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

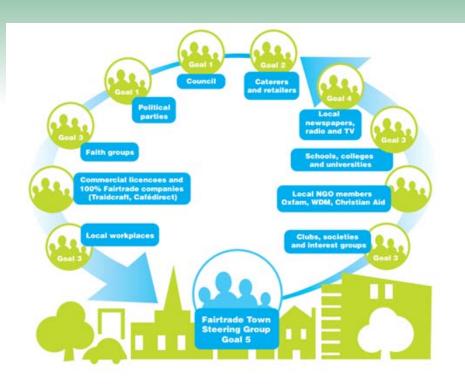
March 2018 – introduction of Fairtrade produce at the monthly Tonbridge Farmers Market





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.

