

Guidelines for the Establishment and Management of a National or Regional Fair Trade Town Campaign (FTTC)

Introduction

These are the guidelines for those who are running, or are interested in launching a Fair Trade Town campaign in their country or region. The Guidelines, agreed by the Steering Committee of the International Fair Trade Town Campaign, are based on the conclusions from the Fair Trade Town Coordinators meeting held in Brussels, 2009, produced in April 2013 and revised in February 2015 and July 2019 for adoption at the Coordinators meeting in October 2019

FTTC is an effort in countries to promote sales of FT products, raise awareness, promote producers and communities. As the world works to achieve the Sustainable Development Goals as defined by the United Nations, Fair Trade can be a significant opportunity for governments and institutions to demonstrate how they are contributing to a more sustainable world.

International Fair Trade Charter

The 2018 International Fair Trade Charter is the reference point for the Fair Trade movement. The Fair Trade movement shares a vision of a world in which justice, equity and sustainable development are at the heart of trade structures and practices so that everyone, through their work, can maintain a decent and dignified livelihood and develop their full human potential.

The Charter includes the FINE¹ definition of Fair Trade adopted in 2001:

“Fair Trade is a trading partnership, based on dialogue, transparency and respect that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South. Fair Trade Organizations, backed by consumers, are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade.”

More information about the Fair Trade Charter and the values and mission of Fair Trade at: www.fair-trade.website

Mission of the International Fair Trade Towns campaign

To grow an international community of passionate, dedicated Fair Trade advocates whose commitment will inspire other stakeholders at the local level (citizens, local authority's, shops, Fair Trade producer, NGOs, civil society org, institutions etc.) to embed Fair Trade values and purchasing into businesses and institutional practices. Their ongoing advocacy will result in increased awareness and recognition of the need for changes in the rules of conventional trade, and a shift to more opportunities for economically and socially marginalized producers through Fair Trade.

¹ Usually referred to as the “FINE Definition” this text was agreed in 2001 by Fairtrade Labelling Organizations International (FLO), International Federation for Alternative Trade (IFAT), Network of World Shops (NEWS), and the European Fair Trade Association (EFTA). IFAT has since been renamed as the World Fair Trade Organization and includes the former NEWS within its membership base.

Towards a Common Concept

1 Naming and logo conventions of the campaign: Fair Trade Towns, as a global movement, celebrates the diversity of perspectives from country to country, the creativity of campaigners, as well as the importance of local context. While a single common naming convention and logo are not required, it is preferable to create some continuity in the look and feel of national initiatives globally. Due to the nature of the evolution of the Fair Trade Towns movement over time, campaign co-ordinators have adopted a variety of names and logos. Notwithstanding the history of the movement, the ambition is that new initiatives aim for the common elements in their adoption of a name and logo for their national campaign where possible. The International Fair Trade Towns Steering Committee will have recommended design elements available. The preferred naming convention for the international movement is “Fair Trade Towns”. The role and membership of the International Fair Trade Towns Steering Committee can be found in the *International Fair Trade Towns Steering Committee Terms of Reference*.

2 The 5 goals: A campaign based on the 5 goals is necessary for new campaigns wishing to join the international Fair Trade Towns family, although specific targets may be adapted to suit different situations. The Steering Committee considers it vital for local Fair Trade Towns leadership to involve community members rather than just local government if the campaign is to be a part of the international movement. National campaigns are free to add to the five goals as they feel is appropriate in their own country, but none of the five founding goals should be removed. The Steering Committee does however, recognise a need to adapt the goals in regions where they are not appropriate in their present form e.g. Fair Trade Towns in the ‘Global South’.

3 Ensuring Ongoing and Increasing Engagement: It is critical for the success of the Fair Trade movement that Fair Trade Towns continue their advocacy and, in fact, increase it over time. Therefore, National Coordinators are expected to work with their organizations and governance to ensure that there are structured steps for the next phase of a Fair Trade Town campaign. Additionally, it is important to have a way for local Fair Trade Town efforts to report these activities to the National or Regional Coordinator. This can be in the form of a report or a survey sent on some regular schedule (once each year, once every 2 years, etc). Many Fair Trade Towns find ways to build on the five goals. For example, establishing recurring public events for Fair Trade, working with local shops and cafes to promote Fair Trade to customers or to continue adding more products, exploring formal procurement policy with the local government to expand on their commitment in the resolution, sending delegates to the annual International Fair Trade Towns Conference, etc. The International Steering Committee will ensure a collection of best practices and examples of countries who have had success with different approaches to ensuring ongoing and increasing engagement.

4 The use of Fair Trade *and/or* Fairtrade products in the campaign: There are different approaches to the types of products incorporated within the goals of the Fair Trade Town campaign as defined below in the ‘Models of Fair Trade Towns section’. Recognising the different networks, and markets for Fair Trade products, each national campaign is encouraged to engage with the relevant civil society partner organisations and Fair Trade initiatives in their country to determine the most appropriate for their situation. A guiding principle should be to ensure clear understanding of the Fair Trade Town campaign, and be inclusive of Fair Trade key groups interested in engaging with the national Fair Trade Town campaign.

The core 5 goals for a Fair Trade Town

- 1)** Local council passes a resolution supporting Fair Trade and agreeing to use Fair Trade products.
- 2)** Fair Trade products are readily available in the area’s shops & served in local cafés/catering establishments.
- 3)** Fair Trade products are used by a number of local work places and community organisations (faith groups, schools, universities etc).
- 4)** Attract media coverage and popular support for the campaign.
- 5)** A local Fair Trade steering group is convened to ensure continued commitment to its Fair Trade Town status.

Ownership of the Fair Trade Towns campaign

Fair Trade Towns is essentially a people's movement with true 'ownership' at the grassroots. To ensure credibility however, national campaigns have been facilitated by a number of different national organisations or a coalition and status is awarded by the Steering Committee of the International Fair Trade Town Campaign. Each national campaign is represented at the international level by a national Fair Trade Towns Coordinator

Fair Trade Towns Approach

The Fair Trade Towns movement started in the U.K.² as a rallying call for those passionate about ensuring equity in international trade. At that time, the campaign was focused on the promotion of the Fairtrade Mark, and many national and regional initiatives followed that approach. At the same time, there were many historic Fair Trade and alternative trade organizations who used other methods and organizations to verify and promote their Fair Trade practices. Additionally, the Fairtrade Mark was focused on the certification of agricultural commodities and therefore did not include the large community of Fair Trade artisans crafting handmade products.

In 2013, the international community of Fair Trade Towns advocates endorsed a more inclusive model for adoption at the international level. This "Big Tent" approach ensures a seat at the table for a broader range of constituents within the truly global Fair Trade movement.

The "Big Tent" Approach

The "Big Tent" approach is an inclusive model that works to promote and drive sales of a wide-range of Fair Trade products. The "Big Tent" creates a national Fair Trade Towns platform that represents a variety of Fair Trade Organisations.

At the National or Regional level, Fair Trade Towns can be governed by a National or Regional Steering Committee (NSC). This committee is made up of campaigners and stakeholders from across the movement and allied movements. While Fair Trade Towns may be housed at, and staffed by, a certifier or other organization, ensuring its governance remains shared with a Steering Committee is an important tool to ensure an inclusive and diverse FTT movement. It is advisable to include other Fair Trade organizations/initiatives in the national platform.

One specific area where the NSC holds governance is with regards to what certifications or organizations count as officially Fair Trade for the purposes of the five goals. The NSC considers each system and certification against a set of principles that is developed by the NSC and in line with the values expressed in the FT Charter. If a system or certification meets those principles, it is included in campaign materials and recognized as Fair Trade. This can lead to the inclusion of certified and/or guaranteed products, and ensures the inclusion of commodities and artisan products.

In addition to systems, the NSC contributes to the development of the strategic plan and the direction of the campaign, nominates and selects new NSC members, assists in the delivery of strategic goals and directives,

² The Fair Trade Towns movement was started by Bruce Crowther, then an Oxfam organizer, to promote and grow commitments to Fair Trade in his community in Garstang which, in 2000, became the first Fair Trade Town in the world.

provides regional and network support to Town campaigns across the country and works closely with staff to grow and strengthen the campaign nationally.

For more information, please visit www.fairtradetowns.org or contact the International Fair Trade Towns Steering Committee at iftsc@gmail.com.

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