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<b>Report To:</b>	<b>Policy &amp; Resources Committee</b>	<b>Date:</b>	<b>19 June 2012</b>
<b>Report By:</b>	<b>Corporate Director Education, Communities &amp; Organisational Development</b>	<b>Report No:</b>	<b>PR060/12/AH/RL</b>
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<b>Subject:</b>	<b>Inverclyde Fairtrade Zone Status – Moving Forward</b>		

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## 1.0 PURPOSE

- 1.1 Following the decision of the Council to work towards meeting National Targets to achieve Fairtrade Zone status for Inverclyde, this paper outlines the way forward.

## 2.0 SUMMARY

- 2.1 The Council has shown a commitment to achieve Fairtrade Zone status, it is estimated that this should be achievable within 12 – 18 months.
- 2.2 Whilst there is evidence of “Fairtrade” work and development across the region with schools, retailers, employers and a local Fairtrade Group this is somewhat fragmented. It will be the role of the Council to consolidate this work, encourage new developments, raise awareness and work with partners to meet the criteria to be accredited with Fairtrade Zone Status.

## 3.0 RECOMMENDATIONS

- 3.1 It is recommended that the Council:
- Establish a Steering Group to drive forward the strategy and an Operational Group to action and deliver the criteria required for zone status. The Council should delegate relevant officers and members to implement this resolution and to work towards achieving Fairtrade Zone status for Inverclyde. (See appendix 2).
  - Note that at the meeting on 17 May 2012, Council agreed to appoint Provost Moran and Councillor MacLeod to lead the steering group.
  - Appoint an additional Elected Member to the steering group at the meeting of the Council to be held on 28 June.
  - Encourage use of fairly traded goods, for example products carrying the Fairtrade mark, when catering for civic functions, internal and external Council meetings and Council led conferences and events.
  - Try wherever possible to include a fairly traded option in relevant tenders.
  - To agree attached Action Plan (appendix 1).

## 4.0 BACKGROUND

### 4.1 FAIRTRADE

Fairtrade guarantees a better deal for third world producers. Fairtrade gives power back to both producers and consumers - producers get fair wages, good working conditions, help with the development of products and marketing, while consumers are given the choice to make a difference by buying Fairtrade products whenever they can.

Fairtrade organisations and advocates share and support the following principles for trading relationships:

- **Creating opportunities for economically disadvantaged producers**

Fairtrade is a strategy for poverty alleviation and sustainable development. Its purpose is to create opportunities for producers who have been economically disadvantaged or marginalised by the conventional trading system.

- **Transparency and accountability**

Fairtrade involves developing transparent management and commercial relations to deal fairly and respectfully with trading partners.

- **Capacity building**

Fairtrade is a means to develop producers' independence. Fairtrade relationships provide continuity, during which producers and their marketing organisations can improve their management skills and their access to new markets.

- **Payment of a fair price**

A fair price in the regional or local context is one that has been agreed through dialogue and participation. It covers not only the costs of production but enables production which is socially just and environmentally sound. It provides fair pay to the producers and takes into account the principle of equal pay for equal work by women and men. Fairtraders ensure prompt payment to their partners and, whenever possible, help producers with access to pre-harvest or pre-production financing.

- **Gender equality**

Fairtrade means that women's work is properly valued and rewarded. Women are always paid for their contribution to the production process and are empowered in their organisations.

- **Working conditions**

Fairtrade means a safe and healthy working environment for producers. The participation of children (if any) does not adversely affect their well-being, security, educational requirements and need for play and conforms to the UN Convention on the Rights of the Child as well as the law and norms in the local context.

- **Environmental protection**

Fairtrade actively encourages better environmental practices and the application of responsible methods of production.

### 4.2 CURRENT POSITION

- A small number of schools have successfully achieved Fairtrade school status with more working towards meeting the criteria.
- A small number of council facilities currently use Fairtrade products.
- Information has been sought and shared from neighbouring local authorities who have already been accredited with Zone Status.
- Inverclyde already has an "active" community led group who have been around for approximately 6 years. Council officers are now represented on this group.
- No formal benchmarking exercise has taken place as yet, however, it is known that a number of cafes and retailers provide customers with Fairtrade options across Inverclyde.
- 4 Internal meetings have taken place led by Corporate Director Education, Communities and Organisational Development. This group has met with Martin Rhodes, Director of Scottish Fairtrade Forum, Martin has confirmed his support.

## 4.3 HOW TO BECOME A FAIRTRADE ZONE

Becoming a Fairtrade Zone is a process not a one-off event or a tick-box exercise, it is a long-term commitment which takes time, resources and cooperation to achieve. For Inverclyde to become a Fairtrade Zone there is an in-depth application form which must be completed.

This form is based around 5 goals, each of which must be achieved, with evidence documented as part of the application. These five goals form the basis of the outline action plan. Progress reports on this action plan will be presented to the Steering Group on a six-monthly basis.

### Five Goals

#### **Goal 1: Obtain Local Authority support for Fairtrade**

Resolution and Political Support

The following resolution needs to be passed making a clear commitment to promote Fairtrade, to support local communities in promoting Fairtrade and for the Council to use Fairtrade tea and coffee across all Services.

#### **Goal 2: A range of Fairtrade products are readily available in shops and cafes**

Local shops must be encouraged to increase the range of Fairtrade products available and we must seek to advise visitors that Fairtrade products are available locally.

#### **Goal 3: Fairtrade products are used by local businesses and community organisations**

The Steering Group must seek to encourage more local businesses and organisations to use Fairtrade Products. Working with key partners and agencies will be key to the success of our application.

#### **Goal 4: Attract media coverage and popular support for Fairtrade**

A record of all media coverage must be kept. The Corporate Communications Team have a lead role here to record media coverage and to generate greater awareness of Fairtrade

#### **Goal 5: Local steering group is convened to ensure progress and continued commitment to Fairtrade status**

In Inverclyde we already have an active Fairtrade movement and creating a Steering Group to work towards Fairtrade Zone status for Inverclyde will build on this existing Partnership.

We would suggest inviting membership from across Inverclyde's community on the Steering Group. In particular the following groups should be represented: churches, representatives from Fairtrade steering groups, Greenock Chamber of Commerce, Schools, Employers, Retailers, Community Groups etc.

An officer/operational working party should be formed to look at the issues which the Council has specific responsibility for and then report back to the main Steering Group.

Key to our success will be to engage with many partners – council services and departments, schools, churches, employers, retailers, local groups and communities, other LA's, Chamber of Commerce, Rotary, etc.

## 5.0 IMPLICATIONS

### 5.1 Finance

No in-depth study has taken place to establish the costs of achieving Fairtrade Zone Status however considering costs incurred in other local authorities it is envisaged that a budget in the region of £6 - £8k would be required to support the campaign and gain

status. Depending on progress these estimated costs may span a 2 year period eg £3 - £4k pa.

These costs will mainly cover marketing of fair-trade and events and possibly include some form of Inverclyde publication.

Cost Centre	Budget Heading	Budget Year	Proposed Spend this Report	Virement From	Other Comments
N/A	N/A	N/A	N/A	N/A	

#### Financial Implications – Annually Recurring Costs/ (Savings)

Cost Centre	Budget Heading	With Effect from	Annual Net Impact	Virement From (If Applicable)	Other Comments
CORP	Advertising	2012/13	£3000	N/A	Costs to be contained within Corporate Directorate

#### 5.2 Legal

No known legal implications.

#### 5.3 Equalities

No implications.

#### 5.4 Personnel

There will be resource implications in staff time to carry out the audits, awareness and educational presentations and providing administrative support to the Steering Group, all of which can be met from existing resources. There will also need to be a continued support from the Council and local members across the authority, to promote Fairtrade events.

### 6.0 CONCLUSION

6.1 To carry out the many actions required to achieve Fairtrade Zone status for Inverclyde we would try to tap into local expertise and enthusiasm wherever possible to share the workload but following the experiences of our neighbouring Councils, Inverclyde Council must be willing to step in where necessary to ensure the success of the initiative and continue to drive forward the Fairtrade agenda.

Furthermore, one year on from Fairtrade Status being achieved, a second application must be submitted to the Fairtrade Foundation showing how there has been continued commitment and increased participation in the Fairtrade movement. This is then repeated every second year.

### 7.0 CONSULTATION

7.1 Information has been shared with other local authorities who have Zone Status. Meeting / Guidance from National Fairtrade Forum. Local Fairtrade community group.

### 8.0 BACKGROUND PAPERS

8.1 None.

## Appendix 1 – Draft Action Plan April 2012

ACTION	Timeframe	Lead / Service / Area
<b>Goal 1: Local Council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade coffee and tea at its meetings and in its offices and canteens</b>		
Political support – Council agrees to pass resolution	June 2012	CMT / Elected Members
Political support – representatives from Council on local Steering Group (Senior member to Chair )and national forums (if applicable)	June 2012	CMT / Elected Members
Procurement suppliers - advice is given to services when purchasing tea and coffee etc. A clear list of Fairtrade suppliers and products is provided to departments. Procurement to try wherever possible to include a fairly traded option in relevant tenders.	By Nov 2012	Finance/Procurement
Meetings with the public and external bodies serve Fairtrade Tea / Coffee. (To include Inverclyde Leisure)	By Aug 2012	Catering/Enviromental
Audit of Council Offices to scope opportunities for offering Fairtrade alternatives	June/July 2012	Catering/Enviromental
Encourage school tuck shops and staff rooms to stock Fairtrade products	June/July 2012	Educ & Communities
<b>Goal 2: A range of at least 4 Fairtrade products are readily available in the area's shops. Fairtrade products are served in local cafés/catering establishments.</b>		
Carry out an audit of shops and cafes across Inverclyde ensuring Oakmall is targeted.	By Oct 2012	Educ & Communities
Audit of historic facilities e.g. McLean Museum, Newark Castle etc		Educ & Communities
Provide advice and assistance to shops and cafes with an interest in extending their Fairtrade range	By March 2013	Economic Development
Publicise which retail outlets stock Fairtrade products, through window stickers, posters and a Fairtrade Directory	By March 2013	Corp Comms
<b>Goal 3: Fairtrade products are used by a number of local work places (estate agents, hairdressers etc) and community organisations (churches, schools etc)</b>		
Link with major employers such as IBM, RBS, Cigna, Texas Instruments, T-Mobile, Greenock Chamber of Commerce, Rotary etc and identify a Flagship employer	Nov 2012	Educ & Communities Economic Development
Offer advice and support to local work places and community groups to promote Fairtrade products	By Nov 2012	Economic Development
Encourage schools across Inverclyde to go for Fairtrade status	July 2012	Educ & Communities
<b>Goal 4: Attract media coverage and popular support for the campaign.</b>		
Ensure widespread press coverage about the campaign and associated events. Possible partnership approach with Telegraph	Start June / Ongoing	Corp Comms
Utilise the Council and partners' websites, ensure information on Fairtrade is on the front page of Council's website.	Ongoing	Corp Comms
Provide information through any Inverclyde publications	Ongoing	Corp Comms
Explore the possibility of an e-newsletter on Fairtrade activities.	March 2013	Corp Comms
Carry out a number of promotional activities e.g. competitions, product promotions etc	Ongoing	Corp Comms
Explore the possibility of developing a Fairtrade Guide for Inverclyde and/or Fairtrade Directory.	March 2013	Corp Comms
<b>Goal 5: A local Fairtrade steering group is convened to ensure continued commitment to its Fairtrade Town status.</b>		
Set up an Inverclyde steering group with representatives from across wider Inverclyde	July 2012	Educ & Communities
Set up an Officers' working group to progress Council-specific actions and progress action plan	July 2012	Educ & Communities

**Appendix 2 – Fairtrade Strategy / Operational Groups**

