



Glasgow City Council

**Sustainability and Environment Policy and Development Committee
3 February 2016**

Report by Executive Director for Land and Environmental Services

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SUSTAINABLE GLASGOW - FAIRTRADE FORTNIGHT 2016

Purpose of Report:

The purpose of this report is to advise the Committee of actions being taken by Council services to support Fairtrade Fortnight 2016.

Recommendations:

It is recommended that Committee notes the content of this report.

Ward No(s):

Citywide: ✓

Local member(s) advised: Yes No ✓

consulted: Yes No ✓

1. Introduction

- 1.1 Fairtrade is a global initiative about better prices, decent working conditions and fair terms of trade for farmers and workers. Glasgow became an accredited Fairtrade City in 2006 and renewed this status in 2013. This status requires the city to meet certain requirements, which include active local authority participation, use of Fairtrade products in work places, promoting positive stories to the media and convening a local steering group. It has been a key task of the local steering group, now called the Glasgow Fair Trade Co-operative, to ensure that these requirements are met. Both elected members and Council officers participate in this group.
- 1.2 Fairtrade Fortnight is the national, annual awareness raising campaign for Fairtrade. The 2016 Fairtrade Fortnight will run from 29 February - 13 March. The overarching theme for this is set by the Fairtrade Foundation (the national coordinating body), which provides information materials to support local groups in any actions they take to support the campaign at a local level. The national theme this year is titled "*Sit down for breakfast, stand up for farmers!*"

2. Previous campaigns

- 2.1 In previous years Land & Environmental Services (LES) has led Council participation in Fairtrade Fortnight. This has involved a series of awareness raising campaigns on new Fair Trade products. Whilst members of the public will have a good degree of awareness of foodstuffs which are Fairtrade branded, they may not know so much about a broader range of products that also come under the label and contribute to improving the livelihoods of primary producers around the world. Where possible, these campaigns have followed a sustainable development ethos by highlighting products that are brought to the market by local social businesses in Glasgow and the west of Scotland. This has provided the joint benefit of Council staff being able to support both local and international economic and social development.
- 2.2 In 2014 the Council supported rice farmers in Malawi through a Malawi Rice Challenge during Fairtrade Fortnight. This campaign involved services selling Malawian rice to their staff, which resulted in sufficient sales to allow twenty Malawian rice farmers enough profit to send one of their children to school for a year.
- 2.3 In 2015 the Council supported Fairtrade football stitchers in Pakistan by selling footballs provided by Bala Sports, which is a local social enterprise. Almost 300 footballs were purchased through this campaign. This both provided help for a community in Pakistan to access permanent clean water and fair wages, whilst also supporting the local cooperative business set up to import and promote the footballs.

3. Proposed actions for 2016

- 3.1 In 2016 it is proposed that the Council supports producers in Ghana of fairly traded ethical skin care products. This campaign will support communities in Ghana where women harvest shea nuts to produce shea butter, which is then handcrafted into luxury skincare products in Scotland.
- 3.2 A Greenock-based social business called Trade Right International has developed a brand of soaps and skincare, which supports women's farming co-operative in Ghana. The product range is called Carishea. The co-operative has around 1,000 participating members and they harvest the shea tree fruits and process them into shea butter. This is then shipped to Scotland and turned into luxury soaps and other skincare products. A portion of the profits from sale of these products then goes to support the building of a community school for 400 children in the area in which the workers live.
- 3.3 The company's manufacturing workforce consists of workers from disadvantaged backgrounds, offenders nearing the end of their prison sentence or individuals in rehabilitation. The company pays the Living Wage and its policies also include a maximum wage condition which means that no employee can earn more than two and half times the wage of the lowest paid employee.
- 3.4 The company also employs staff that support 'taster' events for their products. These events provide an opportunity for small groups to try out selected products with professional guidance and subsequently purchase items should they choose. They also get to hear about the work of the company and its links with Ghana. In this light, engagement is taking place with services to organise Carishea taster events for staff within Council premises at times appropriate for each individual service.

4. Other local actions

- 4.1 As well as the specific focus on the Fairtrade products noted above, there are a number of other local activities taking place in which the Council is playing a strong role. For instance, Sustainable Glasgow is working with Cordia to support the national Fairtrade Fortnight theme - "Sit down for breakfast, stand up for farmers!" A Fairtrade business breakfast is being hosted on Tuesday 1 March 2016 in the City Chambers to showcase Fairtrade and other local produce. This is being supported by the Glasgow Chamber of Commerce Green Business Network and invitations have also been sent to elected members and Executive Directors.
- 4.2 The local Glasgow Fairtrade Co-operative anticipates supporting Fair Trade Fortnight by launching its Glasgow Fairtrade Retailers Branding at the breakfast event. These labels, designed by pupils from three Glasgow schools, will be available for display in all Glasgow shops and catering outlets which sell Fairtrade products. They have been produced with partial funding support from a Sustainable Glasgow project budget.
- 4.3 Glasgow Markets will also provide stalls at both the Queens Park and Partick Farmers' markets during Fairtrade Fortnight for local Fairtrade businesses to

highlight their products. This opportunity will include a focus on the suppliers of products previously supported by the Council, including the rice from Malawi and footballs from Pakistan.

- 4.4 Glasgow Life will provide access to the Toryglen Regional Football Centre on Tuesday 9 February for a Fairtrade football competition involving primary school pupils. This competition will be organised and developed by the Glasgow Fairtrade Co-operative and it will again promote use of the Fairtrade footballs which were at the centre of last year's fortnight.
- 4.5 In addition, Council services will be encouraged to determine their own local contributions in support of the national Fairtrade Fortnight theme. Members will also be aware of continuing Council assistance for social enterprises and co-operatives in Glasgow throughout the year through the Co-operative Council agenda.

5. Policy and Resource Implications

Resource Implications:

Financial: This work is undertaken within existing budgetary resources.

Legal: None

Personnel: This work is undertaken within existing staff resources.

Procurement: None

Council Strategic Plan: This work supports the Sustainable City aims of the Council Plan

Equality Impacts:

EQIA carried out: No.

Outcome: N/A.

Sustainability Impacts:

Environmental: Fairtrade accreditation is provided to products that endeavor to support sustainable development through promoting economic and social development whilst preserving the natural environment.

Social: As above.

Economic: As above

6. Recommendations

6.1 It is recommended that Committee notes the content of this report.