

Edinburgh recognised as a Fair Trade city with new certification

The Edinburgh Fairtrade City Steering Group has announced that its Fairtrade Community Status has been renewed for three years until 2026.

Edinburgh has been a Fairtrade Community since 2004 and the Steering Group is working on plans to celebrate its 20th year next year.

Lezley Marion Cameron, Depute Lord Provost and a member of the Steering Group said: "Fairtrade is about bringing the farmer and the shopper closer together. It's about putting people at the heart of trade.

"Fairtrade is also linked to climate justice. It's the communities already facing extreme hardship due to unfair trade who are feeling worst effects of climate change: increasingly extreme weather, more frequent plant disease and more insecure access to food.

"Becoming a Fairtrade Community sends a powerful message about how we want trade to work and will directly benefit some of the world's poorest farmers and workers through increasing awareness and sales of Fairtrade in our city."

Fairtrade Communities have been essential in building support for Fairtrade across the UK. A study funded by the Economic

and Social Research Council found that the most effective campaigns to encourage ethical shopping are those that take place at a collective level, such as the creation of Fairtrade Communities, rather than those that only target individual behaviour.

A Fairtrade Community is any community that:

- supports Fairtrade and deepens understanding of the benefits Fairtrade brings
- takes action by choosing Fairtrade products whenever possible and encourages others to do likewise
- achieves and continues to take action on the five Fairtrade goals set by the Fairtrade Foundation

The five goals include:

1. Local council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade products.
2. A range of Fairtrade products is readily available in the area's retail outlets and served in local catering outlets.
3. Local workplaces and community organisations (places of worship, schools, universities, colleges and other community organisations) support Fairtrade and use Fairtrade products whenever possible.
4. Media coverage and events raise awareness and understanding of Fairtrade across the community.
5. A local Fairtrade steering group is convened to ensure the Fairtrade Town campaign continues to develop and gain new support.

You can follow their [Facebook page here](#).



**Awarded to the city of
EDINBURGH**

**On
18th July 2023**

Next Renewal due:
18th July 2026

Michael Gidney
Chief Executive
Fairtrade Foundation



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FOUNDATION**
fairtrade.org.uk