



Buy Fair and Buy Local in

**ORKNEY**



We are a  
**Fairtrade**  
Zone



Look for products  
with this Mark





# 2014 UPDATE

 FAIRTRADE	Guarantees a <b>better deal</b> for Third World Producers	 <b>ORKNEY</b> ISLANDS COUNCIL
--------------------------------------------------------------------------------------------------	--------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------



# A FAIRTRADE MARK MEANS






-  A guaranteed minimum price is paid to Fairtrade producers covering their costs of production.
-  Additional money is also given to invest in their communities' economic, social or environmental projects.
-  Workers get acceptable wages and membership of trade unions.
-  Producers get a democratic say in decisions.



# ORKNEY – A FAIRTRADE ZONE



-  Becoming a Fairtrade Zone sends a powerful message about how the community wants trade to work – locally, nationally and internationally.
-  Orkney Islands Council promoted and supported the establishment of Orkney Fairtrade Group, and provided administrative support for the group in its first year.
-  Orkney was awarded Fairtrade Zone status in February 2014, in recognition of the work done by businesses, churches, schools, community groups and public sector organisations across the islands.



# ACHIEVING FAIRTRADE ZONE STATUS



-  To become a Fairtrade Zone, Orkney Fairtrade Group had to show that it was meeting the Goals set by the Fairtrade Foundation.
-  One of these goals was to gain support from the local authority.
-  The Orkney Fair Trade Group works in close partnership with Orkney Islands Council to continue to achieve its goals.





# GAINING COUNCIL SUPPORT



Orkney Islands Council has...



-  Passed a formal resolution supporting Fairtrade
-  Placed a Fairtrade page on the Council website
-  Ensured Fairtrade refreshment options are available at official events
-  Encouraged staff to buy Fairtrade tea and coffee options if they have a work kitty.
-  Organised a Council Fairtrade event in January 2014 involving a staff awareness week.





# BENEFITS OF BEING A FAIRTRADE ZONE



-  Helps to deepen understanding of the benefits Fairtrade brings to the developing world.
-  Raises awareness about the economic and social impact of shopping choices.
-  Helps to promote 'Fair and Local' by jointly promoting Fairtrade whilst also promoting small scale local food production and craft businesses.
-  Brings local economic benefit – some people actively choose Fairtrade businesses.

“Before you finish eating breakfast in the morning,  
you’ve depended on more than half the world.”

– Martin Luther King



WE ARE PROUD TO SAY ORKNEY IS A FAIRTRADE ZONE