

Fairtrade Zone Draft Application

The online application is broken down as follows:

1. Key Contact and Group Information

2. Online Activity

- a. Links to the Website ([Fairtrade - Aberdeenshire Council](#)) and Facebook pages of the groups will be provided online

3. Your Group Connections (these figures below are combined from each of the groups estimated interactions in their area of Aberdeenshire)

- a. How many local Fairtrade groups have you been communicating with in your area?
 - i. Community Organisations = 11
 - ii. Places of Worship = 11
 - iii. Colleges and universities = 1
 - iv. Schools = 32
- b. How many businesses have you engaged with since your last application? = 83

4. Events and Media Coverage (these figures below are combined from each of the groups estimated interactions in their area of Aberdeenshire)

- a. How many events has your group held or taken part in since your last application? This could include events organised by your group or bigger events that you participated in. = 53
- b. What are the total attendees (approx.) of all events that your group has held or taken part in combined since your last renewal? = 1500
- c. If your group has been involved with online or print media what would (approx.) the number of media articles your group has been able to generate? = 100

5. Your Local Authority

- a. If your Local Authority has recently renewed their support to Fairtrade you can upload their resolution/letter of support here or include a link to where the resolution is hosted.

A link to this Agenda meeting will be provided as evidence.

6. Engagement with political representatives

- a. Some individual groups in the region have engaged with their MSP and MP on Trade Policy and Human Rights.

7. What have you been up to as a Fairtrade group? Use this space to tell us about what you have been doing and we can then share this with other groups. (Max 3000 characters)

The Aberdeenshire Fairtrade Steering Group is made up of dedicated volunteers from across groups in the region who work hard to promote Fairtrade in their community area. The group typically meets twice a year but has regular contact through emails, phone calls etc. This provides an opportunity for the community groups in Aberdeenshire to get together and share knowledge, ideas, opportunities and challenges. The group continues to be Chaired by an officer from Aberdeenshire Council who organises the meetings, provides the minutes and ensures continued communication in between meetings as the main point of contact for sharing information and events.

The Council pay membership for the Scottish Fair Trade Forum (SFTF) and the group work very closely with them. The group have been involved in many online events organised by SFTF and engaged them to join our regional online events. For example, during Fairtrade Fortnight 2022 the Aberdeenshire and Aberdeen City groups hosted an online event on Fairtrade and Climate. More recently our Chair was part of a small working group developing a SFTF Public Sector E-Learning module. The SFTF approached Aberdeenshire to take part in a series of short videos for the 10th Anniversary of Scotland becoming a Fair Trade Nation because of the relationship the group have and wanted to demonstrate youth involvement with a local group. The Alford Fairtrade group stepped up as they work closely with the Eco Club at Alford Academy and this demonstrated a perfect example for sharing wider. We have also been in discussion with SFTF on the opportunity of Fairtrade Town trails utilising QR Code technology to share information about area links to Fairtrade and what is on offer locally.

The group also works closely with Aberdeen for a Fairer World (AfW). For 2023 AfW, Aberdeen City and Aberdeenshire groups have liaised to develop 4 online Lunch and Learn events. Two events have already taken place and covered Fashion, and the Fairtrade Principles/Story of a Product. The other 2 will take place in August and November with themes of food and Marketplace where local establishments will have the opportunity to share what they have on offer in the lead up to the Christmas period supporting both Fairtrade and Local.

The group has developed strong relationships with the Co-op and has Member Pioneers on the Steering Group. For Fairtrade Fortnight 2023 the

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group came together with an idea of developing recipe cards utilising common Co-op fairtrade items. Each community group with a local Co-op approached the store managers to request setting up a table in store with recipe cards and products to engage shoppers in considering a new recipe and having conversations about fairtrade and local products. The group have also been involved in online events organised by Co-op for Fairtrade Fortnights during the pandemic (2021 & 2022).

The group have developed materials which are shared across the region. We have banners which read "Supporting Fairtrade and Local Producers in Aberdeenshire and the Nation, Aberdeenshire a Fairtrade Zone" with images of producers. Also have certificates to be handed out to local businesses across the region as a thank you for selling or using fairtrade products. Window decals which state "Supporting Fairtrade in Aberdeenshire" have also been distributed to businesses that sell Fairtrade products in the region.

8. What are your plans for the future? Use this space to tell us any ideas that you are planning or would like to do in our community that you want to share that might inspire other communities. (Max 3000 characters)

The group will meet again in the Autumn to share ideas for the holiday season and already begin to plan for Fairtrade Fortnight 2024. At the last Steering Group meeting some challenges were discussed that the group is looking to support and develop action on over the next year.

For example, one of the local groups has developed fairtrade and locally grown vegetable meal kits for selling at their local Veg Store as another way to engage communities with fairtrade. These kits have not been doing as well as the local group had hoped so our whole group shared some ideas including reaching out to local foodbanks about how they engage in meal kits for people they work with and support. A separate meeting has been arranged with members from the Aberdeenshire and Aberdeen City group to see what can be done to encourage this type of engagement in food businesses across the region.

The group continues to be keen in looking at ways it can link with other groups to expand opportunities to share the importance of fairtrade. This includes continuing to build even stronger collaborative relationships with AfW, SFTF, Co-op and the Aberdeen City group.

The group will also look at ways to further engage with schools, further education establishments, businesses, and places of worship. A goal is to strengthen the current Steering Group membership. Consideration for developing networking events or looking for other events out with the region where we can get involved to share and learn from others will be undertaken.

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Members of the group have recently shared their positive experiences with engaging with local MSPs and MPs. Others in the group will continue to take more political action learning from these positive experiences.

Pulling together some good case studies that the group can share through social media platforms, at events, with other groups etc. will take place. The group find that when we all come together twice a year to discuss what we have been up to that we learn great ideas we can take back to our own groups. We see the benefit of this work and want to look at ways to expand it further. Case studies is one way we think could help.

The group would like to build on the experience of regional Fairtrade Fortnight events and look to achieve something bigger and better. Aberdeenshire is such a large region that hosting one main event is a challenge. This is why the group usually chooses one theme which makes it easier for each community group to get involved. Previously the group has led on regional cafe crawls and this year was around utilising local Co-ops. We are keen to continue building on these successful regional events.

The group is also keen to look for more opportunities where having a stall is possible at larger organised events. For example, we supported the Aberdeen City group with their stall at the MELA festival last year by having some members volunteer their time on the stall engaging with the public. It is a great way to share fairtrade at events with large crowds already gathered.

Getting involved with online events such as lunch and learns will continue. These have been a great way to engage with others and share what we do.