

Cheshire West and Chester's Fairtrade Resolution



Cheshire West and Chester Borough Council, as an important consumer and opinion leader, should research, develop, and support a strategy to facilitate the promotion and purchase of foods with the Fairtrade Mark as part of its commitment to sustainable development and to give marginalised producers a fair deal.

Aim

To be recognised by the residents and business community of Cheshire West and Chester, suppliers, employees and other local authorities, as a borough that actively supports and promotes Fairtrade and to increase the sale of products with the Fairtrade Mark.

Resolution

Cheshire West and Chester Council contributes to the campaign to increase sales of products with the Fairtrade Mark by maintaining the area's Fairtrade Borough Status. This involves a commitment to:

- Widely offer Fairtrade Marked food and drink options internally and make them available for internal meetings.
- Promote the Fairtrade Mark using Fairtrade Foundation materials in refreshment areas and promoting the Fairtrade Towns initiative in internal and communications and external newsletters.
- Use its influence to urge local retailers to provide Fairtrade options for residents.
- Use its influence to urge local business to offer Fairtrade options to their staff and promote the Fairtrade Mark internally.
- Engage in a media campaign to publicise the Fairtrade Borough initiative.
- Allocate responsibility for progression of the Fairtrade Borough initiative to appropriate officers and appoint a Member Champion to support the initiative.
- Organise events and publicity during national Fairtrade Fortnight - the annual national campaign to promote sales of products with the Fairtrade Mark.

