), which included video shootings, proved to be very popular. A total of 46 short videos were produced by teenagers, addressing issues like hunger, poverty, education, water or equal rights.

All the videos can be watched on the SÜDWIND YouTube channel and on www.globaleducationweek.at.



Video competition The World on Your Plate

In 2017, SÜDWIND launched a video competition. More than 40 entries were submitted by schools and youth groups. The three winners, selected by a jury, were invited to participate in an international youth meeting in Stockholm. In November 2017, the video clip submitted by the students at the high school BG/BRG Schwechat was shown on several video walls and in public transport vehicles across Austria. Up to 1,5 million people could see and hear what these 16 year olds had to say on sustainable lifestyles and critical consumption. Learn more: www.suedwind.at/video-wettbewerb



SÜDWIND's educational work in numbers

362 workshops reaching 8,215 teenagers

28 exhibitions

25 weeks of exhibition presence

more than 10,000 visitors

6 SÜDWIND libraries on Global Citizenship Education

More than 550 counseling interviews conducted

More than 6,000 library materials borrowed

18 compilations of library materials lent to smaller libraries of schools, parishes and municipalities.

Continuing education programs

62 seminars with 756 participants

Gardens as a place for learning

In 2017, SÜDWIND launched a project to facilitate the social inclusion of migrants through learning and dialogue programs in cooperation with gardening initiatives. In September 2017, an international networking meeting took place in Strasbourg. The meeting enabled an exchange of views on gardening as a method to facilitate integration and qualification processes, and the participants had the opportunity to visit local good practice examples. In 2018, SÜDWIND, in cooperation with the "Kräutergarten-Projekt (Herb Garden project)" of Vienna's Municipal Department for Integration and Diversity (MA 17), will transform selected City gardens into places for learning with and for migrants. Learn more: www.suedwind.at/lernort-garten



Our "Classics"

Over the years, SÜDWIND has developed countless teaching materials in the area of Global Citizenship Education. Many of them have become the "classics" in their field. Those "oldies" which showed their age were updated. From autumn 2018, they will be available for download at www.suedwind.at/unterrichtsmaterialien.



Together we can achieve more

Poverty in the countries of the Global South is rooted in unjust political and economic structures mainly determined by the rich countries in the North, with Austria among them. It's these structures that SÜDWIND is challenging – we invite you to support us!



Monthly updates on current issues, campaigns and events: www.suedwind.at/newsletter



Visiting, sharing, subscribing:
[@suedwindentwicklungspolitik](https://www.facebook.com/suedwindentwicklungspolitik)



Support SÜDWIND petitions with your signature:
www.suedwind.at/petitionen



Strengthen civil society initiatives for an equitable globalization with your donation:
www.suedwind.at/spenden



SÜDWIND Website: www.suedwind.at

SÜDWIND-Magazin: A year marked by rescue efforts

2017 was an exceptional year for the SÜDWIND-Magazin: For 37 years, the magazine had been partly funded by the Austrian Development Cooperation. At the end of 2016, on short notice, this support was stopped. At first, it was not clear whether the SÜDWIND-Magazin could continue to be published in 2017, but then support from long-standing readers and new subscribers provided some financial breathing space so that the team could keep on producing the magazine. Many thanks for all this support!

In 2017, the SÜDWIND-Magazin gained more than 1,500 new subscriptions, and ten issues were produced despite the stop of funding. Be it backgrounders on issues such as the “Future of Work”, reports from the Global South or news about current developments in Austria, for example in regard of the SDGs, the Sustainable Development Goals established by the United Nations – thanks to the solidarity of its readership, the SÜDWIND-Magazin was able to continue providing quality journalism with a global consciousness.

In 2018, the magazine enters its 39th year. Precisely in times of global challenges and during a turbulent political phase in Austria, the magazine's open-minded, critical reporting is more important than ever.

Show your support of the SÜDWIND Magazin by ordering a regular subscription, a gift subscription or by donating:
www.suedwind-magazin.at/abo

Please support the work of SÜDWIND with your donation!

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Outlook for 2018

- In 2018, we put our focus on inhumane working conditions along the supply chain of our computers and smart phones – together we will exert pressure on the big electronics manufacturers.
- In 2018, the issue “migration and development” will be high on SÜDWIND's agenda. Our activities will include the development of materials for youth work and educational work in schools. We will cooperate with municipalities and organize a youth exchange.
- The Sustainable Development Goals (SDGs) are a further focus; in this regard, a one-week international training course on SDGs for youth work professionals will be organized.
- We will continue to develop teaching materials in the area of Global Citizenship Education for various school subjects, e.g. mathematics, religious education and media education.
- In the context of the 100th anniversaries, we look back at the revolutions and transformations of 1917/1918 and develop, together with teenagers, visions about their own “revolutions” of today.

Some of the presented projects have been produced with the financial assistance of the European Union. The contents of this website are the sole responsibility of the SÜDWIND and can under no circumstances be regarded as reflecting the position of the European Union.

