

Samatoa – An artisans' and handicraft FairTrade project

Samatoa's mission is to offer **Unique Handmade Quality Textiles** made with love for Nature and Humanity. Exquisite clothing that allows the human body and spirit to reaffirm our deep connections to the natural world.

"Samatoa" means "**fair**" in Khmer. Pioneer of **fair trade in Cambodia**, Samatoa believes in **sustainable fashion** to elevate artisans to world status in the **international fashion market**.

MAIN COMMITMENTS

Samatoa has uncompromising commitments to **quality clothing, fair-trade and environmental values**.

They believe that **eco fashion** is defined not just by the use of **natural fibres** but by the use of **fair trade** Cambodian labour in every step of a sustainable fashion supply chain. **Preserve the environment**, paying people **fairly**, treating each person with **respect** and **dignity** are prerequisites for a **sustainable business**.



Samatoa actively work with over **120 experts in hand made fashion and fair trade in Cambodia**: pattern-makers, dressmakers, quality supervisor, spinners, hand looming weavers and quality supervisor.

Economical Criteria

- Reduce as much as possible intermediaries between producers and clients.
- Utilize local potential (available materials, know-how).
- Diversify production and distribution chains in order to attain autonomy.
- Guarantee a fair price (to cover production costs and allow for the creation of socio-economical programs) and total transparency.
- Develop sustainable partnerships.



Social criteria

- **Negotiation rights:** participative organization which respects individual freedom of expression without discrimination.
- **End to child labour** excluding educational or training purposes.
- **Respect of social criteria** (guaranteed minimum salary, union rights, holiday entitlement, health and safety, no sexual discrimination and fair wages).

- **Non-discrimination** at all management level: recruitment, job allocation, remuneration, entitlement to social advantages, discipline and work contract termination. None of the following criteria may be used by Samatoa's collaborators or partners to discriminate against: race, colour, sex, religious beliefs, political opinions, ethnic or social origins.
- **Health program:** Part of the benefits has been used since 2006 to create a collective insurance fund for all staff.



Environmental Criteria

- Samatoa is committed to **respecting specific eco systems**, to the responsible use and conservation of natural resources.
- Samatoa only offers natural clothing produced with **unconditional respect for nature and human kind**.
- Samatoa only uses dyes that contain **no heavy metals**.
- The weaving is **100% manual** using **traditional looms** requiring **no polluting energy sources**.
- No chemicals are used in the entire process from thread to finished products and neither are any substances that are toxic to humans and the environment.
- The natural fibres offered by Samatoa **in no way compete with the food supply chain**.

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