

Our Name

Fair Trade Steering Group: Brighton & Hove in Sussex

Aims

To support, encourage and celebrate Fair Trade, so that Brighton & Hove becomes well known as a place that fosters and is closely associated with Fair Trade.

1. To maintain our Fairtrade City Status by continuing to commit to the five goals laid down by the Fairtrade Foundation.
2. To inform, promote and raise awareness of Fair Trade among residents, in particular the idea of becoming Fair Trade Citizens. To ensure our promotion of Fair Trade in Brighton & Hove is enthusiastic, positive and engaging.
3. To encourage local businesses, the council and other organisations to be ambassadors for Fair Trade, by buying Fair Trade where possible and by helping us to communicate the Fair Trade message to consumers.
4. To collaborate to create local partnerships so that businesses and organisations can share benefits from their joint support of Fair Trade. By working together, to encourage Fair Trade to become part of their structure and ingrained in their thinking.
5. To encourage Community groups, e.g. clubs, churches, schools, and universities to also give 100% backing to Fair Trade in their activities.
6. To support schools, universities and all educational centres to include Fair Trade in their curriculum, ensuring it is taught in exciting and innovative ways, so that students become enthusiastic proponents of Fair Trade.
7. To show how Fair Trade complements Environmental Sustainability, and to ensure that Fair Trade is at the forefront of the Council's Sustainability remit.

The core Five Goals are:

1. **Local council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade products (for example, in meetings, offices and canteens).**
2. **A range of Fairtrade products are readily available in the area's retail outlets (shops, supermarkets, newsagents and petrol stations) and served in local catering outlets (cafés, restaurants, pubs).**
3. **Local workplaces and community organisations (places of worship, schools, universities, colleges and other community organisations) support Fairtrade and use Fairtrade products whenever possible. A flagship employer is required for populations over 100,000.**

- 4. Media coverage and events raise awareness and understanding of Fairtrade across the community.**
- 5. A local Fairtrade steering group is convened to ensure the Fairtrade Town campaign continues to develop and gain new support.**

APPENDIX 1

Criteria For Achieving Fairtrade Status and How B&HCC Compares as at November 2009.

The criteria of achieving fairtrade city status are listed below with a brief overview of the current situation.

1. The local council passes a resolution supporting and promoting fairtrade. This was passed in 2004.

2. A range of at least two fairtrade products are readily available in the area's shops and are served in local cafes/ catering establishments. Fairtrade teas, coffees, sugar are being served within the council offices. The possibility of local cafes and shops using fairtrade products is very high but research should be initiated to monitor how many cafés and restaurants are currently involved. For businesses that are not involved the reasons they are not should be addressed.

3. Fairtrade products are used by a number of local work places and community groups. Yes this is particularly true of community groups such as churches. However for local work places again research may be needed to determine how many do this.

4. Media coverage and popular support is attracted for the campaign. The Local Authority press office is not actively involved in promoting fairtrade issues. However, there is evidence that the Sustainability Team still actively promotes fairtrade in schools, within the council and with some community groups by organising competitions, events and loaning out games with a fairtrade theme. But due to other commitments having to be met this can only be done within a limited time frame (2 weeks in March). There is also a Brighton and Hove website on fairtrade issues but this needs updating and to be regularly maintained.

5. A local fairtrade steering group is set up to ensure continued commitment to its Fairtrade City status. It was set up but it is now defunct. Setting up a new one is recommended in this report.

