

A man wearing a white long-sleeved shirt, a grey cap, and dark trousers is holding a large, dark, circular metal disc. He is standing in a muddy, rocky area, possibly a mining site. The background is a mix of brown earth and rocks. The text is overlaid on the left side of the image.

Next steps for your Fairtrade Town Campaign

South West Fairtrade Day
22 September



FAIRTRADE
FOUNDATION

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Challenges

1. Volunteer led (limited time)
2. Staying relevant & standing out from the crowd
3. A victim of success?
4. Council reliance
5. Difficult to attract younger members
6. Declining media coverage
7. Others?

Action planning

- **Set your overall vision – remind yourself**
- **Objectives**
- **Activities & Partners**
- **Targets & measurables**

New renewal system

- **No one-size fits all**
- **Core work & new projects**
- **Central premise – steering group knows the best way to take the campaign forward.**

**Goal five:
A healthy
steering group**

The most important of the five goals!

- **Group dynamics – welcoming & participative**
- **Recruiting new members**
- **Social aspect**
- **Be creative: sub groups, membership & supporter lists**
- **How to bring in younger campaigners**

Goal one:
Local Authority
support

Dependent on the size of the council

- **Procurement: always more products to look at, from wide range of food products to cotton workwear**
- **Communications**
- **Staff engagement**
- **Contacts & influence**

**Goal two:
Availability and
sales of
Fairtrade
Products**

There are over 4,500 Fairtrade certified products...

- **but are they all the same?**
- **Focus on specific products**
- **Awareness, availability, visibility. If availability is good (i.e. all shops stocking Fairtrade) focus on the other two.**
- **Influencing larger businesses to source Fairtrade**
- **Detailed audits and lists of products not demanded for renewal – but some level of audit probably useful for the group.**

**Goal three:
Community
involvement**

**Deepening awareness/commitment across the
community**

- **Multiplier organisations**
- **Partnership approach**
- **Educational establishments turnover of pupils/staff**

**Goal four:
Events and
media
coverage**

Generate popular support for Fairtrade

- **Thematic changes – tap in to local priorities i.e. local food, sustainability agenda etc**
- **Quirky stunts play to the media**
- **Campaign! i.e. Swindon's National Trust campaign**
- **Online possibilities**

Five top tips

What are they?

1. Set measurable targets & celebrate
2. Go outside comfort zone
3. Be sociable
4. Be creative
5. Network regionally



Thank you

Any questions?

Contact: Adam Gardner

adam.gardner@fairtrade.org.uk



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