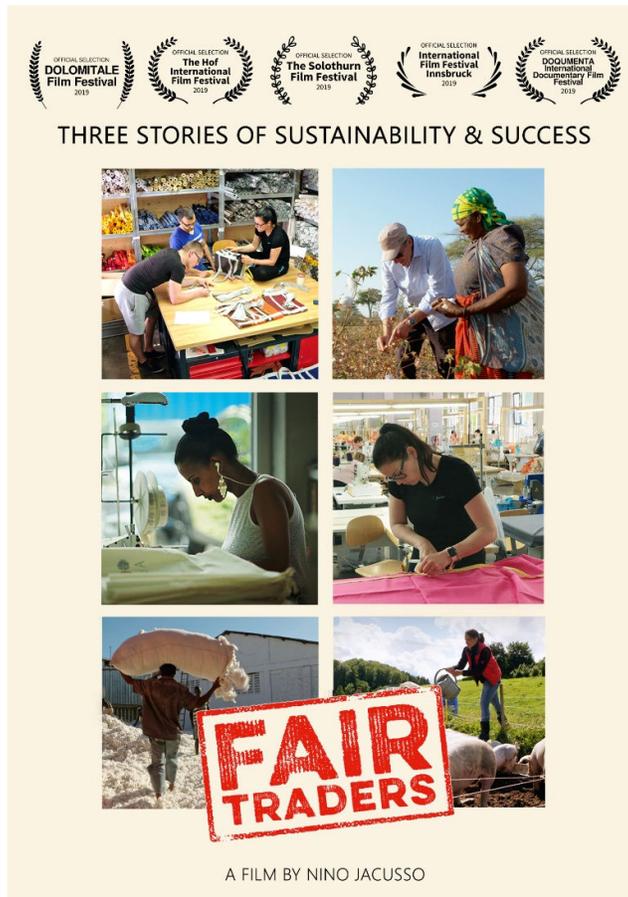


# FAIR TRADERS

## THREE STORIES OF SUSTAINABILITY & SUCCESS



A FILM BY

NINO JACUSSO

89 mins / Color / 2018 / German, English, Swiss German, Swahili, Hindi, English Subtitles



EPF MEDIA

324 S. Beverly Drive, PMB 437

Beverly Hills, CA 90212

(323) 301-3663

Website: [www.epfmedia.com](http://www.epfmedia.com)

Email: [larry@epfmedia.com](mailto:larry@epfmedia.com)

## FILM FESTIVALS

The Hof International Film Festival, Germany

The Solothurn Film Festival, Switzerland

International Film Festival Innsbruck, Austria

DOQUMENTA International Documentary Film Festival, Mexico

DOLOMITALE Film Festival, Italy

Bozcaada International Festival of Ecological Documentary, Turkey

Verzio International Human Rights Documentary Film Festival, Hungary

Solidarity – Human Rights Film Festival, Israel

The Singapore Eco Film Festival

Nuremberg International Human Rights Film Festival, Germany

## SYNOPSIS

Three entrepreneurs decide to create successful businesses that are also ethical and sustainable. In addition to wanting to create a strong positive brand image and customer loyalty, these businesspeople decided that it was important to build companies that serve their communities and bring opportunities for their employees. This approach also makes them feel good. Fair Traders follows these three entrepreneurs as each faces the challenges of starting and building an ethical company.



## **DIRECTOR BIOGRAPHY**

Nino Jacusso was born in southern Italy, in the Molise region, Campobasso province, in the village of Acquaviva Collecroce (Cruc). The village is of South Slavic origin, the village language is Stokaviš. Nino Jacusso emigrated with his parents to Switzerland at the age of 5 and grew up in Biberist and Solothurn, where he also attended the schools. In 1978 he went to Munich to the College of Television and Film HFF, which he graduated with his diploma film "Emigrazione". Since then he works as a freelance film author.

## **DIRECTOR'S STATEMENT**

While there are many great questions in life that preoccupy me, as they do all of us, there is one that we cannot avoid: our future. Again and again in the course of the promotion work for my film "SHANA - The Wolf's Music" I was asked, especially by young people, whether people who are closer to nature have more chance of survival than we do. When I would ask about it, I would hear terms like pollution, climate change, nuclear waste - just to name a few. Most worried that we would not be able to break out of the downward spiral of the current economic system.

What does the future look like when the last remnant of nature is destroyed, and social inequality is maximized? In the future is there anything that could be considered "a good life"? And if so, what would it be? I started researching and met people who have already implemented today what the German philosopher Ernst Bloch called the "Concrete Utopia." A post-growth economy that puts ethics and sustainability at the centre of success.

This is how the idea for my documentary film "Fair Traders" came about. It accompanies three people from three generations in their daily activities to show a motivating way out of a seemingly hopeless global situation that is possible locally, nationally and internationally.

Beyond exploitative economic forms, I show these three participants of the free market economy who take responsibility for society and for the next generation. They act fairly, they manage sustainably, they are satisfied with the size of their business, they put the well-being of all stakeholders at the centre of their actions. The film shows that a post-growth economy is already possible and realistic today, if the will is there.

For me, the joy and confidence you can find in the film is the jolt of energy we need to wake up from the paralysis we are trapped in. By giving us a new perspective on our world, we are encouraged to think, challenges us to take a stand, and encourages us to act. With "Fair Traders" I wanted to make a film that touches people emotionally and encourages us to stand up for our own utopias and change the world - no matter where you come from or what you are.

Nino Jacusso

## PRODUCTION CREDITS

### Cast

Patrick Hohmann  
Sina Trinkwalder  
Claudia Zimmermann

und

Niranjan Pattni  
Sheryl Quail  
Minza Lukomanga  
Vivek Kumar Rawal  
Jürg Peritz

Mathias Zimmermann  
Theres Pfister  
Karin Moritz  
Monika Giersig  
Gerda Friedl

### Crew

Writer & Director **Nino Jacusso**  
Producer **Franziska Reck**  
Cinematography **Daniel Leippert**  
Editor **Loredana Christelli**  
Location Sound **Olivier JeanRichard**  
Music **Roman Lerch, Dominik Blumer, Thomi Christ**  
Picture Design **Ueli Nüesch**  
Sound Editing, Sound Design & Mix **Christian Beusch**  
Production Managers **Fabiana Schuppli, Sonja Kilbertus**  
Title Graphics **Brigae Haelg**  
Artwork **Gijs Kuijper**  
Translation **Manju Redeker, Claudia Bodmer**  
Production Accounting **Küde Meier**  
IT Consulting **Milivoj Ivkovic**