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**To:           Audit, Risk and Scrutiny Board**

**On:           26<sup>th</sup> August 2019**

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**Report by:   Lead Officer**

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**Heading:    The Effectiveness of Fair Trade within Renfrewshire**

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**1.           Summary**

1.1.       At its meeting on 28<sup>th</sup> May 2019, the Audit, Risk and Scrutiny Board agreed to the recommendations and review programme outlined in respect of providing an informed, evidence-based review on the effectiveness of Fair Trade within Renfrewshire.

1.2.       The following report outlines the progress made by the Lead Officer in terms of taking forward the review since the last meeting on 28<sup>th</sup> May 2019. The previous report stated that meetings would take place with Local Authorities and partners. The key areas of progress have included:

- A knowledge sharing exercise with the officer in East Dunbartonshire Council responsible for fair trade, a local authority highly regarded in the area of fair trade.
- Meeting with the business manager at Just Trading Scotland, a fair trade importer based in Paisley to discuss the key questions relating to the purpose of this review.

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## **2 Recommendations**

- 2.1 It is recommended that the Audit, Risk and Scrutiny Board notes the progress of the review;

## **3 Progress**

### **Fair Trade in East Dunbartonshire Council**

- 3.1 A knowledge sharing exercise was held with an officer in East Dunbartonshire Council responsible for fair trade to help share working practices and to highlight potential areas of improvement within Renfrewshire.
- 3.2 Prior to the introduction of the International Fair Trade Charter, East Dunbartonshire Council took steps to try and embed Fair Trade within the authority where possible. At a meeting in November 2016, a motion was raised to support the principles of Fair Trade that received unanimous support. The local authority stated that they support the principles of Fair Trade, and as a consumer, the promotion and purchase of Fair Trade goods as part of their commitment to sustainable development.
- 3.3 East Dunbartonshire Council agreed to investigate options to implement the following:
- 1) To offer Fair Trade goods - for example products carrying the Fairtrade Mark wherever possible and available, when catering for Council meetings and functions.
  - 2) To implement Fair Trade through our procurement processes and those of our suppliers wherever possible.
  - 3) To appoint a named Council representative to support the work of the East Dunbartonshire Fairtrade Steering Group and to make other staff and resources available as and when appropriate and available.

- 4) To promote Fair Trade issues and practices among local business, commercial and other organisations.
- 5) To support the Group's communication plan.
- 6) To share best practice with regard to Fair Trade and sustainable development with other public bodies, stakeholders and partners.
- 7) To work with the Steering Group to ensure that East Dunbartonshire continues to meet and exceed the requirements necessary to maintain its status as a Fairtrade Zone.

3.4 East Dunbartonshire have confirmed that all of the above actions have been implemented, as detailed in the communications plan attached as appendix 1 to this report.

3.5 It is anticipated that further investigation within this review will determine if any of the measures introduced within East Dunbartonshire could be implemented within Renfrewshire.

### **Just Trading Scotland (JTS)**

3.6 JTS are a fair trade importer based in Paisley and a registered Scottish charity. Its objectives are to provide developing world producers with an expanded market for their goods, while at the same time educating children and consumers in the UK about smallholder farmers in the developing world. To date, they have informed over 20,000 school children and 10,000 adults about fair trade and sustainable farming.

3.7 A meeting was held with the business manager at Just Trading Scotland to understand fully the process of fair trade and the associated benefits.

3.8 The key areas covered were those highlighted in the initial scoping paper as being the key purpose of the review.

3.9 The individual questions and responses are listed below:

a. **Understand what motivates people to purchase fair trade products?**

Shops selling Traidcraft products publicise that people are motivated to help the producers, but also that their customers feel

that they are doing the right thing. Many organisations such as schools and church groups undertake the 90kg rice challenge for this reason as the benefits to rice producers are well documented.

**b. Ensure that fair trade in Renfrewshire benefits the producer at source?**

JTS deal direct with Turqle trading in South Africa. Turqle trading have confidence that the producer at source is benefiting from products purchased in Renfrewshire and from products traded from Renfrewshire to other areas of the UK.

**c. Understand the processes in place to monitor the effectiveness of fair trade within Renfrewshire?**

Monitoring the effectiveness of fair trade is very difficult to undertake as there are no existing benchmarks that can be used year on year. One option is by monitoring the value of purchases from producers such as Traidcraft. Other options include the quantity of available items that include the Fairtrade Mark. The Fairtrade Mark is a registered certification label for products sourced from producers in developing countries. The Mark is used only on products certified in accordance with Fairtrade Standards and on promotional materials to encourage people to buy Fairtrade products.

JTS are currently investigating options that would allow sales made within Renfrewshire to collated year on year. This would allow comparisons to be run with benchmarks and future targets being set. Renfrewshire Council could do likewise to monitor how much is spent on fair trade products and encourage schools to increase their uptake of fair trade products in their school menu's.

JTS are in the audit stage of obtaining World Fair Trade Organisation (WFTO) membership. WFTO membership ensures that registered organisations are improving their ethical performance. Members must show continuous improvement over time, with measurable advances in the way their organisation operates. Compliance with the Standard is assessed by various means, including the Self Assessment Report, the Peer Visit and the Monitoring Audit.

**d. Understand how fair trade is promoted within schools?**

At present, very little proactive promotion is undertaken by Renfrewshire Council within its schools. It is largely left to individual schools to engage with fair trade organisations. This is typically undertaken by a teacher with a keen interest, rather than being incorporated into the curriculum. Just Trading Scotland would be fully supportive of Renfrewshire signing up to each school undertaking the 90kg rice challenge. If successful, the programme could be rolled out to other authorities in Scotland and further afield.

A structured approach to fair trade led by a nominated officer would provide the emphasis and focus to promote fair trade within Renfrewshire schools. Renfrewshire Council became one of the first Local Authorities in the UK to formally adopt the International Fair Trade Charter. The signing of the charter is the first step in ensuring that fair trade has the support of the authority. The next step is to engage with schools and the community in its promotion.

- e. **Determine if the current processes in place for the purchase and distribution of fair trade goods is the most efficient, both for the end producer and the customer?**

JTS provide a wide range of fair trade goods online using a customer account, over the phone and through email. Their online shop has a dedicated 90kg rice challenge for organisations to sign up to and receive all the required goods and information to run a successful campaign. Other options, such as Amazon Marketplace have been trialled in the past but was not deemed to be cost effective due to their charges to JTS.

JTS also provide to retailers in Renfrewshire and beyond. This ensures that JTS can purchase in bulk and pass on the savings to the independent retailers that would not have the same purchasing power or the quantity of sales to allow for bespoke orders to be sent from the producers.

- f. **Identify if there are other ways to deliver fair trade to ensure best value, whilst ensuring that the correct people are benefiting. This could include investigating if the current process of purchasing from numerous countries and**

## **spreading the wealth is the most beneficial, or, focus on a single country?**

It would be difficult for Renfrewshire to be prescriptive about what countries organisations should focus on. By selecting an individual country it may be easier to see the impact on that country, however, one country would not provide the range of products required to keep customers.

### **4 Inviting Individual Responses**

4.1 A questionnaire will be issued on 9<sup>th</sup> August 2019 to Renfrewshire Council staff asking a number of questions, for example:

- Do you purchase fair trade?
- Why you purchase fair trade?
- What would make you more likely to purchase Fair Trade products?
- Do you think there is a good selection of Fair Trade products available in Renfrewshire?
- Do you know where to go to purchase Fair Trade products?
- Do you think Renfrewshire Council's towns should all be Fair Trade Towns?
- Do you think Fair Trade should be taught in Schools in Renfrewshire?
- Do you think Renfrewshire Council should purchase Fair Trade products where possible?
- Do you think Renfrewshire Council does enough to promote Fair Trade?

4.2 Once the findings of the survey have been collated, it is proposed that the survey shall be presented to the Fair Trade Steering Group for further discussion.

4.3 As per the scoping paper, further investigations and discussions shall take place with other Local Authorities, Renfrewshire Councils Leader and partners including Rainbow Turtle, Scottish Fair Trade Forum and Fair Trade Scotland. The findings shall be presented to future meetings of this board.

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## **Implications of the Report**

1. **Financial** - *none*
2. **HR & Organisational Development** - *none*
3. **Community Planning**
4. **Legal** - *none*
5. **Property/Assets** – *none*
6. **Information Technology** - *none*
7. **Equality & Human Rights**

a) The Recommendations contained within this report have been assessed in relation to their impact on equalities and human rights. No negative impacts on equality groups or potential for infringement of individuals' human rights have been identified arising from the recommendations contained in the report. If required following implementation, the actual impact of the recommendations and the mitigating actions will be reviewed and monitored, and the results of the assessment will be published on the Council's website.

8. **Health & Safety** - *none*
  9. **Procurement** - *none*
  10. **Risk** - *none*
  11. **Privacy Impact** - *none*
  12. **Cosla Policy Position** – not applicable.
  13. **Climate Risk** - *none*
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# Appendix 1

## EAST DUNBARTONSHIRE FAIR TRADE STEERING GROUP – COMMUNICATIONS PLAN – 2017-19

### 1. KEY MESSAGES

Fair Trade is about decent working conditions and fair terms of trade for farmers and workers. It encourages sustainable production techniques and protection for the environment. It contributes to the sustainability of supply chains. The Fairtrade Mark gives consumers guarantees about the product so they can make an informed decision about their purchase.

1. The East Dunbartonshire Fair Trade Steering Group supports all fair trade, not just farmers in the Fairtrade system, so it supports a raising of social, economic and environmental standards in all supply chains both locally and globally.
2. East Dunbartonshire was one of the first areas to gain Fairtrade Zone status in 2007 and has held Fairtrade Zone status continually since then - the only area in Scotland to achieve continual zone status for so long.
3. It has pioneered new initiatives, such as the Fairtrade Cotton Schoolwear Campaign, the Nurseries Campaign and Themed Menus in Schools. These have been rolled out nationally.
4. It is well supported by the Council, something the Fairtrade Foundation praised “we were particularly impressed by the excellent and continuing relationship with the Council and their active involvement locally and nationally encouraging fair trade food procurement in schools”.
5. Fair Trade is supported throughout all geographical areas of East Dunbartonshire, being particularly strong in schools and churches. The Coach House at Balmore was established in 1980 and was one of the first supporters of Fair Trade in Scotland.

### 2. KEY PEOPLE INVOLVED

Alongside the members of the East Dunbartonshire Fair Trade Steering Group

- Lenzie Fairtrade Group
- Bearsden and Milngavie Fairtrade Group
- Milton of Campsie Parish Church Justice and Peace Group (Founding Group)
- The Balmore Trust

The Group also operates a Nursery Group and a Schools Group to support Fair Trade in Teaching and Learning. Nursery Group led by Tracy Mitchell, Schools Group led by Angela Oakley

The Group works closely with the Scottish Fair Trade Forum. One member is also on the Board of the Forum and another is the Forum’s Volunteers Schools Advisor. The Forum offers advice and support.

### 3. METHODS OF COMMUNICATION

- Local newspapers (Kirkintilloch Herald, Bishopbriggs Herald, Milngavie and Bearsden Herald)
- Local radio
- Meetings and events
- Email bulletins
- Magazines, newsletters and flyers (e.g. EDC Edit but also of other partners e.g. EDVA quarterly newsletter)
- Websites (EDC plus those of partners)
- Social media (facebook and twitter)

### 4. ACTION PLAN

Date	Milestone / Event / Task	Target Group	Communication Method	Purpose / Key Messages
January 2017	Update Council website with new Fair Trade Motion		Council Website	Awareness of Council commitment to Fair Trade
Ongoing	Continue to update and share posts from other organisations on Facebook		Social Media	Raise awareness of fair trade amongst a wider audience
Ongoing	New school mergers (Auchinairn/Woodhill & St. Agatha's/St. Flannan's) and ongoing consideration of fair trade school uniforms		Emails, meetings, newsletters.	Raise awareness and encourage take up of fair trade school uniforms.
Ongoing	Steering Group to secure another flagship employer		Press Release/Social Media	Raise Awareness and uptake of Fair Trade with business sector
2 February	Fairtrade nursery group meets in Hillhead Primary			
End February 2017	Article about Fair Trade in East Dunbartonshire Council 'You and Your Community' newsletter. Update community grant guidance to refer to sustainable development.	Community groups and General Public	EDC Website and email to community groups.	Raise Awareness and uptake of Fair Trade with community groups. Seek new members of steering group and offer to talk

				to community groups about Fair Trade.
27 February – 12 March 2017	<i>Fair Trade Fortnight Activity will be Put Fairtrade in your Break. Don't feed Exploitation Event packs and special resources are available from the Fairtrade Foundation. <a href="http://schools.fairtrade.org.uk/">http://schools.fairtrade.org.uk/</a></i>		<i>Press Release/Social Media</i>	
Early March 2017	Celebrate Fair trade zone renewal for East Dunbartonshire		Press Release/Social Media	Ten years of fair trade status
1 March	Gavin's Mill opening		Council Facebook and Social Media	
2 March	Photo opportunity in Lairdsland School dining area with P6 pupils in the afternoon at 1:15. Fair Trade stalls in Southbank receptions on March 2nd 12-1 Marina, 1.30-2.30 Southbank House and 2.30-3.30 Campus Building. Brommhill Stall (8 March over lunch in canteen) following week.		Press Release/Social Media  Internal email bulletin for stalls in Southbank.	Put Fairtrade in your Break. Don't feed Exploitation. During Fairtrade Fortnight this year we are being encouraged to choose Fairtrade items for our Breaks. As well as tea and coffee, this may include cakes, biscuits and sweets made with Fairtrade ingredients and we should also think about fairly traded fruit from countries where farmers may struggle to provide life's necessities for their families.
Saturday 11 March	'Time to put Fairtrade in your Break' event by Lenzie Group. Lenzie Fairtrade Group is organising a coffee morning devoted to the theme of putting Fairtrade into our Break which will take place on		Press Release/Social Media	Put Fairtrade in your Break. Don't feed Exploitation

	Saturday 11 March from 10 - 12 in Lenzie Union Parish Church Hall. As well as a range of Fairtrade coffee blends to taste, there will be plenty of home baked "Fairtrade Break" items to try as well as the ever popular "smoothie bike". There will also be lots of activities for children to help them understand the Fairtrade message in a fun and enjoyable way. Admission charge will be £2 per adult and £1 per school age child.				
13 May 2017	World Fair Trade Day		Press Release/Social Media	A worldwide festival of events celebrating Fair Trade as a tangible contribution to the fight against poverty and exploitation, climate change and the economic crises.	
TBC in 2017	Closure of the Coach House and ensuring its work continues.		TBC	Celebrate achievements and plans for future.	
TBC in 2017	Council to affiliate with Electronics Watch		Press Release / Social Media	First Council in Scotland to affiliate? Highlight progress re fair trade in Council procurement (e.g. laptop rollout)	
24-30 April 2017	Fashion Revolution Week			Ethical clothes production	
Summer 2017	Fair Trade presence at Kirkintilloch Canal Festival		Press Release/Social Media	5 Key Messages	
Summer 2017	Fair Trade presence at town Gala Days		Press Release/Social Media	5 Key Messages	
TBC in 2017	Directory of Fair Trade ED retailers	Steering Group members to add retailers to ED asset map: <a href="http://www.east">http://www.east</a>	TBC in 2017 (funding for leaflet)	Directory of Fair Trade ED retailers Encourage people to buy Fair	

		<a href="http://dunassets.org.uk/">dunassets.org.uk/</a>		Trade products from local shops. Raise awareness in businesses of the ethos of Fair Trade including the Fair Trade premium and the effect on local communities in developing countries.
September 2017	Autumn Event		Press Release/Social Media	5 Key Messages
February 2018	Fairtrade Fortnight		Press Release/Social Media	5 Key Messages
May 2018	World Fair Trade Day		Press Release/Social Media	A worldwide festival of events celebrating Fair Trade as a tangible contribution to the fight against poverty and exploitation, climate change and the economic crises.
Summer 2018	Fair Trade presence at Kirkintilloch Canal Festival		Press Release/Social Media	5 Key Messages
Summer 2018	Fair Trade presence at town Gala Days		Press Release/Social Media	5 Key Messages
September 2018	Autumn event		Press Release/Social Media	5 Key Messages
December 2018	Fair Trade Zone renewal			Celebrate Achievements