



Fairtrade Bradford

In order to become a Fairtrade Zone Bradford had to meet the requirements of the 5 goals set by the Fairtrade Foundation and revised in 2008

Goal 1

Local council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade products [for example, in meetings, and in its offices and canteens.]

Bradford Council passed the resolution in July 2002.

Goal 2

A range of [at least two] Fairtrade products are readily available in the area's retail outlets [shops, supermarkets, newsagents, petrol stations] and served in local catering outlets [cafés, restaurants, pubs].

The target is approximately one retail outlet per 10,000 population and one café per 5,000 population.

This was achieved in 2006 when we realised just how many Co-op stores there are in Bradford Metropolitan District!

Goal 3

Local work places and community organisations [places of worship, schools, universities, colleges and other community organisations] support Fairtrade and use Fairtrade products whenever possible. Populations over 10,000 will also need a flagship employer.

The university and colleges serve Fairtrade, many churches support Fairtrade. The co-operative is our flagship employer.

Goal 4

Media coverage and events raise awareness and understanding of Fairtrade across the community.

Fairtrade is well supported by the T & A, Community Pride and church magazines.

Goal 5

A local Fairtrade steering Group is convened to ensure the Fairtrade Zone continues to develop and gain new support. *Fairtrade Bradford Group meets 3 or 4 times a year and has produced Fairtrade Product Directories and promoted Fairtrade at a wide range of events.*

Meeting the Goals Revised 2008

Meeting Goal 1 - requirements

1. the wording of the council resolution must include:
a statement of support for Fairtrade a commitment to use Fairtrade products whenever possible [in meetings, offices and canteens for example].
2. The council must take practical action on the resolution and introduce Fairtrade products in meetings, offices and canteens.
3. There must be a named council representative [member or officer] on the Fairtrade steering Group.

Meeting Goal 2 – requirements

Retail and catering targets based on population size must be reached.

Only retail and catering outlets that stock at least two products with the FAIRTRADE Mark and are open a minimum of three days a week can be counted towards these targets.

Meeting Goal 3 – requirements

1. Workplaces
Local workplaces that cannot support the campaign by selling Fairtrade products get involved by making Fairtrade products available to staff and clients.
2. Places of worship.
Places of worship representing the religious make up of the community promote Fairtrade to worshippers and use Fairtrade when refreshments are served.
3. Primary and secondary schools
Teachers and pupils learn about Fairtrade leading to Fairtrade products being used whenever possible in school [staff room, canteen, tuck shop].
4. Universities and colleges
Students and staff promote Fairtrade and Fairtrade products are available in campus cafés and vending machines.
5. Other community organisations

Clubs, societies, voluntary organisations and interest groups support Fairtrade and choose Fairtrade when refreshments are served.

Meeting Goal 4 - requirements

Articles about Fairtrade and the local Fairtrade campaign have appeared in a range of different local media and publications.

Events take place over Fairtrade Fortnight and at other times of the year.

Meeting Goal 5 - requirements

The steering Group meets regularly.

Members represent a range of local organisations and sectors.

The steering Group leads on going action around the Fairtrade Zone goals, submits the initial application for the area and all applications to renew Fairtrade status thereafter.

The steering Group has responsibility for ensuring that events are organised during Fairtrade Fortnight each year.