

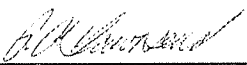


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BRIEFING FORM

SUBMITTED TO: Environment and Sustainability Standing Committee

DIRECTOR'S APPROVAL:



Phillip Townsend, Director, IAM

DATE OF MEETING: June 2, 2011

SUBJECT: Fair Trade Towns MOU

ORIGIN

April 7, 2011: ESSC Item 7.1.4 Fair Trade Towns

RECOMMENDATION/ DECISION REQUIRED

(NONE REQUIRED IN THIS CASE, INFORMATION ONLY)

BACKGROUND

On April 7, 2011, the Committee approved staff to develop a Memorandum of Understanding (MOU) with community stakeholders around obtaining Fair Trade Town certification. The impetus of the report was an initiative from a Dalhousie Student Organization.

HRM staff have reached out to other community groups (specifically FUSION Halifax and Ecology Action Centre) to propose a collaborative project to achieve Fair Trade Town certification. In order to involve Dalhousie (and hopefully other student groups), staff intends to delay progress on the MOU until September, when school returns. Leads from FUSION and EAC agreed with this approach.

ALTERNATIVES AND ASSOCIATED RISKS

Staff could proceed, but this would not enable the students that initiated the project to participate, and would increase the work that needs to be done by the municipality. As per the April 7th report to the Committee, it is expected that efforts on this project is to be shared among community groups and organizations.

IMPACT/BENEFITS:

Increased social and environmental awareness related to food sourcing decisions.

COMMUNICATION ISSUES/OPPORTUNITIES:

Much of the work around accomplishing Fair Trade Town certification involves communication.

ATTACHMENTS:

None

KEY STAFF CONTACT: Richard MacLellan, Manager,
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