

# Fairtrade Designation Endorsement

## Recommendation:

That the May 8, 2013, Corporate Services report 2013COC042, be received for information.

## Report Summary

**This report provides information about Fairtrade Edmonton's initiative to have Edmonton officially designated as a Fairtrade Town.**

## Previous Council/Committee Action

At the February 4, 2013, Council Services Committee meeting, the following motion was passed:

1. That Council Services Committee recommend to City Council:  
That Fairtrade Edmonton's application for the potential designation of Edmonton as a Fairtrade Town be endorsed.
2. That, in conjunction with Council's commitment to the City's sustainable and ethical purchasing policy, Administration purchase only Fairtrade and/or fully local coffee, tea and sugar, and other Fairtrade products where possible and practicable, for Councillors' offices, meetings and events, and that a member of Administration represent the Office of the Councillors on the Fairtrade Edmonton steering committee.
3. That Administration prepare a background report providing information on Edmonton's potential designation as a Fairtrade Town.

## Report

- At the February 4, 2013, Council Services Committee meeting, Administration provided a verbal report on Fairtrade Edmonton's initiative to obtain official designation for Edmonton as a Fairtrade Town.
- Also in attendance to answer questions were two Fairtrade Edmonton volunteers.
- Fairtrade is a certification system which ensures its products have been produced in ways that meet certain ethical labour and environmental standards.
- The Fairtrade Edmonton initiative is spearheaded by a volunteer group seeking to promote the principles of "fair trade" and to increase awareness, availability and sales of Fairtrade certified products in Edmonton. The group has undertaken the campaign to have Edmonton officially recognized as a Fairtrade Town.
- Members of Fairtrade Edmonton include, but are not limited to: Make Poverty History Edmonton, Engineers Without Borders Edmonton City Network, Engineers Without Borders University of Alberta Chapter and World University Service of Canada.
- The six criteria for Fairtrade designation are outlined in Attachment 1. Five of the six criteria have already been fulfilled. The remaining goal to be met is "Local Authority Support."
- In this campaign, the requirement to purchase Fairtrade products applies to tea, coffee and sugar used by City Council (i.e., Councillors' offices and meeting rooms), not for the corporation as a whole. Purchase of other Fairtrade products is

encouraged only where possible and practicable. Products must meet Fairtrade standards and display Fairtrade certification logos.

- The increased cost to purchase Fairtrade tea, coffee and sugar for the Councillors' office is minimal (less than \$100 per year for coffee and less than \$300 per year for tea). The Mayor's office already uses Fairtrade tea, coffee and sugar.
- Other certification systems promoting fair trade principles exist, but the Fairtrade Edmonton group believes that the Fairtrade certification system's stringent auditing practices, to ensure high standards are being met, makes it the most credible.
- City Policy C556 Sustainable Purchasing, adopted on February 3, 2010, provides a framework for purchasing decision-making that will contribute to the City's strategic goals of *Preserving and Sustaining Edmonton's Environment* and *Diversifying and Strengthening Edmonton's Economy*.
- Attachment 2 provides a resolution for Council to consider in order to endorse Fairtrade Edmonton's application, and in fulfilment of the final criterion for designation.

### **Attachments**

1. Fairtrade Town Checklist
2. Resolution – Fairtrade Edmonton

## Fairtrade Town Checklist

In order to become a Fairtrade Town, Edmonton must attain the follow 6 goals.

Note: All goals with a checkmark (i.e., all goals except for 'local authority support') have been obtained.

### **1) LOCAL AUTHORITY SUPPORT**

- Local city council passes a resolution in support of Fairtrade.
- Local government agrees to purchase only Fairtrade tea, coffee and sugar, and other Fairtrade products for all meetings and events.
- Local city council allocates Fairtrade Town responsibilities to a member of staff or committee to ensure continued commitment to its Fairtrade Town status.

### **2) FAIRTRADE PRODUCTS AVAILABILITY IN SHOPS AND CAFÉS**

- ✓ At least (X) number\* of local stores and supermarkets (retail outlets) offer two or more Fairtrade products.
- ✓ At least (Y) number\* of local restaurants and cafes (catering outlets) serve two or more Fairtrade products.

\* Population of < 10 000: X = 1 retail outlet per 2500; Y = 1 catering outlet per 5000

Population of < 200 000: X = 1 retail outlet per 5000; Y = 1 catering outlet per 10 000

Population of < 500 000: X = 1 retail outlet per 10 000; Y = 1 catering outlet per 20 000

### **3) SUPPORT OF LOCAL WORKPLACES, FAITH GROUPS AND SCHOOLS**

- ✓ A number of local workplaces serve and promote Fairtrade products.
- ✓ A number of local religious institutions serve Fairtrade products and promote Fairtrade through educational and promotional activities.
- ✓ A number of local schools and universities offer Fairtrade products and promote Fairtrade through educational programs and awareness-raising activities.

### **4) THE MEDIA AND GENERAL PUBLIC**

- ✓ There is media coverage and public support for the campaign. Events are organized to promote awareness about Fairtrade issues as well as to celebrate the campaign, the businesses and organizations involved, and the goals as they are achieved. Fairtrade Town events are promoted in newspaper articles, radio, TV and on list-serves.

### **5) WORKING TOGETHER TO SUSTAIN THE MOMENTUM**

- ✓ A local Fairtrade steering group is convened to ensure continued commitment to its Fairtrade Town status. This group must include a wide representation of community members and should

ideally include a council representative, campaigners, and people representing the area's schools, churches and businesses.

*\*\*We have numerous potential members, but the committee will not be officially struck until all of the other goals have been satisfied.*

- i. The group commits to develop and achieve two additional targets per year.
- ii. The group is responsible for submitting an annual progress assessment to Fairtrade Canada, to monitor whether the area is continuing to meet the six goals as well as the two additional targets.
- iii. The group organizes events for National Fairtrade Weeks in May.

#### **6) ETHICAL AND SUSTAINABLE CONSUMPTION**

- ✓ Other initiatives are undertaken within the community to raise awareness of and promote sustainable consumption and ethical purchasing. These may include events and programs to reduce overall consumption and to promote organic, sweatshop-free, energy-efficient, and locally produced goods, etc.

Source: [transfair.ca](http://transfair.ca)

## Resolution – Fairtrade Edmonton

### WHEREAS

1. Fairtrade Edmonton is a volunteer-based organization with members from non-profit organizations and non-governmental organizations, including but not limited to: Make Poverty History Edmonton, Engineers Without Borders Edmonton City Chapter, Engineers Without Borders University of Alberta Chapter, World University Service of Canada, as well as members from the community-at-large;
2. Fairtrade Edmonton works to raise awareness of fair trade as a principle, and to make it easy and practical for consumers to find Fairtrade products in their daily lives by working with workplaces, faith groups and non-profit organizations in order to help them convert to using Fairtrade products;
3. Fairtrade Edmonton states that it does not require, nor anticipates requiring, any funding from the City for any purpose;
4. Fifteen Canadian towns (including two in Alberta) have already received certification and at least 20 other Canadian municipalities are currently working towards becoming Fairtrade Towns;
5. The City of Edmonton adopted a Sustainable Purchasing policy in February 2010, recognizing “that through its engagement with the public market it has the power to bring about environmental and social improvements, both locally and globally while maximizing economic benefits;”
6. Council Services Committee, a Standing Committee of Council, has passed a motion directing Administration to purchase only Fairtrade and/or fully local coffee, tea and sugar, and other Fairtrade products where possible and practicable, for Councillors’ offices, meetings and events, and that a member of Administration represent the Office of the Councillors on the Fairtrade Edmonton steering committee;
7. “Local Authority Support” is the remaining criterion to be met in order for Edmonton to be named a Fairtrade Town;

### THEREFORE BE IT RESOLVED THAT

Fairtrade Edmonton’s application to have Edmonton designated as a Fairtrade Town be endorsed.