

APPENDIX 1

Five Goals for A Fairtrade Town, City or Zone.

The purpose of a Fairtrade Town is to contribute to the Fairtrade Foundation's aim of tackling poverty by enabling disadvantaged producers from poor countries to receive a better deal, through encouraging support for the FAIRTRADE Mark (shown right).



In order to fulfil this aim by becoming a Fairtrade Town, City or Zone the following five **goals** must be realised. When they are signed and dated certificate will be presented by the Fairtrade Foundation. The **goals** are in **bold**. *Optional extras*, recommended but not required, are in *italics*.

- 1. Local council passes a resolution** supporting Fairtrade, and agrees to serve Fairtrade coffee and tea at its meetings and in its offices and cafeterias.
 - *Local council commits itself to promoting awareness of Fairtrade to its Borough on a regular basis, through its free publication (if it has one) and other outlets.*
 - *Local council allocates Fairtrade Town responsibilities to a member of staff or committee (working in partnership with a local Fairtrade steering group - see below) to ensure continued commitment to its Fairtrade Town status*
 - *Promote awareness of Fairtrade to staff and partners (internally) - through posters, emails, tastings and events during Fairtrade Fortnight*
- 2. A range of (at least four different) Fairtrade products are readily available in the area's shops and other Fairtrade establishments. Fairtrade products are served in local cafes/catering establishments.** It should be easy for local people to find Fairtrade products as they do their everyday shopping. Targets are suggested below*. Retailers stockists could include a selection of health and whole food shops, supermarkets, or fair trade shops.
 - *These should display literature or placards advertising the fact that they serve or sell FAIRTRADE Mark products.*
 - *The local Fairtrade directory produced advising people where they can buy or find Fairtrade products should be kept up to date - both on paper and on-line.*
- 3. Fairtrade products are used by a number of local work places (estate agents, hairdressers etc) and community organisations (churches, schools etc)**
 - *Aim to include a flagship employer*
 - *Venues should display stickers, posters or a certificate advising users that they use Fairtrade products and / or support the local Fairtrade Town campaign.*
 - *Educational campaigns are organised in these places to deepen people's understanding of the issues and deepen their commitment to Fairtrade.*
- 4. Attract media coverage and popular support for the campaign.** For the press, the story can be revived as each goal is achieved, organising a big splash for the Fairtrade endorsement ceremony, and developing a strategy to keep it in the news long after. This will also enable local businesses and organisations to benefit from their involvement.
- 5. A local Fairtrade steering group is convened to ensure continued commitment to its Fairtrade Town status.** This should ideally include a council representative, campaigners, and people representing the area's schools, churches and businesses. The group is responsible for an annual assessment to monitor whether the area is continuing to meet the five goals. The group organises special events for Fairtrade Fortnight in March each year.