

NCC meeting
07 July 2021 2pm – 4pm

Attendees: National Campaigner Committee (NCC) Chair, Representatives from: London, North England, South East, East Midlands, West Midlands, Fair Trade Wales, Fairtrade CEO and Director of Public Engagement, Fairtrade Foundation (FTF) Campaigns Team Representatives

The NCC and FTF representatives including CEO Mike Gidney and Director of Public Engagement Nilufar Verjee met on 7 July 2021 to discuss strategic plans for the next 5 years, the Fairtrade awards scheme and the future and direction of the NCC.

Comment from the Chair, Joanna Pollard

“This is a critical time for Fairtrade campaigners. As we move slowly out of pandemic restrictions in the nations that make up the UK, and the vaccination programme moves on apace, we are acutely aware that farmers and workers in the low income countries where our Fairtrade products are grown are not so lucky. Covid-19 has served to deepen already entrenched inequalities and with the UK government voting to reduce its commitment to spend 0.7% of GDP on International Development, we as campaigners have an important job to make the voices of farmers and workers heard at the top table. This year Fairtrade campaigners have already taken part in the Wave of Hope at G7 and we are gearing up to take further action as COP26 comes to Glasgow in November. The National Campaigner Committee is determined to empower and inspire campaigners and supporters get involved, to help build back fairer.”

Overview of Fairtrade's focus for the next five years with Mike Gidney, Fairtrade Foundation CEO

The long-term vision of Fairtrade is trade justice but in the journey to the realisation of this vision we need to recognize that Fairtrade is part of a global federation and network. Globally there is focus on social justice as the overall mission of Fairtrade and in recognizing that it is important to both celebrate achievements so far and recognise how much further we need to go. It is important to keep in mind the question: how can we build a campaigning strategy that both serves the overall mission (trade, climate and racial justice) but also takes into account immediate wants from the producer networks and is grounded to what farmers and workers need at the moment (more Fairtrade sales!). Utilising campaigner energy in a way that is led by producers is a delicate balance to achieve and it is a dynamic process that needs to be responsive to wider changes around us and self-reform when required.

Overview of Fairtrade's Campaigning strategy development – Adam Gardner, Head of Campaigns

We have identified three “campaign baskets” to group the types of campaigns we will run: social justice, developing conscious consumers and influencing business behaviour outside of purchase.

Fairtrade Awards scheme

- The FT award schemes have been very successful but as smaller and smaller places create groups and achieve Fairtrade status this risks atomization and dilution of the message. The current system disincentivizes local groups working together to form broader networks. This

means that it doesn't have as big an impact as it could in terms of consumer behaviour change and more broadly changing hearts and minds.

- The Fairtrade Towns movement that has been built around campaigners is a rare and valuable resource that many other organisations are keen to build.
- It is important to empower campaigners to go out to their communities and allow them to be creative. NCC can encourage idea sharing, pooling resources, skills development and the "why" – how social change happens.
- Top 3 things needed for campaigners now:
 - 1) Visibility of tangible impact from their campaigning
 - 2) Contact with producers – entering into dialogue with them directly to understand their views and needs and what success looks like to them
 - 3) Support by FTF to help older grassroots campaigners meet younger activists - how can we facilitate connection and build bridges between our audiences?

NCC purpose, focus and ways of working

- NCC is an interface between campaigners and the FTF and this is successful as it supports communications between FTF and campaigners.
- NCC can look for ways to explain the intricate sides of FT to a wider audience, linking the message of FT with other big current issues such as climate change.
- The NCC should become more inclusive with representatives from other communities within the Fairtrade movement such as Fairtrade universities.
- NCC should be supporting supporters and campaigners at all levels of engagement and empowering supporters to get more and more involved.
- NCC needs to build more tangible connections with all supporters. They also want to share successes back to the movement.

NCC now has a [Facebook page](#) and a [Twitter page](#).