

## **Item: 16**

**Policy and Resources Committee: 19 February 2019.**

**Fairtrade in Orkney.**

**Report by Executive Director of Corporate Services.**

### **1. Purpose of Report**

To advise of Orkney's continuing commitment to the Fairtrade and Local campaign, support provided by the Council and to consider reaffirming the Council's support to the Fairtrade and Local campaign.

### **2. Recommendations**

The Committee is invited to note:

#### **2.1.**

That, since the Council led the establishment phase of the Orkney Fair Trade Group from 2012, the Council has supported the work of the Orkney Fair Trade Group which achieved Fairtrade Zone status for Orkney in February 2014.

#### **2.2.**

That the campaign has been praised by the Fairtrade Foundation for promoting Fairtrade alongside locally-produced goods across Orkney.

#### **2.3.**

That the Fairtrade Foundation awarded the accreditation to the islands in response to a campaign led by the Orkney Fair Trade Group, supported by the Council.

#### **2.4.**

That the Orkney Fair Trade Group is applying to renew its Fairtrade Zone status for this year, which will be the third time since initial successful achievement of this in 2014.

#### **2.5.**

The proposal that the Council reaffirms its commitment to supporting the work of the Orkney Fair Trade Group, with a relaunch of the original commitment referred to in section 3.1 of this report, with the exception of the final resolution, as Fairtrade zone status for Orkney has been achieved.

**It is recommended:**

## **2.6.**

That the Council reaffirms its commitment to supporting the work of the Orkney Fair Trade Group, as outlined in paragraph 2.5 above.

## **3. Background**

### **3.1.**

In October 2010, the Council passed a Fairtrade Resolution which says:

“Orkney Islands Council aims to be recognised as supporting and promoting the principles of Fairtrade through demonstrating a commitment to supporting fair and sustainable development.

To this end, Orkney Island Council resolves to:

Widely offer FAIRTRADE Marked food and drink options internally and make them available in internal meetings.

Promote the FAIRTRADE Mark using Fairtrade Foundation materials in refreshment areas and promoting Fairtrade in internal newsletters.

Utilise the Procurement Working Group to look at what will be entailed in progressing a commitment to achieving the Five Goals for a Fairtrade Zone.”

### **3.2.**

Since the Council led the establishment phase of the Orkney Fair Trade Group from 2012, the Council has supported the work of the Orkney Fair Trade Group which achieved Fairtrade Zone status for Orkney in February 2014.

#### **3.2.1.**

The Fairtrade Foundation awarded the accreditation to the islands in response to a campaign led by the Orkney Fair Trade Group with support from the Council. The campaign has been praised by the Foundation for promoting Fairtrade alongside locally produced goods across Orkney.

### **3.3.**

As it is a requirement of continuing accreditation, the Council has arranged promotion and awareness raising events on an annual basis to coincide with the annual Fairtrade Fortnight programme. In total the Council has led or supported 12 individual activities including those at the Council Offices and St Magnus Cathedral. These are detailed in Appendix 1 to this report.

### **3.4.**

The Council's educational establishments have also been very active in supporting Fairtrade. A number of schools have achieved individual Fairtrade status. Kirkwall Grammar School, Westray Junior High School and Sanday Junior High School gained FairAchiever Awards which is the highest level available.

### **3.5.**

In addition, Westray Junior High School won a national award for school Fairtrade campaigning in 2018. Glaitness School and Papa Westray School are FairAware Fairtrade Schools (at the stage of finding out where their school is in terms of understanding Fairtrade and using Fairtrade products). Papa Westray School is now working on the FairActive Award for Fairtrade Schools which is the next stage above FairAware but below FairAchiever.

### **3.6.**

The Orkney Fair Trade Group is applying to renew its Fairtrade Zone status for the third time since initial successful achievement of this in 2014.

## **4. Renewal of Council Commitment to Fairtrade**

### **4.1.**

It is proposed that the Council reaffirm its commitment to supporting the work of the Orkney Fair Trade Group with a relaunch of the original commitment.

### **4.2.**

To provide evidence of an ongoing commitment to the Orkney Fairtrade Zone status, annual activities involving staff of the Council Offices will be continued.

### **4.3.**

Additionally, officers are intending to invite the Orkney Fair Trade Group to the Council's next Meet the Buyer Event in 2019 to deliver a presentation on Fairtrade to suppliers and buyers alike to highlight the increasing options available and facilitate debate in the context of the Council's Sustainable Procurement Policy.

### **4.4.**

The Council's website will also be updated to include a section linking the Fairtrade initiative to the Council Values and Sustainable Procurement Policy, and promotion of the use of locally produced goods where this is best value.

## **5. Equalities Impact**

An Equality Impact Assessment has been undertaken and is attached as Appendix 2 to this report.

## **6. Corporate Governance**

This report relates to the Council complying with the aims of the Procurement Strategy and the Sustainable Procurement Policy and therefore does not directly support and contribute to improved outcomes for communities as outlined in the Council Plan and the Local Outcomes Improvement Plan.

## **7. Financial Implications**

There are no significant financial implications anticipated as a result of the Council renewing its commitment to supporting the work of the Orkney Fair Trade Group.

## **8. Legal Aspects**

There are no legal implications associated with the recommendations contained in this report.

## **9. Contact Officers**

Gillian Morrison, Executive Director Corporate Services, extension 2103, Email [gillian.morrison@orkney.gov.uk](mailto:gillian.morrison@orkney.gov.uk)

Hayley Green, Head of IT and Facilities, extension 2309, Email [hayley.green@orkney.gov.uk](mailto:hayley.green@orkney.gov.uk)

Rosemary Colsell, Procurement Manager, extension 2640, Email [rosemary.colsell@orkney.gov.uk](mailto:rosemary.colsell@orkney.gov.uk)

## **10. Appendices**

Appendix 1: Council Fair Trade Activities.

Appendix 2: Equality Impact Assessment.

## Council Fair Trade Activities

	<b>Description.</b>	<b>Date.</b>	<b>Outcome.</b>
1.	Public meeting to set up the Orkney Fair Trade Group (OFTG) and Fair Trade event - talk by Kester Chiwalo, Malawi, Fairtrade Tea Producer. Fairtrade goods promotion and Fairtrade refreshments.	11/09/2012.	Advertised on BBC Radio Orkney Morning News programme, 'What's On' x2; attended by 50+ people. OFTG Constitution adopted and Committee elected.
2.	Visits by Kester Chiwalo to Westray Junior High School and Fair Trade Group, and to Dounby Primary School.	Various 09/2012.	Orcadian Article.
3.	Attendance by OIC adviser at conference on Fair Trade and public procurement: Ethical Procurement in the Scottish Public Sector: Value for Money, Glasgow.	19/11/2013.	Feedback provided to OFTG Meeting.
4.	Local & Fair Day at Orkney Islands Council: a special promotion by Council's communications team, encouraging staff to eat both locally produced and Fairtrade foodstuffs during the working day (at coffee/tea breaks & lunches).	24/01/2014.	Promoted by electronic briefings to staff, and press release.
5.	Declaration of Fairtrade Zone status: Orkney declared "We are a Fairtrade Zone". Presentation of certificate in Council Chamber with Convener of Orkney Islands Council and Fair Trade Group Committee members for photocall and press briefing.	19/02/2014.	BBC Radio Orkney: extended radio interview with Fair Trade Group Chair, broadcast in news and morning features on 20.02.14, with additional clips broadcast to launch Fairtrade Fortnight on 24.02.14 and in "Bruck Programme" (popular evening broadcast) on 25.02.14.

	<b>Description.</b>	<b>Date.</b>	<b>Outcome.</b>
			<p>Parliamentary Motion 20.02.14 by MSP Liam McArthur, to congratulate Orkney on achieving Fairtrade Zone status.</p> <p>Blog published on Discover Orkney website, 20.02.2014 by Orkney Tourism Group.</p> <p>The Orcadian, local newspaper, Thursday 27th February: Front page feature line and article on page 3.</p>
6.	Briefing note on Fairtrade and Community Planning.	18/03/2014.	Circulated by email to all Orkney Community Planning Partnership groups by the Council's support officer.
7.	OIC Fairtrade Action Event 2014.	10/11/2014.	'Two Minute Update' Powerpoint Presentation distributed to all staff with covering email from Executive Director of Corporate Services, inviting everyone to take time to read it. Powerpoint run continuously on screen in customer services and made available as a pdf download on the Council website.
8.	Council Schools Meals Service arranges supply of Fairtrade Bananas for all schools.	01/12/2014.	Confirmation of decision from Head of Corporate Services, following letter and action by Kirkwall Grammar School pupils and OFTG.
9.	Fair and Local Council Staff Bake Off.	02/2015.	Raising the profile of Fairtrade products with staff coffee mornings and cake sales using Fairtrade and Local Produce.

	<b>Description.</b>	<b>Date.</b>	<b>Outcome.</b>
10.	Council Members Fairtrade Breakfast.	03/2016.	OFTG entertained Members with a Fairtrade Breakfast during Fairtrade Fortnight, an opportunity for the Group to meet and talk informally with political leaders.
11.	Cllr Harvey Johnson's poem.	03/2016.	Cllr Harvey Johnston wrote and read out a Sit Down for Breakfast and Stand Up for local farmers tribute poem which was very well received and publicised online and in the local media and continues to be used by the group for local promotional purposes.
12.	Sale of Fair and Local Mugs to Council Staff.	02-03/2017.	OFTG produced a range of "We are a Fairtrade Zone: Buy Fair and Buy Local in Orkney" mugs which were sold to Council staff and Members, raising over £50 for the group.
13.	First Lighting of the Cathedral in Fair Trade Colours.	03/2017.	The Council gave permission for the OFTG to light the St Magnus Cathedral in Fairtrade blue and green which gave a spectacular advertisement for Fairtrade Fortnight.
14.	Publicity and celebration of renewal.	06/06/2017.	Press release joint with Orkney Islands Council; photocall with Convener and Senior Officers dressed in Fairtrade colours; article in The Orcadian online.
15.	OIC 'Meet the Buyer Event'.	05/10/2017.	Invitation to OFTG to take part in workshop on ethical procurement as part of Council promotion to local businesses. Two Committee Members participated.
16.	Staff Online Fairtrade Recipe Book.	2018.	Council staff contributed and shared a range of recipes using Fairtrade and local ingredients.

	<b>Description.</b>	<b>Date.</b>	<b>Outcome.</b>
17.	Postcard Exchange Exhibition.	2018.	OFTG participated in an international exchange of postcards featuring Fair Trade groups, activities and promotions worldwide, and messages from 65 participating zones, cities, towns and islands across 5 continents. The Council assembled the images and translated texts and mounted an exhibition in the foyer of the Council Offices. The exhibition has since toured the county, visiting churches in Kirkwall, Stromness and Orphir and featuring at venues during the St Magnus International Festival and the International Science Festival.
18.	Cathedral Lighting.	2018.	The Council again gave permission for the cathedral to be floodlit blue and green during Fairtrade Fortnight in support of events.





## Equality Impact Assessment

The purpose of an Equality Impact Assessment (EqIA) is to improve the work of Orkney Islands Council by making sure it promotes equality and does not discriminate. This assessment records the likely impact of any changes to a function, policy or plan by anticipating the consequences, and making sure that any negative impacts are eliminated or minimised and positive impacts are maximised.

<b>1. Identification of Function, Policy or Plan</b>	
Name of function / policy / plan to be assessed.	Fairtrade Commitment
Service / service area responsible.	Corporate Services
Name of person carrying out the assessment and contact details.	Rosemary Colsell, Procurement Manager <a href="mailto:Rosemary.colsell@orkney.gov.uk">Rosemary.colsell@orkney.gov.uk</a>
Date of assessment.	7/02/2019
Is the function / policy / plan new or existing? (Please indicate also if the service is to be deleted, reduced or changed significantly).	Existing commitment

<b>2. Initial Screening</b>	
What are the intended outcomes of the function / policy / plan?	To reaffirm the Council's Commitment to support Fairtrade
Is the function / policy / plan strategically important?	Links to the Council's Procurement Strategy and Sustainable Procurement Policy
State who is, or may be affected by this function / policy / plan, and how.	Citizens of Orkney and producers of Fairtrade products
How have stakeholders been involved in the development of this function / policy / plan?	Orkney Fair Trade Group

<p>Is there any existing data and / or research relating to equalities issues in this policy area? Please summarise.</p> <p>E.g. consultations, national surveys, performance data, complaints, service user feedback, academic / consultants' reports, benchmarking (see equalities resources on OIC information portal).</p>	<p>The Fair Trade Foundation regularly undergo research into the effects of Fairtrade.</p>
<p>Is there any existing evidence relating to socio-economic disadvantage and inequalities of outcome in this policy area? Please summarise.</p> <p>E.g. For people living in poverty or for people of low income. See <a href="#">The Fairer Scotland Duty Interim Guidance for Public Bodies</a> for further information.</p>	<p>The provision of Fairtrade products are an option for catering supplied to the Council. This should not result in a socio-economic disadvantage as presented as an option with alternatives available.</p>
<p>Could the function / policy have a differential impact on any of the following equality areas?</p>	<p>(Please provide any evidence – positive impacts / benefits, negative impacts and reasons).</p>
<p>1. Race: this includes ethnic or national groups, colour and nationality.</p>	<p>None</p>
<p>2. Sex: a man or a woman.</p>	<p>None</p>
<p>3. Sexual Orientation: whether a person's sexual attraction is towards their own sex, the opposite sex or to both sexes.</p>	<p>None</p>
<p>4. Gender Reassignment: the process of transitioning from one gender to another.</p>	<p>None</p>
<p>5. Pregnancy and maternity.</p>	<p>None</p>
<p>6. Age: people of different ages.</p>	<p>None</p>
<p>7. Religion or beliefs or none (atheists).</p>	<p>None</p>
<p>8. Caring responsibilities.</p>	<p>None</p>
<p>9. Care experienced.</p>	<p>None</p>

10. Marriage and Civil Partnerships.	None
11. Disability: people with disabilities (whether registered or not).	None
12. Socio-economic disadvantage.	No disadvantage, Fairtrade provides an advantage to producers by promoting security of income and the right to an adequate standard of living
13. Isles-proofing.	None

### 3. Impact Assessment

Does the analysis above identify any differential impacts which need to be addressed?	No
How could you minimise or remove any potential negative impacts?	NA
Do you have enough information to make a judgement? If no, what information do you require?	YES

### 4. Conclusions and Planned Action

Is further work required?	No.
What action is to be taken?	
Who will undertake it?	
When will it be done?	
How will it be monitored? (e.g. through service plans).	

Signature:



Date: 8 February 2019

Name: Rosemary Colsell

(BLOCK CAPITALS).

Please sign and date this form, keep one copy and send a copy to HR and Performance. A Word version should also be emailed to HR and Performance at [hrsupport@orkney.gov.uk](mailto:hrsupport@orkney.gov.uk)