



AN INTRODUCTION TO FAIRTRADE CAMPAIGNS

18th November 2020

Claire Arnott, Education Campaigns Officer
Aqeel Kapasi, Ethical Supply Chain Manager



AGENDA



1. An introduction to campaigning
2. Why Fairtrade?
3. Fairtrade Fortnight 2021
4. Get involved

nus

greenimpact

WORKBOOK PREVIEW - Organisation: Fairtrade Universities and Colleges



Save Changes

Completed 0 of 12, Total Points 0 of 115



[+ Show All](#)

(CI001 - CI012) Campaigning and Influencing - [Hide All](#) Completed 0 out of 12

CI001	Criteria	Further Information	How you will be audited	Comments/Evidence	Total Points	10	0	0
CI001 - Campaigning and Influencing								
The partnership has included Fairtrade and ethical consumption in staff and student inductions. These inductions should state the organisation's								
Not Done								
N/A								



nus
national union of students



FAIRTRADE
UNIVERSITY AND
COLLEGE AWARD

(MN004 - MN005) Campaigning and Influencing - Mandatory - [Hide All](#) Completed 0 out of 2

MN004	Criteria	Further Information	How you will be audited	Comments/Evidence	Total Points	10	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MN004 - Campaigning and Influencing - Mandatory	The partnership has held a series of events/promotions/engagement activities during Fairtrade Fortnight 2021 (Monday 22nd February - Sunday 7th March 2021) and has measured impact across the events.				Not Done	N/A	Done		
MN005	Criteria	Further Information	How you will be audited	Comments/Evidence	Total Points	15	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MN005 - Campaigning and Influencing - Mandatory	The partnership has devised and successfully delivered one or more innovative campaigns on Fairtrade, trade justice or ethical consumption in the last year, which have been run in partnership with students. The campaign/s must have taken place in addition to Fairtrade Fortnight and can demonstrate some measures of impact.				Not Done	N/A	Done		

CI003	Criteria	Further Information	How you will be audited	Comments/Evidence	Total Points	10	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CI003 - Campaigning and Influencing							Not Done	N/A	Done
<p>Within the last 2 years the partnership has partnered with a local school or college and worked together on at least one project or campaign over the year.</p>									
CI004	Criteria	Further Information	How you will be audited	Comments/Evidence	Total Points	10	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CI004 - Campaigning and Influencing							Not Done	N/A	Done
<p>Within the last 2 years the partnership has partnered with a local off-campus Fairtrade group, and worked together on at least one project or campaign over the year.</p>									
CI006	Criteria	Further Information	How you will be audited	Comments/Evidence	Total Points	15	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CI006 - Campaigning and Influencing							Not Done	N/A	Done
<p>Within the last 2 years the partnership has proactively collaborated with another aspiring Fairtrade University or College in achieving Fairtrade status and can demonstrate how their involvement has enabled the attainment of the award.</p>									
<p>NB: This could include encouraging a previously uninvolved university or college to sign up for the programme.</p>									

CAMPAIGNING DURING THE COVID-19 PANDEMIC



In the text box, tell us about any barriers to campaigning that currently exist at your institution...



CAMPAIGNING IS ABOUT CHANGE



- Lobbying (university senior management, businesses, government etc.)
- Mass mobilisation (e.g. signing a petition)
- Influencing behaviour (e.g. changing purchasing habits)
- Increasing awareness

Who: Who are you reaching, whose support do you need, who are the key stakeholders?

What and why: What is the focus of your campaign and why is it important to your students /staff/wider community?

How: What channels/resources will you use, how will you make people aware, and how will you mobilise them to take action if relevant?

Outcome: What positive outcomes might come as a result of the campaign?

OVER TO YOU!



In the text box, tell us about any events or campaigns you have worked on at your university or college as part of the award...



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74P















Where does the power lie in conventional trade?



'Profoundly disappointing': KitKat cuts ties with Fairtrade

Fairtrade label guarantees farmers get a set minimum price and a financial bonus



▲ Fairtrade cocoa farmers in West Africa. Photograph: Karen Robinson/The Observer

PA Wire

Tue 23 Jun 2020 00:01 BST



2,082

- Announced in June 2020
- Nestle have sourced Fairtrade cocoa and sugar for KitKat since 2010
- 25,000 Fairtrade farmers affected
- The Ivorian Fair Trade Network (RIC E) spoke on behalf of affected farmers
- Farmers raised concerns about livelihoods asking Nestle to keep Kit Kats Fairtrade
- 50% drop in amount of Fairtrade Premium



Fairtrade is a vibrant movement reaching 1.5 million people with thousands of communities campaigning for Fairtrade and promoting Fairtrade products.



FOLLOWERS
385,000



SUPPORTERS
100,000+



BUSINESSES & BRANDS
500+



SCHOOLS
1,000



FAITH GROUPS
8,000



DONORS
750+



UNIVERSITIES
50



WORKPLACES
ACROSS THE UK



APPG
80 MPS



COMMUNITIES
4,000

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FORTNIGHT 2019

Raised awareness of the need for a Living Income for cocoa farmers in Côte d'Ivoire and Ghana



FORTNIGHT 2020

Highlighted the invisible women in cocoa and that 'She Deserves' a Living Income too, with huge reach of a new audience

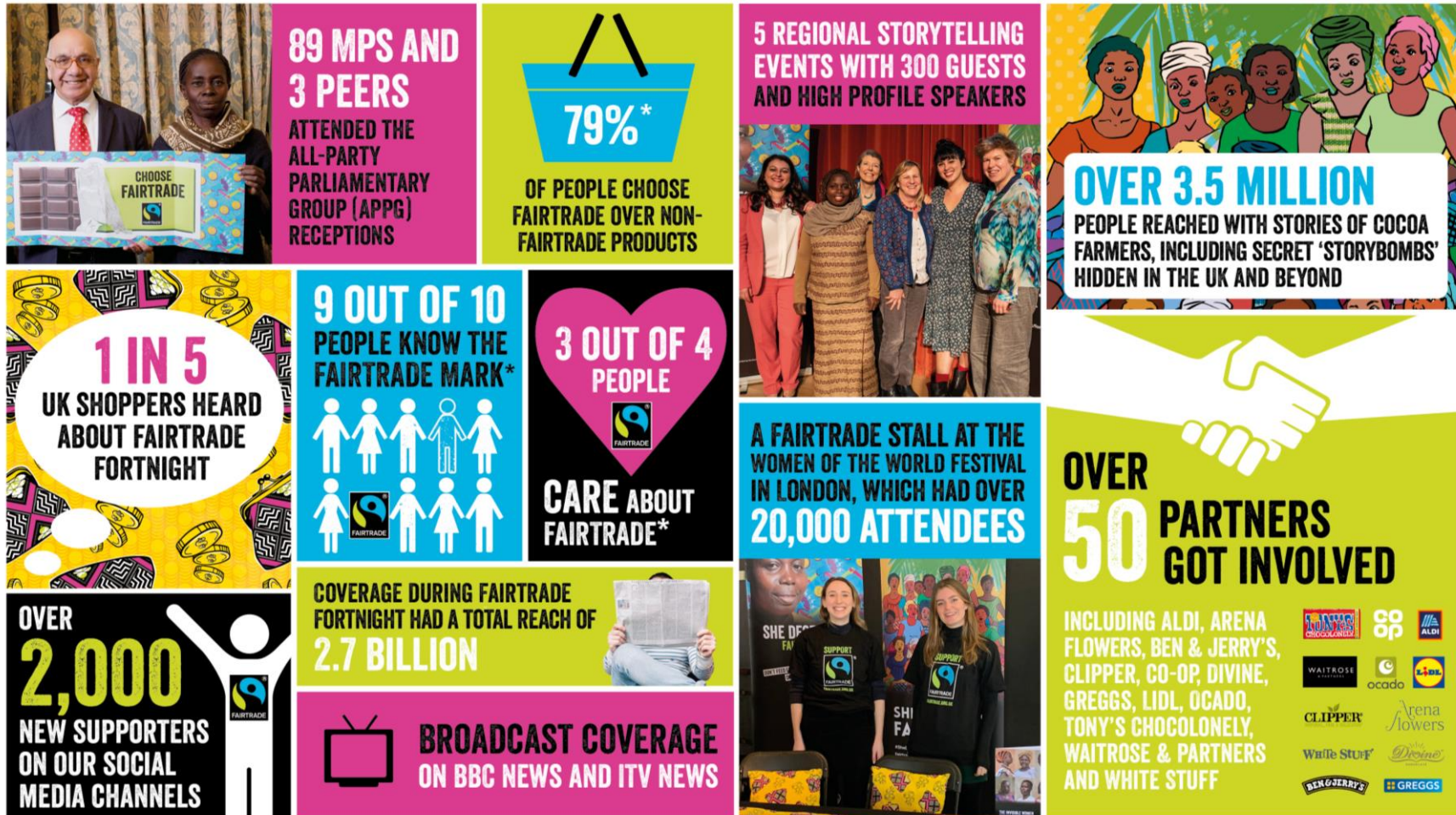


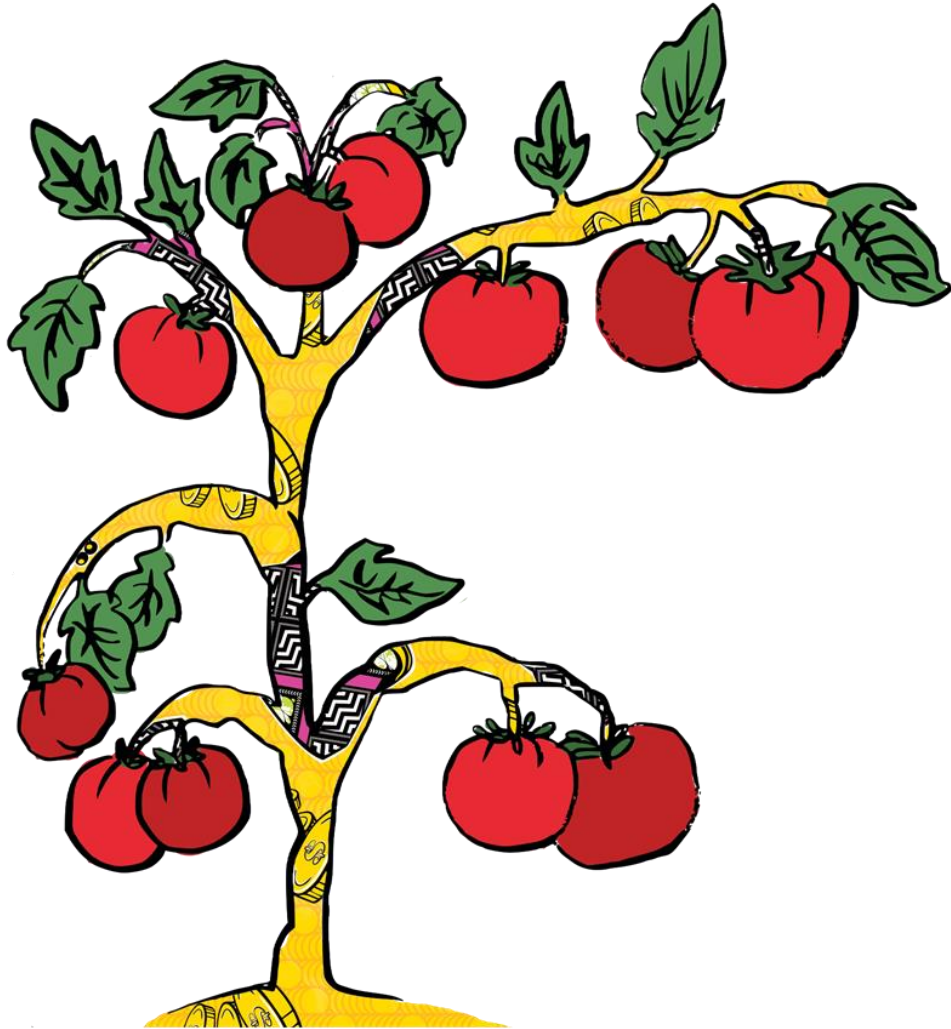
gal—dem

PROGRESS TO DATE

- Fairtrade cocoa sales have grown since we began our Living Income campaign
- In 2019, we handed in a 52K strong petition to government
- There has been a 20% increase in Fairtrade Minimum Price & Premium in cocoa
- New brands have joined the movement to pay a Living Income too
- Cote D'Ivoire and Ghana introduced a National Living Income Differential







What's the problem? Small holder farmers in the global south are disproportionately affected by climate change, and low incomes further contribute to environmental degradation. Farmers can't address the climate crisis if they can't afford basic human rights like a nutritious diet, children's education or healthcare.

What's the solution? Fairtrade ensures farmers receive fairer prices so they are better able to invest in adapting to climate challenges and protecting the environment around them.

What's our objective? Build public understanding of the role Fairtrade plays in addressing the climate crisis.

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GET INVOLVED IN THE 'CHOOSE THE WORLD YOU WANT' FESTIVAL FOR FAIRTRADE FORTNIGHT 2021!

For two weeks each year, the Fairtrade movement unites to shine a light on the difference Fairtrade makes whilst highlighting the problems that producers still face. In 2021, join us to discover how choosing Fairtrade has a wider impact on the planet by supporting producers in the fight against climate change.

'Choose the World You Want' is the theme for the vibrant online festival running between 22 February and 7 March to celebrate Fairtrade Fortnight, which will include live events, pre-recorded sessions, a market place, virtual cook-alongs, exhibitions and more! All activities will support our message that Fairtrade is the right choice for both people and planet. And we want **YOU** to get involved!

Do you have an idea for an event or content that would support our Festival message?

Fill out this application form by **10th January 2021** for a chance to be showcased at the biggest Fairtrade event of the year.

**CHOOSE THE WORLD
YOU WANT**



YOUR DETAILS

First name*

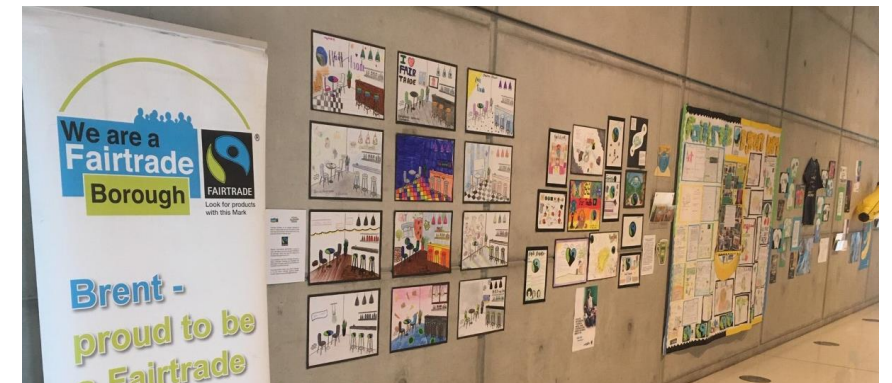
Last name*

Email*

Phone Number*

Organisation*

NEXT





- Stay in touch via newsletter and email
- Digital campaigns guide launching first week of December
- Join the Fairtrade University Network Group – email J.E.Williamson@mdx.ac.uk
- Log your impact!

THANK YOU!



In the text box, tell us what webinars you would like to see next from the Fairtrade University and College Award Team...



ANY QUESTIONS?



Claire Arnott

Education Campaigns Officer

claire.arnott@fairtrade.org.uk

Aqeel Kapasi

Senior Project Manager – Ethical Supply Chains

aqeel.kapasi@sos-uk.org

