

**ALL-PARTY PARLIAMENTARY
GROUP FOR FAIRTRADE**

**A GUIDE TO
ENGAGING WITH
YOUR CAMPAIGNER
CONSTITUENTS
THROUGH
FAIRTRADE**



Fairtrade changes the way trade works through better prices, decent working conditions and a fairer deal for farmers and workers in developing countries.

Fairtrade is supported by thousands of people across the UK, in campaigning groups, schools and places of worship.

The APPG for Fairtrade promotes Fairtrade in Parliament and supports MPs to engage with Fairtrade in their constituencies.

Who are Fairtrade campaigners?

In Fairtrade's network of campaigners, there are more than 600 Fairtrade Towns working to increase awareness of Fairtrade and the number of products available in their communities. Over a number of years, passionate campaigners have worked to engage local authorities, businesses, schools, the local press and places of worship and maintain their support.

Does Fairtrade make a difference?

More than 1.65 million farmers and workers in 74 countries are part of Fairtrade. Evidence from independent impact assessments has found that Fairtrade makes a powerful difference to farmers' and workers' lives. Here are just two examples. Fairtrade is supporting farmers growing products such as cocoa, coffee and bananas to become more income-secure and less vulnerable to poverty. And farming groups have invested in better healthcare facilities and better access to education for children and adults.

Fairtrade Fortnight 2017

From 27 February – 12 March, people across the UK will put Fairtrade in their breaks. The campaign will highlight how millions of farmers in developing countries aren't paid what they deserve. Many are paid prices too low to provide for their families properly. They get trapped in poverty.

You may be invited to a Fairtrade break event by your local campaign group. Please join them if you can.

TOP TIPS TO ENGAGE WITH YOUR CONSTITUENTS ON FAIRTRADE

► **Contact your local group**

With more than 600 Fairtrade Towns in the UK, your constituency may well be Fairtrade! Your local group would love to connect with you on Fairtrade issues, and invite you to events and photo opportunities.

Email us at appg@fairtrade.org.uk to find out how to contact them.

► **Attend events in your constituency**

Fairtrade Towns regularly organise events to engage people on Fairtrade, from community coffee mornings and school breakfasts to conferences and business networking meetings. Please attend if you can.

Don't forget – Fairtrade Fortnight is the most important time in campaigners' calendars so get it in yours, too!

► **Join the conversation on social media**

Find your local campaign group on Twitter or Facebook by following [@FairtradeAPPG](https://twitter.com/FairtradeAPPG) and [@FairtradeUK](https://twitter.com/FairtradeUK). If there are Fairtrade groups in your constituency, mention them on your website to raise awareness and get others involved.

► **Engage with campaigning issues**

Your voice in Parliament really matters. Many areas of government policy, including trade, international development, agriculture, the environment and human rights, affect the lives of the farmers and workers in developing countries who grow our food. Campaigners may contact you to ask you to support campaigns or raise issues with the government.

This year, with UK trade policy under review following the EU referendum, Fairtrade is asking the government to deliver a fair deal to developing countries.

► Join the APPG for Fairtrade

Find out about the latest campaigns and developments from the Fairtrade Foundation, and take action both in Parliament and in your constituency to show your support. Attend policy briefings and, of course, Fairtrade product tasting sessions.



◀ Michael Gidney, Jason McCartney MP, Julio Mercado Cantillo, Patrick Kaberia Muthaura and Holly Lynch MP at the APPG for Fairtrade



GET IN TOUCH

Contact Rachael Sweet at appg@fairtrade.org.uk to join.

The APPG is chaired by Holly Lynch MP and Jason McCartney MP, and has members from all major parties.

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