

# Winners Announced for the South West Fairtrade Business Awards 2018



In a ceremony held at the New Bristol Brewery in the heart of Bristol on Friday 9<sup>th</sup> March, guest presenters including John Hirst, Chief Executive of Destination Bristol, and South Gloucestershire's Chair of Council, Councillor Ian Blair, revealed winners from across the South West of England in nine different categories of the South West Fairtrade Business Awards 2018.

Organisations scooping best in their category included Palestine Museum & Cultural Centre, Full of Beans, Create Centre, Koolskools, Lyons Davidson, The Good Wardrobe and University of Bath. Each winning organisation received a personalised Bristol Blue Glass trophy, unique to the Awards.

In all, fifty applicants were recognised at the ceremony for their outstanding support of Fairtrade: through sale and purchase of Fairtrade products, communication of Fairtrade values to their staff and customers and support of Fairtrade in their organisation's management and policies. South West business Koolskools, that specialises in the supply of school and workwear uniform made with Fairtrade cotton, scooped the Award for "Best Fairtrade Retailer (Single Product)" for their commitment to Fairtrade and their innovative Fairtrade education of students in their client and potential client schools.

Now in their sixth year, the South West Fairtrade Business Awards continue to attract ethically-focused organisations from across the region, coming together to celebrate each year at the end of Fairtrade Fortnight – a national campaign lead by the Fairtrade Foundation. Delegates to the ceremony were addressed by Urania Liseth Hernández, a female Fairtrade producer from Nicaragua, who discussed how women in her cooperative have been empowered by Fairtrade programmes.

**Andy Ashcroft of Koolskools (pictured below), commenting on the Koolskools win, said:**

*"Koolskools has a long-standing connection to the South West Business Awards. My business partner, Mike Trodd, and I are just thrilled to have won Best South West Fairtrade Retailer (Single Product) this year, and to have had our ground-breaking Fairtrade education work with schools recognised in such a meaningful way.*

*We have always maintained our commitment to producing school and corporate clothing only made with Fairtrade cotton over the past 8+ years of the project, and we are particularly delighted to win the award this year, when Stoke Bishop Primary School have become the very first Bristol school to embrace Fairtrade school uniform."*



***Andy of Koolskools receives the award for “Best Fairtrade Retailer (SingleProduct)”***

The Fairtrade logo is one of the most widely recognised consumer labels on the UK market, with a recognition rate of 93%<sup>2</sup>. Individuals and businesses purchasing Fairtrade certified products are helping to contribute to a supply chain that benefits more than 1.65 million farmers and workers worldwide<sup>3</sup>, guaranteeing higher economic, social and environmental standards, as well as minimum prices and a Fairtrade premium to spend on community or business development.

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