





Zurich, 28.10.2010

Media Conference: World's First Fair Trade Travel Packages

What do the Labels mean?

 <p>The FTTSA mark</p> <ul style="list-style-type: none"> § is used to indicate that a hotel, lodge, activity or attraction in South Africa has been certified against FTTSA standards: fair wages & working conditions; fair purchasing; fair operations; equitable distribution of benefits and respect for human rights, culture and the environment; § guarantees that the product is operated responsibly and that staff and the environment are respected. 	 <p>The FTT mark</p> <ul style="list-style-type: none"> § indicates that a travel package consists of FTTSA-certified products that have been packaged with other FTT approved products and services (such as car hire) by one or more FTT approved tour operators. All contracts in the value chain are fair and a proportion of the price is dedicated to development; § guarantees that the product owners and workers get a fair share of the profit, and that money is accumulated for development in South Africa. It also guarantees that all companies that are involved operate responsibly.
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