

Fair Trade Towns Campaign 2010



Tadeusz Makulski- The Polish Fair Trade Association



What is the Fair Trade Town?

- To become a Fair Trade Town community must achieve a list of goals (set on country level)
- 1-st FTT – Gartstang UK 2000 (Oxfam group)



The core 5 goals

1. Local council passes a resolution supporting Fair Trade, and agrees to serve Fair Trade/Fairtrade products (for example, in meetings, offices and canteens).
2. A range of Fair Trade/Fairtrade products are available in stores & cafe/restaurants locally (targets vary from country to country)
3. Schools, workplaces, places of worship and community organisations support Fair Trade/Fairtrade and use Fair Trade/Fairtrade products whenever possible
4. Media coverage and events raise awareness and understanding of Fair Trade/Fairtrade across the community.
5. A Fair Trade steering group representing different sectors is formed to co-ordinate action around the goals and develop them over the years

Fair Trade Towns - 6th Goal

- Italy*
- Ireland
- Poland*
- Belgium
- Canada
- Netherlands

The 6th Goal- content

Italy*



Fair Trade Towns in Italy: how it works (2)

Any Public Administration who wants to be recognised as a FTT should:

1. Approve an official document (law, formal commitment, etc.) to support Fair Trade aiming at:
 - ✓ Including Fair Trade products in school canteens, public offices, vending machines, etc.
 - ✓ Raising the awareness of public officer and citizens on Fair Trade
 - ✓ Organisation and realisation of training events to inform about Fair Trade
2. Fill in a form
3. Pay a fee (from 250 euro to 5.000 euro)
4. Realise information and awareness raising activities
5. Include FT products in school canteens, public offices, etc.
- 6 Give evidences of the work done

➤ Different approach:
FT Public procurement

The 6th Goal- content

Ireland



- A significant number of schools become Fairtrade Schools.

The 6th Goal- content

Poland (optional goals)

6. There are at least two Fair Trade schools in the town.

7. There is a parish or faith community in the town

Recommendation- to cooperate with local producers

The 6th Goal- content

Belgium



➤ **Sustainable local food
promotion & consumption**

The 6th Goal- content

Canada



➤ Ethical and sustainable consumption

The 6th Goal- content

Netherlands



➤ CORPORATE SOCIAL RESPONSIBILITY

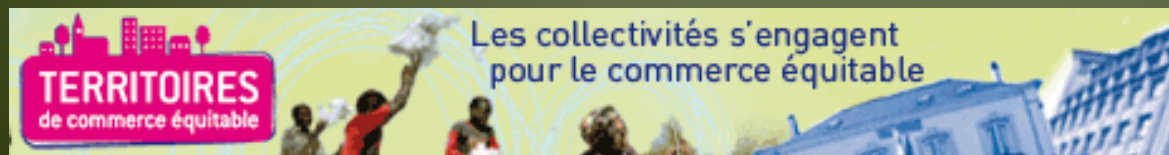
to stimulate companies in their endeavour
towards more responsibility

FTT campaign 2010

- **Biggest global extend Fair Trade campaign**
- **Based on voluntary basis**
- **1000 towns in the April 2011**
- **All continents, 29 countries**

Fair Trade Towns campaign

- Non centralised
- Different identity approach
- Focused not only on the mark and certified products
- Strong impact on public procurement



Fair Trade Towns in Europe 2010

Fair Trade Towns C-E Europe

Current situation:

- Poland - FTT campaign launched – Gdansk (+ Poznan 2011)
- Czech Republic – XII 2010
- EU project MDG/FTT campaign – CZ, H, PL (2011-2012)
- Beginning of the campaign CZ, H - 2011

Fair Trade Towns C-E Europe

- marketing tool for promotion of FT
- key for cooperation with LA
- examples of good practices
- opportunity of gathering different stakeholders

FTT campaign in Poland



- FTT Steering Committee – 2009
- First „Gdansk” – Fair Trade coffee – 2010
- University of Gdansk – students lunched the campaign 2010
- Pledge for Fair Trade – LA election 2010

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FTT campaign C-E Europe

**The 1-st Fair Trade Town
in the C-E Europe**

2011/2012

WHERE?

www.fairtradetowns.org

Vth FTT conference Malmo (S)
18-19th November 2011



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Fair Trade Towns - 6th Goal

