

# 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 (*right*).

In order to fulfil this aim by becoming a Fairtrade Town, the following five **goals** must be realised. When they are, a 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*.

- ❶ **Local council passes a resolution** supporting Fairtrade, and agrees to serve Fairtrade coffee and tea at its meetings and in its offices and canteens.
  - *Local council commits itself to promoting awareness of Fairtrade* to its constituency 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* (possibly its Environmental or Agenda 21 officer, working in partnership with a local Fairtrade steering group – see below) to ensure continued commitment to its Fairtrade Town status.
  - *Street signs are erected declaring it as a Fairtrade Town.*
- ❷ **A range of (at least two) Fairtrade products are readily available in the area's shops. Fairtrade products are served in local cafés/catering establishments.** It should be easy for local people to find Fairtrade products as they do their everyday shopping. Targets are suggested below\*. Retail 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.
  - *A local Fairtrade directory could be produced* advising people where they can buy or find Fairtrade products – both on paper, and on-line.
- ❸ **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.
- ❹ **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.
- ❺ **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.
  - *An educational event or competition is organised* to raise awareness of trade issues and Fairtrade amongst young people.

\* **Target for number of retail outlets:** Population of < 10000 - 1 retail outlet per 2500: Population < 200000 - 1 retail outlet per 5000: Population of < 500000 - 1 retail outlet per 10000

**Target for number of catering outlets:** Population of < 10000 - 1 catering outlet per 5000: Population < 200000 - 1 catering outlet per 10000: Population of < 500000 - 1 catering outlet per 20000