

Why are more employers and businesses becoming Fairtrade?



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.



The Fairtrade Foundation announced this year estimated retail sales of Fairtrade products reached **£1.32 billion** in 2011, which is a **12 per cent increase** on 2010. The foundation believes if sales continue at this level of growth in 2012, more businesses will look to adopt the fairtrade model of ethical sourcing by offering Fairtrade products to their customers, staff, clients and visitors, **differentiating** themselves within a **competitive market.**

Corporate responsibility simply put is good business. We spend most of our waking hours at work, so it is no surprise that an IPOS Mori survey revealed that:

- **86%** of employees want their company to be socially and environmentally responsible
- **78%** of employees would rather work for an ethical and reputable company than receive a higher salary
- **Two in three small businesses** believe that social and environmental responsibility contributes to a more successful business.

Whatever your business does, you can be involved, no matter how small changes are it will make a difference to farmers and their families in developing countries.

WDS is a specialist service dedicated to optimizing the wireless customer experience.

WDS held a **Fairtrade Week** in June 2012 in their three offices in Poole, involving over 600 staff. This was done to raise awareness and educate staff on how their decisions have a global impact, and to promote Fairtrade products into the business.

Activities included:

- Fairtrade Breakfasts and meals
- A Fairtrade Quiz with Fairtrade gifts as prizes
- Fairtrade themes each day around a particular country and its products
- Encouraging all of their suppliers to replace all products with Fairtrade goods.



Following 'World Fairtrade Day' on 12th May 2012, **Bournemouth Council's Terrace Café** has made its own transition to a Fairtrade supplier. A wide range of Fairtrade products are now available on site including tea, coffee, fresh juice, sugar and confectionary.

The café's transition marks a significant step in the progress towards achieving the first goal of making Bournemouth a Fairtrade town. The other four campaign goals involve getting Fairtrade products into shops and cafés; making Fairtrade a part of the community; engaging the general public; and working together to keep things moving.

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. 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:

- Fairtrade Coffee and Indian tea with herbal infusions
- Hot Chocolate
- Bananas
- Confectionary and Snack bars
- Handmade Fairtrade Brownies
- PJ Juices
- Sugar

Can you be our Flagship Fairtrade business?

As part of the campaign to become a Fairtrade Town, Bournemouth requires a Flagship employer. This is a significant local workplace that uses Fairtrade products and promotes Fairtrade to staff, clients and contacts.

Ideally you need to be a large and influential business and have a **great impact in terms of volume** (employees) **OR in terms of the potential to influence.**

If you think this could be your business get in touch at Fairtrade@bournemouth.gov.uk

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 workplace. Find out about schemes to help you at: www.traidcraft.co.uk/get_involved/fair_trade_at_work
- Sign up to Fairtrade e-newsletters www.fairtrade.org.uk/resources/newsletter_signup.aspx
- Hold a film showing about Fairtrade. Several short films are available at: www.fairtrade.org.uk/resources/films/
- Help support other Fairtrade schemes and programs in Bournemouth through donations to Fairtrade school programs to help educate children into exploring citizenship from a global perspective.
- Become our Flagship Fairtrade Employer.

Don't forget

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



Take a step in 2012, help the campaign for Bournemouth to become a Fairtrade Town by making it your business to buy Fairtrade