



**REGINA DICKEN**

---

**FAIRTRADE AUSTRIA**



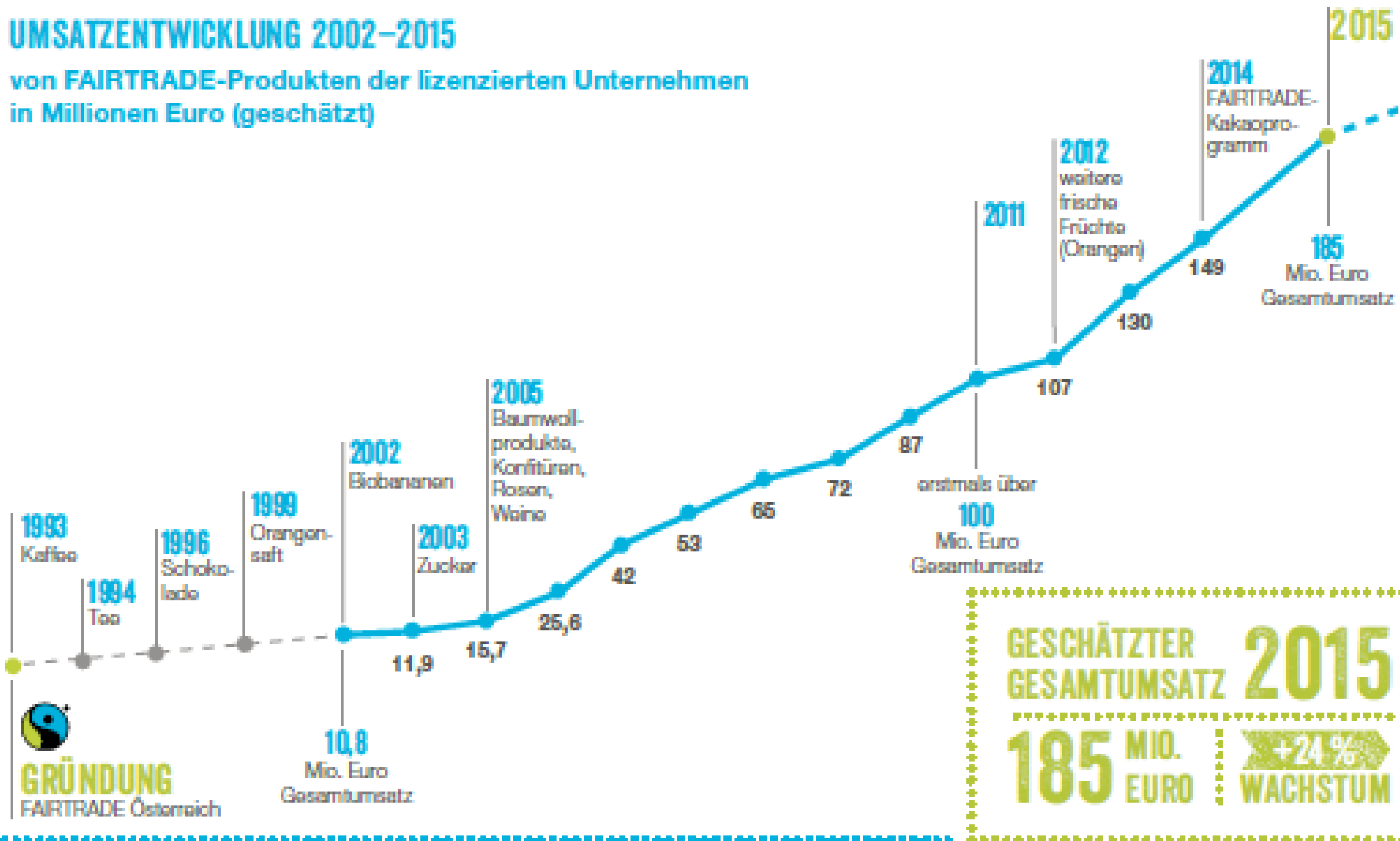
# FAIRTRADE IN AUSTRIA

REGINA DICKEN, MSC  
HEAD OF MARKETING & BUSINESS RELATIONS



# UMSATZENTWICKLUNG 2002–2015

von FAIRTRADE-Produkten der lizenzierten Unternehmen  
in Millionen Euro (geschätzt)



# AT A GLANCE: FAIRTRADE IN ÖSTERREICH



1.300

Produkte mit dem  
FAIRTRADE-Siegel



5.000

Verkaufsstellen  
österreichweit



1.800

Cafés, Bäckereien,  
Hotels & Restaurants



120

Lizenznehmer-  
Partner-  
unternehmen



142

FAIRTRADE-  
Gemeinden



25

FAIRTRADE-  
Schools



FAIRTRADE  
ÖSTERREICH

# OUR LICENCEES AND TRADE PARTNERS

~ 120 Licencees

Food/Non-Food Trade  
5000 outlets



# TURN OVERSABZ/PRODUKTOUR WASH 015 PRODUKTKATEGORIEN

Convenience-Produkte (1%)  
 Sonstiges (1%)

Grund-  
 nahrungs-  
 mittel

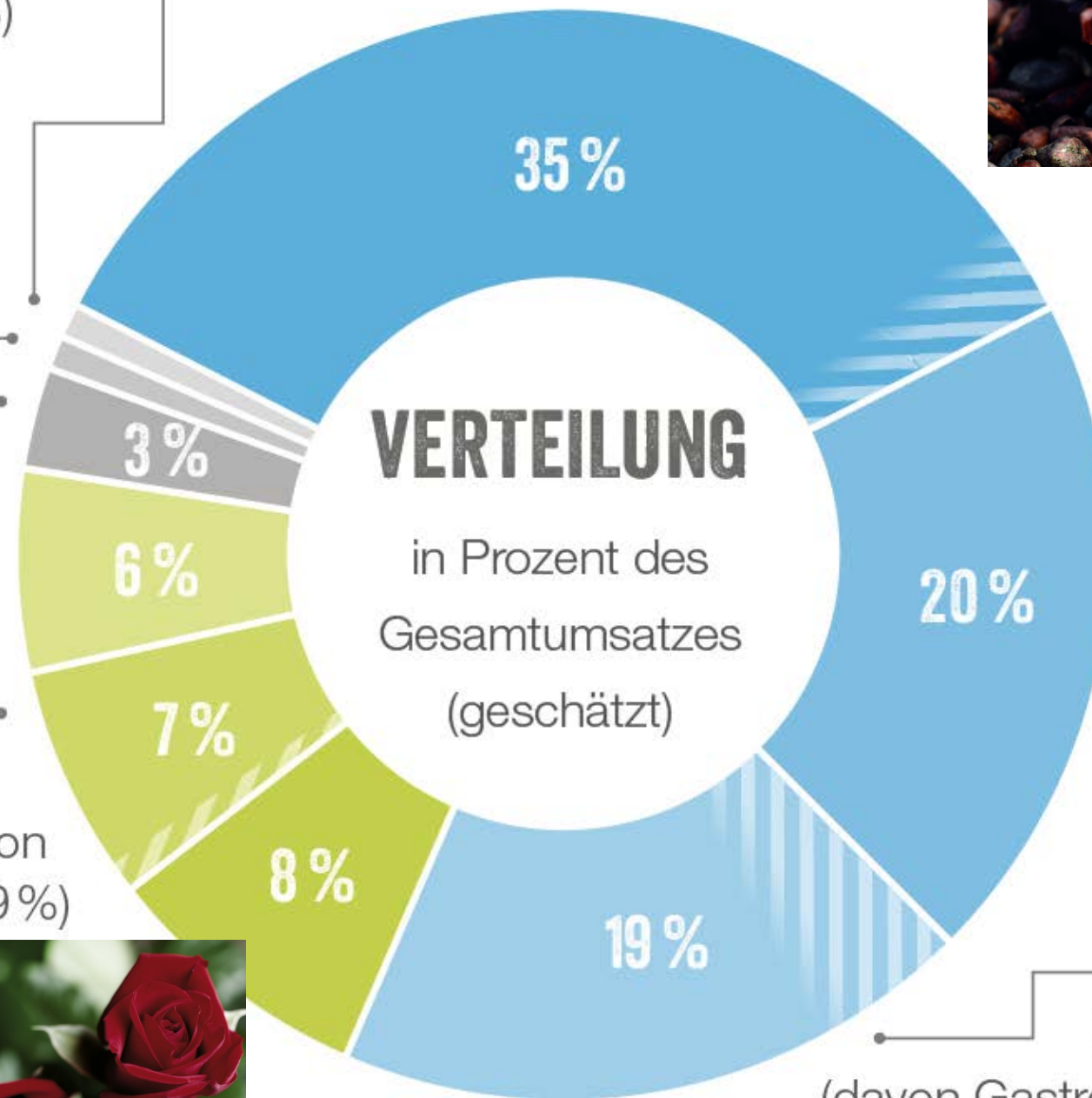
Baum-  
 wolle

Fruchtsäfte  
 & alkoholfreie  
 Getränke (davon  
 Gastronomie 9%)

Rosen

## VERTEILUNG

in Prozent des  
 Gesamtumsatzes  
 (geschätzt)



Bananen



Kaffee &  
 Heißgetränke  
 (davon Gastronomie 29%)



# FAIRTRADE IN AUSTRIA



92%

of Austrian consumers say they have seen the Fairtrade Mark often or occasionally



More than 4 in 5 consumers who have seen the Fairtrade Mark claim it has a positive impact on their perceptions of labelled brands



Coffee and chocolate are the most visible Fairtrade products in Austria



Coffee and tea are the products consumers most want to see used in the *Gastronomie* industry

87%

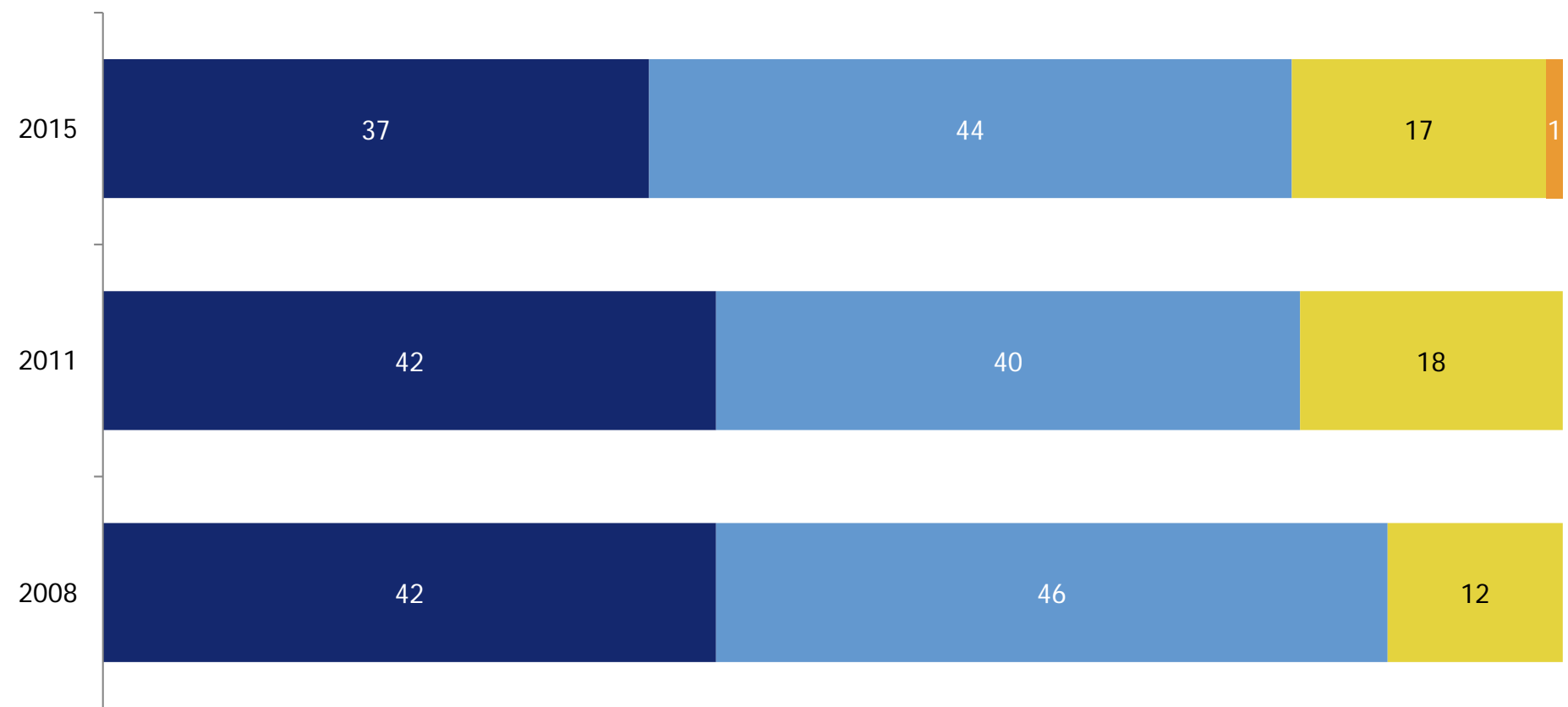
have a lot of trust in the Fairtrade label

# Impact of Fairtrade Mark on Brand Perceptions in Austria



Austria, prompted, 2008–2015

Very positive impact   Positive impact   No impact   Negative impact   Very negative impact



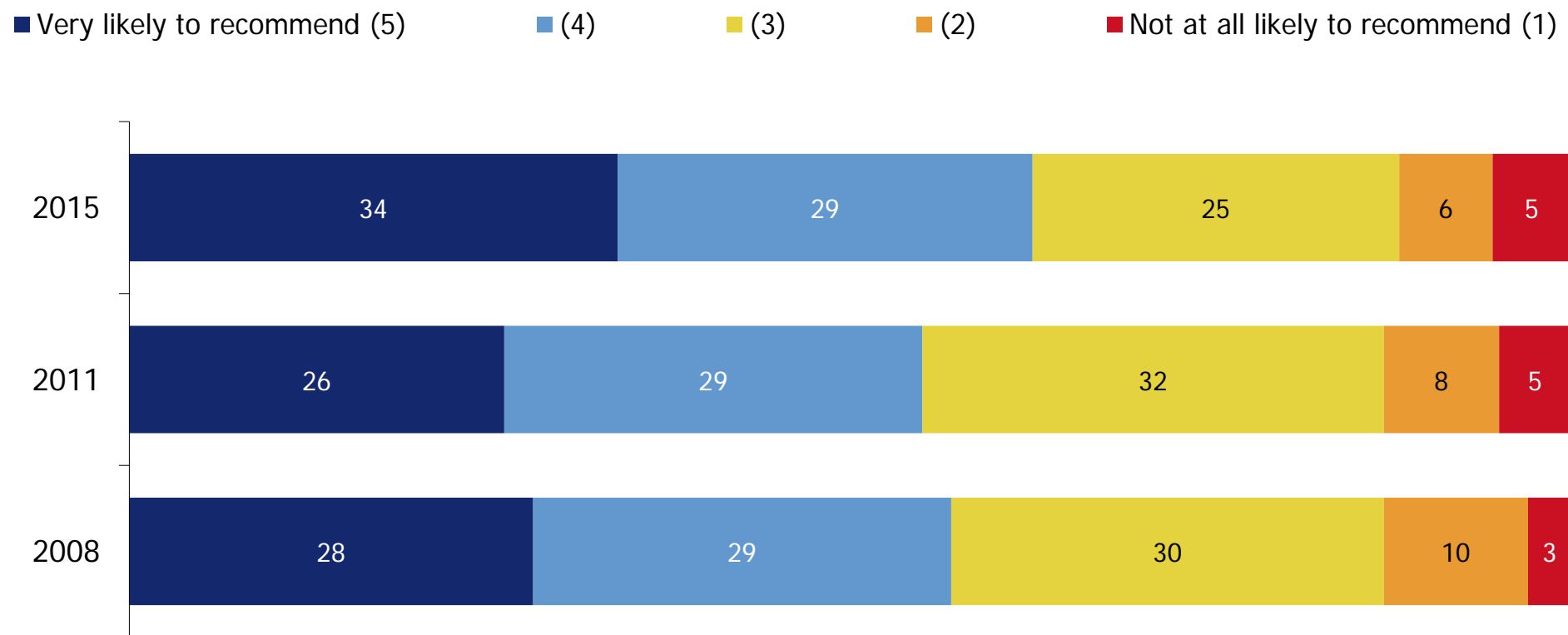




# More Austrian consumers are “very likely” to recommend Fairtrade products compared to 2011

Would Recommend Fairtrade Products to Friends/Colleagues

Austria, prompted, 2008–2015

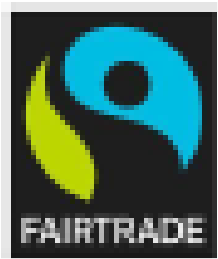


Women are significantly more likely than men to recommend Fairtrade products to their friends and colleagues.

The older consumers are, the more likely they are of recommending Fairtrade products.

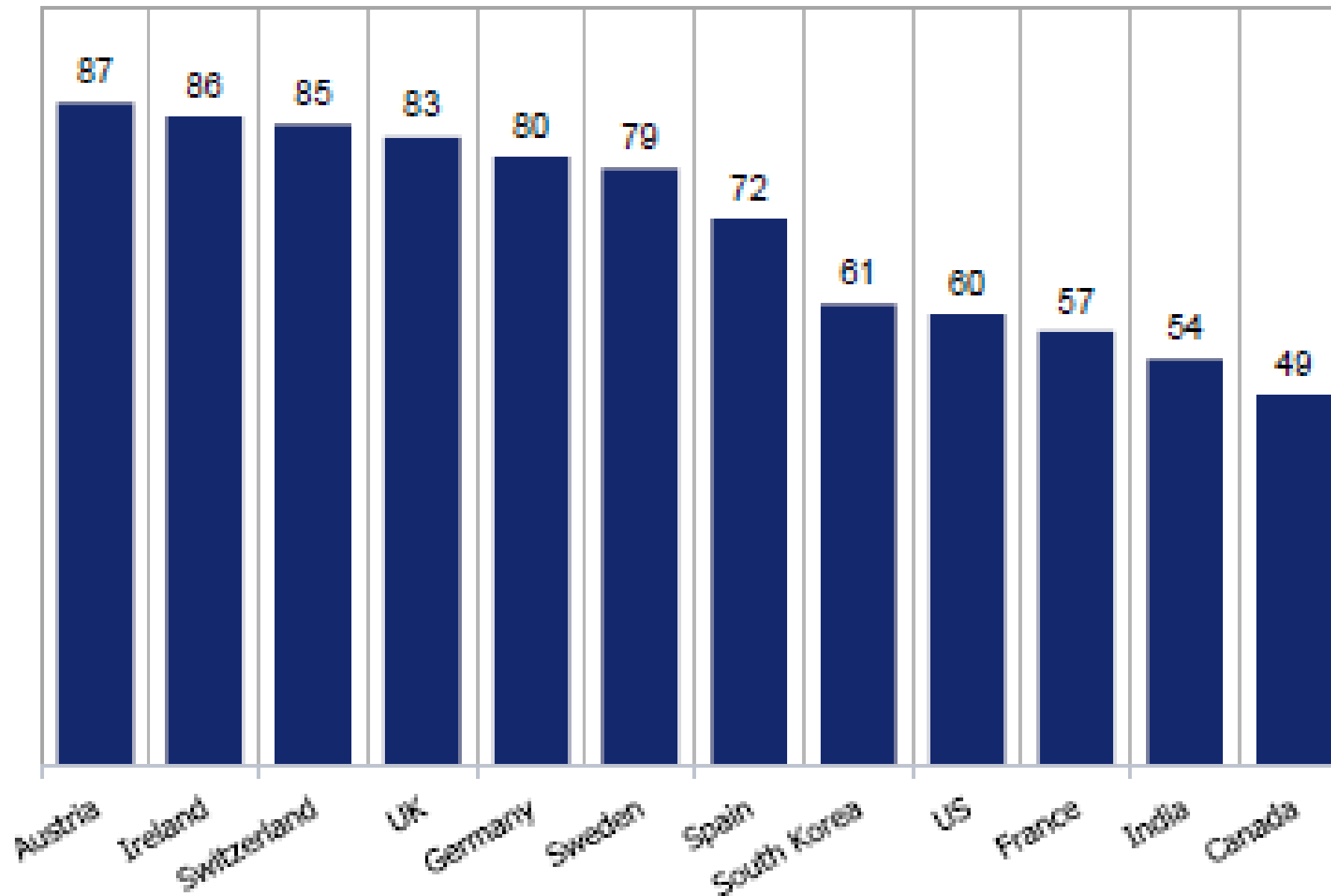


# Trust in the Fairtrade Mark

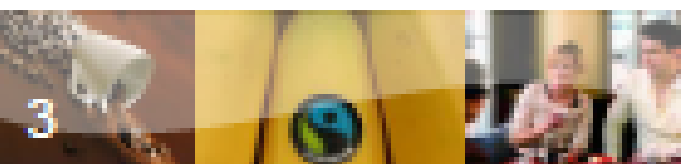


## Level of Trust in the Fairtrade Mark

"Trust,"\* by Country, 2015



\*"Trust" includes 3+4 on a scale of 1 to 4, where 4 is "A lot of trust" and 1 is "Not trust at all"





# HOW DID WE DO IT?



**FAIRTRADE**  
INTERNATIONAL

## INDICATORS FOR VALUE CREATION FOR FAIRTRADE:

**TRUST & RELEVANCE**

**MULTISTAKEHOLDER GOVERNANCE**

TRUST BASED IN SOCIETY:  
VALUE CREATION THROUGH  
MULTISTAKEHOLDER GOVERNANCE

**EMPOWERMENT OF PRODUCERS**

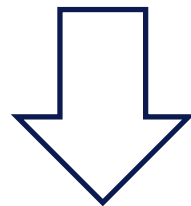
TRUST BASE FOR PRODUCERS  
AND WORKERS: VALUE  
CREATION THROUGH IMPACT  
AND EMPOWERMENT

**SOVEREIGNTY**

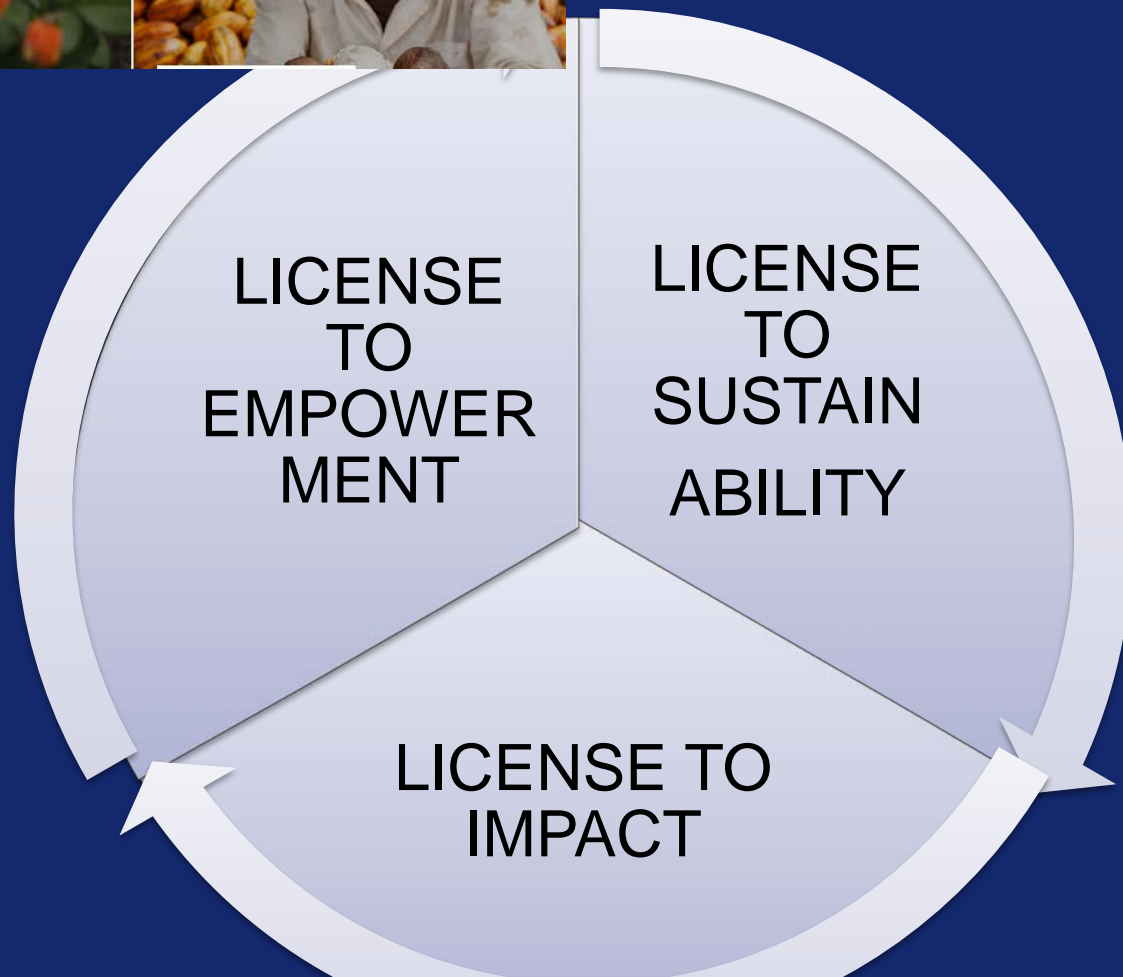
TRUST BASE FOR PARTNERS :  
SUSTAINABLE FUNDING MODEL  
& INNOVATION

**IMPACT ON SOCIETY =**

TRUST BASE FOR CONSUMERS:  
VALUE OF MARK & CIVIL SOCIETY  
ENGAGEMENT



**LICENSE TO MANAGE**



**LICENSE TO MANAGE FOR FAIRTRADE**

„WE WOULD HAVE NEVER THOUGHT .... WE COME SO FAR!“

**BEST PRACTICE**



**ALL THE BEST TO FAIRTRADE POLAND!**



**FAIRTRADE**  
ÖSTERREICH