



PLEASE
CHANGE THE
ROOM TO
FAIRTRADE



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A FAIRTRADE HOTEL ROOM

is more than just an interesting idea, it's totally doable.

Everything in the room – from the cotton in the towels, bed linen and pillows to those friendly welcome chocolates – could carry the Fairtrade Certification Mark. A mark of fairness, of quality. With informed choices everything is possible. It's about making a phone call. Asking your supplier. Exploring a new market in which fairness is becoming the standard. These small changes can make a big difference to the livelihood of someone on the other side of the world. But you already knew that...



In this book it wouldn't be right to just speak to you as members of the hotelier community. We thought it would be fairer to talk to you as a person.

A person in a position to make the right decisions.

A person who can make a change.

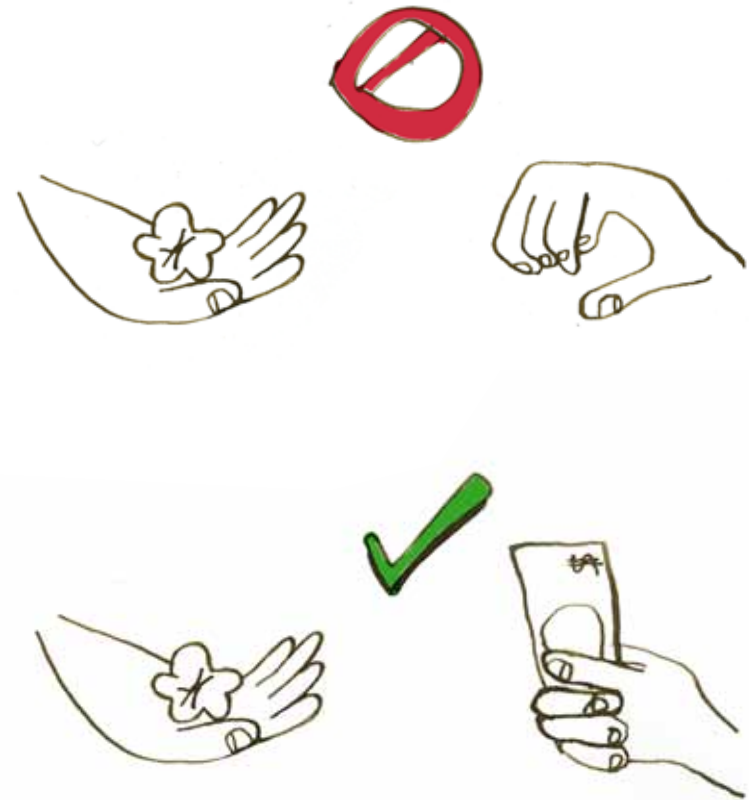
In essence, a person who cares for other people.

Over the following pages we will show you just how feasible it is to make your hotel rooms Fairtrade. We will focus mainly on the cotton products, because Fairtrade-certified cotton is relatively unknown and we assume that you're already familiar with Fairtrade-certified coffee, tea, chocolate, flowers, fruit, sugar, drinks, etc.

WHAT IS FAIRTRADE?

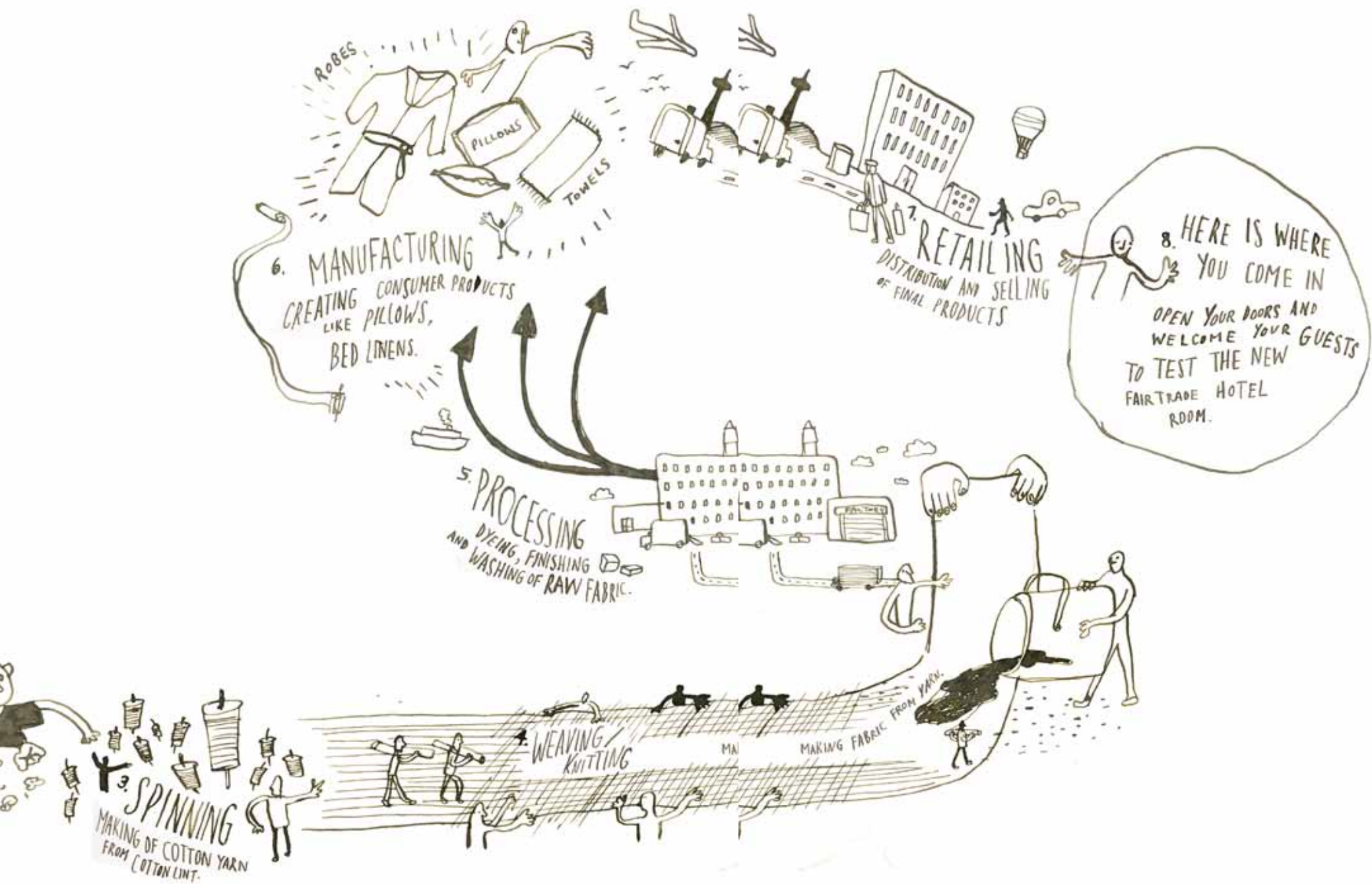
Fairtrade is about better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world. By requiring companies to pay sustainable prices, Fairtrade addresses the injustices of conventional trade, which traditionally discriminates against the poorest, weakest producers. Fairtrade enables them to improve their position and have more control over their lives. Furthermore it makes it possible for farmers to invest in education, healthcare and a better environment.

We use the term 'going Fairtrade' in this book to illustrate the simplicity of the decision; it's as easy as choosing how you want your eggs served in the morning.



HOW DOES IT WORK?





HERE ARE SOME ANSWERS TO THOSE FIRST QUESTIONS YOU MIGHT ALREADY HAVE.....

What's the situation?

Millions of small cotton farmers in developing countries are working hard to produce top quality cotton, but the financial rewards are poor. Without a decent income it is impossible to invest in education, health care, environmental improvements and other important sustainable developments. The Fairtrade system turns supply chains into drivers of poverty alleviation and sustainable development by demanding fair prices in combination with strict environmental and social criteria in cotton production.

Will it cost more?

Compared with what? The conventional market? It's not about more; it's about the price that a fair and sustainable product should cost. It's better to ask yourself the question: why are other products so cheap?

Is it profitable?

Yes. For you as a hotelier and for the cotton farmers in developing countries.

What is the quality like?

Superb.

Can I continue to use my own supplier?

Yes, no problem.

But the supplier has to make sure that the cotton in the products is Fairtrade-certified. The switch sometimes involves some persuading, time and patience. But hey, we can't change the world in one day. We need front-runners who put Fairtrade on the agenda of suppliers. You are not alone. The Max Havelaar Foundation in the Netherlands will be more than happy to advise, support and assist you and the supplier in this process. Just send an email to Roosmarie Ruigrok: ruigrok@maxhavelaar.nl

Where can I find products of Fairtrade-certified cotton?

Later on in this book we present a Fairtrade Hotel Room including all the products. You will see the possibilities.

What is the difference between Fairtrade-certified cotton and Organic cotton?

Cotton production is a dirty business. Lots of pesticides are used and a lot of water is needed to grow a cotton plant. Organic means that strict environmental criteria have been met. BUT: small-scale farmers in developing countries need a decent income to comply with organic standards. And that is exactly why the Fairtrade system is important: it offers a fair price in combination with environmental and social criteria. By complying with the environmental criteria of Fairtrade, farmers are working towards meeting the organic standard.

Does the Max Havelaar Foundation sell cotton?

No. The Max Havelaar Foundation in the Netherlands is part of a big international Fairtrade network spread over 23 countries. The foundation certifies companies in the Netherlands that bring Fairtrade-certified products onto the Dutch market.
Read more at: www.maxhavelaar.nl

THE BENEFITS OF FAIRTRADE CERTIFIED COTTON IN HOTELS*

45% OF DUTCH PEOPLE WOULD RECOMMEND
A FAIRTRADE HOTEL TO A FRIEND,
OVER A NORMAL HOTEL

31% OF THE DUTCH
CONSIDER IT IMPORTANT
THAT THEIR EMPLOYER
BOOK THEM A FAIRTRADE
HOTEL FOR THEIR BUSINESS
TRIP

41% OF THE DUTCH PUBLIC ARE
WILLING TO PAY EXTRA FOR A
FAIRTRADE HOTEL ROOM**

* source: "The Benefits of Fairtrade-certified cotton in hotels" research conducted by MarketResponse 2009.

** Whether they will actually do this is, of course, up for discussion.

This figure at least teaches us that they value the effort.

WHAT DOES A FAIRTRADE ROOM LOOK LIKE?

This room is entirely stocked with Fairtrade-certified products. If you lean closer you can smell the Fairtrade-certified soap in the bathroom. Just imagine for a moment, every product shown here represents one smiling farmer, this would be one happy room to sleep in.



WHERE CAN I FIND FAIRTRADE PRODUCTS?

We could list all the products and suppliers here, but that wouldn't fit this little book. The Max Havelaar Foundation is more than happy to help you find the products and suppliers you are looking for. You'll find all the necessary contact information towards the back of this book.



WHAT WILL IT DO FOR MY HOTEL?

Using Fairtrade-certified products will create a name for your hotel. Not the one that is now above the door of course, but one that is recognised in the hotelier world. A hotel that represents change. A hotel that says fairness is worth the extra effort. This is something both you and your guests will feel all the better for. Who knows if this will make for a better night's sleep? Maybe you can let your guests decide once they have slept soundly in your comfortable Fairtrade Hotel Rooms.

Please show me the inside of a Fairtrade Hotel Room...

TOWELS
AND
BATHROOM
TEXTILES



APPAREL



WHY JOIN IN?

Now you have seen the products and the room, it's nice to see how the room is doing and 'why hoteliers are opting to go Fairtrade'. It's good to know where your money will be heading. And it's an interesting story that your guests will enjoy; everything in their room has come to them in the fairest way possible. Your guests are also buying into this way of thinking. The first Fairtrade Hotel Rooms have been a big success. Kees Teer, General Manager of the Schiphol Airport Dorint Hotel took the plunge first, quickly followed by Rogier Braakman, GM of the Sandton Hotel Group. In the end Fairtrade should become the normal way in which we carry on a business. Your participation can be the first step to a market into which fair principles are integrated.

Rogier Braakman:

Managing Director of the Sandton Group

"Max Havelaar is a beautiful initiative, it has proven it's worth over the past years with coffee and other convenience goods. At Sandton, we strongly believe that hotels are a good platform to introduce new initiatives that will improve our guest's experience. Through a relatively small effort we can introduce many guests to Max Havelaar. It also gives us a good feeling that we are able to make a modest addition to a better world with this initiative."

Kathleen Ferrier:

Member of Parliament for the CDA and spokesperson for development cooperation

"I am excited about the outcomes of this independent consumer research conducted by Market Response. It reveals a growing understanding of the importance of 'fair' cotton. I hope hoteliers will acknowledge this signal. If they decide to start using Fairtrade-certified cotton it can make a difference on a global scale."

Lodewijk van der Grinten:

Director Royal Dutch Horeca

"There already are a lot of initiatives in this area. It is fantastic that the Dorint Hotel and Max Havelaar have created a lot of attention for this topic. However, we shouldn't forget those entrepreneurs that also use Fairtrade-certified products. I believe that in a couple of years we will see a lot more Fairtrade-certified linen in Dutch hotel rooms."

Kees Teer:

General Manager of Dorint Hotel Schiphol Airport

"If I switch to Fairtrade-certified cotton for bed-, bath- and table linen it would be a step-by-step process. At every step of the way, helping to fight poverty and contributing to the sustainable development of developing countries."

THE POTENTIAL OF A FAIRTRADE HOTEL ROOM

In Holland, there are 88,000 hotel rooms*. It is a long shot, but imagine if all the Hoteliers in Holland were to choose to go Fairtrade...

Holland is a small country, but it has the potential to make a big difference by being the front-runner in the way we think about Fairtrade and its possibilities within this industry. Imagine the impact switching to Fairtrade could have on a European scale. It's taking a clearer view on the world, just like a face cleaned with a towel made from Fairtrade-certified cotton.

Just something for you to think about...

*source: KPMG Hospitality Benchmark 2009.



WHAT DO THE OTHERS THINK?

FAIRTRADE AND CSR ARE THINGS THAT SHOULD BE PART OF EVERY COMPANY

RONALD CORDES - GENERAL MANAGER DELTA HOTEL

BUSINESS IS THE DRIVER OF CHANGE THEREFORE HOTELS HAVE A RESPONSIBILITY IN EDUCATING THEIR CUSTOMERS

ROGIER BRANKMAN, MANAGING DIRECTOR OF THE SANDTON GROUP

FAIRTRADE COULD BECOME A STANDARD FEATURE FOR HOTELS VERY QUICKLY, IN THE SAME WAY AS WIFI INTERNET.

MARC VAN DER BROEK ROOMS DIVISION MANAGER AT PALACE HOTEL

THE USAGE OF FAIRTRADE PRODUCTS SHOULDN'T BE A MARKETING GIMMICK, FAIRTRADE HAS TO BECOME INGRAINED IN THE DNA OF YOUR ENTIRE COMPANY.

JOS RUIJS GENERAL MANAGER HOTEL THEATER FIGI & SLOT ZEIST

IF YOU START USING FAIRTRADE PRODUCTS NOW YOU WILL SURELY DIFFERENTIATE YOURSELF FROM YOUR COMPETITORS.

BING VAHL PROCUREMENT MANAGER BILDERBERG





MISSET HORECA
31-10-2009

WHAT DOES THE PRESS SAY?

The opening of the first Fairtrade Hotel Room in the Dorint Hotel has made a big impact in the national media. Here is a small selection...





HOPEFULLY,

this little book has done its job in helping you to decide whether or not to go Fairtrade. You may have even made your decision before reading it. Now, with a little more knowledge and guidance, we need to show there is a real demand for Fairtrade-certified products in the hotel industry. Suppliers need to be persuaded, buyers need to be introduced and the rest should follow in the natural order of things. It just makes sense.

We hope to welcome you to the growing Fairtrade community. Don't worry – you will not be alone. The Max Havelaar Foundation will be more than happy to assist you, talk to your supplier or send you more information. Just pick up the phone or send us an e-mail.

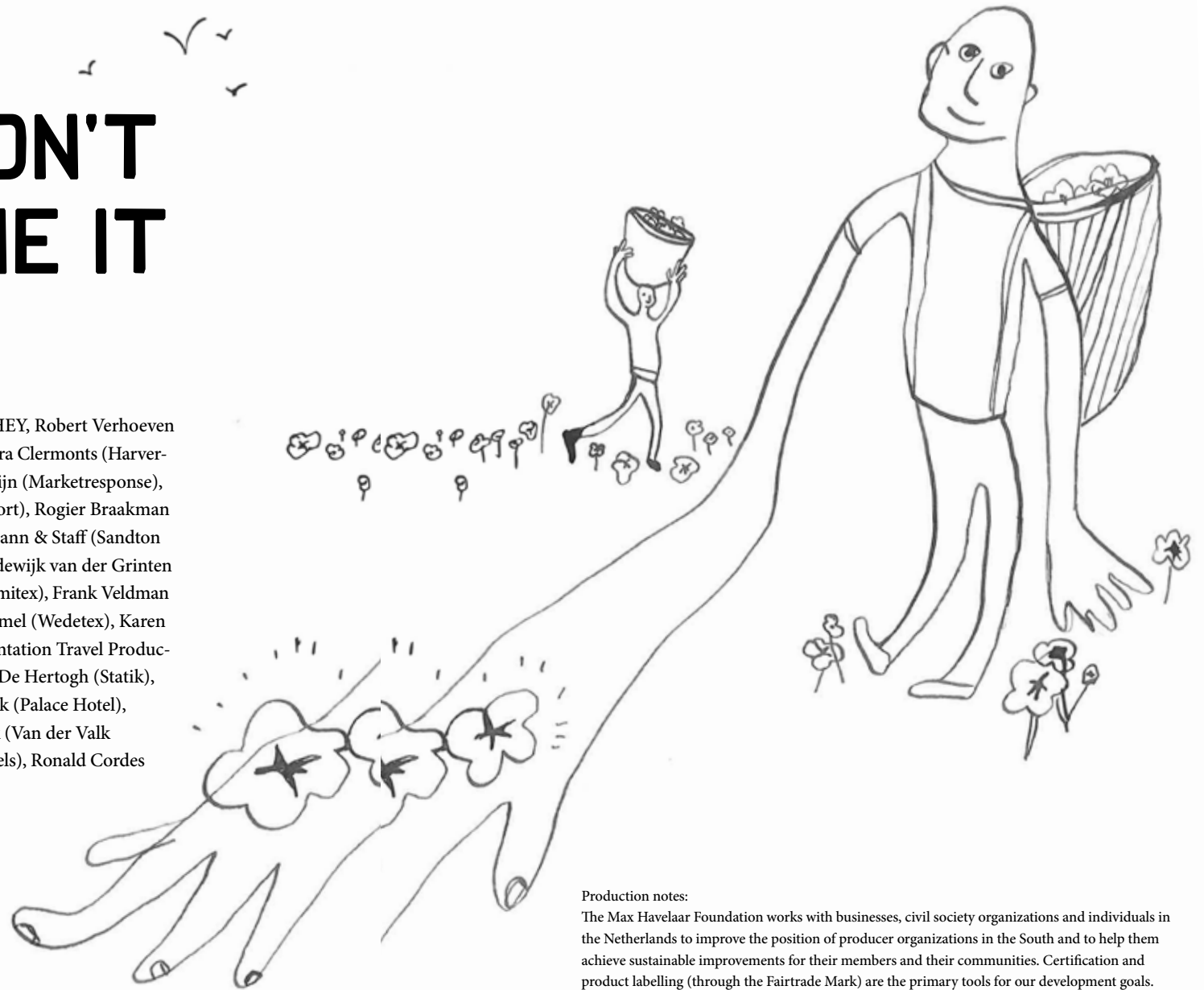
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WE COULDN'T HAVE DONE IT WITHOUT:

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Production notes:

The Max Havelaar Foundation works with businesses, civil society organizations and individuals in the Netherlands to improve the position of producer organizations in the South and to help them achieve sustainable improvements for their members and their communities. Certification and product labelling (through the Fairtrade Mark) are the primary tools for our development goals.



The Max Havelaar Foundation is part of a worldwide Fairtrade network that is covered by Fairtrade Labelling Organizations International (FLO), a non-profit multi-stakeholder association.

The members include 19 Labelling Initiatives covering 23 countries across Europe, North America, Japan, Australia, New Zealand and South Africa. Three of its members are regional producer networks in Africa, Asia, Latin America and the Caribbean representing over 600 Fairtrade-certified producer organisations in the South. FLO develops and reviews international Fairtrade standards and assists producers in capitalizing on market opportunities.

More information: www.fairtrade.net

Made possible by:



THANK
YOU

