



Oude Werf is awarded Fair Trade Tourism certification

(Cape Town, 19 October 2015) Oude Werf, Stellenbosch's most loved national heritage site and luxury hotel, is proud to announce that it has been awarded its Fair Trade Tourism (FTT) certification.

Fair Trade Tourism is a non-profit organisation that promotes responsible tourism in southern Africa and beyond, by ensuring that the people who contribute their land, resources, labour and knowledge to tourism, reap the benefits.

After a rigorous auditing process, which assessed, among other criteria, Oude Werf's business practise and HR, community resources, cultural heritage and environmental practise, the hotel has been selected to join an elite group of establishments and tour operators in the country that carry this honour.

As the oldest hotel in the country, Oude Werf has a long and rich history. It was first built in 1687, destroyed by fire in 1710, and rose again as the Cape Dutch-style Wium's Inn. After much remodelling over the decades, Oude Werf Hotel is now an intimate, contemporary hotel that has a strong 'living green' ethos. There are environmental, sustainable and resource-saving initiatives being practiced throughout the hotel — from recycling the majority of waste, to generating solar thermal power and the use of energy and water-wise devices.

The hotel also actively sources producers of local, environmentally-sustainable and ethically produced goods and are actively involved in the upkeep of a section of the Jan S Marais nature reserve .

"We are extremely proud to have been selected to join the handful of establishments in the country that hold FTT certification," says General Manager Elanie Fourie. "The Fair Trade Tourism-certification programme is based on adherence to strict criteria that includes fair wages and working conditions, as well as ethical business practices and respect for human rights, culture and the environment. It is a real privilege for us to be recognised among these elite."

Fair Trade Tourism encourages and monitors fair and responsible practices in tourism establishments and activities. Its purpose is to create opportunities for business owners and employees of tourism businesses in developing countries

to enter and trade in markets governed by fair practice and transparency. Added to this, it aims to afford tourists travelling to developing countries the opportunity to travel responsibly and make a difference in the lives of the communities to which they travel, through responsible purchasing of Fair Trade Tourism products.

“Fair Trade Tourism is extremely pleased to have such a historic landmark as Oude Werf forming part of our growing portfolio of responsible tourism establishments. We look forward to working together with them to promote the importance of more sustainable and responsible business practices, of which they are a sterling example,” says Fair Trade Tourism Managing Director, Nivashnee Naidoo.