Coffeebeans Routes joins nearly 200 tourism businesses across eight countries that have committed to Fair Trade certification to demonstrate their positive impacts on staff, community and environment. Coffeebeans experiences are high on innovation, inviting visitors to explore the heart and soul of the two cities while connecting around art, music and food. Visitors get to engage with some of Cape Town and Johannesburg’s most cosmopolitan communities as they meet musicians, artists, theatre makers, poets, sportsmen and spiritual leaders.

Says Iain Harris, its owner and co-founder: “Coffeebeans is led by story, not geography. Following stories opens up cities in unexpected ways, compelling guests to experience urban environments not through spatial planning, but narrative reality. Our approach challenges notions of what is central and what is peripheral, who holds power and who doesn’t.”
Harris said the process of achieving Fair Trade certification required thorough interrogation of how their business approached every aspect of tourism. “We've been at the defining edge of fair and responsible practice since inception, and to have formal policies and processes in place to back up our approach is a huge step forward,” he said.

Jane Edge, Managing Director of Fair Trade Tourism, said Coffeebeans’ approach challenged the norms of conventional tourism where tourists were often passive voyeurs. “This story-based approach to creating tourism experiences is helping to reshape South Africa’s tourism offering in exciting ways,” she said.

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**About Fair Trade Tourism**

Fair Trade Tourism is a not-for-profit company operating Africa’s largest responsible tourism certification programme. Fair Trade Tourism offers certification in South Africa, Mozambique, Madagascar and Zimbabwe, and has mutual recognition agreements with certification programmes in Botswana, Namibia, Seychelles, Kenya and Tanzania. There are currently over 190 tourism businesses across eight countries in the Fair Trade Tourism portfolio.
Fair Trade Tourism represents global best-practice in responsible tourism and was the first African certification scheme to be recognised by the Global Sustainable Tourism Council. Applicants need to meet more than 230 criteria pertaining to fair wages and working conditions, equitable distribution of benefits, ethical business practice and respect for human rights, culture and environment.

Find out more about Fair Trade Tourism at www.fairtrade.travel

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