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SUPPORT THE CAMPAIGN

FAIRTRADE IN EASTLEIGH BOROUGH

www.fairtradeineastleighborough.org
mail@fairtradeineastleighborough.org phone: 023 8068 8022

Buying Fairtrade branded goods ensures that you are buying a quality product from producers in the developing world who are guaranteed fair prices for their goods. Not only the producers and their families benefit, but also their local communities, through better health, social, educational and environmental conditions.

**Visit the Fairtrade Foundation's website today
to find out more: www.fairtrade.org.uk**

The Aims of the Fairtrade in Eastleigh Borough Campaign are:

- Promote the concept of Fairtrade and increase the availability of Fairtrade products within Eastleigh Borough.
- Raise awareness of the FAIRTRADE mark, and Fairtrade issues.
- Ensure continued commitment and drive towards gaining Fairtrade Borough status for Eastleigh Borough as a whole, by achieving the 5 criteria of a Fairtrade Zone as set out in the Fairtrade Foundation's "Fairtrade Town Goals and Action Guide" and to maintaining accreditation once it has been achieved.
- Encourage workplaces, schools, colleges, churches, community groups, clubs and other organisations to work to promote and use Fairtrade products, and to support the Campaign.

We welcome you to join the Campaign as a Supporter.

We receive numerous requests for help and support at local FAIRTRADE events and if you wish to, there are lots of opportunities for you to play a more active part as a Member or a Committee Member.

It is up to you! Please contact us - We need your help and support - Thank you!

For more Campaign information visit: www.fairtradeineastleighborough.org

Email: mail@fairtradeineastleighborough.org

Phone: 023 8068 8022 (24hr answer phone)

Post: Fairtrade in Eastleigh Borough c/o 157 Stoke Heights, Fair Oak, Eastleigh SO50 8AH



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To become what is known as a Fairtrade zone, the Borough has to fulfil 5 criteria:

1. The local Council must pass a resolution supporting Fairtrade, and serve Fairtrade coffee and tea at its meetings and in offices and canteens.

Comment - Eastleigh Borough Council passed a resolution in May 2005 and serves FAIRTRADE tea and coffee at meetings in the Civic Offices. FAIRTRADE tea, coffee, orange juice, Geobars and snacks are on sale in the staff restaurant.

2. A range of Fairtrade products must be readily available in the area's shops and served in local cafés and catering establishments. Targets are set in relation to population size. With Eastleigh Borough's population of over 117,000, we need at least 12 catering outlets and 24 retail outlets selling/serving Fairtrade goods.

Comment - Research is underway and ongoing. Please help by informing the Campaign of any businesses that are selling or serving FAIRTRADE marked goods.

3. Fairtrade products must be used by a number of local work places (offices, estate agents, hairdressers, garages etc) and Community organisations (churches, schools, social groups, sports clubs etc)

Comment - Please let the Campaign know of any of these workplaces and organisations locally that are serving FAIRTRADE goods.

4. There must be popular support for the Campaign.

Comment - that's where you come in! Everyone can help support the Fairtrade in Eastleigh Borough Campaign by choosing FAIRTRADE goods and telling others!

5. A local Fairtrade steering group must be convened to ensure continued commitment to Fairtrade Borough status.

Comment - your Fairtrade in Eastleigh Borough Campaign Committee formed in July 2006 and we welcome you to join the Campaign as a **Supporter**. We receive numerous requests for help and support at local FAIRTRADE events and if you wish to, there are lots of opportunities for you to play a more active part as a **Member** or a **Committee Member**. It is up to you! Please contact us - We need your help and support - Thank you!

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