

Campaigning for Fairtrade

Ideas and examples from the UK

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Campaign Manager
Fairtrade Foundation, UK



The Fairtrade Foundation

Our roots



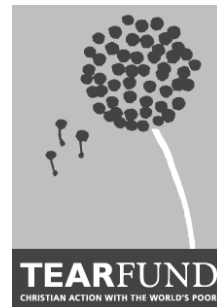
Oxfam



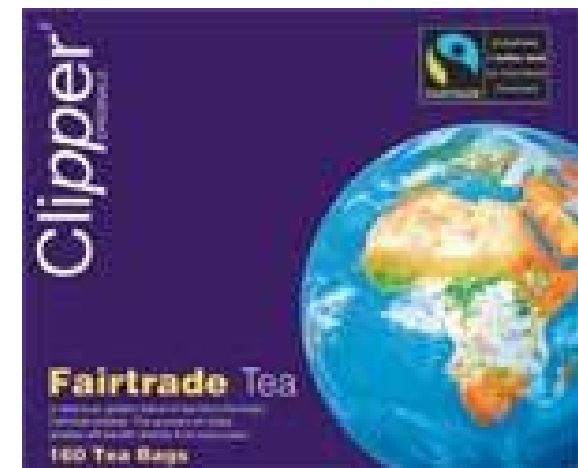
World
Development
Movement



action on world poverty, human rights & the environment



From 1994...



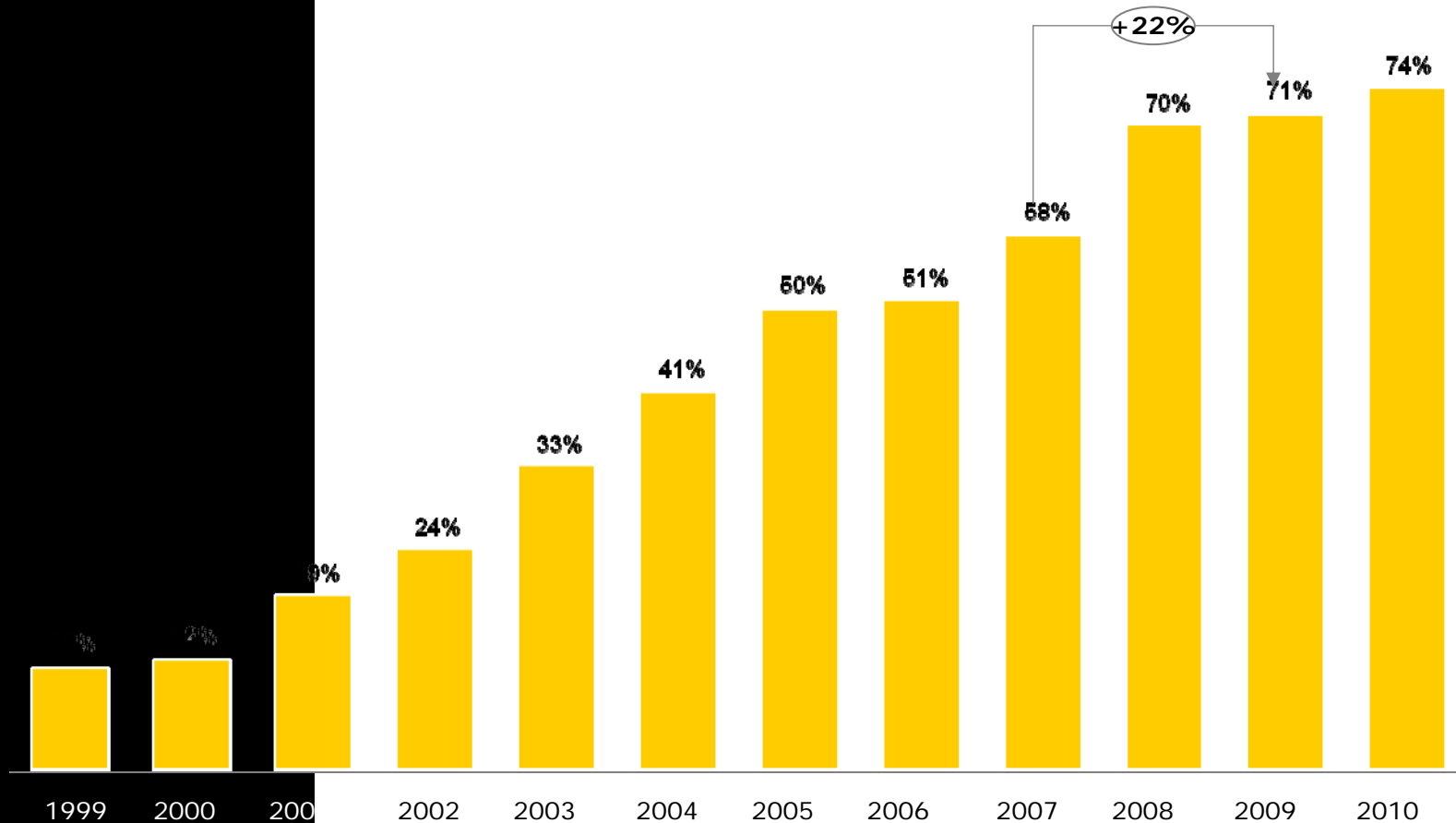
To 2010 ...



UK - over 70% of people recognise the Fairtrade MARK



Recognition¹ of the FAIRTRADE Mark

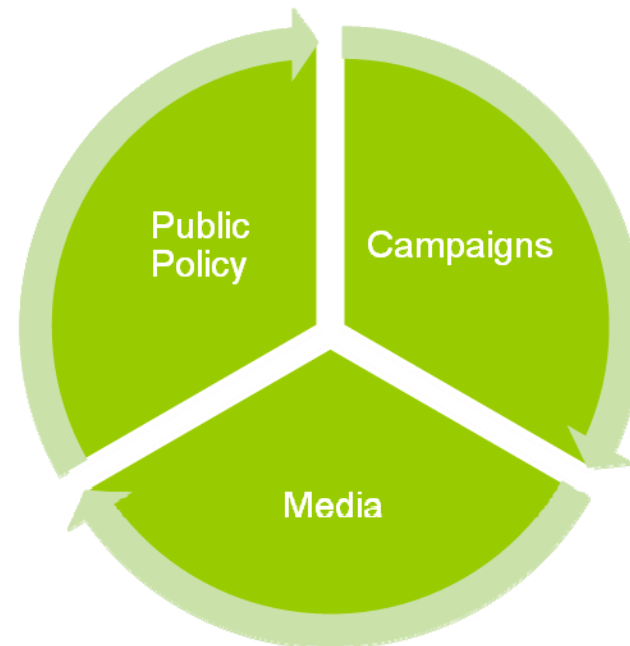


¹Percentage of people who recognize the FAIRTRADE Mark
US Omnibus studies

Thanks to



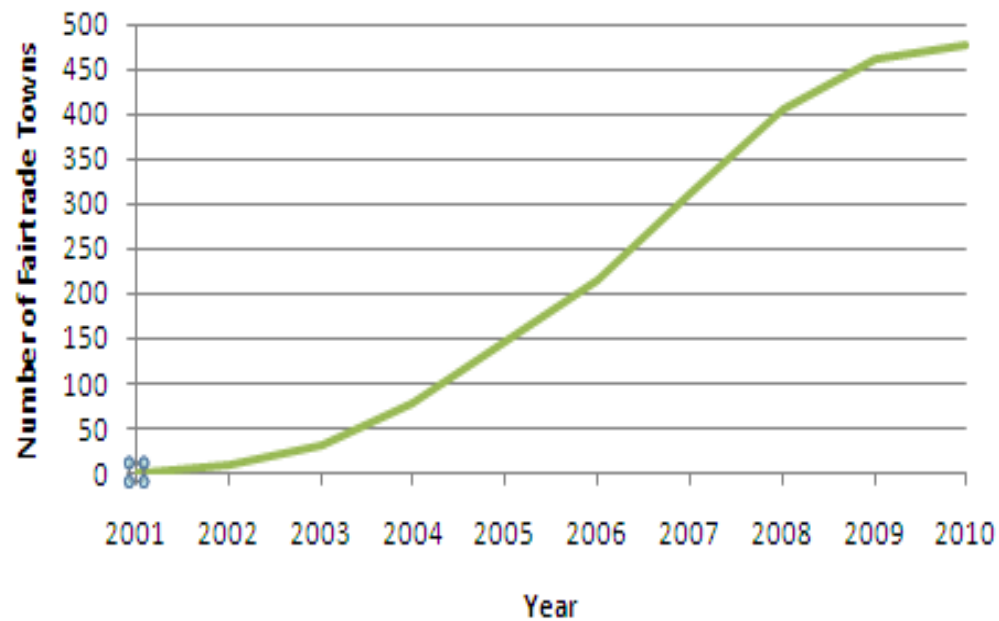
Awareness, understanding + action



Vision: to create a society which promotes Fairtrade and Trade Justice, through informing, inspiring and empowering all parts of UK society to take action for change

Campaigns Team Mission: work with community groups in Fairtrade Towns, schools, universities and faith groups to deepen their knowledge and understanding of Fairtrade and to enable them to spread the word

Fairtrade Towns in the UK



Fairtrade Towns

‘Everyone can do something!’



 Council passes a Resolution supporting Fairtrade

 A range of Fairtrade products are readily available in the area's shops & catering establishments

 Fairtrade products are used by a number of work places & community organisations

 Attract media coverage & popular support for the campaign

 A local Fairtrade steering group is convened to ensure commitment to Fairtrade Town status

Fairtrade Towns



Campaign structures

Fairtrade Faith Groups



Use Fairtrade tea and coffee after services and in meetings

Move forward on using other Fairtrade products such as sugar, biscuits and fruit

Promote Fairtrade through events, worship and other activities (especially during Fairtrade Fortnight)

SUPPORTED BY



Campaign structures



Fairtrade Schools



A school that is committed to Fairtrade through:

- **Education** about the issues of trade and the need for Fairtrade
- **Promotion** of Fairtrade **products**
- **Taking action** for Fairtrade
- **Raising awareness** in the **community**

www.fairtrade.org.uk/schools

Fairtrade Schools

Making Fairtrade part of the classroom



Topic Web on Fairtrade



Top tips

Local support and teaching the teachers

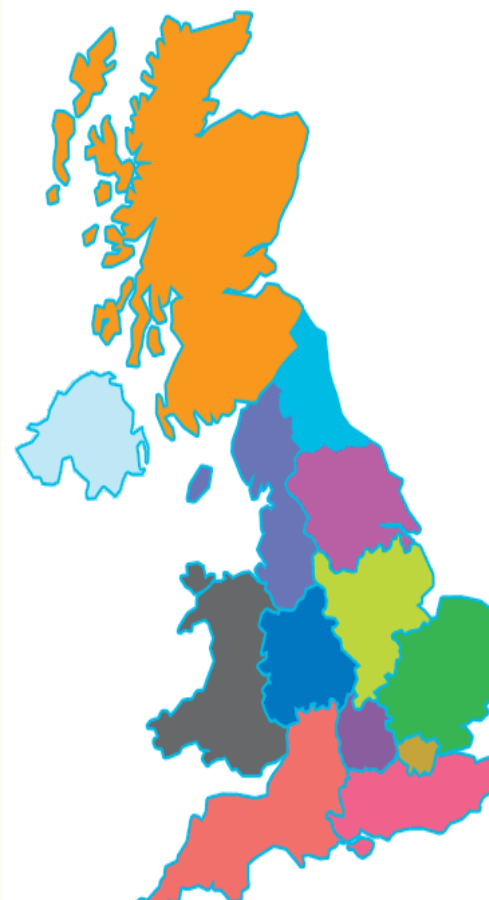


Fairtrade Schools Teacher Workshops

This term the Fairtrade Foundation and some partner support organisations are running a series of workshops around the country for teachers to find out more about Fairtrade. [Book now.](#)



Contact the person responsible for your region to find out about local support, help and advice.



Scotland
Sally Romilly
E: sally@oneworldcentredundee.org.uk
T: 01382 454603

North East
Averil Newsam OWNNE
E: a_newsam100@durhamlea.org.uk
T: 0191 373 9799

North West
Hannah Dalrymple
E: Hannah@leedsdec.org.uk
T: 0113 3805661

Yorkshire and Humber
Mick Bradley
E: mge@yorksi.ac.uk

East Midlands - Lincolnshire
Jane Fletcher CfBT
E: jfletcher@cfbt.com
T: 01507 527793

East Midlands - Derbyshire
Linda Barker Global Education Derby
E: linda@globaleducationderby.org.uk
T: 01332 298 185

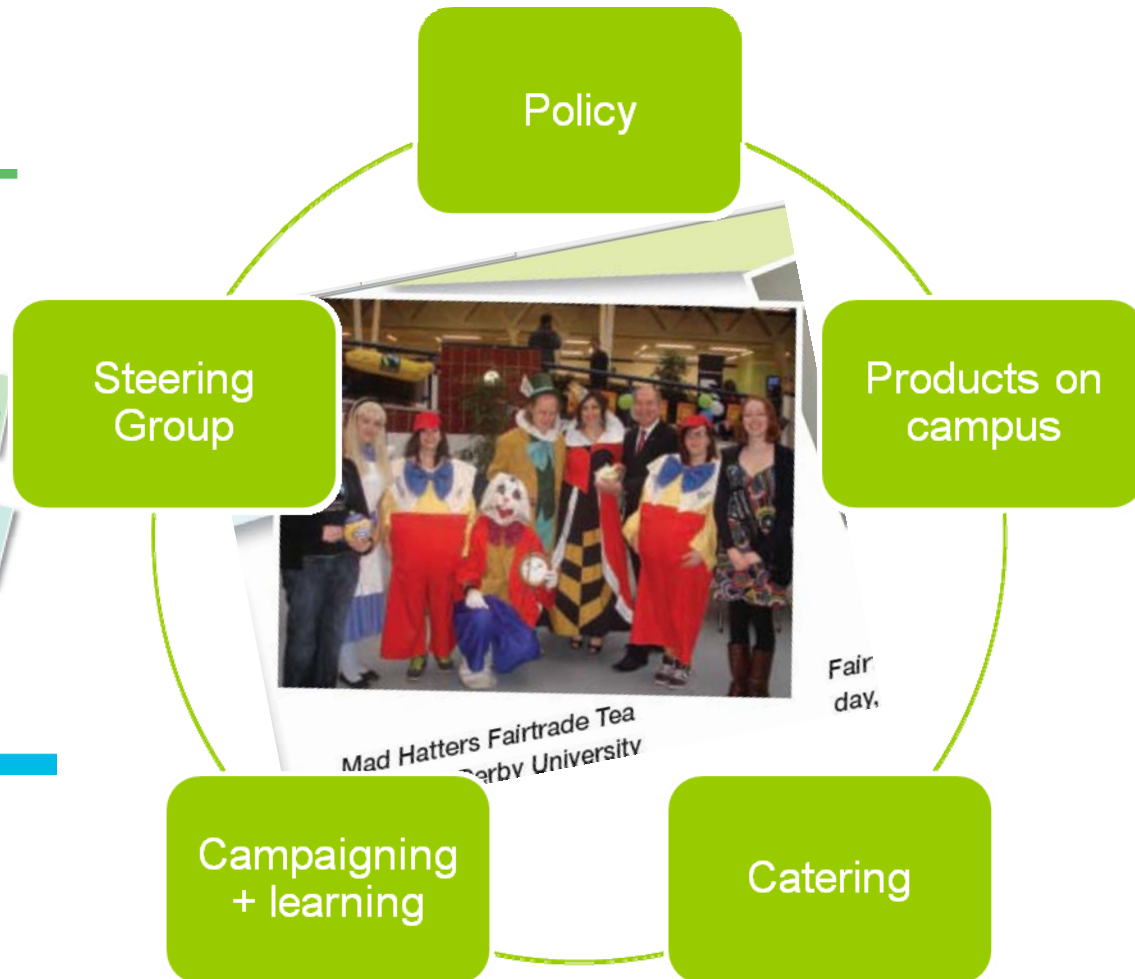
East Midlands - Nottinghamshire
Raul Valdivia MUNDI
E: raul.valdivia-murqueyio@nottingham.ac.uk
T: 0115 951 4485

East Midlands - Leicestershire & Rutland
Clare Carr The Big Question Company
E: clare@thebigquestioncompany.org
T: 0116 270 3628

East Midlands - Northamptonshire
Dorcas Adusei
Northamptonshire County Council
E: dadusei@northamptonshire.gov.uk
T: 01604 236454

Campaign Structures

Fairtrade Universities and Colleges



Top tips

Working in partnership



People & Planet Green League 2010

First Class award

Rank	University	Policy	Reference
1	University of Plymouth	50.0	50.0
2	University of Gloucestershire	48.0	48.0
3	University of Exeter	45.5	45.5
4	University of Central Lancashire	40.0	40.0
5-1	Abertaweke	44.5	44.5
6-1	West England Green University	44.5	44.5
7-1	University of Birmingham	43.5	43.5
7-1	University of Warwick	43.5	43.5
9	University of the West of England	43.0	43.0
10	University of the West of England	42.5	42.5
11	University of the West of England	42.0	42.0
12	University of the West of England	41.5	41.5

people & planet
student action on world poverty and the environment

About Us | Climate Change | Corporate Power | Get Involved | **Schools & Colleges** | Support Us

Home ▶ Schools & Colleges ▶ Students ▶ Poverty ▶ Take action

Take action

Get your school or college to switch to Fairtrade cotton.

Most young people don't know about the terrible conditions their school and college clothing was produced under. It's important to **raise awareness** about this issue so that more people understand these problems and will support your campaign.

"I think the college needs to be made more aware of the issues of fairtrade clothing and how much of a difference it can make to people's lives."

people & planet

Campaign structures



Why do they work?



- Fairtrade is all about people
- Easy to get involved – why not?
- Politically ‘neutral’
- Localises big issues – human face to development
- Status and national recognition
- Clear structures through which to take action – targets motivate
- Generate political and commercial support
- Fun!



Human teabags take the plunge for Fairtrade



MARINA DUNKING! Teabags Glen Pearson, left, and Aaron Charlton, from the local diving club, go into the water at Hartlepool Marina to promote Fairtrade Fortnight. Pictures: ANDY LAMB

COLD TEA: The human teabags make their way into the water. HUMAN teabags have been dunked in the sea in a bid to encourage people to help farmers in developing countries. The historic Boston Tea Party was re-enacted by campaigners from the Hartlepool Fairtrade Steering Group. Saturday's stunt saw two people dressed as teabags cook at Hartlepool Marina before being pushed into the water by pupils from the town's St Joseph's Primary School.



Fairtrade in the UK demonstrates the power of communities at its best. Ordinary citizens are achieving extraordinary change for people working hard in developing countries, and I pay tribute to their sense of justice and their vision of a fairer world.

Gordon Brown MP (Former Prime Minister)

Campaign moments

Fairtrade Fortnight 2009 – Go bananas



The screenshot shows the "Go Bananas for Fairtrade" website interface. At the top, there's a yellow header with the "GO BANANAS FOR FAIRTRADE" logo and a link to "More about Fairtrade Fortnight >>". A large counter displays "470,001 people signed up" with a banana icon. Below the header are four tabs: "HOME", "YOUR PHOTOS", "BANANA FUN", and "BANANA FACTS". The "HOME" tab is active, showing a section titled "Did you Go Bananas?" with text about the event on March 6-7. Below this is a "YOUR CERTIFICATE" button. To the right, there's a grid of photos and a link to "Become one of us!". At the bottom, there are two sections: "Unpeeling the Banana Trade report" and "Who took part", each with a photo of people participating in the event.

- Easy, simple ask – eat a Fairtrade banana!
- Anyone can get involved
- 24 hour focus
- Fun and very visual
- Great photos

Campaign moments

Fairtrade Fortnight 2010 – The Big Swap



- Accessible first step for consumers
- Tea focus for campaign networks

Campaign moments

Making Fairtrade a part of the calendar



The Big (Fairtrade!) Lunch



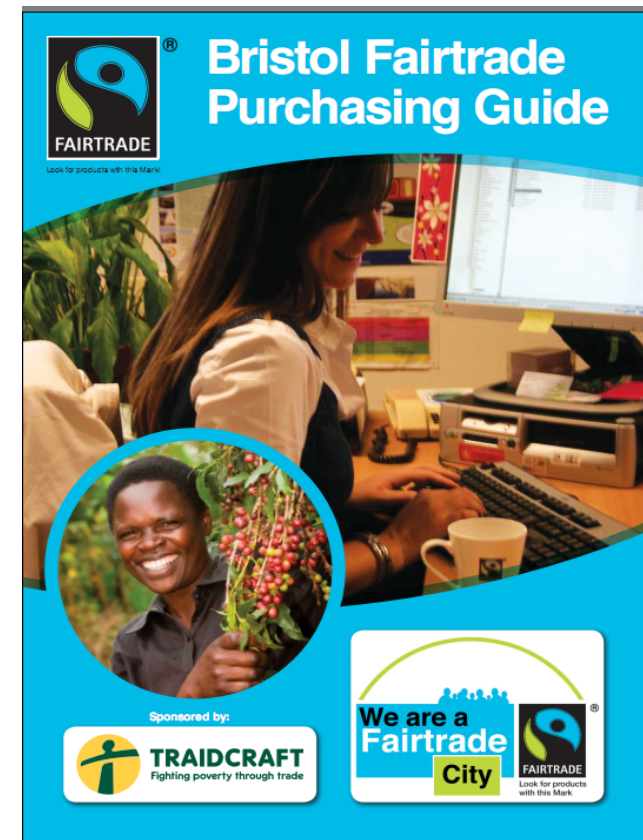
Targeted
campaigns

Fairtrade at Work

www.fairtrade.org.uk/work



"Fairtrade has generated so much goodwill. All staff feel it is good that they can do their bit whilst at work."



Making the links

Fairtrade and climate change



IT'S NOT THE 'AIR MILES' THAT MATTER!

As popular understanding of climate change grows, so people understandably seek ways in which they can take action to reduce the negative impact of their behaviour on the environment. Many ethical consumers have faced the dilemma of whether to buy Fairtrade or local. People worry that products imported from developing countries have a heavier impact on the environment due to the distance they travel.

But the reality is not that simple. An increasing body of evidence shows that it is simply wrong to assume that products from developing countries automatically have a worse impact on the climate and the environment than products grown in the UK or Europe.

Some key facts:

- The vast majority of Fairtrade products are transported into the UK by ship. Of all Africa's export of fruit and vegetables, 90% travels by ship, which has the lowest per tonne impact of



WHAT REALLY MATTERS?

Our response to the climate crisis, from the individual to the global level, should not only be environmentally effective, but should also have justice and equity at its heart. If we really want to make a substantial reduction in food-related carbon



Making the links

Fairtrade and local



Fair&Local



Shopping Guide

* BATH * KEYNSHAM
* RADSTOCK * CHEW VALLEY
* MIDSOMER NORTON

FREE



The best of both worlds

West's billions in subsidy shut out African cotton growers

By Martin Hickman
Consumer Affairs Correspondent

Western governments are rigging the market against poor cotton growers in Africa by pouring billions of pounds of taxpayers' money into farms in the United States and Europe, according to a new report today.

The US and EU have handed cotton farmers subsidies of \$32bn (£10bn) in the past decade, disadvantaging otherwise cheaper West African imports, according to the report by the **Fair Trade Foundation**.

China, the biggest cotton producer in the world, has also propped up its farmers with \$15.4 billion (\$2.5 billion) since the deadlocked Doha trade talks began in 2001.

The report, *The Great Cotton Stitch Up*, complained the payments were "distorting" the world market for the "king of fibres" in the world.

"distorting" the world market for the most used natural fibre in the world. While cotton should be the "white gold" that lifted 10 million farmers in West Africa out of poverty, they were engaged in a daily battle to survive, the report said, quoting Oxfam's calculations that the payments cost the four "C4" states of Benin, Burkina Faso, Chad and Mali \$15m a year.

The Fairtrade Foundation published the report two days before the European Commission is due to announce proposals for reforming the Common Agricultural Policy which subsidises farmers. Brussels is not expected to change the cotton regime. Global cotton prices have almost doubled since the summer to a 15-year

high of \$1.29 a pound last week, because of floods in China and Pakistan, two big producers, bad weather in the US and an export ban in India. The increase has prompted British retailers Next, New Look and Primark to warn the cost of clothing in the shops will increase. West African farmers will also benefit from the rise. West African farmers will also benefit from the rise. West African farmers will also benefit from the rise.

Despite the rise, West African farmers are unlikely to resume production because they have been badly stung by the collapse in world prices over the past 30 years, according to the report.

It said subsidies had worsened their situation. Since 2001, the US has spent the most on subsidy, \$24.4 billion – 61 per cent of the global total – paying 35.00 per cent of the global total such as Arkansas, Georgia, Mississippi and Texas. According to the report, a powerful US lobby funds US politicians who

Brussels spent \$6.9bn on supporting 300,000 small cotton growers, mostly in Greece, paying \$2.51 per pound of cotton, more than the market price. Last year the EU subsidy per pound of cotton was 10 times higher than the US rate. If trade barriers were removed, Fairtrade said, production would fall in subsidised regions in West Africa.

Raise income per head in the C4 states is \$537. "Cotton is our only income. These [US subsidies] are much reason we're not producing as much cotton. Mali cotton farmers are hard-pressed to cover their living costs," said Douda Samake, secretary of a cotton co-operative in Mali. "It's the main export for Mali and the state does not have funds to pay for healthcare and education." The Foundation is calling

The Fairtrade Foundation is calling

for the EU to scrap cotton subsidies, in a move that would isolate the U.S. Harriet Lamb, its executive director, said: "It is incredible that EU cotton subsidies are worth more per pound than what cotton trades for on global markets. This is why we are calling on the EU to eliminate its cotton trade distorting subsidies."

Subsidies
paid to EU
cotton
growers are
said to be
worth more
per pound
than cotton
fetches
on world
markets

THE GREAT COTTON STITCH-UP



A Fairtrade Foundation Report
November 2010



**FAIRTRADE
FOUNDATION**

Always

Producers at the heart of all we do



Always

Networking, networking



FairtradeTown - Fairtrade Towns discussion forum

Search for other...

Home

Activity within 7 days: 1 New Member - 13 New Messages - New Questions

Description

A discussion forum and online resource centre for groups and individuals who are campaigning to turn their local community into a Fairtrade Town, following the goals set by the Fairtrade Foundation (see <http://www.fairtrade.org.uk/towns> for details).

Most Recent Messages (View All)

(Group by Topic)

Search:

Re: Social Networking

Thanks for the comments and emails so far, all really useful. Please keep them coming! I won't answer the points made in detail right now, but the guide will

Posted - Thu Nov 25, 2010 5:56 pm

Fairtrade Towns film

Dear all, As many of you will be aware, The Fairtrade Foundation are working on a 10 minute film telling some of the story of Fairtrade Towns, how it's spread

Posted - Thu Nov 25, 2010 5:33 pm

Re: Social Networking

Yes, I'd like to know how we can use them to do new things (e.g. bringing in more young people) rather than just providing alternative ways of doing what we

Posted - Thu Nov 25, 2010 2:15 pm

Re: Social Networking

I can see that it could be useful to use social network sites but it sounds as if it could take up a lot of time. I'd like to know how time-effective

Posted - Thu Nov 25, 2010 2:09 pm

Social Networking

Home

Messages

Post

Attachments

Files

Photos

Members

Promote

Groups Labs (Beta)

Applications

Info Settings

Group Information

Members: 436

Category: Campaigns and Elections

Founded: Aug 29, 2001

Language: English

Yahoo! Groups Tips

Did you know...

Hear how Yahoo! Groups

If you have a business on Hadrian's Wall that uses or sells Fairtrade products, please [click here](#) and add your business to the map.

Share

BUSINESSES Individual supporters Forum

Map Satellite Hybrid

Key to map

Accommodation, travel, tourism businesses

Wholesale

Cafes and restaurants

Professional, Creative and Business services

Shops, hairdressers and therapy centres

Public sector, voluntary sector, Visitor attractions and leisure

faith organisations

Our Flagship employer, Shared

100

1000 JOURNAL OF MANAGEMENT INQUIRY

**FAIRTRADE**

Fairtrade Towns

Search Fairtrade Towns

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A Fairtrade Town is a town, city, village, county, zone, island or borough that has made a commitment to support Fairtrade.

[Return to Fairtrade Towns home page](#)

Fairtrade Towns Find out more

Welcome to Fairtrade Towns
[Sign Up](#) or [Sign In](#)

About

[Abi Macbeth](#) created this [Ning Network](#).

Badge

* I'm a member of:
Fairtrade Towns

A Fairtrade Town is a town, city, village, county, zone, island or borough that has...

[Get Badge](#)

Members

Latest Activity

[WALTER KOFI ALIFO](#) is now a member of Fairtrade Towns on Wednesday
Welcome Them!

[IsabelleRieser](#) Local council democracy for proposals and campaign on Tuesday

[Johannes Hartvigson](#) and [IsabelleRieser](#) are now friends on Tuesday

[Katy Wheeler](#) updated their profile November 22

[Elke Schaupp](#) and [Katy Wheeler](#) joined Fairtrade Towns November 22

Events

November 2010

S	M	T	W	T	F	S
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www.fairtradetowns.org

Always



Recognition and celebration



THE FAIRTRADE AWARDS 2010 ENTRY FORM

Categories:

Best Outreach and Marketing

- How did you encourage different people to get swapping to Fairtrade?
- Which individuals and groups in your area/region did you involve?
- Did your group work with other Fairtrade supporters in your region to spread the word?
- Will the links you made with these people continue? If so, how?
- How and where did you use different resources, products and events to target them?
- Did you create your own materials to motivate a specific group?
- Did you engage any new or harder-to-reach groups?
- How many people do you think you reached?

Winner £500, runner up £400

Best Media Campaign

- Did you get good local press coverage?
- Did you get local radio or TV coverage?
- Did you involve well-known local figures or celebrities?
- Did you stage any unusual stunts or photo opportunities for the press?
- How did you ensure the Fairtrade message was communicated widely and effectively in your community through local media?
- How many people do you think you reached?

Winner £500, runner up £400

Most Imaginative Campaign

- How did you use your imagination to encourage people to swap to Fairtrade?
- Did you develop new and creative resources or events?
- Did you do something that has never been done before?
- What kind of events and materials did you use to inspire action in people?
- How did people react to your campaign?
- How many people do you think you reached?

Winner £500, runner up £400

Best Fairtrade Tea Activity

- What did you do to get as many people as possible involved in your Fairtrade tea event?
- What creative ideas did you use to help engage your audience with the event?
- Did people participating in your activity learn about the importance of swapping their cuppa to Fairtrade?
- What materials did you use to inform and inspire people?
- Did you get media coverage for your Fairtrade tea event?
- How many people do you think you reached?

Winner £500, runner up £400

Outstanding Achievement Award

This will be awarded to the group the judges feel have excelled in all areas – an integrated, well-planned and creative campaign that reached lots of people, engaged the media, and communicated the Fairtrade message imaginatively. Please note, you cannot apply for this award, it will be chosen from all entries by the judges.

Winner £500, highly commended £400

Centenary Award for the best Fairtrade Fortnight event in a school

There are also cash prizes for the best events in primary and secondary schools. Please check www.fairtrade.org.uk/webcode for details and a different application form.

Please do not use this form to apply for an award if you are applying from a school.

FAIRTRADE FORTNIGHT 2010 22 FEBRUARY - 7 MARCH

FAIRTRADE SERVED HERE

Mumbaba

supports Fairtrade

This means that the tea and/or coffee and/or sugar which is served here is Fairtrade, guaranteeing a better deal for farmers and workers in the developing world

We are proud to be helping the borough of Basingstoke & Deane to achieve Fairtrade status

FAIRTRADE & Deane BASINGSTOKE

Our experience campaigning for Fairtrade



- Work in partnership
- Offer lots of opportunities and structures that motivate and allow people to take action
- Create spotlights to amplify action and attract the media
- Link Fairtrade to other campaigns and events
- Producers at the heart of all we do
- Recognise and support your champions
- Make it fun!



Lessons learnt



- The campaign will develop – be ready and responsive and make sure there's flexibility to get creative
- Build in opportunities to network from the start – greatest source of info is what others have done
- Keep the challenges coming - ensure even the most experienced feel motivated by new actions, asks and targets
- Democracy and accountability – the best ideas and the least compromised actions come from the grassroots

Find out more



www.fairtrade.org.uk/get_involved

www.fairtrade.org.uk/resources

www.fairtrade.org.uk/fortnight

www.fairtradetowns.org

Thank you
Any questions?

Hannah.reed@fairtrade.org.uk



Goals

1. The Student Union (or equivalent) and the university or college authorities both create a Fairtrade policy incorporating these five goals.
2. Fairtrade foods are made available for sale in all campus shops. Fairtrade foods are used in all cafés/restaurants/bars on campus. Where this is not possible, there is a commitment to begin to use Fairtrade foods in these establishments as soon as it becomes possible to do so.
3. Fairtrade foods (for example, coffee and tea) are served at all meetings hosted by the university or college and the Student Union (or equivalent), and are served in all university or college and Student Union management offices.
4. There is a commitment to campaign for increased Fairtrade consumption on campus.
5. A Fairtrade Steering Group is established.

Top Tips

Partnerships

