

To: BELLSHILL & DISTRICT LOCAL AREA PARTNERSHIP		Subject: FAIRTRADE SCOTLAND - BECOMING A FAIR TRADE NATION
From: CHIEF EXECUTIVE		
Date: 7 May 2009	Ref: GW/AR	

1. Introduction

- 1.1 This report sets out how the local area partnerships and community forums can contribute to raising the profile of Fair Trade within their communities. In addition it sets out how communities can achieve fair trade status for their area and in turn help toward the Scottish Government's aim to achieve Fair Trade nation status for Scotland in 2010.

2. A Fair Trade Nation

- 2.1 Fair Trade is a trading partnership that seeks to establish greater equity in international trade. It contributes to sustainable development by offering better trading conditions and securing the rights of marginalised workers especially in the developing world.

The Scottish Government is committed to achieving Fair Trade nation status for Scotland by 2010. This is the national effort to make sure we do everything we can as consumers to guarantee workers across the developing world receive fair prices and decent working conditions for the products we buy.

- 2.2 By becoming a Fair Trade nation, the Scottish Government hopes to achieve increased awareness of Fair Trade ; increased sales of Fair Trade products; a contribution to greater trade justice; and the creation of a meaningful commitment to Fair Trade from Parliament and executive bodies
- 2.3 To help achieve these goals, national targets have been set, for example that 75% of people will buy a Fair Trade product every year. The complete list of the criteria can be found at www.scotland.gov.uk/News/News-Extras/fair-trade
- 2.4 There are two specific targets which the council and the North Lanarkshire communities can directly help in achieving:

- all local authorities have active Fair Trade groups working towards Fairtrade status
- 55% of towns have active Fair Trade groups working towards Fairtrade status

3. Current Fairtrade activity in North Lanarkshire

- 3.1 In 2004, a group of local people which included representatives of Motherwell based organisations, members of local schools and churches, Motherwell College staff and students and council representatives, joined together to set up the Motherwell Fairtrade steering group. The aim of the group was to achieve Fairtrade status for the Motherwell area.

Following a campaign of awareness raising, public meetings, taster events, coffee mornings, competitions and encouraging local retailers to stock fairtrade products. In 2007 they achieved Fairtrade zone status for Motherwell and its surrounding villages: Holytown, New Stevenston, Newarthill, Carfin and Cleland. This recognised the range of fairtrade

products which are available and used by the area's organisations, shops, schools, work places and places of worship. In 2008 the group produced a directory with information and locations to buying Fairtrade goods in the Motherwell zone area.

3.2 Throughout the rest of North Lanarkshire various churches, schools and workplaces are using and promoting fairtrade products. However it would appear that no other towns or villages have taken the next step in unifying their activities and set up a steering group to work towards achieving recognition and official fairtrade status.

4. What next?

4.1 Ideally every town and village in North Lanarkshire should aspire to achieve fairtrade status. Having fairtrade status benefits both those buying and those selling. Consumers know they are guaranteed availability of fairtrade products in the area and have confidence that they are purchasing a high quality product. For producers and their communities, they know they will receive a guaranteed income and access to better working conditions, education and health services.

4.2 Towns and villages can officially become fairtrade towns and villages when they achieve the five goals set by the Fairtrade Foundation. These goals can be found in detail on the Fairtrade Foundation website at www.Fairtradefoundation.org.uk. However they can easily be remembered as the five C's and are :

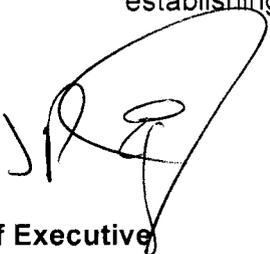
- **Council** – the council passes a decision to support fairtrade and serve fairtrade tea and coffee at its meetings, in its offices and facilities. North Lanarkshire Council has already made this decision;
- **Commerce**- a range of fairtrade products are readily available in the area shops, cafes and restaurants;
- **Community**- local workplaces, community organisations, schools and places of worship support Fairtrade and use fairtrade products.
- **Common consensus** – awareness and understanding of, and public support for fairtrade is gained through media coverage and events.
- **Captains** – a local steering group is set up to work towards, develop and gain new support for fairtrade town status. The group must have a constitution and may be eligible for a community grant from the council to help with expenses such as accommodation, administrative and publicity costs.

4.3 Working towards achieving fairtrade status can benefit communities through increased community participation and engagement. It brings together children, young people and older people, the private, public and voluntary sector, and people from different faiths, beliefs and ideals. It can make a tangible difference to the lives of workers in some of the poorest countries in the world when people here work together in their communities to change something small in their consumer behaviours such as buying a fairtrade product or helping to run a campaign.

5. Recommendations

5.1 It is recommended that Local Area Partnership members :

- (i) Consider how their own organisations can support the fairtrade movement and encourage the use of fair-trade products;
- (ii) Encourage community forum members, community groups, schools and places of worship within their areas to use and promote the use of fairtrade products
- (iii) Promote to their communities the benefits of becoming an official fairtrade area and establishing steering groups in their areas.


PP
Chief Executive

Local Government Access to Information Act. For further information on this report please contact Andrea Rose on extension 2231.