

Social Responsibility and the Internet

How the Internet will change the way we get informed and buy from others around the world



Social responsibility: the principles of fair trade

- Awareness raising and advocacy
- Capacity building and empowerment
- Sustainable and equitable trading relationships
- Market access for marginalised producers

• The Internet provides application for these principles.



Awareness raising and advocacy

BondyBlog.fr represents a new form of advocacy journalism.



is to allow people living there to express their views and communicate about their day to day reality.



Capacity building and empowerment

• Kiva.org allows anyone to invest in someone's activity.

 A network of field partners allow lenders to keep track of their repayments and of the progresses being made.





Sustainable and equitable trading relationships

• Stores at Ebay.com enable direct trading from producers.

Categorias v Motora Btora	Buyur Proto	ation with PayPal We've got you covered. In man	CON _ star bee
Eack to list of factors us	ted in category: <u>Home & Car</u>	ten > Unade the Harne > Food & Wine > Ten	
Japanese Green Tea K	uradashi Gyokuro	oko 500g(1.1!b)	Item number: 1602972
Bayer or seller of this item? Sig	<u>an in</u> for your status	and the second	Watch this litem in M
	#BytHer price	US \$38.00 Buy It Now >	Moret the seller Seler isencochin (25 合) Feedback 100 % Positive Member: since Jan 27-08 in Japan
MEA 200	Disping: Disping: Non Kastor George	UG 96,09 Sanders Int Flat Rubs Stepping Service to Eratus Intern actional Work tester Yorkstank, Mis, Japon Mark than 10 systems Parcesse	Kondeking Sander Street - Son in Appen Kondeking Sander in Sander Antischer is spearter Addischer Sander in Sander Street - Sander View seller's Stores Franzenien Genere Tex Direct From Form Buy safely
Tevispeato	Na mode	(www.rev.eve) Get (2011 or 10) Antes (<u>Local is a Antes</u>	Check the softwife reputation scene: 25 TOW Positive Sex detailed fundance Check transports protected
Liefing and payment defails: Show			Buyer Protection Line PayRa/ Pay Mill FayPa and techd prive a coverd. Tex here
Description			

- Fees are transparent and can be found on Ebay's website at:
 - http://pages.ebay.com/help/sell/storefees.html



Market access for marginalised producers

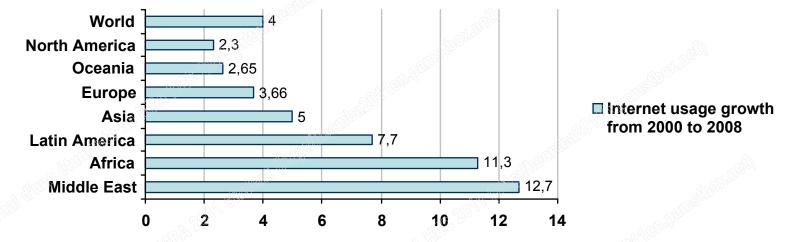
- Anyone with Internet access can participate!
 - Either by having access directly
 - Or through an aid organisation
- But Internet access may not be available in every situations.
- And even when it is, the consequences may be disastrous.





Market access for marginalised producers (2)

• Regions of the world are quickly gaining access to the Internet.



- Afghanistan's usage was multiplied by 580 from 2000 to 2008!
- Growth brings countries close to Western standards:
 - Vietnam's usage was multiplied by 100 from 2000 to 2008.
 Its Internet penetration is now 23%, similar to the US in 1996.
 - Iran's usage was multiplied by 92 from 2000 to 2008.
 Its Internet penetration is now 35%, similar to the US in 1998.



Changing the way we get informed and buy

- Change is already happening.
- Change is welcomed by many people.
- Change is essential for healthier exchanges with marginalised areas of the world.
- Change must be supervised and fostered by trusted institutions.