

National Campaigner Committee Meeting

Summary – 28 July 2020

Attendees:

- National Campaigner Committee Representatives from: London, Scotland, North England, South West, East Midlands, Wales & Yorkshire
- Fairtrade Foundation Campaigns Team Representatives

Due to the spread of COVID-19 the annual two-day residential meeting planned for the 6th & 7th of July was cancelled. This has been replaced by regular updates to the NCC members and this initial two-hour online meeting on the 28th of July. Further meetings during August and September will be arranged as noted further below. It has been agreed going forward that Fairtrade Foundation will share a summary of NCC meetings with key contacts within Fairtrade Communities.

Discussion Points

- **Refreshment of the Places of Worship scheme and re-engagement with Fairtrade churches:** The Fairtrade Foundation has been running a successful Fairtrade Places of worship scheme for many years and last year work began to refresh this offering starting with Fairtrade Supporters in Church Groups. A new form has been created to update contact records of Fairtrade Churches. The scheme has also changed to align with the Fairtrade Communities scheme, with members renewing Fairtrade status every two years. This will enable the Foundation to better support Faith groups by regularly hearing from them on what they need to continue to advocate for Fairtrade within their communities. Further information along with a recommitment guide can be found on the [Fairtrade Churches webpage](#). New supporting resources have been created including posters for recommitting churches and table talkers which will be available online soon. Next steps include meetings with partners such as TEARFUND and CAFOD, moving on to Faiths beyond churches and creating further resources for Fairtrade Fortnight 2021, religious holidays and festivals. NCC members made suggestions for other partners that could be engaged, how to improve the wording of the form and a discussion followed on how communications will be scaled up to reach more churches already signed up to the scheme involved as well as other Faiths.
- **Fairtrade Youth engagement:** this new strategy is an important pillar of the vision to inspire the next generation of Fairtrade campaigners. The focus of the Fairtrade Schools and Fairtrade Universities schemes has been focused within institutional education settings, this new approach aims to capture the voice of young people independently and understand what they engage with and are motivated by. Plans include research to understand barriers to young people becoming active members of the Fairtrade movement. NCC members made recommendations on how to ensure the formation of a youth council is connected to the current NCC group and it is inclusive, representative and diverse. More details are available on the [Youth for Fairtrade webpage](#).
- **Fairtrade Fortnight 2021:** The Foundation shared initial thinking for Fairtrade Fortnight 2021. There are some practical challenges to consider in 2021 including restrictions on the usual

community campaigning due to the COVID-19 pandemic and the Foundation are thinking through this. Overall themes for Fairtrade Fortnight 2021 will include a focus on how Fairtrade works together with producers to support resilience now as well as to fight for long term systemic change in global trade. A fuller update will be shared with the NCC for feedback in August.

- **Fairtrade and KitKat:** Fairtrade recognises that lots of campaigners have questions and concerns on Nestle, and the Foundation clarified their latest position with the NCC. Although some new information has been released since the news was announced, The Foundation remains concerned over a lack of transparency and that the answers and claims made by Nestlé don't go far enough to demonstrate that farmers will have the same financial protection and control over how they can freely choose to spend the investments which Nestlé say will replace Fairtrade.
- **Next meetings:** NCC agreed a proposal for two more meetings one in August (focused on Fairtrade Fortnight 2021) and one in September (focused on strategic direction of the Fairtrade Foundation). Dates to follow.

The Fairtrade National Campaigner Committee are always keen to hear feedback from other supporters on these notes or any other questions you have. To find out how to contact your Fairtrade representative please visit:

[National Campaigner Committee \(NCC\)](#)

If your area does not have a current representative, please get in touch with Mark Dawson, NCC chair, at yorkshireNCC@fairtrade.org.uk.