

National Campaigner Committee meeting summary 17-18 May 2016

The NCC met with Fairtrade Foundation (FF) staff over two days in May to focus on long-term strategic planning for the future Fairtrade campaigning strategy.

Fairtrade Foundation's 2016-2020 strategy

Michael Gidney (CEO), Nilufar Verjee (Director of Public Engagement) and Tim Aldred (Head of Policy and Research) opened the meeting by discussing the new organisational strategy [Fairtrade can, I can](#), and exploring the role of campaigning in the Fairtrade system's overall [theory of change](#). This includes re-focusing public demand for Fairtrade, prioritising deeper impact in five core commodities to drive significant impact, and innovating Fairtrade's approach beyond the Fairtrade Mark, for example new programmes and partnerships to bring the benefits of Fairtrade to more producers.

A SWOT and a PEST analysis later, and the meeting moved to consider the future campaigning strategy. Areas of focus included why and how to grow the number of individual Fairtrade supporters, the need for more actions to mobilise campaigners, better capturing and communicating the impact of campaigner activity, and what activities the grassroots movement could undertake independently of the FF.

Refreshing the awards schemes

The meeting moved on to assess how the current Fairtrade community award schemes can be refreshed in order to respond to challenges facing campaigners, and activities focused to grow the movement and continue to drive measurable public support for Fairtrade. Ideas addressed a greater focus on capturing impact in Fairtrade Town renewals, interventions to support steering groups to operate sustainably and effectively, as well as the content and frequency of campaign actions

All ideas will be taken forward as the new campaigning strategy develops over the coming months, with a progress update at the next NCC meeting in September.

NCC roles

The NCC also took time to review the role of the group, and role of members representing regions, recognising that it is difficult for members to represent regions in some discussions without more formal means of consultation with the grassroots, and that greater clarity is needed on when NCC members are being informed and consulted. Practical suggestions for action were tabled, including identifying agenda items for the following 18 months of (6) meetings.

Fairtrade Gold

Vic Waugh (Gold Product Manager) and Martine Parry (Media Manager) joined the NCC to share updates on progress to date in the Fairtrade gold market. There has been growth in sales since launching in 2011, and despite good support from the industry, particularly independent jewellers, Fairtrade remains a tiny proportion below 1% of the gold jewellery market in the UK. A lack of consumer awareness of, and demand for Fairtrade gold was cited as the key barrier.

FF plans to launch a new campaign to mobilise Fairtrade Towns and Churches to promote Fairtrade gold in autumn 2017, and the NCC contributed ideas to the resources and approach the campaign will use.

AOB

In other updates, the Campaigns Team are trying to attract funding to enable greater level of support specifically for Fairtrade Churches, whilst also developing a refreshed Fairtrade Places of Worship initiative to be launched in early 2017.

Fairtrade Fortnight 2017 dates are confirmed as 27 February – 12 March. The theme and activities are in the process of being developed, and the NCC are invited to feed in to their development via email and webinars during July. The Campaigns Team are working to deliver materials in line with 2016 timings, with the action guide available to campaigners by the end of September.