

## National Campaigner Committee Meeting Summary – 19 January 2021

### Attendees:

National Campaigner Committee Representatives from: London, Scotland, North England, South West, South East, East Midlands, West Midlands, North West & Yorkshire  
Fairtrade Foundation Campaigns Team Representatives & the Director of Public Engagement

This meeting was focused on updates regarding Fairtrade Fortnight 2021, an overview of the new five-year strategy of the Fairtrade Foundation and plans of the Campaigns team for 2021.

### Discussion points

#### National Campaigner Committee updates:

- Nana Asante is the new London representative.
- Nina Tweddle is co-opted in the group and will be for a year starting from January 2021.
- Mark Dawson, Yorkshire rep and NCC chair, will be stepping down from the group this year. Recruitment will be discussed in the next meeting.
- NCC members discussed the need to review the structure and ways of working for the group, and seeking Fairtrade campaigners' views. A survey for Fairtrade Community groups is being prepared with the aim to share with key contacts of Fairtrade Community groups at the end of March 2021.

#### Fairtrade Fortnight 2021:

- The Fairtrade Foundation is organising an online festival called "Choose the world you want" which will feature virtual events organised by the Foundation and various partners from businesses to Fairtrade Community groups. These will include "meet the producer" Q&As, cook-alongs and family friendly events as well as informative discussion panels and arts events (poetry, dancing and music) all themed around Fairtrade and Climate change. There is a sign-up page - [Join the Choose the world you want festival](#) – where you can already sign up to hear more about the events when they are ready for registration.
- Fairtrade Yorkshire have been coordinating lots of campaigner lead events for the 'Fairtrade Connections' community arts festival which will also run during Fairtrade Fortnight as part of the broader festival theme. You can already register for a range of events at [Fairtrade Connections – Community Arts Festival for Fairtrade Fortnight 2021](#) and [Facebook event page for the Community Arts Festival for Fairtrade Fortnight 2021](#)
- Fairtrade Community groups wanting to get involved, whether that is by joining existing online events or running their own can find all the relevant information on the [Fairtrade Fortnight webpage](#) as well as materials to use on the [Resources library – Climate, Fairtrade and You folder](#). Free Zoom Business accounts and training are provided – contact [communities@fairtrade.org.uk](mailto:communities@fairtrade.org.uk) to request one. More resources will be shared later this month including:
  - Farmer stories on how they are affected by and responding to climate change impacts
  - Social media materials (images, banners and infographics on the reality of the climate crisis for vulnerable farming communities) to use on your Facebook or Twitter pages
  - A "Climate, Fairtrade and You" presentation that you can give to others during Fairtrade Fortnight.

#### Other important links:

- [Education resources for Fairtrade Fortnight 2021](#)
- [Choose the world you want youth exhibition](#) (Invitation for young people between 5 and 25 to share their vision of the world they want for farmers and workers and the planet)

#### **2021-2025 Fairtrade Foundation strategy:**

- The global Fairtrade system has been working hard over many months to create a new strategy. One which responds to the challenges farmers and workers in Fairtrade supply chains face, as well as leverage the opportunities presented in our rapidly changing world. This new strategy will set the direction for the next five years (2021-2025), and is more aligned than ever across all members of the international Fairtrade system. At the Fairtrade Foundation in the UK, this means we are able to maximise the efficiency and strength of the global Fairtrade system, and therefore maximise the impact for Fairtrade producers.
- The Fairtrade vision and mission articulate the long term aims. These will remain relevant beyond our 5-year strategy. They describe a view of the world we want to see, a world that we are striving to work towards in each 5-year strategic plan as well as our day-to-day work at the Fairtrade Foundation. These remain unchanged ([and can be found here](#)). Any strategy which we put into action is ultimately a set of choices to progress us towards our vision and mission.
- The strategy will be developed into plans during 2021 as the world, and Fairtrade system adapt and recover from the Coronavirus pandemic, and is planned to be launched publicly in 2022. Implementation of new strategic plan will be phased over the next 5 years.
- Highlights for Fairtrade's campaigning from the strategy include greater focus and capacity for advocacy and campaigning led by producers, greater digital connectivity between consumers, supporters and producers, and new activities which attract and mobilise younger Fairtrade supporters.

#### **Campaigns team plans 2021:**

- The Campaigns Team is currently stretched to capacity and a main priority this year will be to win new funding to increase the team's capacity.
- Focus will also be given to refreshing the Fairtrade award schemes and online support for local campaigning themes and activities, until it is safe and feasible to return to physical community activity.
- Climate justice campaigning will be the main pillar around which campaign actions will be organized, especially around the UK hosted G7 meeting in June and in advance of COP26 in November.

**Next meetings: April 2021 and July 2021 – dates TBC.**

**We are still working to a revised NCC meeting timetable due to ongoing lockdowns and movement restrictions across the UK.**