

# Wirral Green councillor appointed to national Business and Trade role

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Wirral Green councillor Jo Bird has been appointed the spokesperson on Business and Trade for the Green Party of England and Wales.

Jo will be pushing for fairer and greener business policies that meet the needs of people and planet for a sustainable future.

Jo Bird said:

“The Green Party has shown that there is a different way of doing business that is kind to people and the planet.

“It includes supporting small and local businesses that serve their local communities and offering consumers the chance to choose quality, ethical products at affordable prices.

“That’s all made a lot harder when business and trade is largely run by and for big business focussed only on the profit motive.

“I know from decades working as a co-operative and fairtrade business consultant that there is a hunger amongst entrepreneurs and customers for the real change that will deliver for business, people and planet.

“Whether its local councils sourcing goods and services from local suppliers, making it easier for farmers to supply schools with fresh, seasonal produce or governments ensuring the highest environmental standards are included in international trade deals, we can make change happen.”

**Short biography:** Jo Bird co-led Wirral Green group of 14 councillors and came a strong second in Birkenhead in last year’s general election. Jo is keen to speak for fairer, greener business and trade, having decades of experience as a co-op and fairtrade business consultant and having proposed no-cuts, pro-nature amendments to Wirral Council’s budget. See her video [here](#).

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