

A man wearing a white long-sleeved shirt, a grey cap, and dark trousers is standing in a muddy, rocky environment. He is holding a large, dark, circular object, possibly a piece of metal or a large stone, with both hands. The background is a mix of brown earth and rocks. The overall scene suggests a rural or agricultural setting.

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?

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