

Webinar:

Taking local campaigns forward: tools to understand power and evaluate change

- **Roberta Discetti and Matthew Anderson**, Portsmouth Business School, UK.

Presentation of the research: *“Campaign spaces for sustainable development. A power analysis of the Fairtrade Town Campaign in the UK”*

6 April 2020
16:00-17:30 CET



Taking local campaigns forward

Tools to understand power and evaluate change

FTAO webinar – 6th of April 2020

Roberta Discetti – Dr. Matthew Anderson – Adam Gardner



Webinar purpose

- to present the research “*Campaign spaces for sustainable development. A power analysis of the Fairtrade Town Campaign in the UK*”;
- to present “power analysis” as a tool to evaluate progress, risks and future opportunities of the Fair Trade Towns (FTT) campaign on a local/national/international level.

Webinar Structure

1. Research context presentation
2. Tools to understand power and analyse campaigns
3. Group discussion
4. Wrap up and conclusions

Research context: Academic and practitioner partnership



Change lives. **For good.**
act!onaid



Campaign spaces for sustainable development

A power analysis of the Fairtrade Town Campaign in the UK

Research questions:

- What are the areas of contribution of Fair Trade Towns to sustainable development and SDGs?
- Can Fair Trade Towns account for a systemic approach to sustainable development?

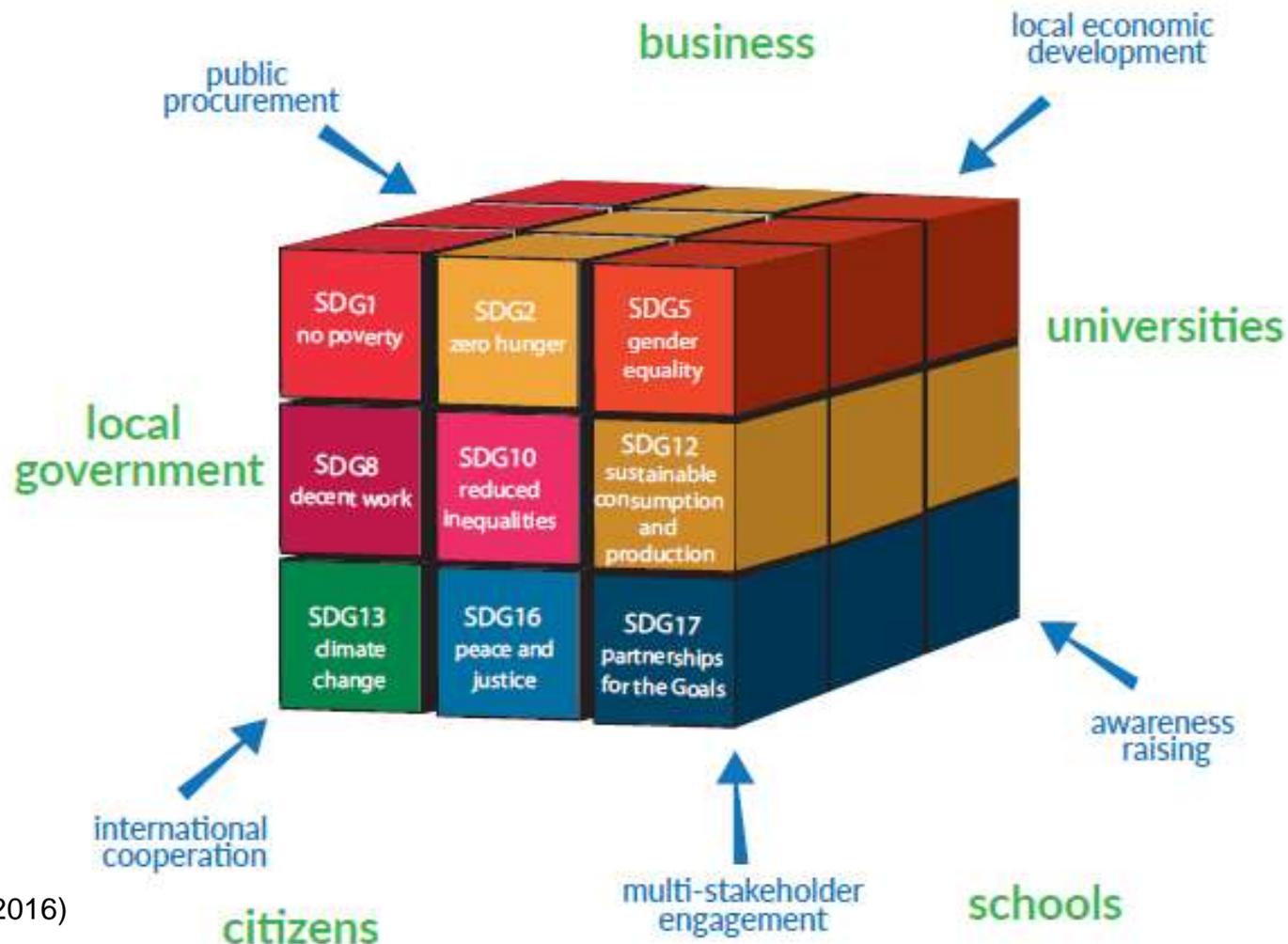
Localising the Sustainable Development Goals (SDGs) through Fair Trade - toolkit



“But **individual efforts** by people, firms or associations **will never be enough**. Public policies are needed to create the right incentives for markets to deliver growth and development for all, while preserving the planet. The success of the **Fair Trade Town Campaign**, launched 15 years ago in Garstang, United Kingdom, is a prime example of **how local governments can create such incentives for sustainable development**. This publication is timely and welcomed. It serves as a practical tool for cities and towns to learn from the experience of other local authorities in contributing to the 2030 Agenda via Fair Trade.”

Joakim Reiter, Former Deputy Secretary General, UNCTAD

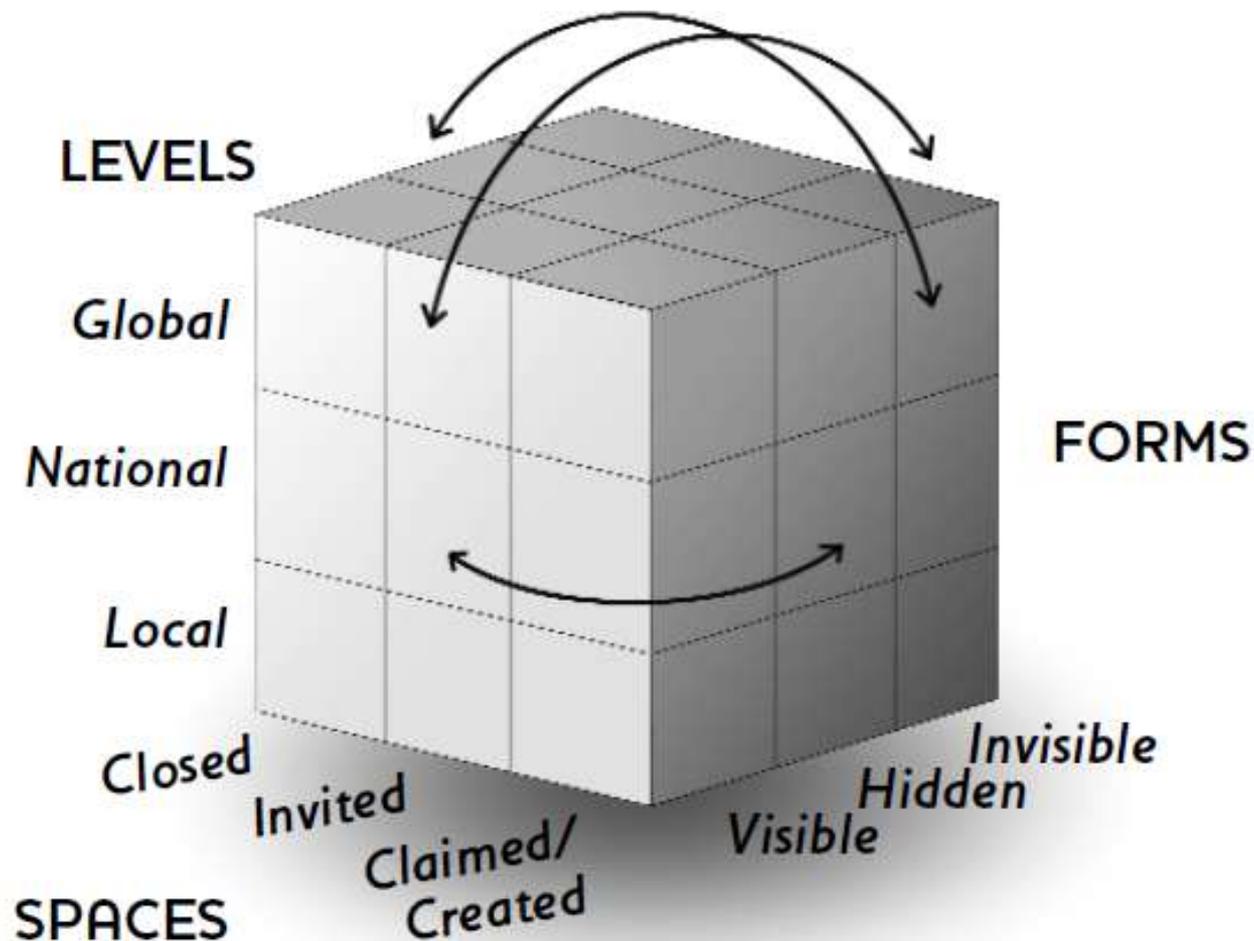
While all SDGs are, to some extent, relevant for Fair Trade, Fair Trade has a particular role in promoting the following ones:



Thematic review of Fairtrade Foundation campaign material (2015-2018)

| Year | Audience | Fairtrade Foundation Documents and report 2015-2018 | Total n. of sources | Zero Hunger SDG 2 | Quality Education SDG 4 | Economic growth SDG 8 | Sustainable cities SDG 11 | Sust. Consumption and production SDG 12 | Climate action SDG 13 | Strong Institutions SDG 16 | Partnerships for the goals SDG 17 | Cross-cutting |
|------|----------------|---|---------------------|-------------------|-------------------------|-----------------------|---------------------------|---|-----------------------|----------------------------|-----------------------------------|---------------|
| 2015 | Campaigners | Fairtrade Fortnight campaign material; Petitions to MPs and MEPs; Fairtrade Campaigners Guide to general elections; Fairtrade Town Case studies; Promotional material; Town Crier | 9 | | | x | x | x | x | x | | |
| | Policy-makers | MP Briefings; Policy papers and recommendations | 3 | | x | | | | | | x | x |
| | Schools | Classroom assembly resources; lessons plans | 2 | | x | | | | | | | |
| 2016 | Campaigners | Fairtrade Fortnight 2016 Campaign material; International FTT conference; Fairtrade Town Campaign awards; Impact story 2015-2016; Promotional material ; Town Crier | 12 | x | | x | x | x | x | | x | |
| | Policy-makers | Engaging with constituencies guide | 1 | | | | x | | | | x | |
| | Businesses | Workplaces guidelines | 1 | | | x | | | | | | |
| | Worship places | Worship places guidelines | 3 | x | | | | x | | x | | |
| 2017 | Campaigners | Fairtrade Fortnight 2017 Campaign material; National Supporters conference; Sainsbury's Campaign material and petition; Brexit updates | 8 | | x | | x | | x | x | | |
| | Policy-makers | Brexit policy papers | 4 | | x | | | | x | x | | |
| 2018 | Campaigners | Fairtrade Fortnight 2018; Fairtrade Fortnight 2018; Brexit updates; Promotional material; Petitions to MPs | 10 | x | | x | x | x | | | | |
| | Policy-makers | Brexit Policy paper; Climate Coalition campaign | 5 | | | x | | | | | | |
| | Worship places | Fairtrade fortnight 2018 church worship resources | 1 | | | | | x | x | | | |
| | Schools | Lesson plans; assembly plans; campaign activities | 12 | | x | | | x | | | | |

Power Cube Analysis (Gaventa, 2006): Levels, Spaces and Forms of power



A) Spaces of power:

Claiming spaces for campaigns?

“We meet four times a year for an hour and a half or two hours. That's about as much commitment as we can get from people. And in that short time, there's a lot of **practical issues to get sorted out: applying for funding, planning Fairtrade Fortnight, planning renewals** for Fairtrade Town status, and that takes up almost all our time.”

(North West NCC Representative)

A) Spaces of power:

Claiming spaces for campaigns?

“We definitely see ourselves as being part of a bigger picture, not just campaigning on Fair Trade. [...] The **link with the environmental movement** has been huge to our campaign, and definitely a part of our success”

(South West NCC Representative)

B) Levels of power:

Bridging local, national and global levels?

“I'm not aware of actual farmers who are part of the local sort of fair trade groups. [...] Although individual groups around the county probably have personal links with farmers in their areas, perhaps on a sort of friendship basis, I don't think **we get a great deal of input from the farming community** on the whole”

(North England NCC Representative).

B) Levels of power:

Bridging local, national and global levels?

“We try to focus on the farmers, the producers, on the message that Fair Trade is getting across and if anyone starts **talking about Brexit** or something like that, we would tend to try to **close that conversation down** very quickly, because **we can't influence it**, not through Fair Trade.”

(London NCC Representative)

C) Forms of power: Making power visible?

“Asking the question: **where does this stuff come from?** Because if you start answering the question, where did this stuff come from? **How do people that produce it live** and where do they live and produce? Somewhere along that line you're not going to like an answer if it's an exploitative relationship.”

(West Midlands NCC Representative)

Conclusions:

An extended view of sustainable cities

The potential for FTTs to participate in the construction of more equitable economies and resilient societies also links to a broader future agenda around the role of **sustainable cities and communities (SDG 11)**.

Within the current UN framework, sustainable cities are defined mainly in relation to process driven targets and technical improvements of the services cities are able to offer (UNSTATS, 2017).

Cities are therefore considered mainly as **places of production and consumption**, and their ability to foster social change through community cohesion and **political participation is currently overlooked** in the conceptualization of a “sustainable city” (UN Habitat, 2016).

What is the world that we wish to see?

“Ultimately, power analysis isn’t an end in itself, but a tool to leverage change. Yet as we know, tools can be used for many purposes, both progressive and regressive. The powercube and other tools can be valuable starting points, in which we can ground our work for change.

But equally important, we must complement the powercube analysis with this final question: **what is the world that we wish to see? What is our vision of the norms, values, and institutions which we hope to achieve through challenging existing power relations?** With this compass, we are more likely to be able not only to analyse power, but to use such analysis to contribute to a more just and sustainable world.”

Questions ...

Action Aid: Networked toolbox



WORK AREAS



Our best practice about participatory action.

[Explore Work Areas](#)



STORIES

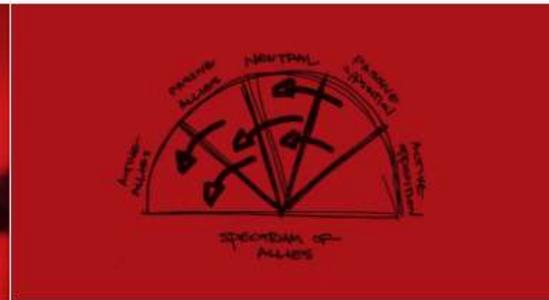


Stories on how methods and tools are used in action.

[Get Inspired](#)



TOOLS



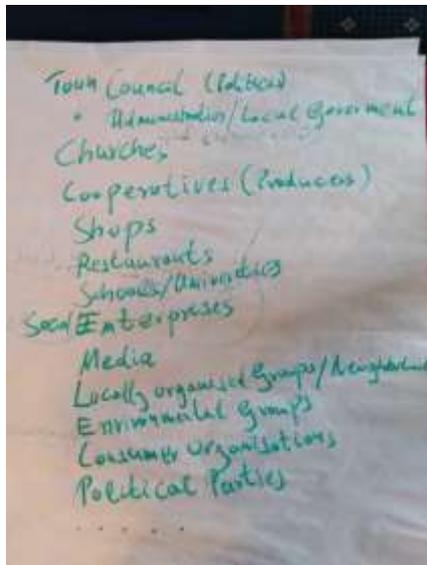
Tools for participation, ready to take in the field.

[Find The Right Tool](#)



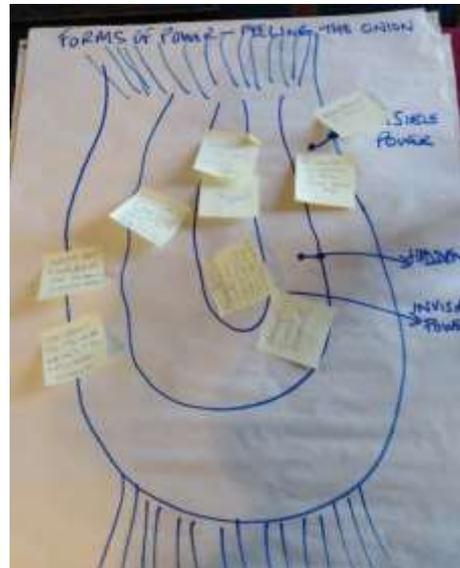
Cardiff Fair Trade Towns Conference (2019)

Spaces of power



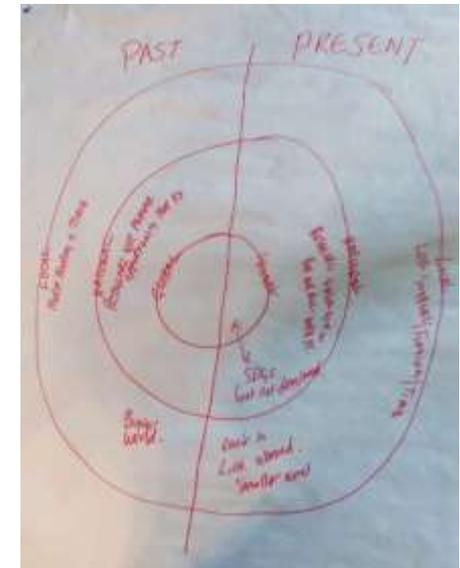
Chapatti Diagram

Forms of power



Peeling the onion

Levels of power



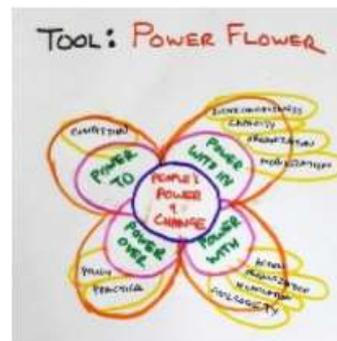
3Ps Power Circles

Future Research Plans: Fair Trade Towns Action Research



Peeling the onion

To uncover and facilitate a process of deeper analysis about different forms of power related to specific issue. Visible power: observable decision making. Relates particularly to the public or political sphere where formal decisions are taken - and involves the formal ...



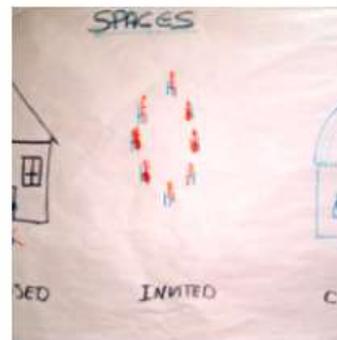
Power flower

To look at shifts in different forms of power. The power flower tool provides a critical lens and a simple way to gather, consolidate and analyse information looking at shifts in different forms of power, which include: Power within – Self-worth, self-confidence, inne...



3Ps power circles

To deepen analysis about how power relationships work at 3 different levels related to how we interact with the world: personal and intimate - self confidence, awareness of rights, relationship to body, etc. private - relationships and roles in family, friends, sexua...



Chapatti diagram - spaces of power

To explore power relationships between organisations and people, focusing on spaces of power (closed, invited, created). The chapatti diagram uses circles of different sizes and distance to reflect on power relationships, demonstrating what power looks like in differe...

Guiding questions

How to formalise collaboration with sister movements in invited spaces?

What strategies to challenge visible power are available?

How to overcome the barriers to participation, including local minorities?

What consumption practices are seen “natural”, unchangeable, and therefore unquestioned (i.e. overconsumption) and how they can be challenged?

Thank you

Roberta Discetti - Dr. Matthew Anderson - Adam Gardner

