**Fairtrade Foundation National Campaigner Committee – 23rd January 2019 meeting**

**Headline Points**

Campaigns Team

* The number of supporters subscribed was reduced through the GDPR process but we now have a more engaged contact list. There is a target to increase supporters by 25k.
* Concern for future funding (potential loss of future EU funding and reduction in DFID funding). Foundation CEO, Mike Gidney, confident FTF will be able to acquire funding for its campaigns work.
* The Living Income campaign is a three-year campaign and the ongoing public affairs and campaign strategies will be defined following assessment on how the petition asks are received, linking with living income work undertaken at Fairtrade International, and our relationships with chocolate companies and government departments.

25th Anniversary of the Fairtrade Mark

* Confirmed this will be celebrated at a National Supporter Conference in October 2019. A budget has been allocated. The regional conferences for 2019 may be postponed.
* NCC urged FTF to confirm the date and venue of the National Supporter Conference ASAP.
* NCC urged decision on the postponement of the regional conferences for 2019 to made ASAP. If they are to be postponed, the cycle of regional conferences should be put back for one year (rather than cancelling any of the conferences).

Rival Certifications

* NCC raised the issue of Fairtrade certification with the growth and presence of other certifications in stores. NCC members urged FTF to emphasise Fairtrade as ‘gold standard’ compared to other standards. CEO, Mike Gidney said that we do not want to be drawn into a dispute and public critique of other certification schemes. It is most important to talk about what makes Fairtrade unique – the minimum price guarantee which is as relevant as ever in cocoa and coffee, Fairtrade Premium and producer empowerment at the heart of Fairtrade.

Fairtrade Fortnight 2019

* A ten minute film is being produced for schools and communities audiences, and will be available online on Youtube and on Vimeo to download. Shorter films will be produced too. Pictures with quotes will be uploaded on the Resources Library and a PowerPoint presentation will become available.
* Pop-up shop in Shoreditch: a secret chocolate salon will be behind a newsagents and a door will lead to it, if you choose the right chocolate bar. A marketing/promotional film of the pop-up shop will also be produced and will be available on Wednesday 27/2/19. NCC members asked whether the shop could go on tour but unfortunately this is not possible.

Potential change of date for Fairtrade Fortnight 2020

* NCC members expressed concern at the short timescale available for consultation and decision making. If the date were to change for 2020, this would need to be communicated in the near future.

Also suggested:

* If the date chosen were for autumn, when would campaigner conferences take place? Material for Fortnight would need to be ready by May and conferences transferred to May.
* Survey monkey could be used to ask a representative group of campaigners. It would be useful to include a short paragraph with proposals and rationale. Also, include an open box option for people to add comments. It would also help to allow order of preference regarding dates if three options were given. Allow people to mark for which group they are voting.

Brexit Planning and Campaigning

* A hard Brexit could be very volatile and unpredictable. Concerns re currency value: If you are a Fairtrade farmer and your contract is in pounds, then your sales could be worth less. Concern for Fairtrade / fair trade businesses regarding currency volatility, delays in goods entering the country and a potential retail slow-down. Producer sales may also be affected as buyers may look at other more appealing places to buy from and this is why FTF have focused campaigning on trade deals.
* FTF have focused campaigning on ability of Parliament to scrutinise future trade deals. The House of Lords have agreed an amendment to allow more scrutiny. Lobbying of the Commons must continue to convince MPs to act.
* Campaigners could help by amplifying the message such as sharing online latest communications: blogs, getting in touch with their MP, retweeting tweets.

Faiths Officer

* Interviews will be taking place for recruiting an officer who will be splitting their time between Campaigns and Policy for 18 months. The Fairtrade places of worship award will be refreshed and an online form will be created. They will also focus on building relationships with religious leaders and Faith Organisations.

NOTE:

The NCC and Fairtrade Foundation are both hugely grateful for the contribution of Becca Rowland who has stepped down after 8 years of dedicated service to the NCC and the Campaigner Advisory Group, its predecessor, as well as 6 years on the Fairtrade Foundation Board. Thank you Becca!