

MANIFESTO

We are nurturing a **challenging but possible dream**: developing a new way of doing business, based on the **best profit and non-profit practices**; that is, a paradigm that allows us to contribute to the growth of a territory, focusing on an intangible element with a strong emotional entrepreneurial effect: the **ethicality** of the **productive relationship** between the customer, the supplier and the non-profit organization.

FAIRSUD (**your experience in Sicily**) aims to create an ethical organization that, on the one hand, protects the customer as regards the purchase of a good (or service) of a territory and, on the other hand, helps create a new model of enterprise oriented to the **maximum respect of workers, environmental and social sustainability** and the creation of **ethical and untraditional protection networks**.

FAIRSUD has a dream: proposing and repeating this model in all the Southern Europe. It is sufficient to subscribe to our network and to this manifesto in order to join us.

FAIRSUD starts from the innovative studies on **relations between profit and non-profit** and from researches on local economy, executed at a national level from the **Community Centro Studi, think tank** that, in the last fifteen years, realized an important scientific and consultancy study, suggesting that the traditional for profit world should adopt, in the daily company management, typical elements **of non-profit enterprises**: innovation and creativity, identity-making path, leadership capability.

FAIRSUD will appraise the model of Sicilian territorial experience – areas of **Ragusa, Caltanissetta and Palermo**, particularly – originated from the network of socio-economic relations between profit and non-profit, local and national subjects, and through which it is possible to **incentivize the sharing of projects – products – services, educational paths and common views**. So that a simple holiday becomes an **experiential travel**, residential tourism. Actually, it becomes a **business ecosystem** in which the tourist purchases:

- A quality service **focused on people** (that offer it or buy it) and that values **experiences and traditions**;
- **Ethical products**, typical of the territory and with high added value;
- excellent **philosophical and managerial training course**, in a territory that lacks of such paths;

FAIRSUD opens its network to those who want to live a unique experience, highly customized, able to:

- reconcile people with a lifestyle suitable to their psychomotor balances;

- respond to deep **relational needs** in compliance with the environment and people;
- fulfill the **desire to face itself with different ideas and cultures**;
- promote the **cultural growth** in everyday life.

Territorial experience is the main product FAIRSUD offers in its network:

- making the **ethic and the profit** correspond in an organic local development;
- promoting **ethical local products on international markets**;
- developing a **responsible tourism** among tourists who travel out of classical commercial networks;
- fostering **cultural, historical, traditional, ethical, emotional, territorial aspects**.

FAIRSUD gives small local companies, the chance to rely on greater economies of scale, more solid and well-structured, through the development of a strong network of territorial relations. Within the network, **every single supplier becomes agent of change**, cooperating with other companies and proposing products in order to fulfill interests and needs of the customer. Cooperation between local excellences, and the creation of economies of scale in a local setting or even on line, the strengthening of economic and social protection networks: these are all the elements belonging to the axiom from which the advantage of the local producer, who has previously joined FAIRSUD, derives. What is more, through FAIRSUD, he or she meets a new market and a different business model. The ethical one.