



Scottish
Fair Trade
Forum



communities

Local Authority Fairtrade Zones – Application Guidance

Local Authority Fairtrade Zones are a key part of Scotland's Fair Trade Nation status. The goals for Fairtrade Zone status are largely similar to those for Town status, with an alternate option for how Goals 2&3 can be achieved across a Zone area.

The Five Goals are:

1. Local Council Resolution

The relevant local council or authority needs to pass a resolution supporting Fairtrade and agreeing to serve Fairtrade tea and coffee at its meetings, and in its offices and canteens.

2. Fairtrade Products Available Locally

Fairtrade products should be readily available in the local area's shops and cafes/catering establishments. It should be easy for local people to find Fairtrade products as they do their everyday shopping. Specific targets are available on the resources page.

3. Fairtrade In Local Work Places & Organisations

Fairtrade products should be used by a number of local workplaces and community organisations (churches, schools etc). This should also include a flagship employer. The workplaces and community organisations should be of significance to the zone if possible. E.g. The regional W.I. branch, rather than one for a village or town.

4. Attract Media Coverage & Popular Support

For the press the story can be revived as each goal is achieved, organising a big splash for the Fairtrade Status award ceremony and developing a strategy to keep it in the news long after. To achieve zone status you will need to show that your area has put on a range of events throughout the zone and achieved press coverage for them. Using social media for the zone to link with other groups and amplify your message is a key part of reaching zone status. If you would like social media training please contact towns@sftf.org.uk.

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5. Establish A Steering Committee

The local steering committee is essential to ensuring continued commitment to Fairtrade Status. The group should ideally include a council representative, Fairtrade Towns campaigners and people representing the county's schools or universities, faith groups and businesses if possible. The group will be responsible for submitting the county Fairtrade Status application.

Goals 2 & 3 – Fairtrade Zone

These goals can be considered as met if more than half the population of the zone live in an area which has already achieved Fairtrade status. If a group wishes to use this method for a Fairtrade County application the areas with Fairtrade status must be listed with their respective populations under Goals 2 and 3.

Zone Flagship Employer



A Fairtrade Zone campaign will need a distinct flagship employer. A flagship employer is a significant local workplace that uses Fairtrade products and promotes Fairtrade to staff, clients and contacts. The ideal flagship employer is large, influential and locally relevant. Approach employers whose support will have the greatest impact – either in terms of volume of Fairtrade products used (large employers) or in terms of influence (high-profile employers that the local community associated with the area). Please note that employers whose activity is counted under other goals, for example the council (Goal 1) or university (Goal 3), can't be accepted as the flagship employer. When making your application, please state how many employees your flagship employer has.

The Zone flagship employer doesn't necessarily have to be the biggest local employer, and in Scotland the largest employer is often precluded from eligibility anyway by being the council or the college etc, but it does need to be an iconic local employer with local significance. For example, one Zone is trying to get their local conference centre to become their flagship employer, as although they have a relatively small number of employees, any conference or meeting in the area is held there and they have a significant footprint. Think outside the box for this one – is there a big sports team that could qualify? A popular venue, farm shop, or independent cinema chain or gallery? Local chains can be a good option as they often aren't as tied into restrictive procurement contracts as bigger companies.

The [Workplaces of World Changers scheme](#) can be a great way to get companies involved in shouting about their commitments, and provides them with a certificate showing their achievement.

Geography

Local Authority Areas in Scotland are wonderfully diverse in terms of population, area and terrain (!) – which can mean that Zones have areas without Fairtrade Town/Village coverage. A good geographic spread and number of Fairtrade Towns *is* important but Zone status can be calculated in another way – as in the notes for Goal 2. If you would like specific population:retail and employer targets for your Zone area, please contact volunteer.towns@fairtrade.org.uk and they will be able to give you some. You should also contact them to register your Zone campaign.

More generally, it is the extent and clarity of the Zone plan that will have a big impact on the status application - especially around tackling weaker areas of Fairtrade activity.

Another key thing is that the Zone needs to have activity happening at a Zone level, and not just at individual town level - so that the Zone is more than just the sum of its Fairtrade Town parts and has a cohesive feel to it and overarching purpose.

Council Procurement Support and Economic Development Plans

Local Authority support is key to achieving Fairtrade Zone status and can take many forms, including really embedding Fair Trade throughout the education, procurement, community planning and economic development strategy. The Scottish Fair Trade Forum can offer advice about Fair Trade and ethical procurement and examples of economic development planning including Fair Trade from other Local Authorities around Scotland.

Please contact the Forum if you would like advice or if you have any other questions.

Community Grants Scheme

Funding of up to £250 is available through the Scottish Fair Trade Forum [Community Grants Scheme](#) to help any community group/organisation reach new areas of their community with information about Fair Trade. Fairtrade Zone Groups can apply to the Community Grants Scheme – you can find out more about the Scheme and how to apply [on our website](#).

Version 2.1, January 2016

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Scottish Charity No: SC039883 Scottish Company No: SC337384