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<b>Report To:</b>	<b>Policy &amp; Resources Committee</b>	<b>Date:</b>	<b>7 February 2012</b>
<b>Report By:</b>	<b>Chief Financial Officer</b>	<b>Report No:</b>	<b>FIN/01/12/AP/LM</b>
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<b>Subject:</b>	<b>Fair Trade</b>		

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## 1.0 PURPOSE

- 1.1 The purpose of this report is to ask Committee to reaffirm its support for the Fair Trade campaign and to confirm the identification of a Corporate Lead Officer to progress the Council's participation in the Fair Trade Nation Campaign.

## 2.0 SUMMARY

- 2.1 In 2006 the Council agreed to progress a number of actions in order to achieve Fair Trade status for Inverclyde. One of these actions was to participate in a local Fair Trade Steering Group which was chaired and managed externally.
- 2.2 For various reasons the Fair Trade Steering Group ceased to function and momentum in this area was largely lost. Recently there has been a move to reinstate a steering group and the Council's participation in this group has been sought.
- 2.3 It is however viewed that in order to ensure that momentum in this area is maintained that the Council should take a lead role in promoting and publicising Fair Trade and as such it is recommended that a Corporate Lead Officer is identified to develop and progress an action plan with a view to Inverclyde becoming a Fair Trade Zone.
- 2.4 In order for Inverclyde to achieve Fair Trade Zone status it needs to comply with the following:
1. The Council should pass a resolution supporting Fair Trade and agree to serve Fair Trade tea and coffee at its meetings and in its offices and canteens.
  2. A range of Fair Trade products should be readily available in the area's shops and local cafes/catering establishments.
  3. Fair Trade products should be used by a number of local work places and community organisations (places of worship, schools etc).
  4. The Council should attract media coverage and popular support for the campaign.
  5. The Council should convene a local Fair Trade steering group to ensure continued commitment to Fair Trade Zone status.
- 2.5 Having considered the matter the Corporate Management Team recommend that the Corporate Director Education & Communities take on the role as Corporate Lead Officer given the pivotal role schools and community groups will have in promoting Fair Trade. Committee endorsement of this suggestion is sought.

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- 2.6 Subject to Committee agreement it is recommended that the Corporate Director Education & Communities develop an action plan in consultation with relevant Officers and Partners and be authorised to take the necessary steps for the Council to achieve Fair Trade Zone status and report back to the Policy & Resources Committee as appropriate.

### **3.0 RECOMMENDATIONS**

- 3.1 It is recommended that the Committee agree to the Council pursuing Fair Trade Zone status and agree that this should be achieved as quickly as practicable.
- 3.2 It is recommended that the Committee agree that the Corporate Director Education & Communities be the Corporate Lead at Officer level on Fair Trade matters and that he report back to the Policy & Resources Committee on progress as and when required.

Alan Puckrin  
Chief Financial Officer

## **4.0 BACKGROUND**

- 4.1 In 2006 the Council agreed to pursue Fair Trade status for Inverclyde. To achieve this the Council had to adhere to a number of conditions and also supplied 2 Councillors to sit on local Fair Trade Steering Group.
- 4.2 Over time the externally convened Fair Trade Steering Group ceased to meet and momentum in the area of Fair Trade was lost.
- 4.3 Becoming a Fair Trade Zone would demonstrate that the Council, local organisations and businesses across Inverclyde are committed to supporting the Fair Trade agenda and helping disadvantaged producers in developing countries to get a fair deal. It is therefore proposed that the Council reaffirms its commitment to Fair Trade and takes a lead role in progressing the actions required to achieve Fair Trade Zone status for Inverclyde.

## **5.0 ACTIONS PROPOSED**

- 5.1 There are 5 steps to follow to becoming a Fair Trade Zone.
  1. The Council should pass a resolution supporting Fair Trade and agree to serve Fair Trade tea and coffee at its meetings and in its offices and canteens.
  2. A range of Fair Trade products should be readily available in the area's shops and local cafes/catering establishments.
  3. Fair Trade products should be used by a number of local work places and community organisations (places of worship, schools etc).
  4. The Council should attract media coverage and popular support for the campaign.
  5. The Council should convene a local Fair Trade steering group to ensure continued commitment to Fair Trade Zone status.
- 5.2 A number of these actions are already in place and therefore it could be a relatively simple task for the Council to achieve Fair Trade Zone status. However the real value in achieving Fair Trading Zone status would be to greatly increase the levels of awareness and understanding within Inverclyde of the Fair Trade agenda and as such it is proposed that an action plan involving education, publicity and other awareness raising proposals be developed.
- 5.3 To achieve this the Council requires a Corporate Lead Officer to progress the development of an action plan and oversee the coordination of the actions required. Having considered this matter the Corporate Management Team would recommend that the Corporate Director Education & Communities take on this lead role.
- 5.4 The identification of the Corporate Director Education & Communities is based on the lead role which schools will take in terms of raising awareness amongst Inverclyde's young people and also the pivotal role which communities will play in maintaining the momentum of Inverclyde's commitment to Fair Trade.

## **6.0 IMPLICATIONS**

- 6.1 Financial Implications - At this point in time there are expected to be no financial implications however in the event that proposals are developed which require a financial input then these will be presented to Committee as appropriate.

- 6.2 HR Implications – There are no HR Implications arising from this report.
- 6.3 Legal Implications – There are no specific legal implications arising from this report.
- 6.4 Equalities – By adopting Fair Trade Zone status and increasing awareness of Fair Trade at a local level it will highlight the inequalities which exist between developed and developing countries and as such will assist in the maintenance of pressure on Governments and businesses to take appropriate action.