



**We are a  
Fairtrade  
Town**



**FAIRTRADE**

Look for products with this Mark

# FAIRTRADE TOWNS

## GOALS AND GUIDELINES

# CONTENTS

Introduction	
Four Goals for a Fairtrade Town, City or Zone – A Summary	2
Four Goals for a Fairtrade Town, City or Zone – In detail	3
Goal 1: A Fairtrade group is established to achieve Fairtrade Town status	4
Goal 2: Fairtrade Fortnight is promoted as a key focus for local awareness-raising around Fairtrade	6
Goal 3: Schools are supported to raise awareness and promote Fairtrade	8
Goal 4: Promote increased availability and sales of Fairtrade products locally	10
Additional Information	12
Fund Raising	
Monitoring	
Renewal of Fairtrade Status	
Educational Resources available	
Use of The Fairtrade Towns Identity	12
Map of Fairtrade Towns	13



Cover:  
Fairtrade Farmers' representatives Alex Flores from El Salvador and Alfredo Ortega from Belize with Councillor Michael O'Sullivan from Dublin City Council during Fairtrade Fortnight 2014.

## 1. INTRODUCTION

In September 2013, Clonakilty celebrated the 10th anniversary of becoming Ireland's first Fairtrade town. The Fairtrade towns' initiative has been very successful, with more than 50 Fairtrade towns in Ireland alone.

Mindful that the context in which the promotion and sale of Fairtrade products has changed considerably over the intervening 10 years, Fairtrade Ireland instigated a review of the Fairtrade Towns Goals in September 2013. Regional consultation meetings were held in Sligo, Carlow, Clonakilty, Limerick and Belfast with volunteers from 16 Fairtrade groups.

General public awareness levels of the FAIRTRADE mark rose from 12% in 2002 to 88% in 2013 so volunteers in Fairtrade groups throughout Ireland have been very successful in getting the message out to their local communities. Back when the Fairtrade Towns' initiative started, if 3 or 4 products were available locally, this was seen as a success. Now, however, even the local corner shop has a range of items with the Fairtrade mark. Products such as coffee, tea, cocoa, sugar, chocolate, bananas, ice cream, biscuits and snacks, flowers and wine are available in towns throughout the country.

Support from the local Council remains, as this is a key

goal internationally. However with the Local Government reform, which comes into effect from May 2014, towns may face considerable challenges to getting a resolution passed. Therefore, we have broadened the scope of bodies that can pass a resolution in support of Fairtrade to include Municipal Councils and Chambers of Commerce.

Fairtrade Fortnight is widely seen as the key annual activity for raising public awareness around Fairtrade. For many Fairtrade towns, it provides a focus for their work each year and helps to keep the groups motivated, particularly when they have achieved status. It also helps to get media attention at a local level.

Feedback suggested removing some of the specificity from the guidelines. For example, the population targets have been removed. Also, as noted above there is little point in retaining a target of 3-4 Fairtrade products given their wide availability. The target of 12 Fairtrade businesses switching to Fairtrade has also been removed, although they are still required to convert a flagship business.

As of 10th March 2014, there are 51 Fairtrade towns and a further 23 groups working towards achieving status.



# FOUR GOALS FOR A FAIRTRADE TOWN, CITY OR OTHER COMMUNITY

## – A SUMMARY

The purpose of a Fairtrade Town is to contribute to Fairtrade Ireland's aim of tackling poverty by enabling disadvantaged producers from poor countries to receive a better deal, through encouraging support for the FAIRTRADE Mark. In order to further this aim by becoming a Fairtrade Town, the following four goals must be realised. When they are, a signed and dated certificate will be presented by Fairtrade Ireland. The goals are in **bold**. *Optional extras*, recommended but not required, are in *italics*.

### **1. A Fairtrade group is established to achieve Fairtrade Town status**

- This should ideally include a council representative, chamber of commerce, and people representing the areas schools, young people, churches, local businesses, local action groups.
- Group meets at least twice during the year and facilitates ongoing work through appropriate channels.
- Town/municipal council or other relevant body (such as Chamber of Commerce) passes a resolution supporting Fairtrade and agrees to use 100% Fairtrade coffee at its meetings.
- Share experience and good practice with other Fairtrade communities online and/or face-to-face through opportunities such as the annual Fairtrade Towns and Supporters Conference.

**2. Fairtrade Fortnight is promoted as a key focus for local awareness-raising around Fairtrade**

- Organise at least one community event during Fairtrade Fortnight, and engage with a range of local groups
- Make clear links between producers and consumers to highlight the impact of Fairtrade
- Work with local Media and Press during Fairtrade Fortnight via local newspaper, radio, social networks such as facebook and twitter. Take pictures or video your events and share on your facebook pages or share them with Fairtrade Ireland
- *Have Fairtrade presence within other events/festivals throughout the year. For example, farmers' markets, agricultural shows, music festivals...*

**3. Schools are supported to raise awareness and promote Fairtrade**

- Work with school teachers and students to promote Fairtrade in schools
- Encourage schools to become Fairtrade schools
- Support schools to participate in Fairtrade Fortnight
- *and other actions as appropriate.*

**4. Promote increased availability and sales of Fairtrade products locally**

- Support the increased sales of Fairtrade products by working with local retailers and businesses; this should include 100% FAIRTRADE Mark coffee in a number of cafes and restaurants
- Encourage a flagship business to serve Fairtrade coffee and other products
- Respond to urgent action requests from Fairtrade Ireland and support specific commodity focuses
- *Encourage Town/municipal council or other relevant body to commit to (public) procurement of Fairtrade products where appropriate)*



# FOUR GOALS FOR A FAIRTRADE TOWN, CITY OR ZONE – IN DETAIL

## GOAL 1

### A FAIRTRADE GROUP IS ESTABLISHED TO ACHIEVE FAIRTRADE TOWN STATUS

The great thing about the Fairtrade Town initiative is that if you have already been supporting and promoting Fairtrade in your community, then you have already begun your campaign. The next step is to bring a group of people together to work on the campaign. It does not need to be a large group, but should ideally include a council and/or chamber of commerce representative, and people representing the local community - e.g. schools, young people, churches, local businesses, local action groups.

The group should meet at least twice a year. For example, if the main focus of the group is Fairtrade Fortnight, then the group may need to meet to plan activities in advance and to share learning afterwards. Depending on people's availability the group may choose to meet at other times throughout the year.

The town/municipal council or, where this is not practical, the Chamber of Commerce passes a resolution in support of Fairtrade and commits to serving 100% Fairtrade coffee on their premises (though use of Fairtrade tea and other products can also be encouraged). A sample resolution is provided on page 5.

Once status has been achieved, the council should erect signage declaring it a Fairtrade town. This should be placed at the entrance to the town in a prominent place. Additional signage can be erected during Fairtrade Fortnight.

Fairtrade towns' groups are encouraged to share their learning online with other Fairtrade towns through media such as Facebook, twitter or a website. Alternatively they can meet face-to-face with other Fairtrade towns at events, including the Fairtrade towns and supporters conference.

*Good Luck!*

Once you have this goal completed please fill in the following Fairtrade Towns Registration Form and email to [info@fairtrade.ie](mailto:info@fairtrade.ie)

*\*Please see the next page for the Registration Form.*

## RATIONALE

**Public support:** Ultimately, local authorities are democratically controlled institutions that are meant to be run in the public interest. Therefore, if you can show that the public – or at least, a significant section of the public – are interested in Fairtrade, they are much more likely to be receptive. Fairtrade groups can organise a petition asking the council to develop a Fairtrade policy, which people can sign at Fairtrade events. Letters to the local press are also effective in showing public support, especially in the run-up to a council decision. Where there is no local town council, support from the Chamber of Commerce may be sought.

The Local Government Reform Act 2014 has implications for getting a resolution. While some areas will see an increase in the level of local representation, many others will see their town council abolished and larger municipal councils created. This is both a challenge and an opportunity for Fairtrade towns' groups.

**Local Agenda 21:** Local authorities are now obliged by law to develop community strategies, which take forward sustainable development aims, through a program known as Local Agenda 21. This approach is based on participation at a community level and respect for the economic, social, cultural and environmental needs of local communities.

Fairtrade can be included as part of this, but you may need to point out that global issues are part of sustainable development, and that government guidance specifically allows for their inclusion. In most authorities, this is the responsibility of a Local Agenda 21 or Environmental Coordinator. This person may well be personally supportive, and able to offer guidance about the best ways of persuading the council to support Fairtrade, so it is worth contacting them in the first instance. Look at the council's website or their entry in the phone book to find out who to contact and how to get in touch with them.

**Professional representation:** When contacting or meeting councillors/council staff or, where absent, the Chamber of Commerce, be professional in your approach, and make it clear that you represent a wider body of opinion than simply your own! The more local groups and civil society networks you can bring on board and speak for, the better.

**Events and promotions:** Work with the council and/or the chamber of commerce to enable them to benefit from their involvement in supporting Fairtrade, through getting them good publicity from local events, promotional literature, or media activities that you organise. They may even be willing to sponsor some activities. Think about ways of keeping Fairtrade on the agenda, and building support within the council.



# Fairtrade Towns Registration Form

Name of Town:

Name of Mayor:(or Equivalent)

Date of first meeting

Main Contact:

Chairperson of Steering Group

Name:

Address:

Telephone:

Mobile:

Email:

Secondary Contact:

Member of Steering Group

Name:

Address:

Telephone:

Mobile:

Email:



## Example of a Council Motion supporting Fairtrade

### Why

(Name of council or other relevant body), as an important consumer and opinion leader, should develop, and support a strategy to facilitate the promotion and purchase of food and other goods with the FAIRTRADE Mark as part of its commitment to fair and sustainable development and to give marginalised producers a fair deal.

### Aim

To be recognised by the residents and business community of [name of city/town], suppliers, employees and other local authorities, as a city/town that actively supports and promotes Fairtrade and to increase the sale of products with the FAIRTRADE Mark.

(Name of council or other relevant body) resolves to contribute to the campaign to increase sales of products with the FAIRTRADE Mark by striving to achieve Fairtrade status for (name of council, college, school, local authority, organisation) as detailed in Fairtrade Ireland's Towns Initiative.

### The initiative involves a commitment to:

Widely offer FAIRTRADE Mark food and drink options internally and make them available for internal meetings

Promote the FAIRTRADE Mark using Fairtrade Mark materials in refreshment areas and promoting the Fairtrade Town initiative in internal and communications and external newsletters

Use influence to urge local retailers to provide Fairtrade options for residents

Use influence to urge local business to offer Fairtrade options to their staff and promote the FAIRTRADE Mark internally

Engage in a media campaign to publicise the Fairtrade Towns initiative

Allocate responsibility for progression of the Fairtrade Towns initiative to a member or group of staff

Organise events and publicity during national Fairtrade Fortnight - the annual national campaign to promote sales of products with the FAIRTRADE Mark.



## GOAL 2

### FAIRTRADE FORTNIGHT IS PROMOTED AS A KEY FOCUS FOR LOCAL AWARENESS-RAISING AROUND FAIRTRADE

Fairtrade Fortnight is Fairtrade Ireland's flagship annual awareness-raising activity. It provides towns and other communities with a common banner and suite of actions to highlight the impact of Fairtrade on farmers and their communities.

- Organise at least one community event during Fairtrade Fortnight involving a number of local stakeholders. While schools, community groups, businesses etc. may hold their own events during the Fortnight, there is a major added benefit to the community when a range of community stakeholders come together.
- Work with local Media and Press during Fairtrade Fortnight via local newspapers, radio, social networks such as facebook and twitter. Take pictures or video your events and share on your facebook pages or share them with Fairtrade Ireland. Invite local celebrities to be Fairtrade ambassadors during the Fortnight.
- Make clear links between producers and consumers to highlight the impact of Fairtrade (for example, link in with Fairtrade Ireland's Fairtrade farmer visit or show a film about the impact of Fairtrade).
- *Have Fairtrade presence within other events/festivals throughout the year. For example, farmers' markets, agricultural shows, music festivals...*



## MEDIA GUIDELINES

Radio, newspapers and television are our main sources of information about global and local issues – and they reach far more people than most events or stalls can attract. The more publicity your activities get in the local media, the more people will know about the Fairtrade difference, and the more producers will ultimately benefit. So try to create 'hooks' for good media stories at regular points through your campaign. Getting media coverage need not be difficult or scary – most journalists are all too willing to cover a good story. This simple guide tells you how to go about it in general.

### Writing a press release

A press release is the best way to encourage interest in your event or story. The key points about a press release are:

- Keep things clear, short and jargon free – typed, leaving plenty of space, onto one side of A4 paper.
- Put the most interesting aspects of the event first, with an attention-grabbing headline.
- Make it as easy as possible for the editor to digest and act on by including key information in the first paragraph: who? what? why? when? where?
- Add a positive quotation from the event organiser, a celebrity or supporter (or all three).
- Mention that your event is part of the local Fairtrade Town campaign, and remind them of earlier campaign events or achievements.
- Give a contact name, with day and evening (or mobile) telephone number for more details. Ensure that these are numbers where someone can be reached in the run-up to the event!
- Send copies of your press release to regional radio and TV stations and the editors of local papers, a week or so before the event. Ring them to check deadlines if you want to be sure. You could follow this up with a phone call a few days after sending the press release.

### Powering up your campaign with Social Media

Flummoxed by Facebook? Twitter got you in a twist? YouTube driving you round the bend? Don't switch off. Harnessing the incredible potential people power at your fingertips is easier than you might think, and could be the key to bringing new life to your local campaign. Read on for ideas, tips to help your campaign get the most out of social media.

Social media is the name for a range of online tools to enable people to communicate with each other, in increasingly versatile yet simple ways. In Ireland an enormous amount of time is spent online, and increasingly on social media sites. It's not just for personal use either – more organisations and businesses are using social media to engage with their target audiences online. Campaigners of all kinds too are harnessing the power of social media to mobilise people for their cause.

## WHY USE SOCIAL MEDIA?

To connect all campaign stakeholders in one place, rally existing supporters and keep them up to date with the latest actions and information.

To reach new audiences and the next generation of Fairtrade campaigners. Offering new ways to engage with your campaign – and spread the word.

It's the perfect interactive tool – bring your campaign alive with photo and video, start online conversations and get people involved.

To showcase your offline activities to your online community and recruit new volunteers for your events and steering group.



If you only use one social media site, make it this one. It's the most famous, most used social network in Ireland. Irish people use Facebook more often than people in any other country in the English-speaking world including a huge built-in network of individuals and organisations. Individual users create a personal profile upon joining, and you can set up a Facebook group for your campaign that other members can join. You can also create events and invite people to them, upload photos and video, and host comments/discussion on your group's page.



Twitter is a micro-blogging site which gives you just 140 characters per post or 'tweet'. Supporters and campaign partners who follow you will receive all your tweets on their home page, so individuals and organisations that might not take the time to read a newsletter or long email can follow your latest news and thoughts simply and quickly. And you can follow them.



Whether it's a short clip from your latest event, or video created by local students as part of a Fairtrade project, YouTube allows you to upload and edit your videos, and view millions of others. Once on YouTube, you can either send a link to get people watching them, or embed them directly into your blog or website, and share them on your Facebook page.

Keep building the momentum - once your online community starts to take shape, get them taking part. Don't worry if you don't have 100 followers overnight, or even in a month. A busy profile attracts more followers than a static one, so keep it updated, but make it more than just a news feed. Engage all your campaign partners and supporters online by discussing ideas, asking questions, and inviting people to contribute. Invite blog contributions from campaign partners on what Fairtrade means to them, and tweet links to local press coverage of your latest event. Follow other Fairtrade groups to share ideas and top tips with other activists.

## DON'T FORGET

- A range of 'web badges' have been specially designed for social media, to be used as profile pictures or logos for your group. Visit [www.fairtrade.ie](http://www.fairtrade.ie) and download.
- To like the Fairtrade Ireland facebook page <https://www.facebook.com/Fairtradelreland>
- Follow Fairtrade Ireland on twitter [https://twitter.com/Fairtrade\\_ie](https://twitter.com/Fairtrade_ie)
- Check out our You Tube channel <https://www.youtube.com/user/Fairtradelreland>

## CHECK OUT FAIRTRADE TOWNS SOCIAL MEDIA HERE

<https://www.facebook.com/MakeClondalkinAFairTradeTown>

[https://www.facebook.com/foylefairtradecampaign?fref=pb&hc\\_location=profile\\_browser](https://www.facebook.com/foylefairtradecampaign?fref=pb&hc_location=profile_browser)

[https://www.facebook.com/ClonakiltyFairtrade?fref=pb&hc\\_location=profile\\_browser](https://www.facebook.com/ClonakiltyFairtrade?fref=pb&hc_location=profile_browser)

[https://www.facebook.com/BaltinglassFT?fref=pb&hc\\_location=profile\\_browser](https://www.facebook.com/BaltinglassFT?fref=pb&hc_location=profile_browser)

[https://www.facebook.com/pages/Skibbereen-fairtrade-town/121858871232107?fref=pb&hc\\_location=profile\\_browser](https://www.facebook.com/pages/Skibbereen-fairtrade-town/121858871232107?fref=pb&hc_location=profile_browser)

[https://www.facebook.com/pages/Fairtrade-Carlow/361337818501?fref=pb&hc\\_location=profile\\_browser](https://www.facebook.com/pages/Fairtrade-Carlow/361337818501?fref=pb&hc_location=profile_browser)

[https://www.facebook.com/pages/Sligo-Fairtrade/109404539127767?fref=pb&hc\\_location=profile\\_browser](https://www.facebook.com/pages/Sligo-Fairtrade/109404539127767?fref=pb&hc_location=profile_browser)



## GOAL 3

### SCHOOLS ARE SUPPORTED TO RAISE AWARENESS AND PROMOTE FAIRTRADE

- Work with school teachers and students to promote Fairtrade in schools
- Encourage schools to become Fairtrade schools
- Support schools to participate in Fairtrade Fortnight (and other actions as appropriate)

Schools are central to the health and vitality of a community. They are a key driver for the promotion of Fairtrade at a local level. The group should encourage local primary and secondary schools to teach students about Fairtrade. Where possible, the group should offer to give talks on Fairtrade to local schools.

Where a school shows interest in teaching about fairtrade, they should be encouraged to take the next step and become a Fairtrade school.

At primary level, teachers can use the Alive-0 8 programme or Follow Me series, while at second level, they can use the Civil, Social, and Political Education pack. In addition, there are a range of other materials available on the website to learn about Fairtrade.

Where possible change the school canteen over to Fairtrade coffee/tea and sell Fairtrade snacks in your school shop or vending machine, if you have one. Cannon Vending are now supplying schools with Fairtrade vending machines, see [www.cannonvending.com](http://www.cannonvending.com)

Organise an event during Fairtrade Fortnight or have your own Fairtrade Week/Event in your school. Fairtrade Ireland organises a tour each year by farmers and producers from Fairtrade communities during the Fortnight and visits to schools or clusters of schools can be arranged. All the information for becoming a Fairtrade school is available at: [http://www.fairtrade.ie/get\\_involved/fairtrade-schools.html](http://www.fairtrade.ie/get_involved/fairtrade-schools.html)

A range of schools' resources and activities is available to download from the schools resources section of the website: <http://www.fairtrade.ie/index.php?id=472>

## PRIMARY SCHOOLS

### The Alive – 0 8 Programme

The Alive – 0 8 programme is on the curriculum for Catholic primary schools, Goal six on education gives group members a great platform to encourage teachers to use the Fairtrade section in the content of this programme. The Fairtrade Section can be found on page 81 and 82 of the pupil's book and in chapter 9 on the DVD/Video.

The purpose of this programme for primary schools is to aid teachers and parents in their work of passing on the faith in their religious programmes and in guiding children in their wider educational activities. It is suitable for primary schools from third class to sixth class.

It is available from: Veritas Books, 7 - 8 Lower Abbey Street. Tel: 01-878 8177

### The Follow Me Series

The Follow Me Series is on the curriculum for Church Of Ireland primary schools. Goal three gives group members a great platform to encourage teachers to use the Fairtrade section in the content of this programme. The Fairtrade Section in the Follow Me Series can be found in the book for 5th/6th class called 'Working Out'. It is in the lesson on Harvest (Term 1, Lesson 4, page 22).

The purpose of this programme for primary schools is to aid teachers and parents in their work of passing on the faith in their religious programmes and in guiding children in their wider educational activities.

To get the resources (pupils book and teachers book), download the order form at [www.followme-series.org](http://www.followme-series.org). The completed forms should be sent to Rosaleen Daniels, Church of Ireland House, Church Avenue, Rathmines, Dublin 6.





## SECONDARY SCHOOLS

### Civic Social and Political Education (CSPE)

CSPE is a subject on the curriculum for Junior Certificate students at second level. Goal six on education gives group members a great platform to encourage teachers to use the CSPE section which is on our [www.fairtrade.ie](http://www.fairtrade.ie) website.

### Introduction and Overview

Increasingly we are becoming more aware that we live in a global village. Simple everyday activities like doing our shopping can have a profound effect on the lives of people thousands of miles away. Unfortunately for many Third World producers, the price they receive for the goods we buy from them is often not enough to cover their basic costs. Nor do the prices they receive allow them to meet their basic needs for food, healthcare and education. We hope that the CSPE site will help students to understand more about the lives of the Third World producers of products like coffee, tea, cocoa and bananas. We also hope that that this understanding will encourage them to make a real difference to the lives of people in Third World countries.

### Aim

The aim of this site is to give practical support to the teacher of CSPE in the classroom. The site provides an opportunity for the busy CSPE teacher to download a step-by-step module of work (12 weeks in duration, including completion of Action Project) on the concept of INTERDEPENDENCE, using Fairtrade as a working example of interdependence in the real world. The site is designed in a series of steps that take the teacher and students from initial introduction of the concept of

interdependence, through to ideas for Action Projects, reference to writing up the Report on Action Project (RAP) or Course Work Assessment Book (CWAB), and revising for the examination paper. The aim of each step is clearly defined, resources needed - if any - are outlined, and the classroom process is explained. All information/worksheets/quiz sheets etc. are downloadable and can be photocopied.

## AWARDING FAIRTRADE SCHOOLS STATUS

As part of the Fairtrade Town's campaign, the Fairtrade Steering Committee is responsible for encouraging schools in the local area to seek Fairtrade status, the criteria for which are on the Fairtrade Ireland website. Fairtrade school application forms can either be submitted to and checked by the Fairtrade Steering Committee or sent directly to Fairtrade Ireland. In either case, where feasible, the Fairtrade Steering Committee can present the schools with a Fairtrade School certificate, supplied by Fairtrade Ireland (contact [info@fairtrade.ie](mailto:info@fairtrade.ie)).



Photo: Paul Sharp Sharpix

Going bananas on Grafton Street



## GOAL 4

### PROMOTE INCREASED AVAILABILITY AND SALES OF FAIRTRADE PRODUCTS LOCALLY

- Support the increased sales of Fairtrade products by working with local retailers and businesses; this should include 100% FAIRTRADE Mark coffee in a number of cafes and restaurants
- Encourage a flagship business to serve Fairtrade coffee and other products
- Respond to urgent action requests from Fairtrade Ireland and support specific commodity focuses
- *Encourage Town/municipal council or other relevant body to commit to public procurement of Fairtrade products, and particularly cotton, where appropriate.*

For many Fairtrade supporters, getting Fairtrade products onto the shelves of their local supermarkets and the menus of local cafés has been a core activity for many years – and a very effective one too! While the mainstreaming of Fairtrade products in supermarkets and shops, along with the conversion of whole product lines to Fairtrade, means that a range of Fairtrade products are now available in every village, city and town across Ireland.

But we can't rest on our laurels. The Fairtrade market still accounts for only a small percentage of the overall market for these products. Listed below are a number of ways to support the increased sales of Fairtrade products.

**Show demand:** The simplest way to get Fairtrade products stocked is to ask. Businesses need to satisfy the demands of their customers if they are to survive, so demand Fairtrade! Write or speak to the manager, add a comment to the store's suggestions book, or fill in a customer feedback card. Stores monitor this information carefully, and are likely to respond once they have received a few requests. To demonstrate wider demand, you could also create and copy small request cards, saying 'I shop here and would like to be able to buy FAIRTRADE Mark products from you'. Distribute them to friends, networks and congregations you are involved in locally, and ask people to sign and hand them to the store manager when they are next shopping.

**Publicity:** Those stores which stock FAIRTRADE Mark products can be given promotional materials to display. Many will be willing to host sampling events during Fairtrade Fortnight in February/March or for your own promotions during the year.

### FAIRTRADE PRODUCTS ARE USED BY A FLAGSHIP BUSINESS AND OTHER LOCAL BUSINESSES, INCLUDING SCHOOLS, CHURCHES, LARGE OFFICES AND ANY LOCAL BUSINESS.

Persuading a work place or community organisation to use Fairtrade products is usually most effectively done by people who are already involved in it – whether as employees, customers, or members. They will know the way that each work place or community organisation works, and the people who they will need to influence to bring about change.

Within community institutions like schools and churches, it may be the governing body or council that makes key decisions. Within larger workplaces, you might find allies in the trade union or staff association.

As before, the key is demonstrating that there is a demand for FAIRTRADE Mark products to be used, and then providing appropriate information to enable it to happen – and once a switch has been made, educating people about why it's important, and publicising it so that the business or organisation feels good about its involvement.

One way of reaching a wide range of local businesses at once is through the town's Chamber of Commerce or a similar association. They may be willing to let you have a stand or speaker at one of their meetings, or include a flyer about the campaign in a mailing. However, this is 'cold' contact, and you may find that without being able to make personal connections, you receive a limited response. Alternatively you could make initial contact by doing a survey of awareness and use of FAIRTRADE Mark products in work places and businesses in the area. The Flagship business in the town should be a big, well recognized organisation in the community. The following are examples: college, factory, hotel or large Arts centre.



## RESPOND TO URGENT ACTION REQUESTS AND SUPPORT SPECIFIC COMMODITY FOCUSES

Fairtrade towns play a very important role in putting pressure on retailers and suppliers across Ireland to ensure consumers can choose Fairtrade products. While Fairtrade Ireland has an important role nationally, increase sales of Fairtrade products require concerted local action.

Fairtrade towns are asked to support Fairtrade Ireland's urgent action requests. This will involve sending letters/postcards (template letters will be provided) to retailers and/or suppliers demanding they do more to increase the availability of Fairtrade products generally or of specific commodities.

### SAMPLE ACTION LETTER

Dear Shop Manager,

(We/ X Fairtrade Town/ I/ Myself and my family/ Our School) are very happy to be able to come to your shop and buy Fairtrade coffee, tea, bananas, chocolate and ice cream. We thank you for your support for Fairtrade.

But there are many other Fairtrade certified products that we would like to buy in your shop like roses, chocolate, nuts, dried fruits, cotton, herbs and spices.

Consumer research conducted by Globescan found that awareness and appetite for Fairtrade in Ireland is very high: 88% of people surveyed were aware of Fairtrade. Worldwide, this figure was second only to the UK. This customer trend however is not being met by the Irish retailers. In the same survey 89% think companies can reduce poverty through the way they do business (Ireland ranked highest in the world), and 71% of people surveyed believe shopping choices can make a difference to farmers/workers in poor countries.

Fairtrade supporters around Ireland are asking shops and retailers like you to stock a wider range of Fairtrade products, which are available from your supplier. By doing so you are supporting farmers, their families and communities in developing countries. We promise we will come and buy these products from your shop and ask all our friends, family and supporters to do so too.

For more information on Fairtrade and Fairtrade products please go to [www.fairtrade.ie](http://www.fairtrade.ie) or email [info@fairtrade.ie](mailto:info@fairtrade.ie).

Many thanks for your support,

## PUBLIC PROCUREMENT BY LOCAL AUTHORITIES

Local authorities procure significant products and services. The 'Green Tenders: An Action Plan on Green Public Procurement' (2012), jointly published by the Department of the Environment, Community and Local Government and the Department of Public Expenditure and Reform, aims to help public authorities to implement green public procurement (GPP) by highlighting existing best-practice and outlining further actions to increase green public procurement.

"Ultimately, GPP is a policy tool for sustainable development and environmental issues are only one aspect of this. For this reason, several of the actions set out in this plan take account of emerging international trends whereby the sustainability of procurement policy is gauged in terms of social and economic as well as environmental impacts." (Green Tenders, page 4)

The National Action Plan notes that "the sourcing of Fairtrade goods, where possible, should be part of all Government departments' purchasing policy. Those public bodies that want to source Fairtrade and other similar products should ensure that the purchase of such products is in line with European Union legislation and guidelines." (Green Tenders, page 41).

Fairtrade towns can play a very important role in getting local authorities to live up to these commitments, not just for tea and coffee but across all relevant products, including cotton products. Fairtrade cotton is suitable for workwear, uniforms and other products. Fairtrade Ireland can provide you with contacts for suppliers of Fairtrade cotton.

## ADDITIONAL INFORMATION

**Fundraising:** You may need to raise funds to produce your own materials, guides, stickers or signs. Coffee mornings are a good way to raise money for your campaign; you may also be interested in approaching companies for sponsorship of events by supplying free product or sponsoring a coffee morning.

This is in general a great way of funding your activities, but please be cautious of inappropriate 'tie ins' with the Fairtrade Mark. If done naively companies may benefit from associations that are not appropriate, or the impression may be given that the company in general, rather than a specific product, is Fairtrade 'approved'. Great care needs to be taken when entering into agreements of this type, and for use of the FAIRTRADE Mark. If in doubt, contact the Fairtrade Ireland office.

**Monitoring:** The monitoring of whether the Fairtrade Town goals & guidelines have been met should usually happen by self-assessment, i.e. by the group itself and by Fairtrade Mark Ireland.

A Status Report Form (email [info@fairtrade.ie](mailto:info@fairtrade.ie) to receive your copy) needs to be filled out and submitted to Fairtrade Mark Ireland when all goals have been achieved.

**Please note the following:**

- The form needs to be signed as a true record by two group members plus a local authority representative.
- Once the form has been received and Fairtrade Ireland are happy that all goals have been realised, a certificate will be issued confirming the community's Fairtrade Town status.

**Renewal of Fairtrade Status:** Becoming a Fairtrade Town is an incredible achievement and represents a milestone on your area's Fairtrade journey, but is only the beginning! It is important that the campaign continues to gain momentum, obtains commitments from new organisations and increases understanding across the community.



The old Fairtrade Town renewal form has been replaced with a two page form that we are asking towns to complete on an annual basis. This provides towns with a space to share the successes and challenges they have faced in the past year and a snapshot of the current state of Fairtrade locally.

**Educational Resources available include:**

- Fairtrade promotional materials – posters, leaflets, stickers (see promotional materials order form which can be found in the resources section of our website)
- Fairtrade product availability lists, these include a wholesale directory (list of Fairtrade retail and wholesale suppliers) and an out of home directory (list of Fairtrade catering/food service suppliers).
- Stories from some of the many Fairtrade producers are at [www.fairtrade.ie](http://www.fairtrade.ie) and on our photo-wall.
- Fair Comment, our educational DVD, helps to introduce Fairtrade and is available to download from our website.
- The Fairtrade Towns Identity (see below), Fairtrade Towns Goals and Guidelines and producer pictures are all available electronically for use in your own materials.
- For second level Schools see the Civil Social and Political [CSPE] section on our website and page 9 of this document for an introduction.
- For primary schools see the ALIVE – 0 8 Programme and Follow Me Series (see page 8 of this document).

### USE OF THE FAIRTRADE TOWNS IDENTITY

The Fairtrade Town Identity is a symbol of achievement awarded to groups that successfully achieve Fairtrade Town status. For guidelines on how to use the identity, see the Fairtrade Towns Identity Manual (this is available to download from the Fairtrade website)





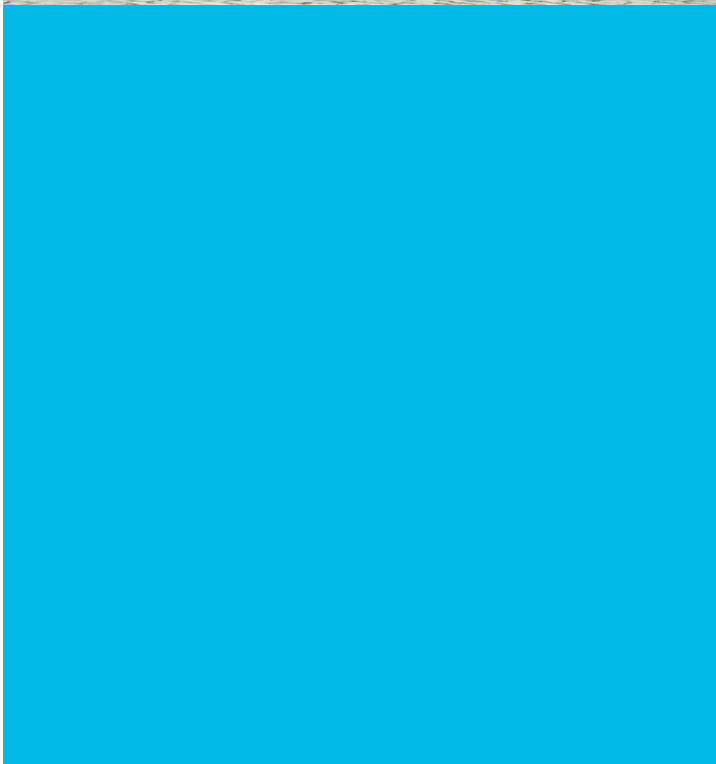
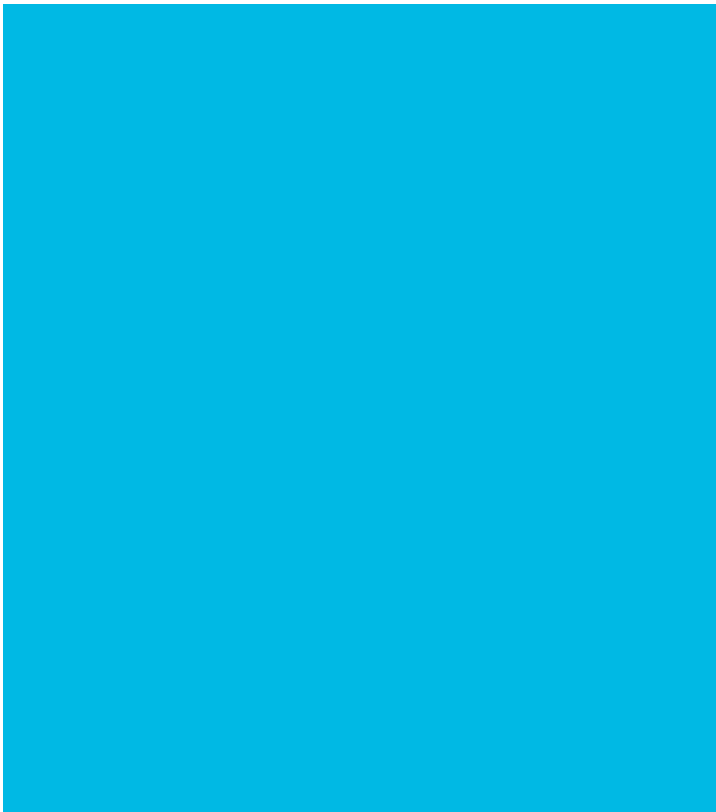


## Fairtrade Towns

### Official List 31st March 2014

Ireland has 51 officially recognised Fairtrade towns and cities and 23 others seeking Fairtrade status - a total of 74 active volunteer groups around the country. The Fairtrade towns that have gained status are shown on the map below.





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