

Alveus tea corporate social responsibility actions

Alveus as a tea supplier is acting with responsibility

At Alveus, we strive every day to ensure that the way we manage our tea partnerships and production fulfils the principles of responsibility and sustainable development. A large proportion of the world's tea is grown in places that face important sustainability challenges. Therefore it is our priority to address the biggest issues and some of the most complex challenges faced by tea farmers and workers. That is why we are part of the Ethical Tea Partnership, which works with tea companies all over the world, to address the underlying sustainability issues of the industry. As a supplier of organic tea, we see this commitment as a central element of our corporate social responsibility.

Member of the Ethical Tea Partnership

The Ethical Tea Partnership (ETP) is a non-profit global membership organisation that catalyses long-term, systemic change that benefits everyone working in the tea industry - especially people in tea-growing regions. Its priority is to help create a thriving, socially just and environmentally sustainable tea sector.

ETP works on long-term programmes to address the deep-rooted problems and some of the most complex challenges facing tea workers and communities. Its work addresses the key issues of economics, gender and the environment. In its work, ETP seeks diverse partnerships with stakeholders across the tea sector that help develop new ways to solve problems. In addition, ETP focuses on implementing locally-led projects, often in partnership with other organisations that take care to involve communities and ensure their voices are heard.

ETP brings together these local communities, their members, companies, governments and civil society and facilitates collaboration. Through our membership, we support the process of achieving collective improvements for tea workers and the environment.

Long-term partnerships build trust and security

To anchor our values in tea purchasing, Alveus relies on strong, trusting relationships with our suppliers, who in return rely on close, long-term cooperation with producers and small farmers. Thereby, continuous contracts with a long duration offer our suppliers more planning security. We are also in constant dialogue with our suppliers about current prices. Crop failures due to drought or natural disasters - there are many challenges for the cultivation of tea, which we as buyers try to compensate for to a certain extent through fair prices. This is also a building block in sustainable tea cultivation that can provide everyone in the supply chain with a certain degree of security. Our ETP Membership represents a basic requirement for us to fulfil our responsibility in tea purchasing in the social, ecological and sustainable aspects of the supply chain.

Alveus GmbH CEO Daniel Trenk

