

Fairtrade Towns and Local Authorities **Working in partnership for a fairer future.**



“Sustainable procurement – in short using procurement to support wider social, economic and environmental objectives, in ways that offer real long-term benefits, is how the public sector should be spending taxpayers’ money. Anything less means that today’s taxpayer and the future citizen are both being short-changed.”

Sir Neville Simms

Foreword to governmental report, ‘Procuring for the Future’

“Becoming a Fairtrade Town was something so positive. It united us all at the council – councilors from all three parties, officers and the rest of the workforce. And that sense of unity goes beyond the council to people of all ethnic and religious backgrounds in Camden. It’s a badge we wear with pride.”

Nusrat Yousuf, Sustainability Coordinator,
London Borough of Camden

Welcome to the Fairtrade Town Initiative:

The Fairtrade Town Initiative offers Local Authorities the opportunity to work with and support local residents, educational establishments, faith communities and other community organisations towards achieving Fairtrade Town status for their area. As key purchasers and decision makers, the support of the Local Authority is essential in order for an area to become a Fairtrade Town and is required to meet the first of the five goals.

Why become a Fairtrade Town?

Becoming a Fairtrade Town brings together all sectors of a community towards a common goal. Businesses, schools, faith groups and residents come together to work for recognition for their area and a better deal for producers overseas. Gaining Fairtrade status creates civic pride and working towards it forms positive, active networks across the community. Anyone can be involved in working towards Fairtrade status and everyone can celebrate and feel proud of achieving Fairtrade status. Fairtrade doesn’t only create connections between our community and communities overseas, it creates links and networks within our own community and encourages action towards positive change.

What do we need to do?

Five Goals must be met in order for a town, village, county, island, borough, city or zone to be awarded Fairtrade status. The goals are designed to ensure that products with the FAIRTRADE Mark are widely available, bought and used locally and that public support for and understanding of Fairtrade increases. Goal 1 states: “Local council passes a resolution supporting Fairtrade. The resolution should include a commitment to serve Fairtrade coffee and tea at its meetings and in its offices and canteens whenever hot drinks are served”

Using Fairtrade products is a good start but there is much more local authorities can do. The council should use its’ position, influence and imagination and identify ways in which it can ensure that Fairtrade goes from strength to strength in their area.

What is Fairtrade?

The internationally agreed definition of Fairtrade is a “trading partnership based on dialogue, transparency and respect, which seeks a greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, disadvantaged producers and workers in developing countries.” The Fairtrade Foundation licenses companies to use the FAIRTRADE Mark on specific products that meet international Fairtrade standards. The Fairtrade standards are set by an independent, international certification body called the Fairtrade Labelling Organisation (FLO). The FAIRTRADE Mark is the only independent consumer label that guarantees farmers and producers get a better deal. In the UK there are nearly 3000 products carrying the FAIRTRADE Mark and market sales are growing at over 40% a year. According to the 2007 TNS Omnibus Study one in two British adults now recognises the FAIRTRADE Mark.

Fairtrade and the Public Sector

The public sector in England spends more than £1.8bn a year on food and catering services according to Defra. By choosing Fairtrade options when possible the public sector can make a significant difference to the lives of producers and their families overseas through their procurement policies alone. Over 300 local authorities have already passed a resolution supporting Fairtrade and committed to using products with the

FAIRTRADE Mark. By doing so they have played a part in a wider community effort to achieve Fairtrade Status and ensured that their purchase power leads to real benefits for producers overseas.

So why should our council support Fairtrade?

“Developing the Fairtrade Campaign in Sunderland has provided the opportunity to further develop our community network. Starting with existing contacts we quickly found that we had created an entirely new network involving schools, faith groups, businesses, academia and the wider public sector, talking to people who had never been involved in such community activity before.”

Peter Chapman, Assistant Chief Executive
Sunderland City council

- Every Local Authority in the UK has a commitment to promote sustainable development in their area. Supporting Fairtrade is a real commitment to more sustainable developmental patterns and will enable more producers to work towards a future that is socially and environmentally sustainable. The 'Best Value and Sustainability Checklist', devised by SOLACE to test the sustainability of local councils, includes the use of Fairtrade products by the council as one of the points under 'Sending the Right Signals'.
- Becoming a part of a local Fairtrade Town campaign (and meeting the requirements of Goal 1) demonstrates effective citizenship and real leadership. Backing local support for Fairtrade and joining the community as a partner towards a common goal sends a clear signal that the council is in touch with the community and shares their priorities.
- Working with the community towards Fairtrade status will open new channels of communication and often creates a best practice example of real community engagement, namely working in partnership towards a common objective.
- Many Fairtrade Town groups have linked the aim of a better deal for farmers in developing countries with a better deal for local farmers. Fairtrade encourages people to think about where their food comes from and how they would like producers to be treated. This awareness can bring about benefits for local producers too.
- Feedback from many organisations that have chosen Fairtrade repeatedly shows that a switch to Fairtrade is popular with staff, visitors and other stakeholders. DfID reported that the main benefit to individuals of switching to Fairtrade was the “feel good factor.” Fairtrade products taste great and more and more people understand that by choosing Fairtrade we can make a difference to communities overseas.

Can a Local Authority legally specify Fairtrade when tendering contracts?

Yes! Nottingham County Council was the first Local Authority in the UK to pass a Fairtrade resolution in October 1993 committing them to using Fairtrade tea and coffee. Since then hundreds of Town, Borough, City and County Councils have all passed a similar resolution. It has been proven time and again that specifying Fairtrade is within the powers of local authorities and complies with EU procurement directives and governmental procurement policy. The links below give more detail.

Will going Fairtrade cost the Council more?

No! Southwark Council recently reported that studies suggest they could actually save £6,200 a year by introducing Fairtrade tea and coffee machines in the Town Hall and Rutland County Council also reported a saving after switching their coffee over to Fairtrade. Many other councils have switched to Fairtrade without incurring any cost Fairtrade is often believed to be more expensive than conventional products but this is often not the case especially when making a bulk order.

For more information please see:

“Buying into Fairtrade – Procurement in the private and public sector”

www.fairtradeatwork.org.uk

“Buy Fair - A Guide to the public purchasing of Fair Trade products

<http://www.buyfair.org/>

For further assistance on making the switch to Fairtrade contact the Fairtrade Foundation at:

mail@fairtrade.org.uk 020 7405 5942



Trefi Masnach Deg ac Awdurdodau Lleol **Gweithio mewn partneriaeth dros ddyfodol tecach.**

“Caffaeliad cynaliadwy – yn fras defnyddio caffaeliad i gefnogi amcanion cymdeithasol, economaidd ac amgylcheddol ehangach, mewn ffyrdd sy'n cynnig buddiannau tymor hir gwirioneddol, dyna'r ffordd y dylai'r sector gyhoeddus fod yn gwario arian y trethdalwyr. Mae unrhyw beth llai yn golygu colled i drethdalwr heddiw a dinesydd y dyfodol.”

Syr Neville Simms
Rhagair i adroddiad y llywodraeth, 'Procuring for the Future'

“Roedd dod yn Dref Masnach Deg yn beth mor gadarnhaol. Unodd bob un ohonom yn y cyngor – cyngorwyr o'r tair plaid, swyddogion a gweddill y gweithlu. Ac mae'r synnwyr o undod yn mynd tu hwnt i'r cyngor at bobl o bob cefndir ethnig a chrefyddol yn ardal Camden. Mae'n fathodyn yr ydym yn ei wisgo gyda balchder.”

Nusrat Yousuf, Cydlynnydd Cynladwyedd,
Bwrdeistref Camden, Llundain

Croeso i'r Fenter Tref Masnach Deg:

Mae Menter Tref Masnach Deg yn cynnig cyfle i Awdurdodau Lleol weithio gyda a chefnogi trigolion lleol, sefydliadau addysgiadol, cymunedau ffydd a mudiadau cymunedol eraill tuag at gyflawni statws Tref Masnach Deg ar gyfer eu hardal. Fel prynwyr allweddol ac awdurdodau, mae cefnogaeth yr Awdurdod Lleol yn hanfodol er mwyn i ardal ddod yn Dref Masnach Deg ac mae'n angenrheidiol i gyflawni'r cyntaf o'r pum nod.

Pam bod yn Dref Masnach Deg?

Mae bod yn Dref Masnach Deg yn uno bob sector o'r gymuned tuag at nod cyffredin. Mae busnesau, ysgolion, grwpiau ffydd a thrigolion yn uno i weithio dros gydnabyddiaeth i'w hardal a gwell bargaen i gynhyrchwyr tramor. Mae ennill statws Masnach Deg yn creu balchder dinesig ac mae cydweithio tuag ato yn ffurfio rhwydweithiau cadarnhaol, gweithgar ledled y gymuned. Gall unrhyw un gyfranogi wrth weithio tuag at statws Masnach Deg a gall pawb ddathlu ac ymfalchïo wrth gyrraedd statws Masnach Deg. Mae Masnach Deg nid yn unig yn creu cysylltiadau rhwng ein cymuned a chymunedau tramor, ond hefyd mae'n creu cysylltiadau a rhwydweithiau o fewn ein cymunedau ein hunain ac yn annog gweithredu tuag at newid cadarnhaol.

Beth sydd angen i ni ei wneud?

Rhaid cyflawni pum nod er mwyn i dref, pentref, sir, ynys, bwrdeistref, dinas neu ardal dderbyn statws Masnach Deg. Cynlluniwyd y nodau i sicrhau bod nwyddau â nod MASNACH DEG ar gael yn eang, yn cael eu prynu a'u defnyddio'n lleol a bod cynnydd yn nealltwriaeth a chefnogaeth y cyhoedd ar gyfer Masnach Deg. Mae Nod 1 yn nodi: “Cyngor lleol yn pasio cynnig yn cefnogi Masnach Deg. Dylai'r cynnig gynnwys ymrwymiad at weini te a choffi Masnach Deg ym mhob cyfarfod ac yn eu swyddfeydd a'u ffreuturau lle bynnag bo diodydd poeth yn cael eu gweini”

Mae defnyddio nwyddau Masnach Deg yn gychwyn da ond mae llawer mwy y gall Awdurdodau Lleol ei wneud. Dylai'r cyngor ddefnyddio'i safle, dylanwad, a dychymyg a nodi ffyrdd o sicrhau bod Masnach Deg yn mynd o nerth i nerth yn eu hardal.

Beth yw Masnach Deg?

Diffiniad a gytunwyd yn rhyngwladol o Fasnach Deg yw “partneriaeth masnachu ar sail deialog, tryloywder a pharch, sy'n ceisio sicrhau mwy o gydraddoldeb mewn masnach ryngwladol. Mae'n cyfrannu at ddatblygiad cynaliadwy drwy sicrhau hawliau a chynnig gwell amodau masnachu i gynhyrchwyr a gweithwyr difreintiedig mewn gwledydd sy'n datblygu.” Mae'r Ymddiriedolaeth Masnach Deg yn trwyddedu cwmnïau i ddefnyddio nod MASNACH DEG ar nwyddau penodol sy'n cyfarfod safonau rhyngwladol Masnach Deg. Gosodir safonau Masnach Deg gan gorff rhyngwladol, annibynnol o'r enw Fairtrade Labelling Organisation (FLO). Y nod MASNACH DEG yw'r unig label cwsmeriaid annibynnol sy'n gwarantu gwell bargaen i ffermwyr a chynhyrchwyr. Yn y DU mae bron i 3000 o nwyddau yn cario nod MASNACH DEG ac mae gwerthiant y farchnad yn tyfu dros 40% y flwyddyn. Yn ôl Astudiaeth Gyfansawdd TNS 2007 mae un o bob dau oedolyn ym Mhrydain bellach yn adnabod y nod MASNACH DEG.

Masnach Deg a'r Sector Gyhoeddus

Mae'r sector gyhoeddus yn Lloegr yn gwario dros £1.8 biliwn y flwyddyn ar fwyd a gwasanaethau arlwygo yn ôl Defra. Drwy ddewis opsiynau Masnach Deg lle bo'n bosib gall y sector gyhoeddus wneud gwahaniaeth sylweddol i fywydau cynhyrchwyr tramor a'u teuluoedd drwy eu polisïau caffael yn unig. Mae dros 300 o Awdurdodau Lleol eisoes wedi pasio cynnig yn cefnogi Masnach Deg ac wedi ymrwymo at ddefnyddio nwyddau â nod MASNACH DEG. Drwy wneud hynny maent wedi chwarae rhan mewn ymdrech cymuned ehangach i gyrraedd Statws Masnach Deg, ac wedi sicrhau bod eu grym prynu yn arwain at fuddiannau gwirioneddol ar gyfer cynhyrchwyr tramor.

Felly pam ddylai ein cyngor gefnogi Masnach Deg?

“Mae datblygu'r Ymgyrch Masnach Deg yn Sunderland wedi darparu cyfle i ddatblygu ein rhwydwaith cymunedol ymhellach. Gan gychwyn gyda chytundebau cyfredol canfuwyd yn gyflym ein bod wedi creu rhwydwaith cwbl newydd yn cynnwys ysgolion, grwpiau ffydd, busnesau, academia a'r sector gyhoeddus ehangach, gan siarad gyda phobl nad oeddent erioed wedi cyfranogi mewn gweithgaredd cymunedol o'r fath o'r blaen.”

Peter Chapman, Prif Weithredwr Cynorthwyol
Cyngor Dinas Sunderland

- Mae gan bob Awdurdod Lleol yn y DU ymrwymiad at hyrwyddo datblygiad cynaliadwy yn eu hardal. Mae cefnogi Masnach Deg yn ymrwymiad gwirioneddol at fwy o batrymau datblygiad cynaliadwy, a bydd yn galluogi mwy o gynhyrchwyr i weithio tuag at ddyfodol sy'n gymdeithasol ac amgylcheddol gynaliadwy. Mae'r 'Best Value and Sustainability Checklist', a ddyfeisiwyd gan SOLACE i brofi cynaladwyedd cynghorau lleol, yn cynnwys defnydd nwyddau Masnach Deg gan y cyngor fel un o'r pwyntiau dan 'Anfon y Negeseuon Cywir'.
- Mae dod yn rhan o ymgyrch leol Tref Masnach Deg (a chyflawni gofynion Nod 1) yn dangos dinasyddiaeth effeithiol ac arweiniad gwirioneddol. Mae annog cefnogaeth leol Masnach Deg ac ymuno gyda'r gymuned fel partner tuag at nod cyffredin yn anfon arwydd clir bod y cyngor mewn cysylltiad gyda'r gymuned ac yn rhannu eu blaenoriaethau.
- Bydd gweithio gyda'r gymuned tuag at statws Masnach Deg yn agor sianelau cyfathrebu newydd, ac yn aml mae'n creu arfer da o ymgysylltiad cymunedol gwirioneddol, sef gweithio mewn partneriaeth tuag at nod cyffredin.
- Mae nifer o grwpiau Tref Masnach Deg wedi cysylltu'r nod o well bargaen i ffermwyr mewn gwledydd datblygol gyda gwell bargaen ar gyfer ffermwyr lleol. Mae Masnach Deg yn annog pobl i feddwl am darddiad eu bwyd a sut y byddent yn hoffi i'r cynhyrchwyr gael eu trin. Gall yr ymwybyddiaeth hon ddod â buddiannau i gynhyrchwyr lleol hefyd.
- Mae adborth gan nifer o fudiadau sydd wedi dewis Masnach Deg yn dangos yn gyson bod newid at Fasnach Deg yn boblogaidd gyda staff, ymwelwyr a buddiolwyr eraill. Adroddodd yr Adran Diwydiant a Masnach mai'r prif fudd i unigolion o newid at Fasnach Deg oedd y “teimlad da.” Mae nwyddau Masnach Deg yn blasu'n wych ac mae mwy a mwy o bobl yn deall y gallwn, drwy ddewis Masnach Deg, wneud gwahaniaeth i gymunedau tramor.

Oes modd i Awdurdod Lleol nodi Masnach Deg yn gyfreithiol wrth dendro cytundebau?

Oes! Cyngor Sir Nottingham oedd yr Awdurdod Lleol cyntaf yn y DU i basio cynnig Masnach Deg yn Hydref 1993 yn eu hymrwymo i ddefnyddio te a choffi Masnach Deg. Ers hynny mae cannoedd o Gynghorau Tref, Bwrdeistref, Dinas a Sir wedi pasio cynigion cyffelyb. Mae wedi'i brofi dro ar ôl tro bod nodi Masnach Deg o fewn grym Awdurdodau Lleol, a bod hyn yn cydymffurfio gyda chyfarwyddebau caffael UE a pholisi caffaeliad llywodraethol. Ceir mwy o fanylion yn y cysylltiadau isod.

A fydd Masnach Deg yn ddrytach i'r Cyngor?

Na! Nododd Cyngor Southwark yn ddiweddar bod astudiaethau yn awgrymu y gallant mewn gwirionedd arbed £6,200 y flwyddyn drwy gyflwyno peiriannau te a choffi Masnach Deg yn Neuadd y Dref, ac mae Cyngor Sir Rutland hefyd wedi gweld arbediad ar ôl newid eu coffi i Fasnach Deg. Mae nifer o gynghorau eraill wedi newid at Fasnach Deg heb unrhyw gostau. Credir yn aml fod Masnach Deg yn ddrytach na nwyddau confensiynol ond yn aml nid yw hyn yn wir, yn arbennig wrth wneud archeb swmpus.

Am fwy o wybodaeth gweler:

“Buying into Fairtrade – Procurement in the private and public sector”

www.fairtradeatwork.org.uk

“Buy Fair” – Canllaw prynu nwyddau Masnach Deg

<http://www.buyfair.org/>

Am fwy o gymorth ar newid i Fasnach Deg cysylltwch â'r Ymddiriedolaeth Masnach Deg ar:

mail@fairtrade.org.uk 020 7405 5942