

FAIRTRADE & Corporate Social Responsibility



A Guide for Business and Government

Dr Christopher Stange

Chair - Fairtrade Belfast / Secretariat – Consular Corps/Assn. NI

Jacqueline Gibson

Sustainability Manager - GRAHAM



Background and Context

- Colonisation, Displacement, Slavery
- Land re-distribution
- Small scale farming (1-3 acres)
- Lack of subsidies / climate change
- Globalisation
- Trade preference erosion - WTO
- Poverty: 2 billion exist <£1.35 / day.

What is FAIRTRADE?



Fairtrade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade.

It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalised producers and workers in the developing world “Global South”.

Corporate Social Responsibility (CSR)



- Self-regulating where a business monitors and ensures its active compliance in the spirit of the law, ethical standards, and international norms.
- A process with the aim to embrace **responsibility** for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, and all other members of the public sphere.

What is the FAIRTRADE Mark?



The FAIRTRADE Certification Mark is an independent consumer label which can **ONLY** appear on products from the DEVELOPING WORLD.

***** Does not compete with local farming.**

While there are other ethical labels, Fairtrade is the **ONLY** certification whose purpose is to tackle poverty and empower producers in developing countries.

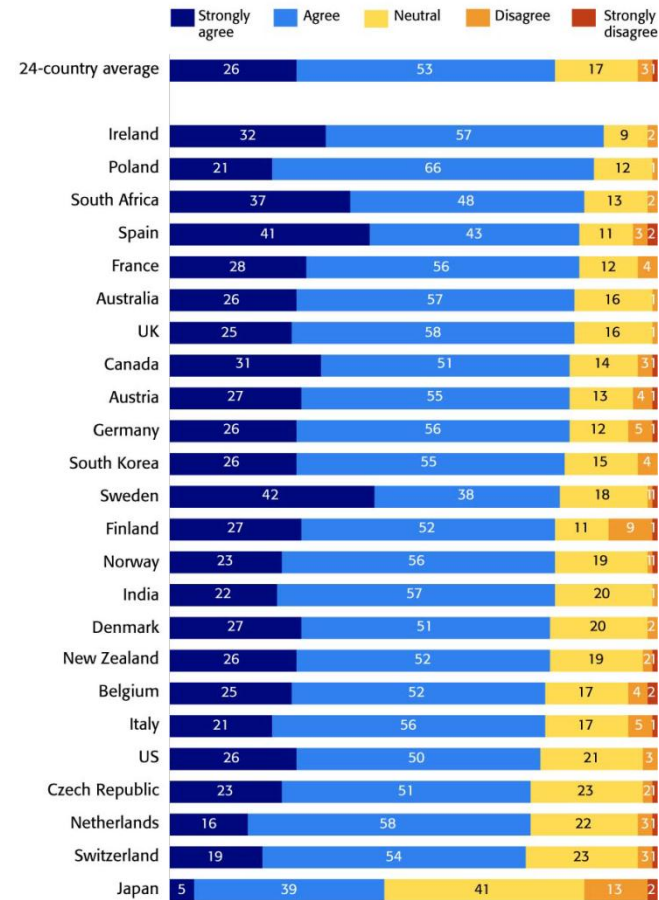
The Fairtrade Mark certifies products not companies.

Making a difference **INTERNATIONALLY** through **LOCAL** action.

Fairtrade....Role of Business

Companies Can Play an Important Role in Reducing Poverty through the Way They Do Their Business

By Country, 2011



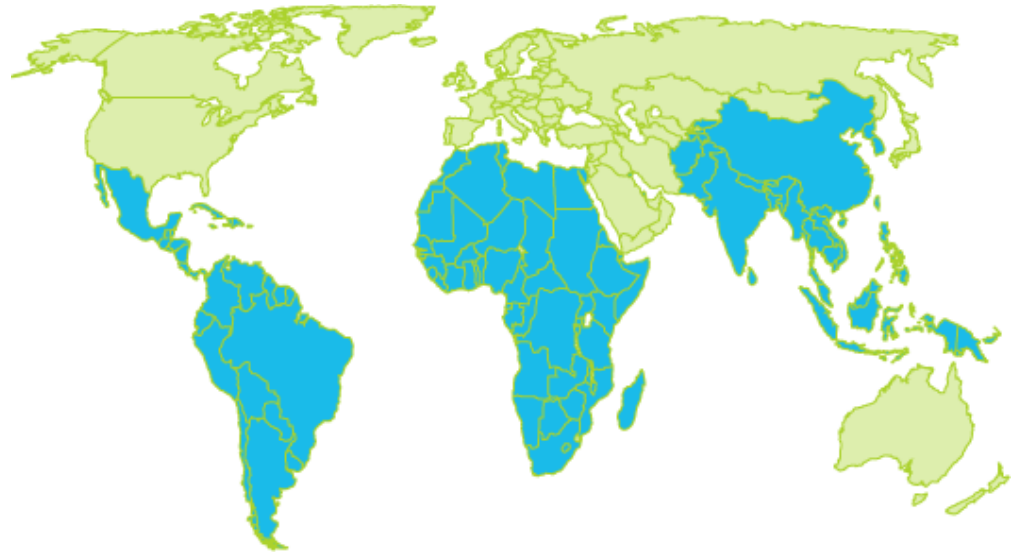
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Source: Fairtrade International and GlobeScan.

What does Fairtrade deliver?

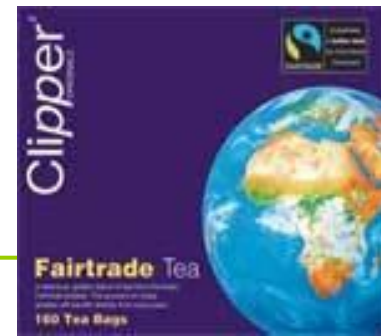


1. A **guaranteed set minimum price** that covers sustainable production, specific to the region in question and irrespective of market conditions.
2. A **social premium fund** that goes directly to the farmers to decide democratically how they wish to invest in social and economic projects in their communities.
3. A **high quality product** produced under the strictest environmental (pesticide consideration) and social (no child labour, no trafficking) conditions.



- 2012 Fairtrade Sales: £3.8 billion worldwide.
- 2012 Fairtrade Sales: UK - £1.57 billion (40.8% Y/Y Growth)
Ireland - €160 million
- Working with 658 producer organisations across
3 continents in 67 different countries.
- This translates into 8 million people directly benefiting
from Fairtrade. **STATISTIC: £1 per household/week**

From 1994...

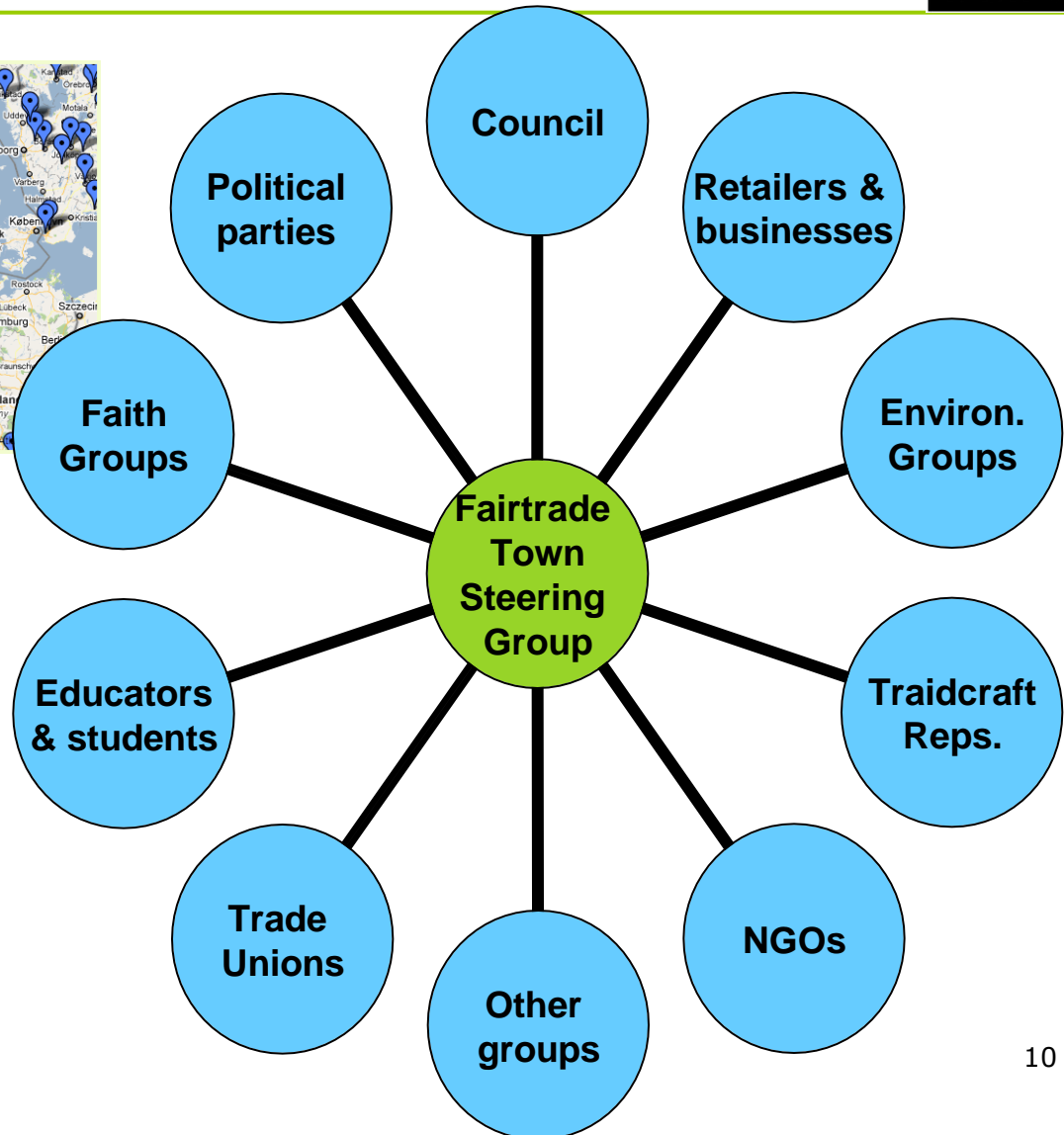
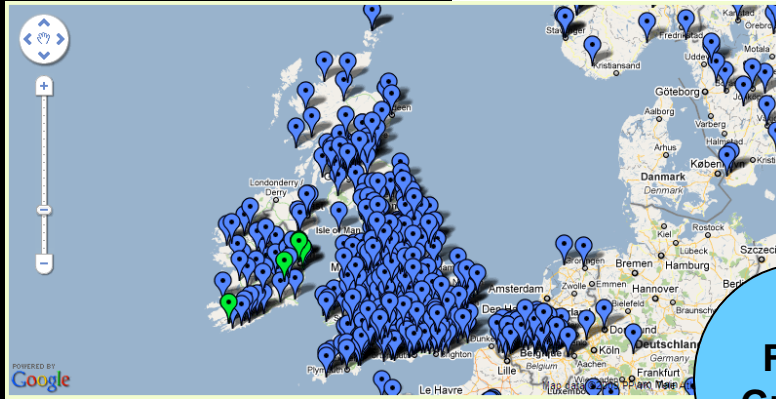


To 2013...



Fairtrade Towns

www.fairtradetowns.org



Fairtrade in Northern Ireland



Belfast: **First Fairtrade Town** (City Status) - June 2005
Belfast: **First Fairtrade Town** (City Status) in the UK and Ireland to hold **dual accreditation** – March 2006

Antrim, Bangor, Dundonald, Newry, Rathlin Island and Warrenpoint are also Fairtrade Towns with 8 others currently working towards accreditation.

Queen's University, Ulster University and St. Mary's University College are Fairtrade institutions, with many schools and churches also Fairtrade accredited.

100% Fairtrade

Green & Black, Kit Kat 4 finger, Maltesers,
Ben & Jerry's ice cream, Tate & Lyle sugar
Cadbury's Dairy Milk, Sainsbury's bananas, Starbuck's
Ground Espresso, Co-op Chocolate

Public and Private Sector - Highlights

- NI Assembly – Fairtrade motion passed unanimously; Catering/Hospitality- 100% Fairtrade coffee.
- DfP CPD: Fairtrade Procurement Guide
- **EU: Fairtrade Criteria Ruling - Public Procurement**
- OFMdFM: Sustainable Development Strategy / Plan
- 11 of 26 **local Councils** passed resolutions and have Fairtrade policies serving Fairtrade products (for example, in meetings, offices, canteens and hospitality) - 100% Fairtrade coffee/tea.
- BITC: Fairtrade Guide – 100% Fairtrade coffee/tea.
- NIHE, Unison, Equality Commission, BA, Virgin, Graham Construction - 100% Fairtrade tea/coffee/sugar.

RECOMMENDATION:

Establish All Party Group on Fairtrade
Potential Business/Retailer Forum

Switch to Fairtrade... It's Simple

Request your supplier/caterer to provide a list of Fairtrade products



Commit to supply at least two different Fairtrade products



Develop and/or review your sustainable policy to include Fairtrade



Encourage your clients, staff and family to choose Fairtrade



Encourage other businesses to supply Fairtrade or as a requirement when tendering for a contract have a Fairtrade policy



Look for the **FAIRTRADE** Mark on products. It's your guarantee that disadvantaged farmers and workers in the developing world are getting a better deal.

**BUSINESS
IN THE
COMMUNITY**

Switch to Fairtrade... It's Simple

What GRAHAM did



GRAHAM incorporated Fairtrade products into its business through its sustainable procurement policy. The company switched to Fairtrade tea and coffee and added Fairtrade chocolate to vending machines in all of its offices and construction sites. The company raised the profile of Fairtrade internally during Fairtrade Fortnight and added incentives for sites to take part in the 'Big Swap', with chocolate, bananas, fruit juices and cereal bars substituted for Fairtrade products. Jacqueline Gibson, Sustainability Coordinator at GRAHAM was pleased to support Fairtrade, "Introducing Fairtrade to our business, not only promoted the range of Fairtrade products available to our staff, but also demonstrated to clients that we are committed to being socially responsibly in all aspects of our business. Many visitors have actually commended our efforts in using Fairtrade certified products and we have the confidence we are supporting farmers and communities in developing lands. In choosing Fairtrade products, we were able to make annual cost savings too!"

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**BUSINESS
IN THE
COMMUNITY**



“Organisations practicing **Sustainable Procurement** meet their needs for goods, services, utilities and works not only at cost benefit to selves but benefits to the wider world.”

Ethical consumerism is the intentional purchase of products and services that the customer considers to be made **ethically**. This may mean with minimal harm to or **exploitation** of humans, animals and/or the **natural environment**

..taking into account social, economic and environmental impact purchasing has on people and communities....





Recent Pre-
Qualification
Question for
University of
Sheffield to
Build a New
Wing

9.5	Do you have a sustainability policy ?	YES / NO
	If NO what is your company's position on sustainability	
9.6	Please explain your organisation's stance on ethical sourcing – do you seek to ensure that the products you buy/produce are not exploiting child labour, developing world labour or economies, and that you meet recognised fair trade standards wherever possible.	

BRE Environmental & Sustainability Standard



BES 6001: ISSUE 1.0

Framework Standard for the Responsible Sourcing of Construction Products

This BRE Environmental & Sustainability Standard describes the organisational governance, supply chain management and environmental and social aspects to be addressed in the certification and approval of the responsible sourcing of construction products

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Improving the
Government
Construction
Client

**Achieving Sustainability
In Construction
Procurement**

Sustainability Action Plan



Government Construction Clients Group

Business Case

Construction Materials

WRAP

Material change for
a better environment

HOME

You are here: Home

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IN

- > Construction
- > Halving Waste to Landfill
- > Tools and Guidance
- > How Do I Reduce Waste
- > Construction Materials
 - Bricks and blocks
 - Floor and Wall Coverings
 - Glass
 - Insulation
 - Packaging
 - Plasterboard & Gypsum
 - Plastic
 - Tiles and Board
 - Wood

- > Case Studies
- > Events & Training

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northern regional college

This Certificate
is awarded to

Graham

*In recognition of their benchmarking as
measured against the BES6001 standard,
through their participation in the*

**Responsible
Sourcing
of
Materials
Programme**

Trevor Neilands

Trevor Neilands Director/Chief Executive
Signed on behalf of Northern Regional College

The RSM Programme is delivered through the Carbon Zero
Initiative funded by the Department for Employment and Learning
Innovation Fund: Employer Support Programme

five construction skills
NORTHERN IRELAND

ARUP



Department for
Employment
and Learning
www.del.gov.uk

CEF CONSTRUCTION
EMPLOYERS
FEDERATION

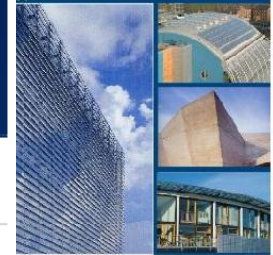
carbon zero|ni

OPA



Specification
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bre press

Blackwell
Publishing

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GRAHAM

Business Case

Fairtrade Certified Products



FAIRTRADE





GRAHAM Supports Fairtrade

The FAIRTRADE Mark means:

A fair and stable price to farmers for their products

Producers receive additional income to invest in their community

Greater respect for the environment

A stronger position for small-scale farmers in world markets

A closer link between consumers and producers.

LOOK FOR THE LOGO



GRAHAM



What is Fairtrade?

Unfair trade condemns millions of people living in developing countries to poverty.

Fairtrade addresses the injustices of conventional trade, which traditionally discriminates against the poorest, weakest producers.

It enables them to improve their lot and to have more control over their lives.

More than 7 million producers, workers and their families now get a better deal from Fairtrade.

Fairtrade offers more than 5,000 different products.

The Fairtrade Foundation is the independent not-for-profit organisation that licenses use of the Fairtrade Mark on products in the UK.

For more information visit www.fairtrade.org.uk



CHANGE TODAY CHOOSE FAIRTRADE

We CAN make a difference:

GRAHAM has a positive and direct impact on Third World Communities by using Fairtrade Tea, Coffee, Sugar and fruit in all our offices and Business events since July 2008.

We want our stakeholders to look for the Logo too!



- 2008
 - January - business case ; £152/yr saving in one office of 80
 - July - adopted Sustainable Procurement Policy – purchased first FT Coffee & Tea for HQ
- 2009
 - Internal communications campaign – all offices
 - Radio Foyle media coverage report
- 2010
 - Joined Fairtrade Belfast Committee
 - 4 flagship sites across UK with FT fruit and beverages
- 2011
 - Sponsored FT Business Awards in Belfast City Hall
 - Celebrated 10 yrs in Scotland – Edinburgh Castle – FT wine
 - Awareness initiatives for sites – Lagan College, Translink and Tor Bank
- 2012
 - Sponsored FT Business Awards
 - Assisted in FT Fortnight Launch in Stormont (invited clients)
 - Presented to Ballynahinch Girl Guides
 - FT Coffee morning and tasting event in HQ and Belfast offices



- *Posters with our Pledge on Sites*
- *Publicly Display Fairtrade Policy on website*
- *Sub contractor Contract Agreement*
- *Support Supply Chain (via BITC, CEF, policy templates)*
- *Sit on Fairtrade Belfast Committee*
- *One off presentations / awareness to 8 colleges in 2012*
- *Ongoing marketing to win further public sector work*
- *8 offices Vending Machines Fairtrade chocolate*
- *30% construction sites*
- *11 regional offices Tea, Coffee, Sugar*
- *Assumptions - Coffee:*
 - *1.4 million cups of tea and or coffee a year if applied to all sites (avg 2/day)*
 - *Current office figures drink avg. 2 cups a day = 201,600 cups a year*
 - *Market demand for 5 acres of FT coffee farms in developing lands*
 - *5 acres of coffee farm employs 70 people*
 - *½ tonne coffee logistics*

Benefits / Outcomes

- *Over 70% global Tea and Coffee comes from Developing countries, so GRAHAM doing their bit to help alleviate poverty through purchasing power*
- *Acknowledge climate change (due to actions of the west) will adversely affect yields (of Third world) so committed to a guaranteed premium community wage*
- *Non FT farmers resorting to growing CHAT (illegal drug) when coffee prices fall due to climate change – thus supporting a legal and sustainable future*



Thinking locally and globally about our impact to increase quality of life, support economic growth and protect our environment to guarantee our future survival.

- *Social – premium goes into community projects*
- *Economic – steady income to break poverty trap*
- *Environment – less artificial chemicals in land & water*

Q & A / Discussion



**CHANGE
TODAY
CHOOSE
FAIRTRADE**

