

# Fairtrade Towns: Status Renewals and Action Plans

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**Challenges:  
What are they?**

- 1. Volunteer led (limited time) – burnout & need to recruit**
- 2. Staying relevant & standing out from the crowd**
- 3. A victim of success?**
- 4. Council reliance – losing the link**
- 5. Difficult to attract younger members**
- 6. Declining media coverage**
- 7. Business ownership changing hands**

## Why renew?

An opportunity to:

- 1. Step back and review the campaign direction**
- 2. Strengthen local relationships**
- 3. Create a campaign journey or plan to achieve your goals**
- 4. Help us to support you with any challenges**
- 5. Celebrate your success!**

**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**
- **Build relationships with journalists.**
- **Online possibilities**

## Action planning

- **Remind yourself of your vision**
- **Objectives – make them SMART**
- **Activities & Partners**
- **Record targets & measurables**

### **Renewals:**

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

## Setting goals and targets

- S** Specific
- M** Measurable
- A** Achievable / Assignable
- R** Realistic
- T** Time-bound

For example:

“Increase engagement with schools.”

“Steering group chair to send letter of introduction and resource pack to 10 schools before Fairtrade Fortnight 2015.”

**What do you think is the most important thing to think about when renewing?**

**Write it on a post it...**

## 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



# Any questions?

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