

National Campaigner Committee Meeting

Summary – 03 September 2020

Attendees:

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

This meeting was focused on the theme of Fairtrade Fortnight 2021. Fairtrade Foundation staff members shared progress on the development of the theme followed by a discussion on potential accompanying activities.

Discussion points

Context setting

- In the past two years the Fairtrade Foundation led a successful living income campaign in cocoa. In 2019 it focused on raising awareness for the need for living incomes for cocoa farmers in Côte d'Ivoire and in 2020 it focused on motivating demonstrable support for living incomes for cocoa farmers through buying.
- Recently the Fairtrade Foundation announced the news about Nestle's plans to leave Fairtrade in October 2020 and highlighted how this leaves many cocoa farmers with unanswered questions and a lack of voice.
- Building on this context, in October and November 2020 the Fairtrade Foundation will celebrate the cocoa partners who have joined Fairtrade in the fight for a living income in cocoa.
- In addition, this year the Fairtrade Foundation is refreshing its messaging by emphasizing that Fairtrade goes beyond certification and that there is a global community behind it fighting for trade justice.

Fairtrade Fortnight 2021

- Fairtrade Fortnight 2021 will build further on the importance of better incomes for farmers. This will be shown through the lens of building resilience to the impacts of climate change.
- The main objective will be to educate and raise awareness on climate change impacts and the need for better incomes to tackle these. The key messages will develop around how better incomes and the choice to use the Fairtrade Premium as farmers see fit in their communities provide flexibility to respond to growing challenges including unexpected pressures from climate change.
- In early October the theme is expected to be shared and this will be followed by an activity guide in November and the start of digital materials in December.
- As Fortnight is being planned now with uncertainty around the ongoing impacts of COVID19, the Foundation will not be recommending any public events and will focus on developing a more virtual Fortnight next year with accompanying offline activities that support it which can be done alone or in bubbles.
- NCC members made suggestions on:
 - What campaigners want to see as part of key messages such as links with other important current campaigning movements such as Black Lives Matter,
 - The need to link the campaign to the past two Fairtrade Fortnights for continuity,
 - Activation ideas which included both online and offline actions such as: bake offs/cooking which could be shared on social media, postcards or gift cards with key

messages which could be sent to family/friends/local businesses/MPs, online events with producers organised by the Foundation, videos featuring producers, quizzes and other resources supporting the new focus on better incomes and climate resilience.