

Communities coming together to make the world a fairer place



Fairtrade is an internationally recognised organisation which works to establish sustainable relationships with disadvantaged producers in developing countries. Fairtrade supports decent working conditions and guarantees that a fair and stable price is paid for products, enabling producers to support their families and **invest in a sustainable future to alleviate extreme poverty**.

In February 2008, Bournemouth Borough Council became the first local authority in the UK to endorse the **Earth Charter**, demonstrating **the town's commitment to sustainability and ecological integrity**. Achieving Fairtrade Town status for Bournemouth will be a major milestone and send a strong signal about the council's ethical and global intentions to the community.

Unfair trade rules continue to lock millions of people in the developing world in poverty. **Two billion people – a third of humanity** work hard to support themselves yet still **struggle to survive** on less than £1 per day.



Everyone loves a bargain; however, when that bargain is based on a price that is so cheap that it locks the person producing the goods into poverty, then we are faced with an ethical and thus moral problem. Community groups are key supporters of Fairtrade which is making a real difference to the lives of farmers, workers and their families in developing countries.

Whatever your organisation does, you can be involved. Explore the issues surrounding Fairtrade and think of innovative ways to spread the word. Supporting Fairtrade will not only benefit your organisation but communities worldwide.

No matter how small changes are it will still make a difference to farmers in developing countries.

- **Winton Salvation Army** serves Fairtrade coffee from Indio Valley Monday-Friday within their community centre however smaller groups are still welcome to bring their own tea and coffee, proving that small changes can be made without enforcing strict rules.
- **The Embassy Youth Centre** in Moordown actively participates in Fairtrade Fortnight.
- **Bournemouth Youth Council** also supports Fairtrade holding Fairtrade events such as a Fairtrade Day in partnership with Bournemouth Theatre in Education.
- **Bournemouth Library** has used Fairtrade tea, coffee and sugar in its meeting room catering for the past 2 years.



St Johns in Moordown have **Fairtrade church status**, they are committed to caring for creations and pursuing justice. They take action on environmental issues and support the work of Traidcraft and Christian Aid.

In 2005, **Bournemouth Reform Synagogue** became a **Fairtrade community**, changing all tea and coffee to Fairtrade and, wherever possible also sugar and fruit.



All Saints Church in Southbourne has achieved and maintained **Fairtrade church status** since 2009. Activities include:

- A **Fairtrade stall**, run by younger congregation members every Sunday. This not only helps promote Fairtrade, it also **benefits** the congregation by **improving the intergenerational relationships**. The stall is supplied through Traidcraft with the best sellers including: Divine chocolate, Honey, Ground Coffee, Marmalade, Gifts, Cards and seasonal products such as Advent calendars or Easter eggs.
- The small profits from this activity go towards **sponsoring** a child in Teso Uganda; allowing the children to understand **why Fairtrade is important**.
- They actively **promote Fairtrade** through **presentations** in their local community.
- All church and group meetings use fairtrade tea and coffee.

All Saints Church would recommend to any organisation that they allow the younger members to run a Fairtrade stall as they feel amongst other benefits, it creates a real sense of community.

Its easy to get involved...

- Look for products with the Fairtrade Mark and tell your friends and family about Fairtrade.
- Hold a film showing of Black Gold, The Great African Scandal or other films about Fairtrade. Several short films are available at www.fairtrade.org.uk/resources/films/
- Use or sell Fairtrade products regularly at your organisation. Find out about Traidcraft schemes to help you at www.traidcraft.co.uk/buying_fair_trade and www.traidcraft.co.uk/caterer
- Sign up to Fairtrade e-newsletters at www.fairtrade.org.uk/resources
- Get involved, run a Fairtrade evening look for ideas and activities online on the Fairtrade website

Don't forget

- Let us know about your events and activities at: Fairtrade@bournemouth.gov.uk
- Let local journalists know about your events. It will raise publicity for your event and let your local community know what your organisation is doing for Fairtrade and trade justice.



Take a step in 2012, help the campaign for Bournemouth to become a Fairtrade Town