

Meeting: Better Places Partnership

Date: 22 October 2009

Report Title: Fair Trade Status for the Borough

Report of: Alex Grear, Better Haringey Programme Manager

Purpose

To discuss with Better Places Partnership members the plans and actions required in order to achieve fairtrade status.

Summary

The purpose of becoming a fairtrade town is to contribute to tackling poverty by enabling disadvantaged producers from poor countries to receive a better deal, through encouraging people to purchase more fair-trade products.

A fairtrade town is any community that:

- Supports fairtrade and deepens understanding of the benefits fairtrade brings
- Takes action by choosing fairtrade products whenever possible and encourages others to do likewise.
- Achieves and continues to take action on the five fairtrade goals.

There are five goals which need to be achieved before a local authority area is granted fairtrade town status by the fairtrade foundation.

Recommendations

- Form a local Fairtrade steering group. This group will need to be separate from the council, and include members from a wide range of organisational backgrounds. This could be in conjunction with the Haringey Strategic Partnership, involving partners from the Better Places Partnership. Once formed, this steering group will be responsible for helping achieve various tasks and activities in the Fairtrade status bid.
- A comprehensive list of shops, cafés and restaurants that sell Fairtrade products is to be updated regularly. It is important to make sure the list is consistently monitored and more businesses are encouraged to sell fairtrade items.

- A suitable flagship employer, who is willing to promote and use Fairtrade products in their organisation, should be found. This organisation will act as a model organisation, setting an example to others in the borough.
- Speak with religious groups, to encourage places of worship in Haringey to use Fairtrade products for refreshments.
- Work with local schools to promote them working towards becoming a 'Fairtrade School' themselves.
- Approach the local colleges to use Fairtrade products, with the aim of them to gain 'Fairtrade College' status.
- Use a range of communication methods in order to promote the campaign across the Borough.

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Background

Fairtrade means guaranteeing that producers in poor countries receive a fair price for the goods that they produce or, if they work on a plantation, that they enjoy decent wages and working conditions. It means they are paid a price that reflects the true costs of production and allows for investment in their communities or in their businesses. A guaranteed price is important to protect producers if the international price of a commodity falls. With a fair price for their produce, they can not only feed their families, but also look to the future and invest in such basic necessities as safe water supplies, sanitation, healthcare, and education.

Fairtrade marks or labels are utilised to guarantee standards for prices and working conditions for producers or goods bearing such marks. One such example in the UK is the fairtrade mark administered by the fairtrade foundation.

The Fairtrade foundation was established in 1992 by CAFOD, Christian aid, new consumer, Oxfam, Traidcraft and the World Development Movement. These founding organisations were later joined by Britain's largest women's organisation, the Women's Institute. The first fairtrade certified product, Green & Black's Fairtrade Maya gold chocolate was launched in 1994 and was shortly followed by café direct fairtrade coffee and clipper fairtrade tea.

Today, fairtrade standards are set for a range of commodities from the developing world including tea, sugar, cocoa, fresh fruits. The standards include fairtrade price which covers the cost of production and a premium which is invested in the local community.

Fairtrade town status

The Goals

First goal

- Local Council pass a resolution supporting Fairtrade

Haringey **progress** **to** **date**

Resolution was unanimously passed by the 24th March 2003 at a meeting of Full Council (Appendix 1).

- Commit to using Fairtrade products wherever possible – in meetings/staff canteens/corporately bought products

Haringey **progress** **to** **date**

Currently analysing contract process with suppliers

- Name a council representative to sit on the steering group

Haringey **progress** **to** **date**

The fairtrade agenda has now moved to the programme management of the Greenest Borough Strategy. Alex Gear will represent the council along with Cllr Haley on the steering group.

Second goal

According to Haringey's population (224,700), have at least 33 shops and 17 catering outlets (café/restaurants/pubs) that have 2 or more fair trade products on sale. The products must carry the Fairtrade mark, and outlets open at least three days a week.

Haringey **progress** **to** **date**

23 shops 10 catering outlets

Third goal

1. Engaging Workplaces

- Local workplaces (that can't sell Fairtrade products) to offer Fairtrade items to staff and clients.

Haringey **progress** **to** **date**

No current progress

- As Haringey has more than 100k residents, a flagship employer is required (large, influential and locally relevant organisation in the area). They will offer Fairtrade items as above, with the plan to gain Fairtrade status themselves. Cannot be the Council or other organisation in the below categories.

Haringey **progress** **to** **date**

No current progress

2. Places of worship

- Places of worship to promote Fairtrade to worshippers and use Fairtrade when serving refreshments *Suggested target: 50% of churches and a representative number of other faith groups.*

Haringey **progress** **to** **date**
Currently compiling a list of places of worship in order to make an approach

3. Primary and secondary schools

- Teachers and pupils learn about Fairtrade leading to Fairtrade products being used whenever possible in school (staff room, canteen, tuck shop).
Suggested target: 30% of schools (20 schools in Haringey).

Haringey **progress** **to** **date**
A question regarding fairtrade provision is currently being included in a school questionnaire to develop baseline information

4. Universities and colleges

- Students and staff promote Fairtrade, and Fairtrade products are available in campus cafes, shops and vending machines.

Haringey **progress** **to** **date**
No current progress

5. Other community organisations

- Clubs, societies, voluntary organisations and interest groups support Fairtrade and choose Fairtrade when refreshments are served.

Haringey **progress** **to** **date**
No current progress

Fourth goal

- Articles about Fairtrade and the local Fairtrade campaign have appeared in a range of different local media and publications. *Suggested period:* over at least one year

Haringey **progress** **to** **date**
No current progress

- Events take place over Fairtrade Fortnight and at other times of the year.
Suggested period: over at least one year

Haringey **progress** **to** **date**
No current progress

Fifth goal

- A local Fairtrade steering group is formed, to ensure the Fairtrade Town continues to develop and gain new support. The following criteria apply:
 - The steering group meets regularly. *Suggested period:* every 6 months.
 - Members represent a range of local organisations and sectors.
 - The steering group leads ongoing action around the Fairtrade Borough goals, and submits the initial application for the area and all applications to renew Fairtrade status thereafter.
 - The steering group has responsibility for ensuring that events are organised during Fairtrade Fortnight each year.

Appendices

Appendix 1

Haringey Council's Resolution on Fairtrade

The following resolution on fairtrade was unanimously passed by members in March 2003

The Council notes

- 1) That falling prices for commodities such as tea and coffee are plunging millions of people in developing countries into poverty;
- 2) That fairtrade as defined by the fairtrade foundation guarantees producers a decent minimum price plus a social premium which funds community projects;
- 3) That guidance from government indicates that a preferential policy of procuring fairtrade products is compatible with EU legislation;
- 4) That the Mayor of London has launched a "fairtrade city" initiative for London;
- 5) That the London Borough of Croydon has achieved "fairtrade town" status awarded by the fairtrade foundation

And resolves to:

- a) incorporate a preference for fairtrade products in its own procurement;
- b) work towards fairtrade town status for Haringey, and to that end to:
 - I. encourage retailers and caterers in the area to supply fairtrade products
 - II. encourage other employers and organisations to adopt fairtrade procurement policies
 - III. establish a working group including officers and open to members of the public to promote these aims