



FAIRTRADE Bradford on Avon Town Council Resolution

Background:

Bradford on Avon has been a Fairtrade community for over 20 years. Unfortunately, our community has recently lapsed, but we would like to reaffirm our support for Fairtrade and regain our Fairtrade Community Status.

Bradford on Avon Town Council as an important consumer and opinion leader, should make efforts to promote fairer and more sustainable trade as part of its ongoing work. This should include the promotion and purchase of foods and other goods which are Fairtrade certified, as goods with the FAIRTRADE Mark have been produced in line with the Fairtrade Standards, which provide protections and extra income opportunities for farmers most disadvantaged by unfair global trade.

The Council should also raise awareness of the consequences of unfair trade for farmers' lives. The Council will take opportunities to work with others in order to spread information on Fairtrade values, and the practical steps we can all take to ensure farmers and workers around the world have more opportunities to provide for their families, develop their communities sustainably and take on the worst effects of climate change.

The Council recognises as part of its own commitment to deal with the effects of climate change, a commitment to Fairtrade is also a commitment to a greener, fairer future globally. Farmers in low-income countries live with the worst effects of climate change and unfair trade and need fairer incomes if their communities – and the crops they grow – are to be sustainable in future.

By supporting the Fairtrade Communities campaign the Council aims to achieve:

To build support for fairer trade and for choosing Fairtrade products. To be recognised by the residents and the business community of Bradford on Avon, our suppliers, employees and other local authorities, as a community that actively supports and promotes Fairtrade and to increase the visibility of Fairtrade's cause.

Resolution

Bradford on Avon Town Council resolves to contribute to the campaign to increase Fairtrade's aims of supporting Fairtrade works with farmers and workers so they can improve their living standards, invest in their communities and businesses, and protect our

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Agenda item 8 – Fairtrade Community Status, approval of support

Written by – Councillor Alex Kay



shared environment. It will do this in part by officially backing Community commitment to Fairtrade.

To this end, Bradford on Avon Town Council resolves to:

- Offer Fairtrade marked food and drink options internally and make them available for internal meetings. Also consider Fairtrade cotton for staff uniforms and other opportunities to use Fairtrade products.
- Make sure Fairtrade choice and a commitment to fairer trade is recognised as a way to deliver against other sustainability commitments
- Make sure posts promoting Fairtrade and celebrating the local community's Fairtrade Community commitment are regularly posted on social media channels
- Promote the FAIRTRADE Mark on the Council website
- Supporting local Fairtrade groups to connect and 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.
- Encourage a Council representative (member of office) to engage with the Fairtrade Steering Group and support ongoing work to promote Fairtrade.
- Support local fairtrade groups in your area, including aiding events and publicity during national Fairtrade Fortnight – the annual national campaign to promote sales of products with the FAIRTRADE Mark.