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| <b>Title of Report:</b>                | <b>FAIRTRADE BOROUGH STATUS</b>         |
| <b>Committee Report Submitted To:</b>  | <b>ENVIRONMENTAL SERVICES COMMITTEE</b> |
| <b>Date of Meeting:</b>                | <b>8<sup>th</sup> October 2019</b>      |
| <b>For Decision or For Information</b> | <b>FOR INFORMATION</b>                  |

|  |                                     |
|--|-------------------------------------|
| <b>Linkage to Council Strategy (2019-23)</b> |                                     |
| Strategic Theme                              | Leader and Champion                 |
| Outcome                                      | To achieve Fairtrade Borough Status |
| Lead Officer                                 | Director of Environmental Services  |

|                                    |     |
|------------------------------------|-----|
| <b>Budgetary Considerations</b>    |     |
| Cost of Proposal                   | N/A |
| Included in Current Year Estimates | N/A |
| Capital/Revenue                    | N/A |
| Code                               | N/A |
| Staffing Costs                     | N/A |

|  |   |               |       |
|--|---|---------------|-------|
| <b>Screening Requirements</b>            | Required for new or revised Policies, Plans, Strategies or Service Delivery Proposals |               |       |
| Section 75 Screening                     | Screening Completed:  | Yes/No<br>N/A | Date: |
|  | EQIA Required and Completed:  | Yes/No<br>N/A | Date: |
| Rural Needs Assessment (RNA)             | Screening Completed   | Yes/No<br>N/A | Date: |
|  | RNA Required and Completed:   | Yes/No<br>N/A | Date: |
| Data Protection Impact Assessment (DPIA) | Screening Completed:  | Yes/No<br>N/A | Date: |
|  | DPIA Required and Completed:  | Yes/No<br>N/A | Date: |

## **1.0 Purpose of Report**

- 1.1 To inform Members that Causeway Coast and Glens Borough Council has achieved Fairtrade Borough Status.

## **2.0 Background**

- 2.1 In November 2016 members passed a resolution demonstrating Council's support for a campaign to achieve Fairtrade Borough Status. Fairtrade is a global movement to guarantee a better deal, working conditions, environmental protection and fair terms of trade for disadvantaged producers in the developing world. Its primary objective is to tackle poverty. Fairtrade tackles any use of child labour and/or human trafficking. Fairtrade certified producers invest in schools, transport, health care and sanitation. Fairtrade has a strong presence in the UK and Ireland, represented by the Fairtrade Foundation and Fairtrade Ireland. Through the "Fairtrade Town" campaign, communities are awarded Fairtrade status when they meet set criteria.
- 2.2 In March 2019, Members were informed that Goals 1-4 had been achieved and in order to achieve full Fairtrade Borough Status, 2 Members of the ES Committee were required to represent Council on the local Fairtrade Steering Group. The inaugural meeting of the Steering Group took place and the application for Borough Status was issued to Fairtrade Foundation for assessment.

## **3.0 Outcome**

- 3.1 On the 3<sup>rd</sup> September 2019, a letter was received from Chrysi Dimaki (Fairtrade Foundation) to inform Council that Causeway Coast and Glens Borough Council had achieved Fairtrade Borough Status. A copy of the letter, feedback report, and certificate is attached in Appendix 1.



3 September 2019

Dear Aidan,

Congratulations to you and your group for achieving Fairtrade Borough status for Causeway Coast & Glens. Please find enclosed your feedback report and certificate.

The feedback report includes some ideas to help build on your achievements to date and take your Fairtrade Town campaign further. Thanks to the commitment, passion and hard work of groups like yours, over 1.5 million farmers and workers in developing countries already benefit through Fairtrade. However, there is still a long way to go. Two billion people – a third of all humanity – still struggle to survive on less than \$2 and Fairtrade is needed now more than ever.

We look forward to hearing more about your campaign when Causeway Coast & Glens renews Fairtrade Borough status in one year. We will ask you for an update on your activities but please check [www.fairtrade.org.uk/towns](http://www.fairtrade.org.uk/towns) nearer the time for the latest guidance.

All steering group members are welcome, and encouraged to sign up to receive the monthly Fairtrade Town e-newsletter to stay in touch.

Every time someone reaches for the FAIRTRADE Mark, they join millions of others and prove that each and every one of us can make a real and positive difference through our daily choices. In Causeway Coast & Glens, that person could have chosen Fairtrade because they visited a coffee morning or a fashion show organised by your steering group. It could be that Fairtrade was on the shelf because of a conversation you had with the local shop manager. Fairtrade Towns show that ordinary people can and do achieve extraordinary things. Thank you for being part of it and we wish you every success as you take your local campaign forward.

Congratulations again and best wishes with your continued campaigning!

A handwritten signature in black ink that reads "Chrysi Dimaki".

Chrysi Dimaki  
Communities Campaigns  
Officer



# Application Feedback Form

Application for Fairtrade Borough Status:

Date: 03/09/2019

Contact name: Aidan McPeake

Organisation (if any): Causeway Coast & Glens Borough Council

Address: Cloonavin, 66 Portstewart Road, Coleraine BT52 1EY

Telephone: 028 2766 0237 (daytime)

E-mail address: [aidan.mcpeake@causewaycoastandglens.gov.uk](mailto:aidan.mcpeake@causewaycoastandglens.gov.uk)

For the area of: Causeway Coast & Glens Borough Council

Population: 140,877

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**Goal 1: Local council passes a resolution supporting Fairtrade\*.** The resolution should include a commitment to serve Fairtrade\* tea and coffee at its meetings and in its offices and canteens whenever hot drinks are served.

Date Achieved: 01 November 2016

**Result:** Goal achieved

**Comments and further appropriate actions:**

Congratulations on all that has been achieved to date and on the comprehensive resolution passed by Causeway Coast & Glens Borough Council following the legacy from the Councils that are located within the new Council's boundaries. It is really encouraging to see that the Council has made such a firm commitment to use Fairtrade products both within its offices and all establishments which the Council controls. It is also great to hear that it supports the work of the Fairtrade steering group through online promotion on its website and social media platforms but also providing administrative support and deepening its commitment by embedding Fairtrade within its policies. We look forward to seeing how the Council develops upon the commitments made, expands the range of Fairtrade products available to staff and visitors and continues to offer support to the steering group as it promotes Fairtrade locally.

As tea and coffee are just two of the 4,500+ Fairtrade products currently available, we hope that the Council will consider other Fairtrade products such as biscuits, sugar, fresh fruit, nuts and even wine and flowers for receptions or special occasions. For an up-to-date list see our website at <http://www.fairtrade.org.uk/en/buying-fairtrade>.

The Council has a lot of power to positively influence producer communities through their purchasing and procurement, both directly and through tenders. To build on the solid commitment to Fairtrade, the next step is to ensure that when tenders are advertised for Council contracts, the Fairtrade Borough status is publicised, and Fairtrade options are requested. It is good to see that steps are being made towards this, with the council being willing to work with suppliers, contractors, internally and within the community to raise the awareness and encourage the promotion, purchase and procurement of Fairtrade products. This specification is now legal under

the changed EU procurement rules, for more information please see the Fairtrade Foundation's [procurement guides](#) for campaigners and council staff.

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**Goal 2: A range of (at least four) Fairtrade products are readily available in the area's shops and are served in local cafés/catering establishments - suggested targets are given in the Action Guide**

**Result:** Goal achieved

**Comments and further appropriate actions:**

Congratulations on meeting the targets for this goal and please pass on our thanks to all the businesses whose support has helped to make Causeway Coast & Glens a Fairtrade Borough.

It is great to see that you have identified in such detail the businesses stocking and serving Fairtrade products in the area. It is now also important to engage with more independent businesses in the area too. Producing a Fairtrade directory is a good way to let residents know where they can find products with the Fairtrade Mark and are also a great way to raise awareness about Fairtrade. A local guide also often encourages other retailers and caterers in the area to start stocking Fairtrade and become a part of the Causeway Coast & Glens Borough campaign. It's good to see that Moyle District Council committed in the past to setting up a hard copy and online directory. It would be great to encourage the Causeway Coast & Glens Borough Council to produce a directory or a map with where Fairtrade products can be found locally. This will ensure that the people in all areas of Causeway Coast & Glens are aware of where to find products with the Fairtrade Mark closest to them.

Do also encourage shops and cafes that offer Fairtrade to help raise the profile of Fairtrade locally and advertise their commitment by displaying stickers or posters. [Window stickers](#) and posters are available to order from the Fairtrade Foundation and can help to raise the local profile of Fairtrade in addition to acknowledging the commitments made by the businesses listed. If you would like to order materials for shops and cafes to display, please order online at <http://shop.fairtrade.org.uk> or call on 0207 440 7676. If enough local shops and cafes put posters or stickers up, this can also create an opportunity for a Fairtrade Treasure Hunt where participants find as many outlets stocking Fairtrade as possible!

We would now encourage you to think about the best ways to promote the availability and sales of Fairtrade products in Causeway Coast & Glens going forward. You could focus on increasing the range for example, by championing independent shops or products from 100% Fairtrade organisations, or concentrate on the visibility of Fairtrade products through stickers, point of sale displays and a directory.

Congratulations and we look forward to seeing the businesses listed expand their range and to seeing their example inspire and encourage other local shops, supermarkets, cafes and restaurants to become part of the Causeway Coast & Glens Fairtrade Borough campaign

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**Goal 3: Fairtrade products are used by an appropriate number of local work places (offices, shops, B&Bs etc.) and community organisations (faith communities, schools, universities etc).** For larger populations (over 100,000) a flagship employer is expected as well as the local authority listed under Goal 1.

**Result:** Goal achieved

### **Comments and further appropriate actions:**

Congratulations on the considerable achievements made towards this goal. It is wonderful to see that Fairtrade is really becoming a part of the Causeway Coast & Glens community through the active support shown by the groups, organisations and businesses! Well done and we would like to take this opportunity to thank all the organisations listed for the support they have shown and for the part they have played in making Causeway Coast & Glens a Fairtrade Borough. We hope that their support develops and encourages others to become a part of the Causeway Coast & Glens Fairtrade Borough campaign.

It's great to see so many workplaces making the switch to Fairtrade and we do hope they are promoting their support to staff and customers. The [Workplace of World Changers](#) webpages also offer useful materials specifically designed for businesses. This scheme allows workplaces to register their support for Fairtrade and receive a certificate from the Fairtrade Foundation acknowledging their commitment. Encouraging them to register for this achievement could help you to build strong and lasting relationships with businesses throughout the community. Although it is primarily aimed at businesses wishing to promote their Fairtrade credentials to their employees, it could also be used by retailers, B&Bs or other workplaces.

Congratulations on gaining Ulster University as the Flagship Employer for Causeway Coast & Glens Fairtrade Borough. We hope that they will use their position to promote Fairtrade to contacts, clients and staff and that their support will encourage other businesses to think about making their own commitment to Fairtrade. However, as engaging with universities is covered in Goal 3 as working with educational institutions we suggest that flagship employers are others than universities or Councils. This is stated in our Fairtrade Towns Action Guide. We would encourage you to look further in the future to engage with a local big employer as your flagship employer. A new certificate to help you publicly acknowledge the support of your flagship employer has recently been developed. Both the certificate and a 'how to' guide can be downloaded from our [Resource Library](#). You could hold a presentation event and release a press release to celebrate your achievement!

Furthermore, it is wonderful to see that so many primary and secondary schools have become a part of the Causeway Coast & Glens Fairtrade Borough campaign by using products with the FAIRTRADE Mark and getting involved to raise greater support and understanding of Fairtrade. We would like to congratulate any schools mentioned that have achieved Fairtrade status or are working towards achieving Fairtrade status. Do encourage any particularly supportive schools or colleges to consider taking their commitment further by working towards achieving Fairtrade status in their own right. More information, resources and support are available at <http://shop.fairtrade.org.uk/schools-guide-for-towns-booklet> and [www.fairtrade.org.uk/en/get-involved/in-your-community/universities](http://www.fairtrade.org.uk/en/get-involved/in-your-community/universities)

We were really pleased to read that so many churches have made a commitment to Fairtrade and we hope that as a result members of the congregation have become more aware of Fairtrade and what it means for farmers in developing countries. It would be great if more churches applied for Fairtrade status and we hope that their commitment to Fairtrade is communicated to the wider community through articles in any church or parish newsletters. In the future, it would also be good if churches could come together with others in the area, scale up and coordinate their commitment and work towards becoming a Fairtrade Diocese. For information on this, please go to [www.fairtrade.org.uk/faiths](http://www.fairtrade.org.uk/faiths).

Also, it would be great if the steering group could replicate the obvious success with churches with other faith groups in the community. There are now schemes for Fairtrade Synagogues, Mosques, and Temples. Working with places of worship can be an effective way to reach new audiences and



areas of the community. Do contact us if you would like to discuss any ideas or approaches that other Fairtrade Town groups have found effective. Finally, it is great to see that you have identified which local organisations have Fairtrade policies in place. The next step would be to engage with them in a more personal way and find ways to maybe collaborate on events to promote messages with the same values and reach new audiences through synergies. It would also be great if Fairtrade was included in any activities or events organised by these groups and we hope other clubs, societies groups and associations will also choose Fairtrade and play their part in taking the local campaign further still.

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**Goal 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 declaration 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.

**Result:** Goal achieved

***Comments and further appropriate actions:***

This goal is designed to ensure that Fairtrade is supported and understood by the general public in Causeway Coast & Glens and based on the list of events you have organised and the range of publications that have featured Fairtrade, it is clear that this goal has been met. It is great to see such a long-standing campaign which has continued to innovate throughout time and undoubtedly reached a great many people in Causeway Coast & Glens. Congratulations on various events that you have held such as the fashion show, tasting events, Fairtrade school competitions and Fairtrade coffee mornings which sounds wonderful and must have involved a lot of hard work and effort. Please do publicise any events you hold on your social media accounts, website or newsletters. Publicising your events in this way helps to spread the message even further and also serves as a source of ideas for other Fairtrade Towns groups. Another great way to keep Fairtrade in the public eye is to promote Fairtrade at established community events such as Christmas and Summer Fairs. This is a great way to reach people who may not usually come to an event that specifically about Fairtrade.

The creativity and dedication of the steering group has also succeeded in generating a great deal of press coverage and it's wonderful to see so many mentions of Fairtrade in the local media and on radio. Well done and many thanks for sending us copies. We wish you the best of luck in all your future events and media work.

It may be difficult to maintain press interest once status has been achieved. Quirky unusual events such as a sports day involving local schools, a competition or a world-record attempt (most people simultaneously eating Fairtrade bananas for example) can be a good way of maintaining press coverage. It may also be helpful to get in touch with other Fairtrade Town groups (those who are aspiring towards or who have achieved Fairtrade status) to pool resources, ideas and energy and hopefully ensure that Fairtrade in Causeway Coast & Glens and the wider region continues to spread through media coverage and events which engage and inspire the general public.

You can order resources (including leaflets, guides, bags and inflatable bananas) from <http://shop.fairtrade.org.uk/> to support your activities and events.

It's great to see you are also spreading the word on Facebook. We've recently produced a [guide to social media for Fairtrade campaigns](#) which is available to download with other action guides at <http://www.fairtrade.org.uk/en/resources%20library/campaigning>, and you can discuss further ideas and get inspiration on the [Fairtrade Campaigners Facebook group](#).

Please do remember to keep a record of the events you hold (including all presentations given) with the date on which they are held, and continue to save press coverage to include in your renewal.

Congratulations on ensuring that Fairtrade is kept in the public eye and we wish you the best of luck as you develop upon the considerable achievements made to date. Well done!

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**Goal 5: A local Fairtrade steering group is convened to ensure continued commitment to its Fairtrade Town status.**

***Result:*** Goal achieved

***Comments and further appropriate actions:***

Congratulations for forming and maintaining a dedicated and proactive steering group composed of such clearly committed members. It's great to see that you have representatives from a wide section of the community and we are confident that your campaign will develop and flourish well into the future. It has been a pleasure to learn about all you have achieved to date and to hear of your future plans. Well done on such a comprehensive and interesting application.

Many groups find that the role and objectives of the steering group change slightly once status has been achieved. Becoming a Fairtrade Borough is an incredible achievement but remains only one significant step on your Fairtrade journey. Do take the time to celebrate your achievements and communicate your successes to other stakeholders, including the press. Your first renewal will require the steering group to give an update on activity that has been achieved and will be due one year after status has been achieved and every two years following that. We suggest you read through the information on our [Renewing Fairtrade Community Status](#) webpage where you can access tools and materials to help you prepare for it. It is very promising though to see that your application states clear future plans that the steering group plan to focus on for the next year. Moving forwards the group may feel it would be useful to form smaller sub or working groups to focus on taking specific tasks or activities. These could be an events group or a team dedicated to working with schools – it all depends on your priorities and on your time!

Finally, we would like to thank all the steering group members for their dedication and energy. We do appreciate how much time and hard work is involved in developing a local Fairtrade campaign such as this and would like to congratulate all the members on their achievements and to thank them on behalf of the producer communities who benefit directly from increasing support for and sales of Fairtrade.

***Final Comment:***

Congratulations on achieving Fairtrade Borough status for Causeway Coast & Glens. Doing so is a fantastic achievement, and it is not often that a Borough's initial application is already as strong and comprehensive as yours. Of course, this is only the start of Causeway Coast & Glens' Fairtrade journey and that there is always more to do, and it's great that you've laid out comprehensive and specific plans to take Fairtrade further in the area. It has been a great pleasure to learn more about all you have achieved and the obvious impact your hard work has had. Please do feel free to share any 'top tips' with us that you feel may be useful to other Fairtrade enthusiasts in the UK. We would like to emphasise how important it is that your group maintains momentum



and keeps up the good work after Fairtrade status has been announced. Inviting new people to help with your campaign, keeping Fairtrade in the media and making ambitious yet achievable plans for the future are all key elements in a healthy and sustainable Fairtrade group.

We look forward to hearing how your Fairtrade campaign has developed in your renewal application.

Our thanks once again for all your hard work and our congratulations on all you have achieved. It is thanks to groups such as yours that Fairtrade is going from strength to strength and helping more communities in developing countries to earn enough for today and to invest in a better tomorrow.

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Signed:

Name:

Position:



Adam Gardner  
Communities Campaigns  
Manager



Chrysi Dimaki  
Communities Campaigns  
Officer



Kevwe Edekovwere  
Fairtrade Towns  
Volunteer



This certifies that

**CAUSEWAY COAST & GLENS**

is a

**FAIRTRADE BOROUGH**

First achieved: **03 September 2019**  
Next renewal due: **03 September 2020**

**Michael Gidney**  
Chief Executive  
Fairtrade Foundation

**Peter Gaynor**  
Executive Director, Fairtrade Mark Ireland  
[www.fairtrade.ie](http://www.fairtrade.ie)



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FOUNDATION  
[fairtrade.org.uk](http://fairtrade.org.uk)

