

# Fairtrade Tonbridge

**Howard Porter**

Tonbridge Town Team

**Jeremy Whittaker**

Economic  
Regeneration Officer,  
TMBC

**April 2018**



# What is Fairtrade?

- A trading partnership that seeks greater equity in international trade.
- Offers better trading conditions to, and securing the rights of, marginalised producers and workers.
- Fairtrade products are sold in over 22 countries
- Support from companies such as M&S, Waitrose and Tate & Lyle.
- Helping to make international development a local issue are over 600 Fairtrade Towns in the UK and more than 2,000 across 18 countries worldwide.



# Why Fairtrade Tonbridge?

- Positive contribution towards sustainable development.
- Initial research from Tunbridge Wells and Edenbridge highlights positive local community benefits.
- Great way to engage some of the larger retailers.
- Promotional opportunities for the town, and a good excuse for more events!



# Fairtrade Tonbridge

A five stage application process to becoming a Fairtrade Town:

- 1. Local council passes a resolution supporting Fairtrade.**
- 2. A range of (at least four) Fairtrade products are readily available in the area's retail outlets and served in local catering outlets.**
- 3. Local workplaces and community organisations support Fairtrade and use Fairtrade products wherever possible.**
- 4. Media coverage and events raise awareness and understanding of Fairtrade across the community.**
- 5. A local Fairtrade steering group is convened.**





# Progress to Date

**November 2017-January 2018** – Initial interest from retailers and community groups

**February 2018** – Resolution to support Fairtrade Tonbridge passed by Tonbridge & Malling Borough Council

**February/March 2018** – Fairtrade Fortnight: Promotional activities

**March 2018** – introduction of Fairtrade produce at the monthly Tonbridge Farmers Market



# Next Steps

- Continue to work through the application process.
- Steering Group convening for first time later this month.
- Look to encourage more local businesses and community organisations to get involved.
- Aim to submit the application in 2018.



**Thank You for Listening.**

