**National Campaigner Committee 11 October 2018**

**Bullet points.**

* **Brad Hill - a lifetime of working with the Co-op**

Brad spent an hour with us talking through his time with the Co-op and his belief that their commitment to Fairtrade is very firm and won’t be decreased. Feels it is important to make the message to the general public clear – that FT is the best ethical label in delivering the benefits it claims. Campaigners are crucial in driving the market. The Coop wouldn’t have the range of Fairtrade products, or scale of impact that they have now if it wasn’t for members asking for a greater range.

* **Campaign workshop & briefing with Kevin McCullough**

Kevin asked what was important to NCC and campaigners–we told him: timely communications and resources available as early as possible; don’t put dates on the posters so that we can use them in future years; provide online templates that are easy for campaigners to adapt; give faith specific promotional material to help involved faith groups; make campaign material available in Welsh language;

Lack of finances is causing problems but we obtained Kevin’s commitment to deliver on as much of this as is possible given all of the constraints and dependencies. He recognised that FTF need to improve communication with churches and this is in hand – FTF is trying to find money for a share of a new post for someone to specifically work on this.

Next year is the 25th birthday of the FT mark – more later.

* **Fairtrade Fortnight 2019 – Living Income campaign**

Will focus on chocolate, but there will be references to other products. Hopefully campaigners can organise lots of chocolate tasting linked events. Suggested we could devise “chocolate art” events in schools - the journey of a cocoa pod or coffee bean?

NCC said that many campaigner groups are very small in number and events need to be simple. Often groups want to put on similar events each year. Cake baking is always popular. Campaign material needs to suit these simple events as well as for those groups who are able to be more creative.

* **Fairtrade Fortnight 2019**

Campaign material will focus on “Living Income” initiative. FT hope to publish research on this in November with suggestions on what governments and companies can do to support a commitment to a living income. The details will initially only be for cocoa, but work is ongoing for other products.

NCC stressed the need for this campaign to be made simple enough for campaigners to communicate it to the general public. We have promoted FT minimum price for so many years that it may come across as if this has failed.

FTF are thinking of using a campaign idea “She deserves FT” – where you can bake a cake and present it to someone (your Mum, the council leader, a head-teacher, etc) together with a postcard explaining the gift and how it has helped to provide a living income for the farmer. Or possibly get some heart-shaped chocolate and do a similar thing. Hopefully we can photo-share via social media to create momentum for the campaign, which will also include a petition, likely targeting the UK government.

NCC thought these ideas were good and usable. If FTF want to use Twitter, there was a suggestion that it was clear which hashtag to use, as it can be very confusing.

* **Fairtrade Mark -25th Birthday.**

It was felt that FT fortnight may not be the best time to plan an event. One suggestion was to link up with World Fairtrade Day in May.

Hope to involve the MP group (APPG) in an event. NCC brainstormed lots of ideas – we have left these with Kevin to see what can be done. But they include: making a FT logo with lego, flowers, cake, etc; flying a FT flag from key buildings across the country; advertising the mark on the side of buses; photo exhibition; to host birthday parties; to link together 25 farmers/producers, FT towns, campaigers to show that we all work together; dress as you would 25 years ago for a fashion show.

* **Traidcraft update**

NCC did raise this issue but there was not any further information available to that already shared. At the moment Traidcraft are trying to sell as much of their stock as possible.

Date of next meeting: 23rd January 2019

[www.fairtrade.org.uk/NCC](http://www.fairtrade.org.uk/NCC)