



# The Right Livelihood Award

*for outstanding vision and work on behalf of our planet and its people*

Anwar Fazal (Malaysia)

(1982)



*...for fighting for the rights of consumers and helping them to do the same.*

Photo: Wolfgang Schmidt

Anwar Fazal, born in 1941, first became associated with the consumer movement in 1968 when he founded the Consumers Association of Penang (CAP) and later worked on consumer affairs for, among others, the Government of Mauritius, the Hong Kong Consumer Council and the United Nations Food and Agriculture Organization. In 1978 he was the first person from the Third World to become President of the International Organisation of Consumers Unions (IOCU), an independent, non-profit group which links the activities of consumer organisations in over half the countries of the world. IOCU, which has since changed its name to Consumers International, promotes international cooperation in consumer protection and education, represents the consumer interest at the global level and facilitates the comparative testing of goods and services.

In the following four years, Fazal galvanised the international consumer movement, founding a number of global networks, which he called 'a new wave of the consumer movement'. These included:

CONSUMER INTERPOL - a global citizen alert system on hazardous products, processes and wastes;

IBFAN - International Baby Food Action Network, a coalition of groups active in the infant formula campaign;

HAI - Health Action International, a coalition focusing on pharmaceutical issues; and

PAN - Pesticides Action Network, a global coalition of groups working on the danger of

agrichemicals.

Fazal identifies five key responsibilities that must be fulfilled if people are to obtain the benefits of consumer organising. These are critical awareness (Being more alert and questioning about goods and services used), action (being prepared to be assertive and to act in order to get a fair deal), social concern (being aware of the impact of consumption on other people, especially disadvantaged or powerless groups), ecological awareness (understanding the environmental consequences of consumption), and solidarity (organising as consumers to develop the strength and influence to promote and protect common interests).

Anwar Fazal currently (2009) serves as Chairperson Emeritus of the [World Alliance for Breastfeeding Action \(WABA\)](#), leads the Taiping Peace Initiative, and is also active with issues relating to inter-faith dialogue, urban governance, migrant workers' rights, toxic contaminants, and corruption and integrity. As well as having established a trust fund that develops and supports new and creative initiatives by citizens groups, he serves on the Boards of the Greengrants Foundation, Pesticides Action International, Citizens International and Friends of the Earth Malaysia.

In 2008, Anwar Fazal became a jury member of the Right Livelihood Award Foundation. He is also the director of the Right Livelihood College, which was established in January 2009.

In 2010, he was awarded the first Lifetime Achievement Award by the Federation of Malaysian Consumers' Associations.

### **Quotation**

*"We need to create a new paradigm of development and happiness that can generate a three-dimensional peace - peace with ourselves, peace with other people and peace with mother earth. Little people doing little things in little places everywhere can change the world."*

Anwar Fazal

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