

搶救貧窮大作戰：以生態綠與公益 2.0 作比較

Rescue poverty Daisakusen: OKOGREEN to compare with the Public Welfare2.0

發表者：張義興

指導教授：吳宗昇

公平貿易就是建立行銷管道，成為生產者與消費者互動的中介，在與生產者交易商品時由雙方共同議價，同時有最低價格、購買量的保證。從兩者的制度和結構開始分析並進行比較，試著用博蘭尼(Karl Polanyi)的社會保護機制的概念，去理解兩者之間的關係。

一方面從生態綠看公平貿易的制度、概念與影響；另一方面從公益 2.0 來看微型貸款、創業與網路三者結合的公益型態，最後以社會保護機制的角度觀察，將兩者的概念、關係作比較。

Fair trade is the establishment of marketing channels have become produces and consumer an interactive medium, and producers in the trading of goods by both sides bargaining, the lowest price at the same time, to ensure that the purchases. From both the systems and structures began to analyze and compare those whho try to use Polanyi (Karl Polanyi) of the concept of social protection mechanisms, to understand the relationship between the two.

On the one hand, eco-green look from the fair trade system and the concept of impact; on the other hand, from the public view of 2.0 micro-loans, business network and the combination of the three types of public welfare, social protection mechanisms so as to the final point of observation, the two The concept of the relationship for comparison.