

FAIRTRADE TOWNS GOALS AND GUIDELINES 2010



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Introduction

FAIRTRADE towns have been busy over the past 12 months, and at an award ceremony last September, Ballymun (Co Dublin), Belfast (Co Antrim) and Clonakilty (Co Cork) were among those recognised as going the extra mile.

Ballymun was crowned Fairtrade Town of the Year 2008, less than two years after achieving Fairtrade Town status. Ian Callanan, manager of Global Action Plan (GAP), reckons one of the reasons it stood out from the pack was the response from the community to any of the Fairtrade activities held.

“Over 250 people attended the launch night in November 2006 when we achieved Fairtrade Town status. Christy Moore performed and it was a tremendous event. A year later, during Fairtrade Fortnight, some 100 residents came to the screening of Black Gold as part of our Fairtrade Film Night, and there were 70 people at the event last year to celebrate our winning the award,” he says.

“Such high attendances show how much local people have bought into the idea. Maybe it’s because they have empathy as part of a community that has struggled.” The origins of Fairtrade in Ballymun date back to 2000 when GAP Ireland was invited by Ballymun Regeneration Ltd to work with the community. GAP’s core adult community programme is the ‘Environmental Action Team’. The groups of people taking part are facilitated in finding out about and taking positive action around the topics of waste, shopping, energy, transport and water. Organic and Fairtrade foods were introduced as part of the shopping element.

“As people learned about these courses, a lot of them sampled Fairtrade coffee and biscuits. We started working with schools and received feedback that people liked the idea of Fairtrade, but couldn’t get their hands on the products,” says Callanan.

“We lobbied local shops to stock more products, with tea and coffee as a starting point, and from there made an extra special push for Fairtrade Fortnight, with coffee mornings, football tournaments and sample tastings in the local shops.”

Things accelerated, and the possibility of Ballymun becoming a Fairtrade Town started to look realistic. In 2005, a steering committee formed, and in just over a year all the criteria were met. “Ballymun mightn’t be selling the most products in terms of volume, but there is great support from both businesses and residents. You can now buy Fairtrade certified tea, coffee, sugar, biscuits, sweets, orange juice, wine, chocolates and bananas in the area. Tesco, SuperValu and Centra are strong supporters,” says Callanan.

Belfast was runner up to Ballymun in the Fairtrade Town awards, scooping the accolade for the most imaginative promotion of Fairtrade products. As part of Fairtrade Fortnight, animals large and small at Belfast Zoo enjoyed a donation of Fairtrade Windward Island bananas.

In January, Belfast had its status as a Fairtrade City renewed for a further two years, having originally achieved it in 2005. The Fairtrade Foundation paid tribute to Belfast’s “uplifting” and “vibrant” campaign to promote the movement.

Rachel Surgeoner is chair of Belfast Fairtrade committee: “Belfast City Council is extremely supportive of our activities, and lots of other councils are coming to us to find out how to achieve Fairtrade City status. There will be an event in Stormont on 3 March to celebrate the best independent retailer, best supermarket, best café, best employer, best bar or restaurant and ‘outstanding contribution to Fairtrade’.”

Surgeoner has first-hand experience of how the general public receives Fairtrade, as she recently started to run a cafe that sells Fairtrade certified coffee, tea, dried fruit and muesli.

Clonakilty, Co Cork, won the award last year for having the most Fairtrade retail and catering outlets per capita.

With a population of 4,000, Clonakilty is a relatively small town, but all the shops have Fairtrade products available and most cafes have converted to Fairtrade teas and coffees, says chair of the Fairtrade committee, Trevor Kingston.

“Cafes and restaurants have become quite innovative, for example, introducing Fairtrade into desserts on their menus, such as Fairtrade chocolate mousse.

“Clonakilty became the first Fairtrade Town in Ireland over five years ago [in 2003] and, once we got the ball rolling, we kept the momentum going, acting as inspiration for other towns to follow suit.

“Schools play a very big part in our efforts – we’re running an art competition for Fairtrade Fortnight with the theme ‘Go bananas for Fairtrade’. On the ground, we talk to schools and other groups explaining how they can help, as well as encouraging shops to stock Fairtrade produce.

“There are around 50 different shops in Clonakilty, including Dunnes Stores, SuperValu, convenience stores, petrol stations and an organic shop called Olive Branch, which Kingston says are supportive of Fairtrade.

There are now 42 officially recognised Fairtrade Towns and Cities, and 29 seeking Fairtrade Town or City status - a total of 71 active volunteer groups around the country.

Melanie Drea
Fairtrade Towns Coordinator
July 2009

Six Goals for a Fairtrade Town, City or Zone – A Summary

The purpose of a Fairtrade Town is to contribute to Fairtrade Mark 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 six goals must be realised. When they are, a signed and dated certificate will be presented by Fairtrade Mark Ireland.

*The **goals** are in **bold**. *Optional extras*, recommended but not required, are in *italics*.

1. **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 areas schools, churches and local businesses. The group is responsible for an annual assessment to monitor whether the area is continuing to meet the six goals.
 - *The group organise special events during Fairtrade Fortnight*

2. **The Town council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade coffee and tea at its meetings, in its offices and canteens, see sample resolution template in the following pages.**
 - *Town council commits to promoting Fairtrade to its constituency on a regular basis, through its free publication and other outlets.*
 - *Town 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] to ensure continued commitment to its Fairtrade Town status.*
 - *Street signs are erected declaring it as a Fairtrade Town.*

3. **A range of FAIRTRADE Mark products [at least 4] are available in the Town's shops and supermarkets. Catering outlets serve 100% Fairtrade Mark coffee. Tea, cocoa and sugar are welcome additions. *Please see 'The Goals in detail' for population ratios and targets**
 - *These should display literature or posters advertising the fact that they sell or serve Fairtrade Mark products.*
 - *A local Fairtrade directory could be produced advising people where they can buy or find FAIRTRADE Mark products – both on paper, and on-line.*

4. **FAIRTRADE Mark products are used by a flagship business as well as 12 other local businesses and organisations. This should include schools, churches, large offices and local voluntary groups.**
 - *Venues should display stickers, posters advising that they use Fairtrade and support the local Fairtrade Town campaign.*

5. **The group 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.**

6. **A significant number of schools become Fairtrade Schools. They use the Civil, Social, and Political Education pack and the Alive-0 8 programme or Follow Me series for primary schools. See notes on Educational resources in this guide.**
 - *Where possible change the school canteen over to Fairtrade coffee/tea and sell Fairtrade snacks in your tuck-shop.*
 - *Organise an event during Fairtrade Fortnight*

Six Goals for a Fairtrade Town, City or Zone – *In detail*

GOAL 1

A local Fairtrade steering group is convened to ensure continued commitment to its 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, just a few enthusiastic people with some time and energy to spare. Then identify your area and population in order to get a clear picture of what your targets are in reaching the **six** goals.

Good Luck!

Once you have this goal completed please fill in the following Fairtrade Towns Registration Form and email to info@fairtrade.ie

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

Fairtrade Towns Registration Form



Name of Town:			
Name of Mayor:			
Population Size:			
Date of first meeting	Day	Month	Year

Main Contact: <i>Chairperson of Steering Group</i>			
Name:			
Address:			
Telephone:		Mobile:	
Email:			

Secondary Contact: <i>Member of Steering Group</i>			
Name:			
Address:			
Telephone:		Mobile:	
Email:			

GOAL 2

The Town council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade coffee and tea at its meetings, in its offices and canteens

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.

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. 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 or council staff, 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 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.

***See Example Council Motion on following page**

Example of a Council Motion supporting Fairtrade

Why

[Name of council, college, school, local authority, organisation], as an important consumer and opinion leader, should research, develop, and support a strategy to facilitate the promotion and purchase of foods with the FAIRTRADE Mark as part of its commitment to **[document/advise paper]** and in pursuit of 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, college, school, local authority, or organisation] 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 Mark Irelands Towns Initiative.

The initiative involves a commitment to:

- Widely offer FAIRTRADE Marked food and drink options internally and make them available for internal meetings
- Promote the FAIRTRADE Mark using Fairtrade Mark Ireland's materials in refreshment areas and promoting the Fairtrade Towns 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 Town 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 3

A range of FAIRTRADE Mark products [at least 4] are available in the Town's shops and supermarkets. Catering outlets should serve 100% FAIRTRADE Mark coffee.

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!

Working out your Population targets

Please use the population targets closest to your Town/city. These are guidelines, Fairtrade Mark Ireland will clarify targets for groups that are between population brackets, smaller populations that do not have x amount of coffee shops or x amounts of retail outlets can talk to Fairtrade Mark Ireland.

If your population is closest to

Population	Retail Outlets	Catering Outlets
10,000	6	4
50,000	15	8
150,000	30	16
250,000	60	32
500,000	120	64

For example:

If your population is 8,000 you will be working from the 10,000 target.

If your population is 35,000 you will be working from the 50,000 target.

If your population is 158,000 you will be working from the 150,000 target.

So if your population is 8,000 you will need to get 6 retail outlets selling 4 Fairtrade Mark products and 4 catering outlets selling 100% FAIRTRADE Mark coffee. *Tea, cocoa and sugar are welcome additions.

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, or 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 March or for your own promotions during the year.

A local Fairtrade directory: Enable those shops and cafés which are stocking or serving Fairtrade products to benefit, by publicising their policies, or producing a Fairtrade directory so that people know where they can shop for Fairtrade products locally. This can be a very simple publication, briefly explaining Fairtrade and the FAIRTRADE Mark, followed by the results of your own quick survey of what is on the shelves in your area.

A low cost version could simply be put together on a home computer, photocopied and distributed at events, or you could put it on a website and publicise its address (your council or a local group which already has a site may be willing to host it).

All the following Coffee Shop chains serve 100% Fairtrade coffee, use them as an example or see if there is one in your town, Esquires, Insomnia, Dunnes Stores Timepeice coffee shops, Kylemore, Eddie Rockets and Topaz.

GOAL 4

Fairtrade products are used by a flagship business as well as 12 other local businesses and organisations. This should include 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 organization in the community the following are examples: College, Factory, or Hotel.

GOAL 5

Attract media coverage and popular support for the campaign.

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. More specific advice and example press releases for doing media work around particular events or activities are included in Fairtrade action guides.

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. You can get their addresses from the telephone directory, and 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.

GOAL 6

A significant number of schools become Fairtrade Schools. They use the Civil, Social, and Political Education pack and the Alive-0 8 programme or Follow Me series for primary schools.

Where possible change the school canteen over to Fairtrade coffee/tea and sell Fairtrade snacks in your school shop or vending machine. Organise an event during Fairtrade Fortnight or have your own Fairtrade Week/Event in your school.

Note: Cannon Vending are now supplying schools with Fairtrade vending machines, see catering list and www.cannonvending.com

SECONDARY SCHOOLS

Civil Social and Political Education (CSPE)

CSPE is a subject on the curriculum for Junior Certificate students/ 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 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.

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 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 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.

It is available from: The Religious Education Centre, Holy Trinity Church, Rathmines, Dublin 6
Tel: 01-497 2821

AWARDING FAIRTRADE SCHOOLS STATUS

As part of the Fairtrade Towns campaign the Fairtrade Steering Committee is in charge of awarding schools in the local area Fairtrade status. In the schools section of our website you will find the 5 easy steps on becoming a Fairtrade School along with the corresponding application form. Schools in the area must be encouraged to partake. Fairtrade school application forms must be submitted to and checked by the Fairtrade Steering Committee. If all the criteria have been met, where feasible, the Fairtrade Steering Committee can present the schools with a Fairtrade Schools certificate, supplied by Fairtrade Mark Ireland (contact info@fairtrade.ie)

-END-

Best of Luck with your campaign!

Additional Information

Fund Raising: 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 with 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.

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 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 is received by Fairtrade Mark Ireland, the town/city will enter a **3 month monitoring period**. This 3 month monitoring period gives the group an opportunity to amend or fix any technicalities/problem that may arise.
- Once the monitoring period is up and Fairtrade Mark 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 areas' Fairtrade journey, but is only the beginning! It is important that the campaign continues to gain momentum, obtain commitments from new organisations and increase understanding across the community.

Renewals are required annually one year after status is achieved and must be submitted during the month of December.

Please continue to save all information about progress made around each of the Six Goals. Keep a file (*preferably electronic*) that details all the events held, commitments from new organisations, changes in catering and retail outlets and any other information you feel reflects the development of your campaign. The Fairtrade Town Renewal Form (*email info@fairtrade.ie to receive your copy*) must be completed and submitted to Fairtrade Mark Ireland one year after the date your area achieved Fairtrade status. Fairtrade Mark Ireland will use this to determine whether to renew its certificate and will include it in national publicity during the following Fairtrade Fortnight.

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.
- Guidance and ideas about organising local Fairtrade events or promotions, especially for Fairtrade Fortnight from the online towns' forum (www.fairtrade.ie/forum)
- Fair Comment, our educational DVD, helps to introduce Fairtrade.
- The Fairtrade Towns Identity (see section 5 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 14 of this document for an introduction.
- For primary schools see the ALIVE – 0 8 Programme and Follow Me Series (*see page 15 of this document*).

For further reading we have the following books available on our materials order form:

- **50 Reasons to Buy Fair Trade** by Miles Litvinoff and John Madeley, Published by Pluto Press, Jan 2006
- **Fair Trade** by Alex Nicholls and Charlotte Opal, Published by SAGE, July 2005

Use of The Fairtrade Towns International Identity



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

Map of Fairtrade Towns (March 2010)

Fairtrade Towns

FAIRTRADE TOWNS



From left: Launch of Nenagh Fairtrade Town; Musicians show support in Bantry; Killowen Primary School, Coleraine; Gaelscoil Bhríde, Thurles

At present, Ireland has 45 officially recognised Fairtrade Towns and Cities, and 29 seeking Fairtrade Town or City status – a total of 74 active volunteer groups around the country.

SIX GOALS FOR FAIRTRADE TOWN STATUS

1. A local steering group to ensure continued commitment
2. The town or city council passes a resolution supporting Fairtrade, agrees to serve Fairtrade coffee and tea in its offices and at all its meetings and continues to support the FAIRTRADE Mark
3. A range of Fairtrade-certified products is available in the town's shops, supermarkets, cafés, restaurants and hotels
4. Fairtrade-certified products are used in a flagship business and in 12 other local businesses and organisations. These should include schools, churches, large offices and local voluntary organisations
5. The steering group should attract media coverage and popular support for the campaign
6. A significant number of schools in the locality become Fairtrade schools and use Fairtrade Mark Ireland's educational resources, available at fairtrade.ie



Fairtrade Towns and Cities
Groups working towards Fairtrade Town Status