



## Fair trade

### Presentation

#### Definition

Fair Trade is a **trading partnership**, based on dialogue, transparency and respect, that seeks greater equity in international trade.

It contributes to **sustainable development** by offering **better trading conditions to**, and **securing the rights** of, marginalized producers and workers – especially in the South.

*\* As agreed by FINE in December 2001*

### Implementation and results

#### A strong and increasing support to fair trade hot beverages in our hotels

In 2003, Sofitel hotels in France offered Max Havelaar labelled Malongo fair trade coffee in bars and restaurants.

In 2004, in France, Novotel and Mercure hotels serve fair trade tea and cocoa powder and 490 Etap Hotel and hotelF1 hotels propose fair trade hot beverages (tea, coffee, cocoa powder). Hotels in Greece and Portugal start proposing this product range.

In 2005, 11 countries (France, Portugal, United Arab Emirates, Greece, United Kingdom, Austria, South Africa, Hungary, Netherlands, Belgium, and Switzerland) buy fair trade products: coffee, cocoa powder, tea, flowers, sugar and wine. These products are sold in rooms and bars as well as in the other food&beverage or sales places.

In 2006, 5 more countries buy fair trade products (China, Spain, Bahrain, Poland and Algeria). Spain proposes fair trade coffee in all ibis hotels. In the Middle-East, Bahrain proposes fair trade tea and coffee.



Sales volume in Accor hotels in France (tons)			
PRODUCTS	in 2007	in 2008	in 2009
Tea	16	18	17
Coffee	127	156	193
Cocoa powder	97	104	90
<b>TOTAL</b>	<b>240</b>	<b>278</b>	<b>300</b>

#### In total in 2009, 17 countries have proposed fair trade products

South Africa, Algeria, Germany, Austria, Bahrain, Belgium, China, United Arab Emirates, Spain, France, Greece, Hungary, Netherlands, Poland, Portugal, United Kingdom, Switzerland.

### Outlook

- ▶ Extend support for fair trade to new countries.
- ▶ Extend this commitment to the development of new partnerships with NGOs supporting local agriculture through a policy that respects human beings as well as the environment.