

Report on	Fairtrade Fortnight
Date of Meeting	8 th October 2024
Reporting Officer	Mark McAdoo, Assistant Director, Environmental Services
Contact Officer	Karl McGowan, Waste & Sustainable Development Manager

Is this report restricted for confidential business? If 'Yes', confirm below the exempt information category relied upon	Yes	
	No	X

1.0	Purpose of Report
1.1	To inform members on action taken to mark Fairtrade Fortnight.
2.0	Background
2.1	Fairtrade is a global movement for change with a strong and active presence in the UK, represented by the Fairtrade Foundation. The international Fairtrade system (which the Fairtrade Foundation is a part of) represents the world's largest and most recognised fair trade system. They are a global organisation working with businesses, consumers and campaigners to secure a better deal for farmers and workers.
2.2	As an international movement and in partnership with 2 million farmers and workers, Fairtrade has a vision of a world in which all producers enjoy secure and sustainable livelihoods, fulfil their potential, and decide on their future. Fairtrade works with farmers and workers in more than 1,900 producer organisations, across 71 countries, so they can improve their living standards, invest in their communities and businesses, and protect our shared environment.
2.3	As reported to Committee in May the Council received re-certification of its status as a Fairtrade Community on 15th December 2023 for a period of three years.
3.0	Main Report
3.1	Fairtrade Fortnight is the UK's annual celebration of the impact of Fairtrade. Activities to date have focused on highlighting the benefits of Fairtrade and encouraging schools to register as Fairtrade schools. The Council website includes a link to the many resources on the Fairtrade Foundation website which is designed specifically for schools. This activity is carried out as part of our wide-ranging sustainability, biodiversity and recycling education programme.

3.2	<p>In addition, the Council has specifically included Fairtrade as one of the 42 actions listed within the Council's Sustainability Strategy and Climate Action Plan (Action 4: Continue the support and promotion of Fairtrade among the Council's staff and within the District). The specific performance measures for this action are the number of initiatives to promote Fairtrade and the number of businesses awarded with Fairtrade certification.</p>
3.3	<p>As part of the re-certification the Councils has committed to a number of plans for the future, which includes:</p> <ul style="list-style-type: none"> • Work with other local Councils to share best practice ideas for the promotion of Fairtrade. • The provision of Fairtrade signage on roundabouts / flowerbeds within the district. • Continued promotion of Fairtrade to encourage staff and Elected Members to make their own personal commitment to support Fairtrade, with a particular emphasis during Fairtrade Fortnight. • Look to develop a Fairtrade Steering Group and encourage new members. • Raise awareness of Fairtrade and Fairtrade products with local businesses, with a particular emphasis during Fairtrade Fortnight. • Provide assistance, as requested, to organisations such as schools, colleges, places of worship or workplaces who are working towards achieving Fairtrade accreditation. • Continue to work with the Council's Communications Team to promote Fairtrade via social media channels and other relevant mediums e.g., website and staff newsletter.
3.4	<p>The following locations selected for Fairtrade signage (see Appendix 1 for the design and Appendix 2 for photographs) were chosen as they are not currently sponsored and are prominent locations throughout the district.:</p> <ul style="list-style-type: none"> • A29 Carland Rd - Dungannon (1 Flowerbed) • Stewartstown Junction on the A29 Roundabout in Cookstown (1 Flowerbed) • A29 Moneymore Road Layby, Cookstown (1 Flowerbed) • A31 Moneymore Road Roundabout, Magherafelt (2 post locations around perimeter) • A5 Ballygawley Roundabout (1 post location around perimeter)
3.5	<p>The signs were installed to coincide with Fairtrade Fortnight which took place from Monday 9th September until Sunday 22nd September 2024. To mark the event, Mid Ulster District Council Chair, Councillor Eugene McConnell met with diplomat, Fairtrade champion and regional co-ordinator Dr Christopher Stange, Consul General for St. Vincent and the Grenadines and Secretariat of the All-Party Group on Fairtrade. To promote the occasion a press release was circulated to the local press and published on the Councils own social media channels.</p>

4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: Approx. £200 for supply of 6 No. Signs
	Human: Officer time to work on the plans for the future as detailed in section 3.2 above.
	Risk Management: None
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: None
	Rural Needs Implications: None
5.0	Recommendation(s)
5.1	Members are asked to note the content of this report.
6.0	Documents Attached & References
6.1	Appendix 1: Fairtrade Signage
6.2	Appendix 2: Photographs

Appendix 1: Fairtrade Signage

**We are a
Fairtrade
Community**



FAIRTRADE



Appendix 2: Fairtrade photo-call and photos of new Signage Installed



Mid Ulster District Council Chair, Councillor Eugene McConnell and diplomat, Fairtrade champion and regional co-ordinator Dr Christopher Stange, Consul General for St. Vincent and the Grenadines and Secretariat of the All-Party Group on Fairtrade.



Sign at A29 Roundabout in Cookstown (Stewartstown Junction)



Sign on A29 Moneymore Road Layby, Cookstown.

