

SYNOPSIS



Fair Trade or Greed - The Route to a Fair Global Economy

Fairer Handel oder Gier - Der Weg zur gerechten Weltwirtschaft

The worldwide economic crisis in the financial markets has not only created losers. Michael Zellner, for example, has reason to be satisfied. His company, Merit, has grown tremendously in the last two years by speculating at the right time on falling share prices. This documentary looks into the question of what conclusions players in the international financial markets have drawn from the crisis. For the representatives of sustainability funds, the crisis has clearly demonstrated that financial investments must take ethical criteria into account too if they wish to prevail in the future. Indeed there are ways, when manufacturing and trading consumer goods, of ensuring that responsibility for mankind and nature can be combined with economic interests. For example, the international «fairtrade» organisation now offers a means of doing this, not only in the foods sector, but also in textiles.

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Directed by Kurt Langbein and Florian Kröppel

Langbein & Partner for ORF

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