



**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.

Tourism is the world's largest industry, employing around 240 million people worldwide. Harriet Lamb, Executive Director of the **Fairtrade Foundation**, has called on the tourism industry in the UK to clearly showcase their principles of sustainability and Fairtrade.



With the **Olympics and Paralympics** in the UK this year it is a fantastic opportunity for the tourism industry to show international visitors that people in the UK do have an international outlook and care about issues of sustainability. The UK is the largest market for Fairtrade products, it would be fantastic if visitors left the country inspired by the passion for Fairtrade and values of sustainability which they experience when here.

**Support world responsible tourism day on 7th November 2012**



**Bournemouth** can help lead the way with this vision. In addition to the 4.8 million visitors each year to Bournemouth, the UK's premier resort, the town also hosts the 2<sup>nd</sup> largest community of language schools in the UK, bringing approximately 28,500 students and over £210 million to the area each year. This provides a great opportunity for Bournemouth to inspire and educate international visitors about the importance of Fairtrade and Trade justice.

**The Green House Hotel** is not only a beautiful boutique hotel but it is the UK's greenest hotel which lives and breaths sustainability. Their dedication to sustainability and Fairtrade goes beyond the products they use; all their staff are trained on sustainability - claiming "it is who we are, what we do and how we do it". The hotel is designed to ensure minimal environmental impact occurs, whilst acting ethically and responsibly.



The Green House Hotel is a member of **The Sustainable Restaurant Association** which helps restaurants to become more sustainable. As part of this commitment, The Green House Hotel has ensured that all coffee, tea and sugar are Fairtrade, as well as sourcing at least 3 other types of Fairtrade products: wine, juice and the use of organic Fairtrade cotton for the bedding and staff uniforms.



The Green House Hotel also hosts Fairtrade events to raise awareness of its values. The fantastic sustainability of the hotel has led to the **Green Tourism Gold award**.



**Green Tourism** is Sustainable Tourism, which takes into account the needs of the environment, local residents, businesses and visitors both now and in the future.

Today's increasingly choosy tourists are looking for global justice as well as value, so why not take a step further than offering Fairtrade products and work towards a Green Tourism award for your establishment which will help differentiate your establishment in a competitive market by showing your commitment to sustainability and the environment.



**BH Live** which operates the Bournemouth International Centre, Bournemouth Pavilion and four leisure facilities has a mission to encourage inspiration and excellence through market-leading leisure, culture and events, by providing a positive experience that enriches lives and improves the well being of people and communities. They believe in creating opportunities, inspiring people and enriching lives, so actively promoting ethical trading and sustainability is important to them.



BH Live uses a range of Fairtrade items including:

- Bananas
- Divine Chocolate
- Kit Kats
- Hot Chocolate
- Handmade cake company Fairtrade Brownies
- PJ Juices
- Snack bars
- White and Brown sugar sachets
- Fairtrade Coffee and Indian tea with herbal infusions

### What can you do?

- Look for products with the Fairtrade Mark and tell your friends and family about Fairtrade.
- Switch to using Fairtrade products at your organisation like The Green House Hotel. Find out about Traidcraft schemes to help you at [www.traidcraft.co.uk/buying\\_fair\\_trade](http://www.traidcraft.co.uk/buying_fair_trade) and [www.traidcraft.co.uk/caterer](http://www.traidcraft.co.uk/caterer)
- Sign up to Fairtrade e-newsletters [www.fairtrade.org.uk/resources](http://www.fairtrade.org.uk/resources)
- Be a part of world responsible Tourism day on 7th November 2012 [www.wtmwrtd.com](http://www.wtmwrtd.com)

### Don't forget

- Let us know about your events and activities at: [Fairtrade@bournemouth.gov.uk](mailto: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**