

Edinburgh | Fairtrade city

Edinburgh is one of only two Fairtrade Capital Cities – but in total there are currently some 205 Fairtrade Towns, Cities, Boroughs and Zones in the UK

The City of Edinburgh and University of Edinburgh both achieved Fairtrade status back in March 2004.

The Fairtrade Towns campaign was established to raise awareness of the FAIRTRADE Mark, the only independent consumer guarantee of a fair deal for producers in developing countries.

Fairtrade status is achieved when local communities meet the five goals set out by the Fairtrade Foundation and make a substantial commitment to the promotion and uptake of Fairtrade goods, both at local authority level and in shops and businesses.

By ensuring that local councils support Fairtrade and that a percentage of local shops and businesses sell Fairtrade, the Fairtrade Towns movement has played a dynamic role in doubling the sales of products carrying the FAIRTRADE Mark in the past two years. Figures for 2005 show sales reached an estimated £195m a year, a 40% increase on the year before.

Bruce Crowther, who started Fairtrade Towns movement in 2000 and is now the national Fairtrade Towns Co-ordinator for the Fairtrade Foundation says, “The network of Fairtrade Towns has become a wonderful way of involving people in councils, synagogues, churches, mosques, businesses, shops, supermarkets, cafés, bars – in fact throughout the whole community right across the country. The towns raise awareness and sales of

Fairtrade both contribute to tackling poverty and improving the lot of marginalised and disadvantaged farmers.”

Crowther added: “One of the biggest achievements of the steering groups behind Fairtrade Towns has been to crack the complex world of catering and procurement and getting Fairtrade into local authorities, workplaces, schools and Primary Healthcare Trusts.”

According to a poll conducted by MORI in 2005 for the Fairtrade Foundation, some 50% of the adult population can now identify the FAIRTRADE Mark, up from 25% in 2003 and 39% in 2004. That’s one in every two adults in the UK – and it’s a younger and more diverse audience than ever before with the highest recognition factor among the 25–34 age group.

Harriet Lamb, Director of the Fairtrade Foundation, said: “Reaching 50% of the population is a hugely significant marker for us. Companies should take note that the public are more canny and caring than they are often given credit for. Price is emphatically not their only concern when they go shopping – they do want reassurance that farmers in developing countries receive a better deal.”

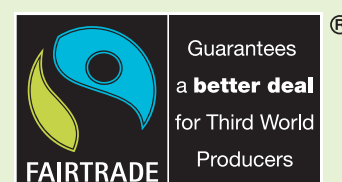
To find out more about Fairtrade see www.fairtrade.org.uk.

Edinburgh Fairtrade City Initiative can be contacted on tel: 0131 200 2000.

Five goals to achieve Fairtrade status

Towns, cities, villages, islands, boroughs, counties and zones can achieve Fairtrade status by meeting five goals set by the Fairtrade Foundation. For simplicity all these places are referred to as Fairtrade Towns. The five goals to achieve Fairtrade Town status are:

- 1 The local council passes a resolution supporting Fairtrade and agrees to serve Fairtrade coffee and tea at its meetings and in its offices and canteens;
- 2 A range of Fairtrade products is readily available in the area’s shops and catering establishments;
- 3 Fairtrade products are used by a number of local work places and community organisations (churches, schools etc);
- 4 Media coverage and popular support is encouraged for the campaign; and
- 5 A Local Fairtrade Steering Group is convened to ensure commitment to Fairtrade Town status



Look for this Mark on Fairtrade products