**National Campaigner Committee Meeting Summary, 3rd- 4th May 2017**

The National Campaigner Committee (NCC) met with Fairtrade Foundation (FF) staff over two days in May to focus on long term strategic planning of the organisation’s campaigning, and important commercial developments of recent months.

**Commercial updates and overview**

The FF Director of Public Engagement and the Heads of Commercial Partnerships and Innovation teams gave an update on FF’s commercial strategy to explain why and how Fairtrade is working with business in new ways (such as FSP e.g. Co-op cocoa sourcing programme, and partnerships with company own sustainability schemes e.g. Cocoa Life). The NCC were shown the new logos that are being created for consistency across all markets, demonstrating one family of initiatives, but with clear distinction between certified sourcing and other types of collaboration. Implications of these changes on local and national campaigning were discussed, and recommendations given to FF on what will be needed to support campaign groups. New campaigner literature is being developed to explain the different approaches and logos, and the FF National Supporter Conference will explore these issues in greater detail.

**Review of Fairtrade Fortnight**

Julia Nicoara, (Head of Marketing), provided an evaluation of Fairtrade Fortnight (F14) and how the ‘Don’t feed exploitation’ messaging is progressing. F14 had been very successful with increases in Mark recognition (77-84%), F14 awareness (19-22%) and active product purchase as a result of F14 (13-19%). (Statistics from UK-wide consumer research). The film had over 1m views during F14 alone and there was widespread F14 media coverage with additional interest in the topic of trade and Brexit. Co-op and Greggs, in particular increased their support for F14 and did a lot of advertising and promotion. There were lots of ‘Fairtrade break’ events and similar numbers of action guides and materials had been ordered. The theme had been broad and simple. The NCC made further comments about F14 and added the need to provide feedback to all campaigners and report on their events; especially online. The mugs and table talker had been very useful, but not the postcards. The Foundation should be much more active on social media in supporting campaigner events and activities in F14 and all year round. Over 80 MPs were engaged during F14 through local events or the Fairtrade All Party Parliamentary Group (APPG). The scheduled NCC meeting in Sept will be rearranged for July, so that reps can be involved in the 2018 F14 planning process.

**Brexit trade campaign**

This campaign has been very successful in reaching a lot of MPs and also key civil servants to put trade with developing countries on the government agenda. Following 50,000 petition signatures delivered to Theresa May in autumn 2016, campaigners lobbied 648/650 MPs in advance of Fairtrade Fortnight, and the Liam Fox petition had received the fastest ever response to a Foundation petition during F14. The petition, with over 38,000 signatures collected by FF, Traidcraft and Global Citizen, was handed in earlier than planned due to the snap general election being called.

**Campaigns strategy**

The session focused on the key findings of a piece of research that was conducted in 2016 to provide recommendations on future Fairtrade campaigning in a much changed campaigning environment. NCC members discussed different findings and contributed to the FF Campaigns Team 2017-2018 plans.

Campaigners need support to be more connected to each other and see how local action contributes to the broader impact of the Fairtrade movement. This includes having campaigner activity recognised more visibly in communications, on the FF website and social media channels. It is recognised that better online resources are needed for campaigners. Fairtrade Town renewals are being re-worked and in future will be done online so that they are easier for groups and will also automatically generate relevant data to help both FF and groups understand the aggregate impact of Fairtrade campaigning, and how each individual contributes. The NCC gave their feedback on the wording and criteria in the draft renewal form and made a series of suggestions. The renewal period will remain at two year intervals, to help impact reporting. The NCC noted that it is really important to formally say ‘well done’ to groups and explain to them how they contribute to the bigger picture.

The Campaigns Team are working on these areas over the rest of the year, and will continue to consult NCC members outside of meetings as each area of work progresses.

FF has introduced a new database (Salesforce) to house all contact data in the same place. This is an important practical development that is needed to underpin improved communications, new renewal systems for Fairtrade communities and places of worship, and improved understanding of the scale and impact of campaigner activity so this can be recognised and better supported.

**Public Fundraising**

FF now has a Public Fundraising Manager who presented the fund raising ideas and options that are being developed as FF seek to attract more funding for campaigning work. These were discussed by the NCC who will contribute further as plans progress.

**2017 campaigns plans and updates**

The national [Supporter Conference](http://www.fairtrade.org.uk/Get-Involved/Events/Supporter-Conference-2017) will take place on 7th October, Kings College, London, 10.45am – 4.45pm.

[Regional conferences](http://www.fairtrade.org.uk/Get-Involved/In-your-community/Regional-Supporter-Conferences) will take place in Stevenage on Sat. 4th November (East England), and Salford on Saturday 11th November (NW ) where there will be NCC elections. Other NCC elections will take place in London and Wales.

Churches scheme relaunch: Online forms will be developed and tested over the summer, with the aim of relaunching the scheme in the autumn. The details and content will be reviewed by the NCC churches sub group and discussed at the next meeting.

Schools and universities: Joanna Milis, Education manager, gave updates on funding for the Fairtrade Schools awards and learning resources. A new partnership is being developed to support this area of work, with more updates expected in the autumn. FF are also working with the NUS to pilot a new Fairtrade universities scheme with revised goals. The scheme would be fully self-funding, and will have a one year pilot before replacing the existing scheme.

Funding has been secured from the European Commission’s ‘Development Education Awareness Raising’ fund for a pan-European Fairtrade project that will provide 3 year’s funding for certain core Fairtrade campaigning activities. This is especially important as a rolling grant from DFID for public education work ended in 2016, leaving a significant shortfall in FF’s budget for campaigns, as well as other projects.