

FAIR TRADE

Fair trade products in ACCOR hotels



The fair trade issue

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. Fair Trade Organizations, backed by consumers, are engaged **actively in supporting producers, awareness raising** and in campaigning for changes in the rules and practice of conventional international trade.

* Official definition (FINE, 2001)

Fair trade statistics

1.7 million producers in almost **60 developing countries** benefit from the requirements for International Fair Trade Certification, originally launched under the name “Max Havelaar”:

- **Social:** increase in living standards, access to healthcare and education
- **Economic:** better access to credit, increased bargaining power
- **Environmental:** reduced use of chemicals, recycling of waste

Strict standards are imposed to guarantee that the sustainable development criteria are met, in particular:

- **Social:** guaranteed minimum prices, negotiations handled by producer organizations
- **Economic:** development grants, respect for fundamental rights
- **Environmental:** ban on chemicals, grants for organic farming

A strongly expanding market

Worldwide sales of fair trade products total **€2.4 billion** (2007 estimate). The same **logo** is used in 23 countries in North America, Australia, Europe and Japan.

In France, total sales stand at €210 million with nearly 180 firms selling more than 2,000 products under the Fairtrade label.



Background to Accor’s involvement

Accor’s support for fair trade forms part of our sustainable development strategy. Fostering **local development** in the widest sense is one of the eight pillars of our **Earth Guest program**.

Strong and growing support for fair-trade hot beverages in our hotels

In 2003, Sofitel de France hotels started serving Malongo fair trade coffee in their bars and restaurants.



In 2004, Novotel and Mercure hotels throughout France started serving fair trade tea and coffee, while 490 Etap-F1 hotels offer hot beverages (tea, coffee and hot chocolate) from fair trade suppliers. Hotels in Greece and Portugal are also beginning to offer this product range.

In 2005, 11 countries (France, Portugal, UAE, Greece, United Kingdom, Austria, South Africa, Hungary, Netherlands, Belgium and Switzerland) began sourcing fair trade products such as coffee, chocolate, flowers, sugar and wine for hotel rooms, bars and other catering and retail outlets.

In 2006, 5 new countries began sourcing fair trade products (China, Spain, Bahrain, Poland and Algeria). The UK serves fair trade coffee in all its hotels, as do Ibis hotels in Spain. In the Middle East, fair trade tea and coffee are sold in hotels in Bahrain.



Marketing material

<i>Comparison: volume of sales in France</i>	Quantities sold at ACCOR hotels (in metric tons)	
	in 2006	in 2007
PRODUCTS		
TEA	7	16
COFFEE	93	127
CHOCOLATE	81	97
TOTAL	181	240

In 2008, a total of 17 countries served fair trade products

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

Future prospects

2010 targets

- **To continue supporting** fair trade in new countries
- **To extend this commitment** to building partnerships with NGOs that support local farmers in a way that respects human dignity and the environment