

Report

Report to:	Community and Enterprise Resources Committee
Date of Meeting:	22 January 2019
Report by:	Executive Director (Community and Enterprise Resources)

Subject:	Renewal of the Council Fairtrade Zone status
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1. Purpose of Report

1.1. The purpose of the report is to:

- seek approval of the proposed plan for the renewal of the Council's Fairtrade Zone status.

2. Recommendation

2.1. The Committee is asked to approve the following recommendation(s):

- (1) that the proposed plan to prepare the Council for the renewal of its Fairtrade Zone status be approved; and
- (2) that a report on the outcome of the bid for the Council to achieve Fairtrade Zone status be submitted to a future meeting of the Community and Enterprise Resources Committee.

3. Background

3.1. Fairtrade is an alternative approach to conventional trade between developing and developed countries which seeks to promote responsible trade. Principles of Fairtrade include:-

- Payment of fair prices to producers as well as a premium to improve their social, economic and environmental conditions;
- Transparent commercial relationships;
- Good working conditions;
- No child labour, no forced labour and no discrimination including gender equity;
- Conservation and preservation of the environment.

3.2. Communities (town, city, zone or any other geographical areas) can apply to achieve Fairtrade status. It shows the communities' commitment in supporting Fairtrade principles and using licensed products with the Fairtrade Mark. Over 600 communities across the UK have achieved Fairtrade status.

3.3. In South Lanarkshire, the following towns either have achieved the Fairtrade status or have been supporting Fairtrade: Blantyre, Biggar, Cambuslang, Carluke, East Kilbride, Hamilton, Lanark, Stonehouse, Strathaven (1st Fairtrade town in Scotland), Rutherglen, Uddingston.

- 3.4. South Lanarkshire Council achieved the Fairtrade Zone status in 2013 following an application made by the South Lanarkshire Fairtrade Steering Group. The application was supported by the Council with the Executive Committee of 13 February 2013 noting the successful application of the Council as Fairtrade Zone.
- 3.5. Despite the fact that the Council continues to support Fairtrade principles by serving Fairtrade tea and coffee, its status since has not been renewed. Renewal has to be carried out one year after the status is achieved and then every two years.
- 3.6. It is considered that the timing to renew the Council's Fairtrade status is appropriate for the following reasons:-
- The Council's Fairtrade Zone status would provide a mechanism to support and engage with the business community and town centres as they progress their Fairtrade ambitions.
 - The Fairtrade Zone status will support the achievement of the Procurement Strategy objectives regarding ethical trading.
 - The development of the Council's Food Strategy and the creation of the post of Policy Officer for Food Development represent an opportunity to apply again for the status. Supporting Fairtrade principles would align with the developing the Council's Food Strategy and the regular renewal of the status could be integrated in its action plan.

4. **Renewal of the Fairtrade Zone status and implications**

- 4.1. The Scottish Fairtrade Forum is the liaison organisation supporting Fairtrade communities with the achievement of the status.
- 4.2. To renew the Fairtrade Zone status, five goals, as defined by the Fairtrade Foundation, have to be achieved. The goals, actions to achieve them and timeframe are presented in the table below.

Goals	Proposed Timeframe	Current Status / Action required
<u>1. Local Council Resolution</u> Pass a resolution through committee approval to renew the support to Fairtrade and confirm that Fairtrade tea and coffee are served at meetings, in offices and canteens.	22 January 2019	This 'goal' would be achieved if the recommendations within this report are approved. Use of Fairtrade products within the Council is already in place and future purchasing through contracts will continue to target Fairtrade products as appropriate. Catalogues will be modified if needed.
<u>2. Fairtrade in Local Work Places and Organisations</u> Update the list of workplaces and community organisations using Fairtrade products and identify a flagship employer. Targets for this goal are indicative.	April 2019	Substantially complete The list of workplaces and community organisations is already available and will be updated with the help of the members of the steering group A flagship employer will have to be identified. See more details below (4.3).

<p><u>3. Fairtrade Products Available Locally</u> Update the list of Fairtrade products available in the area's retail outlets and served in local catering outlets. The target (estimated on the basis of the population size) is the following: 43 products available in retail and 22 in catering.</p>	<p>April 2019</p>	<p>Substantially complete. The list of Fairtrade products is already available and will be updated with the help of the members of the steering group.</p>
<p><u>4. Attract Media Coverage</u> Work with Corporate Communications on a publicity campaign on approval of the report which will include social media.</p>	<p>22 January 2019 and further media coverage along the process</p>	<p>To be progressed Media coverage will be undertaken following approval by the Community and Enterprise Resources Committee on 22 January 2019.</p>
<p><u>5. Establish a Steering Group</u> Establish steering group with Council representatives, Fairtrade towns and other people representing the community.</p>	<p>First meeting in February or March 2019 (after Community and Enterprise Resources Committee)</p>	<p>To be progressed See more details below (4.4).</p>

- 4.3 The identification of a flagship employer is a requirement for Fairtrade Zone with population over 100,000 inhabitants. The flagship employer is a significant local workplace that uses Fairtrade products and promotes Fairtrade to staff, clients and contacts. The Fairtrade Foundation requires that the flagship employer differs from the employer involved in Goal 1 i.e. the Council. Several workplaces were previously identified when the Council applied for the status in 2013 and some of them could be considered as flagship employers. Moreover, Council partners using Fairtrade products can also be accepted as flagship employer by the Fairtrade Foundation.
- 4.4. The role of the steering group will be to ensure that the Fairtrade zone continues to develop. In particular, the group will contribute to actions around the Fairtrade Zone goals and will have the responsibility for ensuring that events are organised during the Fairtrade Fortnight each year. Members of the group will include representatives from the Council, Fairtrade towns, private sector and the community.
- 4.5 Terms of reference of the steering group will include the role and responsibility, membership and dissolution rules, frequency of meetings, ways of working and financial arrangements if needed. The steering group will be chaired by a member of the group.
- 4.6. By progressing the actions noted above, it is expected that the Council will achieve Fairtrade Zone status by summer 2019. It takes approximately 6 weeks for the Fairtrade Foundation to examine applications. The outcome of the application will be reported to a future meeting of the Community and Resources Committee at an appropriate time.

4.7. Once the status is achieved, it will have to be renewed the following year. This implies monitoring and recording progress around the goals (list of Fairtrade products, list of Fairtrade places, media coverage and organisations of meetings). Such actions could be integrated in the action plan of the Council Food Strategy.

5. Employee Implications

- 5.1. The Policy Officer for Food Development, on behalf of the Fairtrade steering group, will be responsible for renewing the Fairtrade Zone status.
- 5.2 It is envisaged that support will be required to be provided by Council staff to submit the application and during the early stages of the creation of the Fairtrade Zone but it is envisaged that thereafter the steering group will be self-sustaining.

6. Financial Implications

- 6.1. There are no financial implications associated with this report, at this stage but this will be monitored through the application process and implications reported through future update reports.

7. Other Implications

- 7.1. There are no risk in terms of the proposals contained within this report and the Council achieving Fairtrade status would further enhance the Councils sustainability ambitions

8. Equality Impact Assessment and Strategic Environmental Assessment

- 8.1. This report does not introduce a new policy, function or strategy or recommend a change to an existing policy, function or strategy and, therefore, no impact assessment is required.

Michael McGlynn

Executive Director (Community and Enterprise Resources)

9 January 2019

Link(s) to Council Values/Ambitions/Objectives

- Work with communities and partners to promote high quality, thriving and sustainable communities.

Previous References

- Executive Committee report on Fairtrade Zone on 13 February 2013
- Community and Enterprise Resources Committee on Fairtrade Status for Biggar on 21 August 2018

List of Background Papers

- None

Contact for Further Information

If you would like to inspect the background papers or want further information, please contact:-

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