



FAIRTRADE TEMPLATE COUNCIL RESOLUTION

Image: Croydon Fairtrade Network with the Lord Mayor of Croydon in 2023. Credit: Fairtrade Foundation.

WHAT IS A COUNCIL RESOLUTION AND WHY IS IT USEFUL?



Passing a Council Resolution in support of Fairtrade can help put Fairtrade at the heart of your local community.

Having a council resolution means there is official support from the council, and can commit your local authority to particular actions, like promoting fair trade campaigns or using Fairtrade products at all their official events.

Aim to get cross-party support for any resolution: showing that all parties in your area are committed to Fairtrade sends an even more powerful message to the local community.

Asking councils to renew their commitment every few years – for instance after a local election – will help ensure that the efforts to achieve fairer trade in your area and globally remains a real priority.

See the template resolution later in this document to help prepare your own resolution. But please feel free to adapt it for your local area.

GETTING YOUR LOCAL COUNCIL'S SUPPORT

Some councils will be easier to work with than others. But often the best way is the direct way: get in touch with a local councillor.

Once you've identified your local councillor, tell them about your support for Fairtrade and ask them to join you by putting forward a Council Resolution supporting Fairtrade.

Need to convince your council to get involved?

Showing there is real public support for Fairtrade can be a great way to get local politicians to back a Council Resolution. To show local interest, you could:

- Start a petition asking the council to develop a Fairtrade policy and pass a Council Resolution.
- Send letters to the local press, especially ahead of any upcoming council meetings
- Team up with other local community and campaign groups to send a joint letter to the council asking them to back a Council Resolution on Fairtrade
- When contacting councillors, send them a couple of Fairtrade coffee, chocolate or teas samples to start their Fairtrade habit
- Encourage supporters to raise questions at public meetings – get Fairtrade on the agenda.

FURTHERING YOUR COUNCIL'S SUPPORT

Identify the individual or department most willing and able to champion Fairtrade within the council.

Likely candidates could include:

- Councillors who have spoken publicly about poverty and development issues or who sit on committees with a focus on catering, procurement policy, sustainability or community development.
- Officers with a responsibility for sustainability, environmental planning, town centre management or regeneration and community development.
- Councillors involved in or supportive of other sustainability schemes, such as local Net Zero or Carbon Neutral commitments
- Involve councillors in the campaign by inviting them to Fairtrade events. This is a way for them to learn more about Fairtrade and can also be a good publicity opportunity –especially useful in the run-up to local elections.
- Staff trade union representatives could help organise a staff petition requesting Fairtrade (or more Fairtrade) and promotional campaigns in staff refreshment areas. Combine both with a petition available to sign at a Fairtrade tasting event in the council lobby.

Maintaining momentum:

- Work with the council to ensure they benefit from being involved with the local Fairtrade campaign. Offer publicity opportunities at local events, through sponsorship and media activities.
- Link the push for Fairtrade with local issues and other council priorities. Many groups have promoted Fairtrade as part of initiatives to support local businesses or to promote local produce. Promoting Fairtrade and local produce can raise awareness of the challenges faced by small-scale farmers worldwide and the shared need for a fair price.

TEMPLATE COUNCIL RESOLUTION

Template Council Resolution

This is only a template and you should feel free to add and remove as is relevant to your local area.

Why the council supports Fairtrade:

[Name of council], as an important consumer and opinion leader, should make efforts to promote fairer and more sustainable trade as part of it's ongoing work.

This should include the promotion and purchase of foods and other goods which are Fairtrade certified, as goods with the FAIRTRADE Mark have been produced in line with the Fairtrade Standards, which provide protections and extra income opportunities for farmers most disadvantaged by unfair global trade.

The council should also raise awareness of the consequences of unfair trade for farmers' lives. The council will take opportunities to work with others in order to spread information on Fairtrade values, and the practical steps we can all take to ensure farmers and workers around the world have more opportunities to provide for their families, develop their communities sustainably and take on the worst effects of climate change.

The Council recognises as part of its own commitment to deal with the effects of climate change, a commitment to Fairtrade is also a commitment to a greener, fairer future globally. Farmers in low-income countries live with the worst effects of climate change and unfair trade and need fairer incomes if their communities – and the crops they grow – are to be sustainable in future.

Summarise what the council aims to achieve by supporting the Fairtrade Communities campaign:

To build support for fairer trade and for choosing Fairtrade products. To be recognised by the residents and business community of [name of the area concerned], suppliers, employees and other local authorities, as a community that actively supports and promotes Fairtrade and to increase the visibility of Fairtrade's cause.

Detail what practical action the council commits to:

[Name of council] resolves to contribute to the campaign to increase Fairtrade's aims of supporting Fairtrade works with farmers and workers so they can improve their living standards, invest in their communities and businesses, and protect our shared environment. It will do this in part by officially backing <Insert Community Name> Community commitment to Fairtrade.

To this end, [name of council] resolves to:

- Widely offer Fairtrade Marked food and drink options internally and make them available for internal meetings. Also consider Fairtrade cotton for staff uniforms and other opportunities to use Fairtrade products.
- Make sure Fairtrade choice and a commitment to fairer trade is recognised as a way to deliver against other sustainability commitments
- Make sure posts promoting Fairtrade and celebrating the local community's Fairtrade Community commitment are regularly posted on social media channels
- Promote the FAIRTRADE Mark using Fairtrade Foundation materials in refreshment areas and promoting the existing Fairtrade Communities commitments and opportunities for other communities to make Fairtrade Community commitments.
- Supporting local Fairtrade groups to connect and 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 Communities initiative.
- Nominate a council representative (member of officer) to sit on the Fairtrade Steering Group and support ongoing work to promote Fairtrade.
- Support local fairtrade groups in your area, including by providing facilities where local campaigners can meet and host events.
- Organise events and publicity during national Fairtrade Fortnight – the annual national campaign to promote sales of products with the FAIRTRADE Mark.

CASE STUDIES

Action Area 3: Fair trade Changemakers



Fairtrade Portsmouth

To mark 20 years as a Fairtrade city, campaigners in Portsmouth encouraged their council to pass a fresh resolution of support in 2020.

Check out Fairtrade Portsmouth's Sue James' top tip for getting the council on board and [read the motion passed by the council on the council's website.](#)



Mayor Tom Coles and Mayoress Nikki Coles of Portsmouth at a ceremony marking 20 years of Portsmouth being a Fairtrade City

Top Tip for getting council support

'We have always started by finding a sympathetic councillor who's prepared to make a speech. Someone with links to or knowledge of Fairtrade is ideal, and we're told it helps if they are from the party running the council. We also ask for if someone from our group to make a presentation to the full Council to convince them of the benefits of Fairtrade.'

Sue James, Fairtrade Portsmouth

CASE STUDIES

Action Area 3: Fair trade Changemakers



Tower Hamlets Fairtrade

Concerned council support for Fairtrade may be declining due to effects of lockdown, Tower Hamlets Fairtrade successfully encouraged the council to pass a new, fuller motion reaffirming their support for Fairtrade.

Check out Tower Hamlets Fairtrade's Nana Asante's top tip for getting the council on board and [read the motion passed by the council on the council's website.](#)



Nana Asante (right) and Owen Beith (centre) of Tower Hamlets Fairtrade, with Fairtrade Foundation's Stefan Donnelly (left).

Top Tip for getting council support

'We prepared the ground by submitting a Public Petition. We provided all councillors with a briefing on Fairtrade, highlighting the council's general policy commitments to sustainability. Be focused and persistent. Work with Democratic Services to get the item on the agenda of a Full council Meeting.

[Nana Asante, Tower Hamlets Fairtrade](#)