



REPORT TO SUSTAINABILITY SUB COMMITTEE – 3 FEBRUARY 2016

FAIRTRADE ZONE RENEWAL

1. Recommendations

The Sustainability Sub Committee is recommended to:

- 1.1 Note that the Council's Fairtrade Zone status is due for renewal on 1 April 2016 and a continued commitment from the Council is required to progress with the new application.**
- 1.2 Support the progress of the Council's Fairtrade commitment to beyond food items, for example school uniforms and footballs.**

2. Background/Discussion

- 2.1 Aberdeenshire Council has been notified by the Fairtrade Foundation that Fairtrade Zone status is due for renewal on 1 April 2016. Aberdeenshire became the 17th Fairtrade Zone in 2013, making a contribution to Scotland becoming a Fairtrade Nation. Therefore the Council's continued support of Fairtrade is important both locally and nationally.**
- 2.2 On review of the preceding renewal form from 1 April 2014 (attached as Appendix 1) certain commitments have not yet been met by the council.**
- 2.3 In April 2014, the aim for a commitment from the Council to expand the Fairtrade range of products available for sale to include Fairtrade cotton school uniforms and Fairtrade footballs was agreed but has not yet been accomplished.**
- 2.4 The Goal 1 criteria of serving Fairtrade products (for example, in meetings and in its offices and canteens) is being met by the Council's catering contract Sodexo at both Woodhill House and Gordon House.**
- 2.5 The Sustainability & Climate Change Co-ordinator has also been in discussion with Facilities Management to ensure that the council is meeting its commitments on Fairtrade in readiness for Fairtrade Fortnight later this month.**
- 2.6 As the Council moves forward with its commitment to Aberdeenshire being a Fairtrade Zone, provision for including non-food Fairtrade items within Council services will enhance the renewal and demonstrate the Council's continued support for the program.**

2.7 A Fairtrade Zone steering group meeting will take place in February 2016 to discuss how the Council can further support its Fairtrade communities in their efforts to renew their Fairtrade status as well as assist with new applications.

2.8 Any observations from Monitoring officers have been included in the report.

3. Financial, Equalities and Staffing Implications

3.1 There are no direct staffing implications arising from this report.

3.2 Expanding on current provision may have financial implications. Cost would need to be determined subject to tender.

3.3 The primary purpose of Fairtrade is to provide fair income for producers and farmers in developing countries. An Equality Impact Assessment is not required as the report does not deal with actions which may impact adversely on groups with protected characteristics.

Stephen Archer
Director of Infrastructure Services

Report prepared by: Claudia Vilar, Sustainability & Climate Change Co-ordinator
18 January 2016



Renewal Form

Complete and return for renewal of your Fairtrade Town status!

For Fairtrade Town status to be maintained it must be renewed one year from the date of declaration. The first renewal will provide a brief update on what's happened since status was first achieved and a two year action plan detailing what the Steering Group (and its partners) intend to achieve in the next two years. Further renewals will be required every two years and focus on how far the group has met the targets and ambitions they set in the previous renewal action plan.

To renew status a copy of this form must be completed and signed by two group members plus a local authority representative before returning electronically to the Fairtrade Foundation at volunteer.towns@fairtrade.org.uk. If necessary, supporting documents can be posted to Fairtrade Towns, The Fairtrade Foundation, 3rd Floor, Ibex House, 42 - 47 Minories, London EC3N 1DY.

The Fairtrade Foundation will review the Action Plan and may be in touch to discuss any comments, suggestions or concerns with the steering group key contact before agreeing the final Action Plan with the Steering Group and officially renewing Fairtrade Town status. An updated Fairtrade Town certificate will be sent to you when your area's Fairtrade status has been renewed. We look forward to hearing how you got on with all your plans!

Contact name _____

Please tick if you are happy for us to pass on your contact details to Fairtrade supporters keen to join or learn about your campaign (it will not be given to any other organisations)

Organisation (if any) _____

Address _____

Telephone Daytime: _____ Evening: _____

E-mail address _____

Status to be renewed (tick one box only): Fairtrade Town Fairtrade City
 Fairtrade Village Fairtrade Zone Fairtrade Island Fairtrade County
 Fairtrade Borough

For the area of: **Aberdeenshire** _____

Population: **240,000** _____

Date Fairtrade status declared: **17/01/13** _____

Date Fairtrade status last renewed (if different to above): **First renewal**

Update on progress since status was first achieved/last renewal:

Please give a brief update on campaign activities, progress made and any challenges met since your declaration/last renewal. Please tell us about key events you've organised, the current commitment from the local authority, and any changes to the Steering Group.

There is no fixed format for how you must do this, however we recommend that you report on your measurements of success, as indicated in your previous action plan where this is appropriate. This is your chance to tell us what's worked, shout about your successes and make sure we're aware of the challenges you're seeing on the ground as you campaign to win support for Fairtrade and trade justice.

Zone Steering group has been established but due to the size of the area and the distances involved exists virtually and intends to meet only when there is a reason to do so. Banff in the north to St Cyrus in the south of the shire is 77 miles.

The steering group is made up of reps from FT groups, FT retailers and Aberdeenshire Council. The group has decided that its remit is very much zone specific and to discuss and address issues which are common to all or particular issues where it is deemed better for the Zone to become involved rather than a single group.

- An action plan for 2014-16 has been produced which shows quarterly actions starting with:
- A letter written to the Director of Education asking for the Council's support for FT School uniforms.
- Dir of Education to speak at Newburgh school to teachers and invited guests.
- A request for Aberdeenshire Council Roads Service to produce an easy to follow FT Signage guidance note.
- Aberdeenshire Council Sports Development Team are investigating using FT Footballs.
- In November 2013 Aberdeenshire Council passed a new resolution in support of Fairtrade.
- Aberdeenshire Council Fairtrade News release published in the local press inc Ellon Times in Jan 14. FT Fortnight publicity on Council intranet and website Feb 14.
- Sodexo the Council's catering contractor is actively promoting Fairtrade products and FT Fortnight 2014.
- FT staff quizzes will take place over the fortnight at Woodhill House and Gordon House, Aberdeenshire Council's largest sites.
- Production of Fairtrade Aberdeenshire car/window sticker underway through Aberdeenshire Council Design & Print Service.
- Regular circulation of updates of group activities to other groups/contacts.

Action Plan for the coming two years:

Please note, ongoing activity is required from the Council (developing Goal 1) and there must be a Steering Group that meets regularly to ensure progress and continued commitment to the campaign (Goal 5). We strongly recommend that the Steering Group also sets themselves at least one aim to develop activities around Goal 2 (Retail and catering outlets), Goal 3 (community involvement, including workplaces, places of worship, educational establishments and other community organisations) and Goal 4 (events and media coverage). Your group knows what will have the greatest impact locally and what works in your community. Be brave, be creative and be imaginative. We look forward to hearing your plans!

See accompanying quarterly action plan 2014-16.

Taking Goal 1 forward: Required

The local council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade products (for example, in meetings and in its offices and canteens)

A few questions to start the group thinking! How will the steering group build on the relationship with the Council, developing action and support on the commitments made in the original resolution? Are there new ways the Council can use its buying power to benefit producers and workers in developing countries (for example, use of more Fairtrade products by council staff e.g. cotton uniforms or use in other places e.g. school canteens or libraries)? Are there different ways your council can support the work of the steering group and help increase awareness and understanding across the community?

Overall aim or aims (what do we want to achieve in the next two years?):

Expand Fairtrade range of products available for sale and procured for other uses e.g. clothing, sports equipment. To clarify Fairtrade and its aims and differentiate it from other marks, certifications and campaigns.
2015 FT Fortnight

Planned activities (what are we going to do to get there?):

FT Zone reps to brief key Council officers including those in Facilities, Catering, Education and Procurement.
Follow up approach to Sports Development Team about switching to using FT footballs.
Prepare for and actively promote FT Fortnight internally at catering outlets with Sodexo.

Measuring success (how will we measure progress?):

More FT products and goods procured, purchased, sold and used.
Compare 2015 against previous years.
Training session record, numbers of staff and job role attending.
E-mails etc.

Taking Goal 2 forward: Recommended

A range of Fairtrade products are readily available in the area's shops and served in local cafés/catering establishments.

A few questions to start the group thinking: How does the campaign aim to increase the range and availability of Fairtrade locally and encourage businesses to make more of a commitment? Are there specific



companies we want to influence and how will we make it easy for anyone to choose Fairtrade every time they shop or enjoy a coffee in town?

Overall aim or aims (what do we want to achieve in the next two years?):

To promote and expand Fairtrade and the products and product ranges that can be used by Aberdeenshire Council, Schools, partner organisations and businesses. This is very much in the remit of the zone.

Planned activities (what are we going to do to get there?):

Co-ordinated action/publicity through business support networks inc: Bright Green Futures targeting SME businesses. Local group attending in area where events are taking place. These happen throughout the year.

In conjunction with local group follow up any direct approaches or other referrals from businesses interested in Fairtrade.

Roaming FT Shop potentially to target large employers e.g. over lunchtime.

Measuring success (how will we measure progress?):

List of companies approached or attending events with Fairtrade promotion or presence.
Number of companies switching to or expanding to offer FT
Number of referrals direct approaches.

Taking Goal 3 forward: Recommended

Local work places and community organisations (places of worship, schools, universities, colleges and other community organisations) support Fairtrade and use Fairtrade products whenever possible. Populations over 100,000 will also need a flagship employer

A few questions to get the group thinking! How will the campaign reach new work places and community organisations, encouraging them to make their own commitment to Fairtrade and get involved with the local campaign? Are there partners that could help the steering group reach and inspire new audiences or events and activities that could encourage more organisations to get involved, or take their involvement to the next level?

Overall aim or aims (what do we want to achieve in the next two years?):

Zone co-ordination of FT material to area community planning partnerships who have established and wider links with their communities in addition to local FT group links.

Planned activities (what are we going to do to get there?):

In addition to the Council for local groups to identify flagship employers (public, private, charitable sectors) in their area in addition to any identified as part of application (e.g. those identified by community planning partnership workers).

E.g. Where the Zone can play a role and/or receive referrals is an example like Portlethen.

Portlethen Academy group has started working with the Town Fair Trade group and has taken on responsibility for liaising with local businesses and promoting fair trade amongst them. A good example of community partners working together to spread the message.

The aim here is to achieve Fair Trade town status.

Measuring success (how will we measure progress?):

Number of approaches per month/per quarter. Numbers of new larger employers using FT.
Local groups also utilising zone identity.
Community planning information – e-mails, materials circulated etc as evidence.

Taking Goal 4 forward: Recommended

Events and media coverage raise awareness and understanding of Fairtrade across the community.

A few questions to get the group thinking! What events do you want to organise over the coming two years? Are there any established community events that you want to make Fairtrade a part of? How will the campaign 'make a noise' through the local press, local newsletters and perhaps social media? How will your campaign spread the word over the coming two years?

Overall aim or aims (what do we want to achieve in the next two years.?):

To promote and publicise Zone and Zone identity through Council press/news releases.
Intranet and website publicity as well as wider presence on the internet co-ordinated by lead local group(see below).
To further promote Fairtrade in Aberdeenshire Schools.

Planned activities (what are we going to do to get there):

Zone group Blog and Facebook account created. Zone group will publicise any zone events using local press, community news letters, e-mail and other mediums. Zone group will use its network, contacts blog etc to publicise activities/events of local groups. Council will use news/press releases and internal communications to promote Fairtrade.
Zone window sticker produced
Run Schools FT Poster Competition for use alongside Foundation publicity material during FT Fortnight 2015.

Measuring success (how will we measure progress):

Blog and multi media forums themselves, press and news articles, volume of e-mail exchange etc.
Zone group will promote local group activities across membership, local groups to promote zone activities, events, campaigns that apply to all groups.
Visibility of Aberdeenshire stickers in cars, premises, schools and shops.
Participating Aberdeenshire Schools.

Taking Goal 5 forward: Required

A local Fairtrade steering group representing a range of local organisations and sectors meets regularly to ensure the Fairtrade Town continues to develop and gain support

Please give details of the current Steering Group (include a full list of present members with roles and any organisations they may represent):

A few questions to get the group thinking! Does our group represent different sectors across the community? How could we recruit new members? Could we join forces or work with other Fairtrade Town Steering Groups close by? How can we work more closely with active schools, colleges, workplaces or businesses?

Overall aim or aims (what do we want to achieve in the next two years?):
The steering group is made up of a representative from Fairtrade communities with status already and those working toward FT status, retailers and the Council. To broaden participation in the group with additional members from large companies approached by groups who agree to sell FT. Nominations for a representative from an established FT School may also benefit the group, this may be a teacher or a pupil. A representative from the Co-op will also be approached. The group is quite diverse as its stands. The proposed virtual nature of the group may assist in getting wider representation in a large rural area like Aberdeenshire.

Planned activities (what are we going to do to get us there?):
Group to identify any gaps in representation and also indentify named individuals to approach e.g. from schools, co-op etc.
Rachel Shanks is a Grampian Co-op Committee member and is the Zone representative from the Stonehaven group.

Measuring success (how will we measure progress?):
Membership diversity itself - full member list and those having attended meetings.
List of organisations they represent on the steering group. Now ostensibly a virtual group.
Information contained in local group applications which is also relevant to zone activity.

And finally... Beyond the Five Goals!

Fairtrade Towns have come a long way since the core five goals were developed in 2001 and Steering Groups since then have come up with some amazing and inspired ways to take their campaign forward. If your group has a dream, an idea or activity that falls outside the core five goals but that you think will make a difference, make it part of your plan!

Overall aim or aims (what do we want to achieve in the future?):
Council report made clear that goal 1 criteria is the starting point not an end in itself.

Planned activities (what are we going to do to get us there?):

Measuring success (how will we measure progress?):



	1. Group member	2. Group member	3. Local authority
Signed	_____	_____	
Name	_____	_____	
Position/organisation	_____	_____	
Phone number	_____	_____	
Date	19/02/14 _____	19/02/14 _____	17/02/14

If this document is submitted in electronic format it can be deemed to be signed by the names given above.