

# Social Responsibility and the Internet

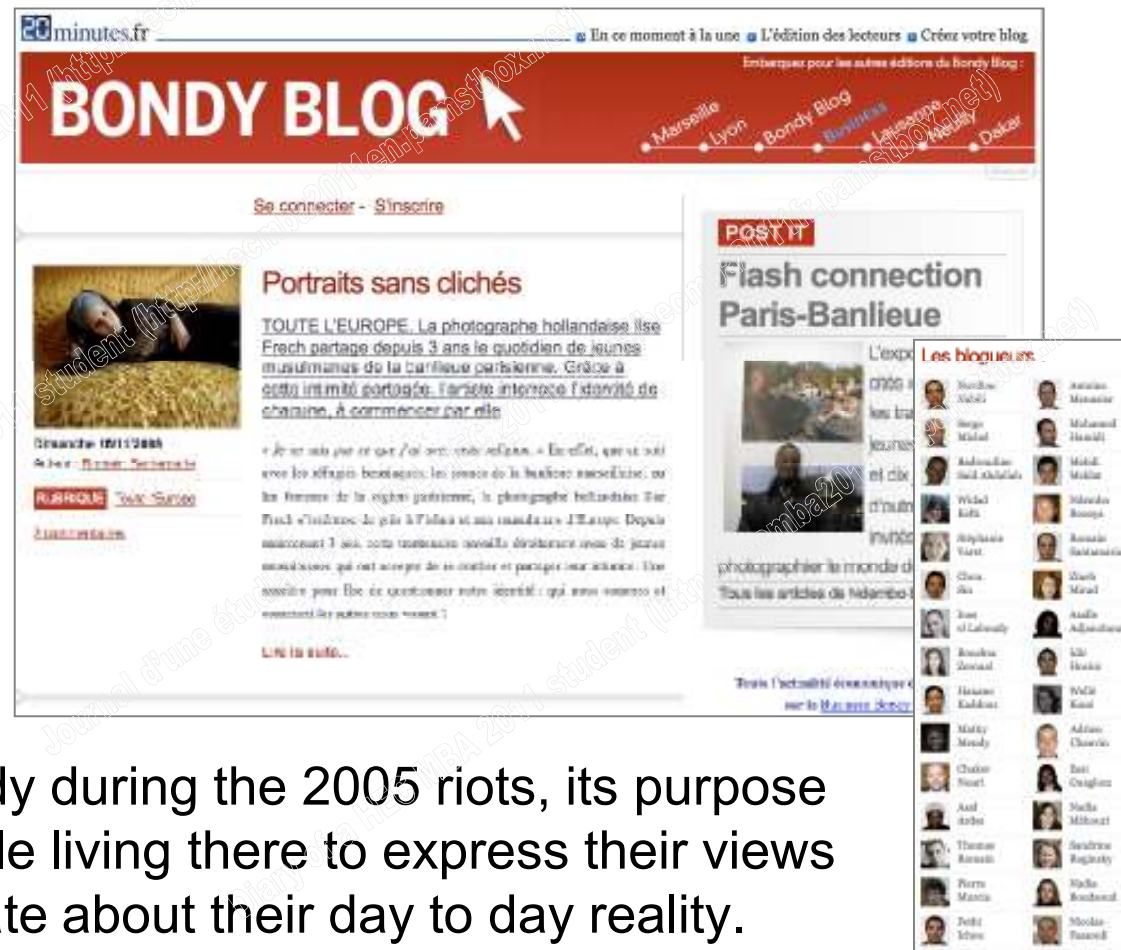
How the Internet will change the way we get informed  
and buy from others around the world

# 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.



- Initiated in Bondy during the 2005 riots, its purpose 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.



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



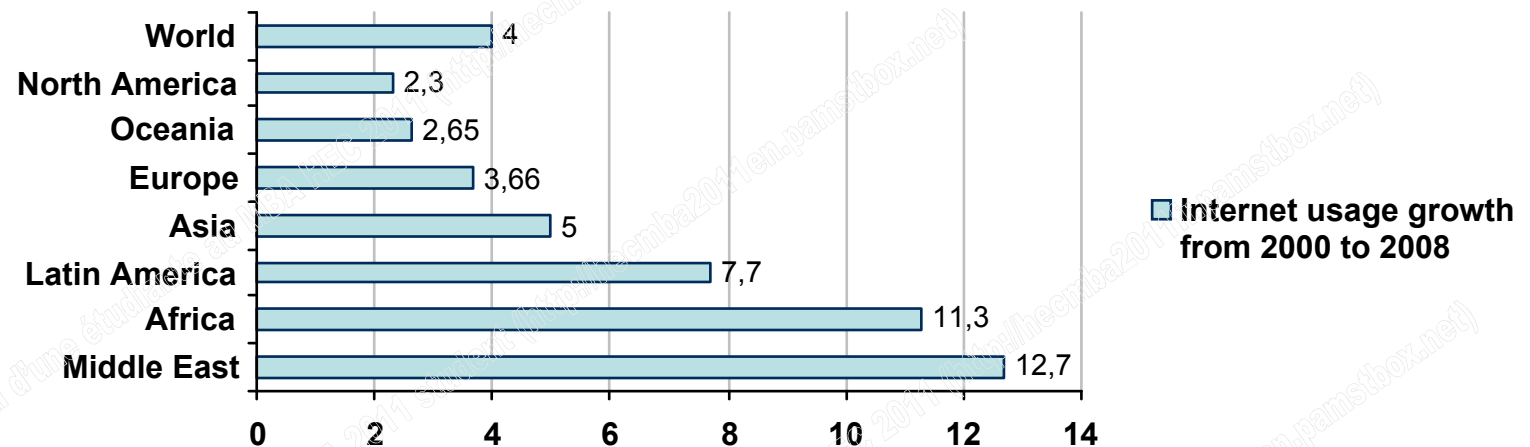
# Market access for marginalised producers

- 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.