



FAIRTRADE TOWNS **TAKING YOUR COMMUNITY** **CAMPAIGN FORWARD**



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WELCOME

This guide is a toolkit for Fairtrade Community campaigners who are looking for ways to take their Fairtrade campaign forward after the initial success of achieving Fairtrade status. It builds on the ideas in the original Fairtrade Town Action Guide – which contains a wide selection of useful case studies and information on achieving and developing Fairtrade Town status.

FAIRTRADE TOWNS: A PEOPLE'S MOVEMENT FOR CHANGE

Since the Lancashire market town of Garstang became the first Fairtrade Town back in 2001, communities in nearly 600 towns, villages, counties, islands, cities and boroughs have joined this people-driven movement for change across the UK. With over 1,300 Fair Trade towns globally, each and every one is part of a unique and truly global movement, connecting consumers and producers to bring about a better, fairer world.

2014 marks the 20th anniversary of the FAIRTRADE Mark in the UK. It's a time to celebrate the amazing achievements of everyone involved in the Fairtrade movement. It's also a time to reflect on how far we have to go to make all trade fair and how our tactics as campaigners might evolve to the new environment we're operating in.

OVER £1.5BN
SPENT ON FAIRTRADE PRODUCTS IN 2012
 (THE EQUIVALENT OF JUST OVER £1 PER HOUSEHOLD, PER WEEK)

70%
OF THE WORLD'S FOOD IS PRODUCED BY SMALL FARMS,
YET HALF OF THE WORLD'S HUNGRIEST PEOPLE ARE SMALLHOLDER FARMERS

£23.3M
OF FAIRTRADE PREMIUM PAYMENTS TO PRODUCERS FROM UK SALES IN 2012

THE AVERAGE COCOA FARMER SELLS **ONLY 28%** OF THEIR PRODUCE ON FAIRTRADE TERMS

LESS THAN 1%
OF GLOBAL COCOA AND SUGAR SALES ARE FAIRTRADE

1.3M
FARMERS AND WORKERS SELLING PRODUCE AS FAIRTRADE IN 2013



Supermarket till receipt campaign launched: Campaigners collect till receipts and present them to major supermarkets to call on them to stock Fairtrade products

FAIRTRADE Mark launched in the UK: Green & Blacks Maya Gold chocolate, Cafedirect coffee and Clipper Tea were the first three products

First Fairtrade bananas in the UK sold by the Co-operative
 Trade Justice Movement founded to bring about fundamental change to the unjust rules and institutions governing international trade

Garstang becomes world's first Fairtrade Town
 Fairtrade sales reach £30 million per year
 Trade Justice Parade: 8,000 people march in London for trade justice prior to the Doha round of World Trade Organization talks

FAIRTRADE Mark awareness: 25%
 The number of Fairtrade Towns reaches 32

Fairtrade roses, footballs and wine are launched

Copmanthorpe Methodist Church, York, becomes the 1,000th Fairtrade Church in the UK.

750,000 votes for trade justice handed in to 10 Downing Street as part of Make Poverty History

Sainsbury's and Waitrose switch all their bananas to Fairtrade

Wales declares itself the world's first Fair Trade Nation

Sales of Fairtrade products top £500 million

Cadbury Dairy Milk becomes the first major chocolate bar to go Fairtrade

Tate & Lyle commit to switching 100% of retail branded sugar to Fairtrade

Fairtrade Supporters Go Bananas: Breaking the world record for the most bananas eaten simultaneously across the country (nearly 500,000)

1,000 Fair Trade Towns worldwide

Fairtrade Supporters achieve a Guinness World Record for the longest piece of handmade bunting calling for an end to harmful subsidies affecting cotton producers

Fairtrade sales reach £1.5 billion

Scotland declares itself the world's second Fair Trade Nation

20th Anniversary of the FAIRTRADE Mark in the UK

1993

1994

2000



2001

2003

2004

2005

2007

2008

2009



2011

2012

2013



2014



New development framework to replace Millennium Development Goals

2015

HOW THE CAMPAIGNING LANDSCAPE IS CHANGING: UNLOCKING THE POWER OF CONSUMERS AND CITIZENS

The Fairtrade Towns movement evolved from the early Fair Trade pioneers and trade justice campaigns of the 1990s and 2000s. Over the past decade, Fairtrade Towns have been at the forefront of raising consumer awareness to choose Fairtrade and showing businesses – from local shops to multinationals – that the UK public expects them to trade fairly. The success of this campaign is clear and is demonstrated by increasing numbers of producers in the developing world getting a better deal through our every day shopping.

In fact, this success has shifted the environment we are campaigning in, since so many consumers now demand to shop ethically and business is increasingly adapting its practices and communications to reflect this.

With this success comes a new challenge: to make Fairtrade stand out as unique to business and consumers in the haze of Corporate Social Responsibility commitments and ethical standards and marks.

While it's important to keep growing the market for Fairtrade, we need to build on this and go beyond buying Fairtrade by challenging the rules and systems which make trade unfair. For this we need to unlock the power of the UK as citizens who can hold elected representatives to account and demand that they alter trade rules and regulations to benefit marginalised producers.

The rest of this guide focuses on what you can do to take your Fairtrade Town campaign forward in this context.



Jubilee Primary School in Hackney go bananas for Fairtrade

WORKING WITH BUSINESS

LOCAL BUSINESSES AND WORKPLACES

Achieving Fairtrade Town status requires ensuring a good availability of Fairtrade products are on offer in the area, but what's the next step?

The short answer is that the Fairtrade Town steering group are best placed to decide where the opportunities are to continue to grow availability and sales of Fairtrade.

With over 259,000 outlets UK-wide, serving 60 million people 38,000 meals a minute, how do you know what to focus on and who to target in your local community?

WHICH BUSINESSES TO APPROACH IN YOUR LOCAL COMMUNITY?

RESTAURANTS WORKPLACES HOTELS, B&BS PUBS AND BARS
SANDWICH SHOPS, CAFES AND COFFEE SHOPS
CONVENIENCE STORES AND NEWSAGENTS

WHICH PRODUCTS SHOULD I FOCUS ON?



IS THERE A FLAGSHIP LOCAL BUSINESS WHICH YOU FEEL SHOULD PLEDGE TO BECOME A FAIRTRADE WORKPLACE, OFFERING FAIRTRADE HOT BEVERAGES TO STAFF AND GUESTS? CHECK OUT [FAIRTRADE.ORG.UK/WORK](https://www.fairtrade.org.uk/work) FOR MORE RESOURCES TO ENCOURAGE WORKPLACES TO SUPPORT FAIRTRADE.

TOP TIPS FOR WORKING WITH BUSINESS

THINK IN BUSINESS TERMS

- Why should they serve Fairtrade – what benefits will it provide?
- How would they source Fairtrade – by influencing current suppliers or by switching to a new supplier?
- With over 4,500 Fairtrade products certified most, if not all, suppliers can offer Fairtrade.

RESEARCH THE BUSINESS

- What are their business values, do they have any ethical policies – can Fairtrade help them meet these?
- How can they promote their commitment to Fairtrade in the local community – could they run an event or get involved with the local press?
- Who influences their buying decisions - would the best contact for you to speak to be the business owner, chef or someone else?

PREPARE TO HAVE A CONVERSATION

- Introduce who you are, which campaign group you represent and some of the success you have had in the area
- Prepare a list of questions that will help you understand their business. This will help you understand how to encourage their Fairtrade commitment
- Demonstrate your interest in the business – you're looking to understand their business and support them in their switch
- LISTEN as much as possible and don't be afraid to ask for clarification
- Use what you learn to shape your pitch – respond to the information you're given.

**FOR HELP VISIT
[FAIRTRADE.ORG.UK/
BUSINESS](https://www.fairtrade.org.uk/business)**

WHAT MAKES FAIRTRADE UNIQUE?

[FAIRTRADE.ORG.UK/UNIQUE](http://fairtrade.org.uk/unique)

- **Fairtrade is unique:** it is the only certification scheme that aims to tackle poverty (through the Fairtrade Minimum Price and Premium) and empowers farmers and workers in developing countries to take a more active role in global supply chains
- **Producers are at the heart of Fairtrade:** producer representatives make up 50% of the Board of Fairtrade International – the highest decision making body in the Fairtrade system
- **Fairtrade favours small-scale farmers in key products like coffee and cocoa:** it benefits the most marginalised in the global trade system
- **Fairtrade protects workers' rights:** Fairtrade Standards protect workers' basic rights according to International Labour Organization conventions (this means health and safety standards, freedom of association, collective bargaining, no discrimination and no bonded or child labour)
- **Fairtrade is the original ethical certification mark:** Fairtrade is the most globally recognised and trusted certification.

DOING BUSINESS DIFFERENTLY: FAIR TRADE ORGANISATIONS

Some companies were created to make trade fairer. It's not business as usual, or even business with added extras, these companies have created entirely new business models with producers at the heart of all they do.

Some of these companies were building fair trading partnerships and new opportunities with producers long before the FAIRTRADE Mark existed. Their pioneering work made many of the big Fairtrade switches by multinational companies possible and they continue to lead the way on new products, new opportunities and new ways of trading. Fairtrade wouldn't be where it is today without them and their work is vital to the future of Fairtrade.

We need you to tell everyone (including your friendly shop and café managers) what makes these companies special and the extra difference that buying these brands makes to the producers at the heart of their businesses.

Look out for these companies and make sure you support them in helping to transform trade



CAFÉDIRECT



DIVINE



EQUAL EXCHANGE



FULLWELL MILL/
TROPICAL WHOLEFOODS



LIBERATION



PANTS TO POVERTY



PEOPLE TREE



TRAIDCRAFT



VISIONARY SOAP



ZAYTOUN



BIG BUSINESS: HIGH STREET STORES AND BRANDS

Are you ready for a new challenge? Why not approach high street stores and big brands to switch to Fairtrade?

- Get in touch with their head offices and ask them if they have considered Fairtrade. You can even send individual letters from each of your steering group members and contact other Fairtrade Towns in the area to do the same
- If you are active on social media then why not ask the stores and brands to use Fairtrade via Twitter or Facebook? Be friendly and help them think of the positive impact they could have on the lives of producers and wider communities
- If you are targeting a business which already offers Fairtrade Products, then congratulate them on their commitment so far and ask them about their future plans to take this commitment further
- Check if the target brand has made any commitments to sustainability or sourcing – if they have then refer to this in your communications to them. It is a great way to remind people of how Fairtrade can help in achieving these targets.

LOBBYING AND OUTREACH

LOCAL AUTHORITIES AND PUBLIC PROCUREMENT

Local authorities have always been a key part of Fairtrade Town campaigns due to their leadership role, reach in to different parts of the community and buying power.

After the initial achievement of passing a Fairtrade policy, the development path looks different in every local authority depending on its size, structure and often the individual councillors and staff. See our Local Authorities and Fairtrade guide as a starting point before investigating the following options.



(Left) Mayor Cllr Aslam Choudry and campaign founder Revd Dr Peter Lemmon celebrate Brent's Fairtrade Borough status in 2012 © Alex Mumford



(Right) Mayor of Bristol George Ferguson signs the Fair Trade beyond 2015 declaration © Jon Craig

1. POLITICAL WILL

Political will is crucial to achieve significant actions from local authorities. Identify your supportive councillors, keep them engaged in your activities and build the relationship over time. The ongoing support and action of the local authority is required to renew Fairtrade status, so each time you approach renewal, ask the local authority for an update on their procurement of Fairtrade products and other ways they have supported your campaign.

If it's been a long time since the Fairtrade policy was passed, we suggest revisiting it to remind the council of the commitment. Perhaps you could propose new wording with new commitments – such as to increase the amount or range of Fairtrade products bought. Five or 10 year anniversaries of Fairtrade status are also a good time to do this.

2. FACILITIES CHECKLIST

For larger towns, cities, boroughs or county councils, map out the local authority's potential Fairtrade purchasing power with the help of supportive staff or councillors. From cotton uniforms for park maintenance staff, to refreshments in council run cafes or leisure centres, there will be a whole host of potential Fairtrade products, often purchased separately by different departments.

In some cases a Freedom of Information Act request can help, but bear in mind the person compiling the answers to your request is likely to be the person you want to influence to buy more Fairtrade, so keep them on side!

Identify when future purchases or calls to tender will be made and, with the support of elected representatives, approach the relevant department or individual to ensure Fairtrade options are explored.

It is legally and technically possible for local authorities to procure Fairtrade by specifying the underlying conditions relevant to the product that make it Fair Trade, rather than requesting the FAIRTRADE Mark exclusively.

IN
RINGWOOD
TEACHERS, STUDENTS
AND FAIRTRADE TOWNS
CAMPAIGNERS JOINED
FORCES TO COLLECT OVER
600 SIGNATURES ON OUR
MAKE FOOD FAIR
PETITION!



3. SCHOOLS CATERING

Schools run by the Local Education Authority (i.e. not academies or Free Schools) often have their catering contracts decided by the local authority procurement team. You can approach the procurement team in the same way as above or get individual schools involved and have pupils write to the authority to ask for more Fairtrade products in their school canteen.

For more details visit
[fairtrade.org.uk/
publicprocurement](http://fairtrade.org.uk/publicprocurement)

WHO'S WHO IN YOUR POLITICAL LANDSCAPE?

HOW TO ENGAGE WITH MPS AND MEPS

From time to time we'll ask you to contact MPs or MEPs as part of a specific campaign when there is a piece of relevant policy that they can influence as part of the campaign.

In the meantime, it's worth making occasional contact with them to maintain the relationship and support for your ongoing Fairtrade Town campaign.

If you need any support preparing for a meeting with your MP or MEP get in touch by emailing volunteer.towns@fairtrade.org.uk. Please also let us know when you have met your MP or MEP and what their response was to your questions.

MPS

You can find out who your MP is online or by calling the House of Commons on 020 7219 3000. You can find out more about your MP and how they voted on key issues at www.theyworkforyou.com. Be strategic about approaching them – you are most likely to gain their full attention around the election period, at key decision-making points and at campaign peaks such as Fairtrade Fortnight.

MEPS

MEPs are elected on a proportional representation basis, which means that you don't have a single MEP to represent a constituency in the way that your MP does. There are several MEPs for each region and in the UK there are 12 electoral regions, each with between three and 10 MEPs.

All MEPs in a region represent all constituents in that region – which means that you are entitled to approach them all. While we would recommend that you approach all of them, you should do so on an individual basis. If you send an email to all of your MEPs at once, you might not hear from any of them so it is best to tailor your email or letter to each one individually.

You can find out who your MEPs are and find all their contact details on the European Parliament website www.europarl.org.uk. Alternatively, this information can be found in your local telephone directory or at your local library.



Campaigners in Holmfirth have developed a good relationship with local MP Jason McCartney © *Fair and funky*

IF YOU HAVE HALF AN HOUR...

Write to your MP or MEPs to ask for their support for the campaign. For specific campaigns we'll provide a generic letter, but we would encourage you to adapt it and use your own words because it really improves the effectiveness of the action. You can also use online tools such as www.writetothem.com to send individual messages to all political representatives for your constituency.

IF YOU HAVE A COUPLE OF HOURS...

Contact your MP or MEPs and arrange to meet with them to discuss the issue face to face. Most MPs and MEPs will hold surgeries across their region specifically to meet local residents. This is very effective as it gives you the opportunity to talk about the issue and get an idea of how actively they might support the campaign. There's always strength in numbers, so why not go with others from your Fairtrade group and talk to your MP or MEPs together.

IF YOU HAVE LONGER...

Why not involve your MP or MEPs in an event? Hold a debate or a public meeting and invite them to come and speak and discuss the issue. You could use your Fairtrade Fortnight activities to highlight the issue in the local press. Remember that both MPs and MEPs have very tight diaries and are not always in their constituencies, so before setting the date for your event call their office to check their availability. Ensuring press coverage will also increase the chances of getting a political representative to attend your event.

GROWING THE MOVEMENT

As we move in to the next phase of our Fairtrade campaigning journey – more lobbying and targeted, time-bound actions – it’s more important than ever to grow the Fairtrade movement at a local and national level.

Don’t pass up any opportunities to capture the names of Fairtrade supporters in your area and keep them up to date with what you are up to and how they can get involved. We’d also like for as many people as possible to be signed up for national campaign updates so that all Fairtrade supporters can be mobilised together to call for change that brings a better deal for producers.

**SIGN UP AT
FAIRTRADE.ORG.UK/
NEWSLETTERS**

Social media: Twitter and Facebook are powerful tools to engage new supporters in conversation about Fairtrade and communicate campaign messages. See fairtrade.org.uk/socialmediaguide

Traditional media: Local and regional media (press, tv and radio) still attract plenty of attention to your message and can drive people to your website or events. Check out the latest media toolkit for tips and advice at fairtrade.org.uk/mediatoolkit

Other organisations: Harness the power of your networks and get your latest news and campaigns included in the newsletters of other organisations in the area

E-newsletter: It’s easier than you might think to create your own professional looking e-newsletter, using services such as mailchimp.com.

Talks and events: At each talk or event, be sure to take along a sign-up form to capture new supporters. Let us know of anyone who would like to receive Fairtrade Foundation updates by emailing campaigns@fairtrade.org.uk

News content: Keep an eye on the Fairtrade Foundation blog at fairtrade.org.uk for the latest news and views that you can easily recycle for all of your own communications on any of the above

FIND OUT ABOUT GREAT CAMPAIGNS AND EVENTS ORGANISED BY OTHER FAIRTRADE TOWNS AT FAIRTRADE.ORG.UK/CASESTUDIES



CAPTURING NEW SUPPORTERS

To comply with data protection rules, the public need to knowingly sign up to be added to a mailing list.

Here’s an example sign-up form for your events:

Name	Email or postal address	Postcode	Let me know how I can get involved in 'Your town'	Send me national campaign updates

By signing this form you are agreeing to be contacted by the Fairtrade Foundation and xxx Fairtrade Town with campaign news and update. Emails are occasional and you can unsubscribe at any time.

EFFECTIVE AND HEALTHY STEERING GROUP

MAINTAINING MOMENTUM

A healthy steering group is the most important element of your Fairtrade Town campaign because all activities and initiatives depend on it. Here are some top tips on how to run a healthy local voluntary group in your quest to promote Fairtrade.

LEARN ABOUT PEOPLE

Even though you are passionate about trade justice and want to take action to make a difference, it doesn't mean that you are similar in other ways too. People have different personalities and different working styles which can easily lead to disagreements about how to take your campaign forward or how a good meeting should be run. It is important to acknowledge these differences and not only learn to overcome them but also to learn from them.

Make an effort to understand the opinions of other group members by allowing everyone to speak. Be prepared to be challenged and keep an open mind, allowing for all ideas to be discussed. While doing so, pay attention to your body language and make sure that everyone communicates in a respectful manner. To ensure that there are no disagreements left unresolved, allow for time to discuss how everyone feels about being in the group.

SET CLEAR TARGETS

Setting clear targets and writing them up as an action plan will help you to focus on priorities specific to your campaign and to see progress and achievement over time. Take time to sit together and agree on your group's long-term objectives so you can refer to them whenever you face problems, disagreements or a lack of resources. Whenever you find yourself facing too many ideas for activities and new campaigns add them to a 'parking lot', so you can discuss them again when you have more time or when a good opportunity arises. What's more, you can use your action plan to renew your Fairtrade status by sending it to us at volunteer.towns@fairtrade.org.uk



MONITOR PROGRESS AND CELEBRATE SUCCESS

Once you have agreed on your action plan, make sure to review it regularly and measure the progress of your initiatives. Monitoring can be easily forgotten but it is incredibly important for every successful campaign as it allows you to reflect on progress and identify shortcomings. You can then learn from your experience and adapt your action plan to focus your energy on what works best.

Crucially, this allows you to clearly see your achievements and how far you have gone in promoting Fairtrade. Take time to celebrate your success – not only will it give you a well-deserved sense of accomplishment – it will also provide you with an opportunity to acknowledge the efforts and support of individuals who were involved in specific campaigns. Have fun with it!

MAKE EVERY MEETING COUNT AND MAKE IT FUN

Make sure that your meetings are well structured and follow a clear agenda that results in action points. This way you will feel like you have achieved and agreed on something at the end – that you really are taking action rather than just talking about it.

Taking time to plan informal group meetings where people can get to know each other better is equally important. Be careful with how you manage your aspirations and don't take on too much so you can continue to enjoy campaigning without a fear of burning out.

(Left) Campaigners in Luton have excelled at outreach across the community, including a Fairtrade biscuit and dates to break fast during Ramadan 2010 © Luton Council of Faiths

SHARE THE WORKLOAD AND BUILD THE CAPACITY OF YOUR GROUP

You don't want to feel like the success of your campaign is completely dependent on you or that you need to be involved in every aspect of all initiatives to make them work.

It is much better if you can involve other group members into your activities so that they can learn from each other and share the workload between everyone who is willing to get involved.



- A good way to take your campaign forward is to agree on key roles (such as a chair, a treasurer/secretary, media officer or an events' organiser – whichever works better for you) and rotate them every year. This way all group members will feel equally confident to run a meeting, speak at a public event, submit a renewal application or arrange a council meeting. They will also feel that they are needed and valued, which will give them an extra incentive to step up and take on more responsibilities.
- When a new person joins the group try to 'pair them up' with one of the more experienced members, so there is always someone to answer their questions or explain how a Fairtrade Town campaign works.
- Make sure that everyone gets to speak or present during different public events that you organise. Otherwise you might be perceived as a small and exclusive group which will make it harder to encourage new members.
- Keep a list with contact details of people who are interested in helping out with different campaigns but are unable to commit to regular meetings – you will be surprised by how many people in your community would be happy to join you during Fairtrade Fortnight or help you to collect signatures on a petition!

- Finally, make sure that everyone interested in Fairtrade Town campaigning signs up for the Fairtrade Towns e-newsletter (fairtrade.org.uk/newsletters) – this way they will always be in the loop with latest developments, campaigns and calls to action!

WORK TOGETHER

Join your efforts with other like-minded organisations and community groups – not only will you have more capacity to organise events, but you will also be able to reach out to more interested people and exercise more influence on key decision-makers. It can also be a fun and inspiring experience, so try to learn as much as you can about how other groups operate and what makes them successful. Consider collaborating on organising public events, meetings with your MP or MEP, writing press releases or promoting each other's activities.

Also make sure to participate in all regional and national Fairtrade networking events (such as the Supporter Conference or regional forums), which can be a great opportunity to meet neighbouring groups and brainstorm new ideas. Is there a Fairtrade Zone or regional campaign which you could get involved in? Look for neighbouring initiatives here: fairtrade.org.uk/townslist

STONY STRATFORD FAIRTRADE GROUP INVITED THREE CHOCOLATIERS FROM DIVINE TO VISIT A LOCAL SCHOOL AND TEACH THEM TO MAKE FAIR CHOCOLATE TREATS!



TRY SOMETHING NEW

If you think that there is more and more routine in your campaign then shake things up a bit! You can look for ideas and inspiration on our website or even in this action guide. Sometimes it might feel like Fairtrade has become so widely recognised that there is nothing else left for us to do. However, until trade justice becomes a norm rather than an exception, we still have vital work to do. There are plenty of businesses, decision-makers and consumers who still need to learn why conventional trade structures must be challenged.

So think about organising a fashion show, set up a group meeting with your MP or come up with your very own creative campaigning concept which might well win you a Fairtrade Campaigner Award.

The possibilities are endless!

RECRUITING NEW MEMBERS

Recruiting new members is essential to keep the group going in the long run and is also a great way to bring fresh energy, ideas and experiences into your campaign.

ARE YOU EASY TO FIND?

First things first – if someone wanted to join your group, how would they go about it? It may be obvious to you, but prospective members might not know how to join your group or if you are looking for new members. You need to make sure that information about your meetings (Where? When? How often? Who can be contacted?) is easily available. You can share these details on the council's website, through social media or by advertising with posters and leaflets at the events where your group is present.



ARE YOU RECRUITING?

You don't need to organise special events to encourage new members because your campaigning activities are the best way to recruit! Every time you organise a public event, petition signatures collection or Fairtrade Fortnight activities, make sure to keep a simple sign-up sheet to collect contact details of people who would like to be kept updated about future initiatives.

WELCOME DIVERSITY

Consider group diversity – how easy is it for people of different religions, backgrounds or ages to find out about or join your group? Are you communicating in clear and welcoming language? Is information about your meetings available across all sections of the community?

To encourage group diversity you can consider organising joint events in collaboration with other community organisations in your area. Be open to other people's perception of Fairtrade and try to find common ground and mutual understanding. Learn from how other successful groups in your community operate. Be prepared to be challenged!



INVOLVE YOUNG PEOPLE

Involving younger people is a fantastic way to reach out to new audiences and get new ideas into your group's planning. Get in touch with your local youth groups and educational institutions (secondary schools, colleges and universities) and talk to them about the difference they can make by becoming local activists. You can also consider encouraging parents to bring children to the events which you organise to make it easier for entire families to get involved.

However, make sure that their involvement in your group is meaningful so that they also feel like group members – they should have an equal say in brainstorming, planning and campaign evaluation. Ask them what they are most interested in and what they would like to learn. For example they might be able to help you with improving your online communications and social media profile.

ADVERTISE YOUR VACANCY

Finally, you can also try to recruit for a specific role for your group through a local newspaper or local advertising. For instance, if you need someone to help you with event co-ordination or publicity you can advertise for a person with these specific skills. This is likely to draw the attention of people who feel passionate about trade justice and would like to gain more experience in these specific areas of campaigning.

(Left) Three Rivers Fairtrade Town campaigners attract attention whilst distributing their Fairtrade directory

RENEWING FAIRTRADE TOWN STATUS



(Left) Campaigners from across Surrey launch their campaign to become a Fairtrade County

(Right) Pupils set up their Fairtrade tuck shop at a Brent community Fairtrade event © Alex Mumford

Fairtrade Town status needs to be renewed one year after achieving Fairtrade status and every two years subsequently.

The renewal is important not only to ensure your ongoing Fairtrade status and integrity of the award, but it's a chance to take a step back and think strategically about where you'd like to focus your energies as a group.

It's also a chance to tell us what's been working well and what challenges you've been facing so that we can better support you.

The renewal should not be too complicated or drown you in paperwork. You're not required to compile long lists of every outlet selling Fairtrade products – rather you should focus on planning what you want to achieve in the coming few years.

ACTION PLANNING

A Campaign Action Plan is an agreed set of aims, with the actions and steps needed to achieve each one. A perfect Action Plan includes timings for the actions and details of who will be responsible for and involved with each one.

The Five Fairtrade Town Goals are a proven and effective campaign tool to make Fairtrade a core part of any community. Once Fairtrade Status has been achieved, Steering Groups will decide how best to use this tool to develop their campaign, maintain momentum and create ongoing opportunities to celebrate and communicate success. The Action Plan must include objectives and related activities to maintain, and ideally develop both Goal One (ongoing Council support and action) and Goal Five (a Steering Group meeting regularly) – the basic, non-negotiable foundations of any successful Fairtrade Town campaign. Or the two slices of bread that hold the sandwich together.

Beyond that, each Fairtrade Town Steering Group can decide exactly how they'll fill their sandwich for the next two years! The final Action Plan is both a tool and a vision for your campaign group. It's your pathway to change for the next two years of campaigning.

WHERE ARE WE NOW?

Review your achievements, progress made and challenges encountered. What's gone well, which sectors of the community has the campaign reached and which areas perhaps need more work? It may be helpful to look at each of the Five Fairtrade Town Goals in turn. Notes from this discussion can help to create the summary of the past year / two years' campaigning to include with your Fairtrade Town renewal application.

TOGETHER, ASK YOURSELVES...

WHERE DO WE WANT TO BE IN TWO YEARS TIME?

This is where the group agrees the main aims for the campaign. There could be one overall campaign aim with separate objectives for each of the Five Goals. Perhaps there's an aim that goes beyond the Five Goals? Remember, the Action Plan must include specific objectives for both Goal One (Council support and involvement) and Goal Five (the Steering Group).

This is where the group identifies what needs to happen to achieve each aim, the steps and campaign activities. Think about who will be responsible for each activity, partners that could help you, timings and any targets that could help measure and monitor progress. When and how will you know if you've been successful?

HOW ARE WE GOING TO GET THERE?

For any queries relating to renewing Fairtrade status, don't hesitate to contact us using the details on page 24.

FURTHER RESOURCES AND LINKS

VISIT FAIRTRADE.ORG.UK/TOWNS FOR:

- Case studies of successful activities from other Fairtrade Towns. See what has worked for others and let us know if you have ideas to share
- Guides to specific areas including:
 - Local Authorities and Fairtrade
 - Engaging schools with Fairtrade
 - Doing business differently
 - Media toolkit
 - Event guides
 - Social media guide
- Shop Fairtrade: For all your merchandise and resources needs: fairtrade.org.uk/shop
- International Fairtrade Towns website: fairtradetowns.org
- Public liability insurance details.

STAY IN TOUCH

In addition to monthly e-newsletters, we post Town Crier newsletters to all (existing and aspiring) Fairtrade Towns three times a year. To ensure you receive the latest news and updates make sure we have your up to date postal address – and please let us know if this changes.

Visit the Yahoo discussion group (groups.yahoo.com/group/FairtradeTown) to discuss ideas with other Fairtrade Town campaigners.

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Fairtrade Towns volunteers

020 7405 5942
volunteer.towns@fairtrade.org.uk

Fairtrade Foundation reception

020 7405 5942

Order resources

020 7440 7676
online.fairtrade.org.uk

NATIONAL CAMPAIGNER COMMITTEE

The National Campaigner Committee (NCC) was established in June 2010 (formerly known as the Campaign Advisory Group) and meets four times a year to advise the Fairtrade Foundation on campaigning and other projects and provides a voice for campaigners in the governance of the Fairtrade Foundation.

Twelve NCC members are elected by campaigners to represent their regions every two years. To find out more about the group, or to contact your elected representative, visit fairtrade.org.uk/NCC.



www.fairtrade.org.uk

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