

SECOND EDITION

THE TOWN CRIER



Edition 2 • August 2012

Dear Fairtrade Town contact,

We're half way through 2012 but still a long way from our target of 1.5 million steps for Fairtrade! Read on for details of all the exciting plans for taking steps for the rest of the year, and please keep registering steps from your communities at www.fairtrade.org.uk/step.

For Fairtrade Towns however, the past few months have seen two massive leaps:

Fairtrade Town renewals have (finally) been refreshed to provide a more flexible and hopefully useful experience for your steering group. Gone are the days of counting every Fairtrade chocolate bar in town, and we're confident this is a move in the right direction. Visit www.fairtrade.org.uk/towns for the very latest guidance, case studies, and do get in touch if you have any questions.

Secondly, The National Campaigner Committee (NCC) is now a formal member organisation of the Fairtrade Foundation – giving a direct voice from the grassroots in our governance and everyday campaigning work. NCC members are now being elected to represent each region of the UK – see page seven for more information.

These topics will be discussed, along with the campaigning focus for 2013, and a debate on power in the food system at our

annual Supporter Conference on 6 October in London. Registrations are now open at www.fairtrade.org.uk/supporterconference2012 - we hope to see you there.

With best wishes

Adam and Bruce
(and the Fairtrade Towns Team)

TOP NEWS FROM ACROSS THE NETWORK

 Congratulations Kintyre, Dumfries, Selkirk, Cranleigh, Ponteland, Musselburgh, Forfar and Strathpeffer who've achieved Fairtrade status in the past four months, bringing the total number of Fairtrade Towns in the UK to 541.

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 Campaigners in Yorkshire hoping to become the first Fairtrade Region in the UK gained support from 18 MPs signing an EDM (351) recently, have a look at www.fairtradeyorkshire.org.uk to see many other declarations of support, and how the campaign has developed.

Please send us your news, requests and suggestions for the Town Crier – contact details on page 8



CAMPAIGN PROFILE



Brent achieved Fairtrade Borough status in Fairtrade Fortnight 2012 after an eight year campaign weaving Fairtrade into the fabric of this highly diverse borough of 289,000 people. In that time, the Steering Group organised over 100 events across Brent, establishing a contact list of some 140 individuals and building strong links with the University of Westminster (which, aided by Brent campaigners, achieved Fairtrade University status in 2011) and the North West London Hospitals NHS Trust as a flagship employer.

However, the Steering Group faced a number of challenges along the way, as the then Chair Peter Moore explained:

‘Goal Two café targets were especially challenging when we made an unsuccessful application in 2009, as many parts of our borough are not affluent areas with Starbucks on every corner. However more recently the Council provided valuable data

for contacting shops and cafés, and with the efforts of volunteers visiting 300+ premises over a number of months we identified more existing Fairtrade outlets and prospects for future switches. We also focused heavily on reaching schools through the borough’s governor training, annual governors’ conference and direct contacts.’

Chair Robin Sharp outlines the plans for the Network:

‘In our new Brent flyer, designed by student Luke Cozens, we highlight our 2012/2013 action plan which includes encouraging Wembley Stadium to ensure that LOCOG’s food vision for the Olympics turns into lasting commitment to Fairtrade, extending our engagement with faith groups to reflect better the diversity of our borough and strengthening our volunteer network by turning some of our many contacts into Fairtrade activists...’

ASK THE EXPERTS

Send in your questions to volunteer.towns@fairtrade.org.uk

Q: How can we justify buying Fairtrade in an era of climate change and supporting local produce?

A: Farmers in developing countries are already reporting the effects of climate change harming their livelihoods, despite having contributed the least in fossil fuel emissions. Is it fair to say they cannot export their produce to make a modest living? It is also important to note that food miles alone are an unreliable indicator of greenhouse gas emissions.

Farmers in the UK suffer many similar challenges to marginalised producers overseas and are rarely in competition with each other. Very few Fairtrade certified products can be produced in the UK, and in those cases such as flowers, sugar, and honey, UK production doesn’t meet demand.

• Visit www.fairtrade.org.uk/reports for further reading on food miles and a new PowerPoint presentation you can use, and www.fairclimatedeal.net for producer voices and case studies on the issue.

PRODUCER STORY

Two major high street jewellers, Ernest Jones and Beaverbrooks, have for the first time launched collections of Fairtrade and Fairmined gold jewellery, both launching bridal jewellery which can be seen in stores today.

With sales of Fairtrade and Fairmined gold bullion reaching an estimated £700,000 in 2011, and the hope that this will increase significantly in 2013 with major high street jewellers now on board, what has the impact been on the mining communities so far?

People living in the isolated Peruvian community of Santa Filomena have already welcomed the benefits of this trading partnership. Sotrami, the first Peruvian mining organisation to be certified, began working with Cred Jewellery. Thanks to the Fairtrade Premium, the community invested in healthcare, built an extension to the primary school and bought computers for the senior school. They opened a not-for-profit convenience



store which means the 500-strong community can buy food at reasonable prices.

Supplies of Fairtrade and Fairmined gold are set to increase further. Thanks to a grant of £820,318 from Comic Relief over the next three years, the Fairtrade Foundation will be partnering with Fairtrade Africa, the Alliance for Responsible Mining and Solidaridad to develop gold supplies from artisanal and small-scale miners in Africa. Mining in Africa often involves unsafe use of mercury, deforestation, poor working conditions and child labour. The programme will work with eight mining groups in

Kenya, Tanzania and Uganda to develop their technical skills to improve hazardous working conditions. Training will also concentrate on eliminating child labour and the democratic organisation of the mining groups. This will mean that gold mined by impoverished African artisanal and small-scale miners can get into international markets through transparent supply chains.

The project aims to raise consumer awareness of the challenges faced by the African miners as well as influencing the international public policy agenda, through the development of a network of civil society and local governments.

For more information on Fairtrade and Fairmined certified gold go to www.fairtrade.org.uk/gold

If wedding bells are in the air visit your local Ernest Jones or Beaverbrooks store to ask about their Fairtrade and Fairmined gold wedding bands.



TAKE THE NEXT STEP FOR FAIRTRADE: BAKE A CAMPAIGN CAKE!

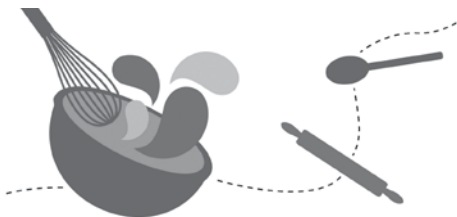
Thanks to everyone who has taken steps for Fairtrade so far – helping us get to nearly 700,000! We still need lots more steps to reach our target of 1.5 million so we'd love for you and your group to join in The Big Fair Bake this autumn.

The Big Fair Bake: Buy it. Bake it. Share it.
Share it: 24 September – 4 October 2012

In your community, home, business, school and place of worship baking tastes better when you share, and it tastes even better with Fairtrade ingredients! As Fairtrade campaigners, you can also use your cake to make things change. All you need to do is to bake a campaign cake (with Fairtrade ingredients) and share it. This could be one big cake or you could bake lots of cup cakes for everyone to sign in icing. To show your support you can order 'Support Fairtrade' cocktail flag sticks from our online shop for your cakes.

Your campaign cake can be shared with many people to support Fairtrade. You could:

1. Give your campaign cake to your friends and family, asking them to look out for the FAIRTRADE Mark when they go shopping.
2. Present your campaign cake to your local MPs or other campaign target, asking them to make an official commitment to support Fairtrade.



Buy it. Bake it. Share it.

3. Take your campaign cake to your local shop or supermarket, asking them to stock more Fairtrade. Visit www.fairtrade.org.uk/campaigncake for some tips to get the biggest impact.
4. Get your local radio or newspaper involved – you could even ask them to spread the word about Fairtrade with your cake.

You might prefer to organise a Big Fair Bake Sale and sell your cakes to fundraise for your Fairtrade group or for the Fairtrade Innovation Fund, with more info at www.fairtrade.org.uk/innovation.

Don't forget to register your baking on our stepometer visit www.fairtrade.org.uk/step as well as taking a picture of your group and your campaign cake and sending it to step@fairtrade.org.uk so we can show the world how much support there is for Fairtrade in the UK.



FOCUS ON: USING VIDEO

From websites and newsletters, to lessons and events, there are many videos out there that can really bring your Fairtrade message alive. Videos can be found at www.youtube.com/fairtradefoundation from where they can be played or embedded in to your own website or other resource.

There are hundreds of videos there, but here are the latest we recommend:



Team Fair: See it, Choose it, Cheer it



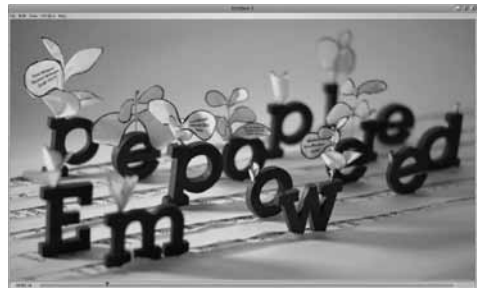
Fairtrade Cotton



Take a step for Fairtrade



Fairtrade Towns



A Fair Story



FOCUS ON: LONDON 2012 – TEAM FAIR



We're encouraging people to look out for Fairtrade tea, coffee, bananas and sugar at the London 2012 Olympic and Paralympic Games, enjoy it wherever they're cheering on the athletes and celebrate the big difference Fairtrade can make when we all get behind it.

To encourage people to link Fairtrade to the London 2012 Olympic and Paralympic Games we are asking people to Join Team Fair fairtrade.org.uk/teamfair

See it! – Upload your photos to our Facebook page or send them to us.

Will you be cheering from the sofa? Or did you get a ticket to the London 2012 Olympic Games? Wherever you are, join Team Fair by sending us your photos of you and your friends enjoying Fairtrade products. Email them to step@fairtrade.org.uk or stick them on the Fairtrade Foundation Facebook page.

Choose it! – Around 10 million Fairtrade bananas will be eaten at the London 2012 Olympic Games plus millions of cups of Fairtrade coffee and tea sweetened with Fairtrade sugar. Join Team Fair with a packet of Fairtrade nuts and a bottle of Fairtrade wine if you're putting your feet up to watch the 100 metres final. Planning a Fairtrade themed sports day? Award some Fairtrade chocolate coin medals!

Cheer it! – Take part in our Twitter sporting trivia quiz.

All you have to do is answer the daily question set by [@FairtradeUK](https://twitter.com/FairtradeUK) and include **#teamfair2012**. We've got some amazing prizes up for grabs including training sessions with Team GB athletes and hampers packed with Fairtrade goodies. Competition finishes on 12 August.

It started with the torch relay

Many Fairtrade towns, villages, schools and faith groups joined Team Fair by holding stalls, unfair sports events and waving their banners and flags along the torch relay route, including Bexhill-on-Sea (right). Angela Oakley, a Fairtrader in Scotland, was even a torch bearer!



Olympics legacy

This Games has moved on leaps and bounds in terms of its sustainable sourcing of food and drink, but there is always more that can be done and we want to be sure future big events from the Commonwealth Games 2015 to local festivals source Fairtrade too. After the London 2012 Olympic and Paralympic Games we'll be working with partners to create a 'How to' guide on Fairtrade sourcing for big events which we hope to involve you in for big events in your area.

Resources:w

Website – fairtrade.org.uk/teamfair – contains info on the Olympics, team fair and activities

Flags – order Team Fair flags from our online shop – great for any Olympic or sport themed event

CAFOD kit – CAFOD have created a great activity around the Olympics called 'Wake up and smell the coffee', see it here www.cafod.org.uk/extra/passiton/olympicactivities

Playfair 2012 – join the campaign to make the Olympics sweat free – a coalition of organisations striving to get workers rights up the agenda for Olympic clothing.

CAMPAIGN ADVISORY GROUP IS NOW THE NATIONAL CAMPAIGNER COMMITTEE

The Campaigner Advisory Group has become the National Campaigner Committee (NCC), as part of the evolution to a democratically elected body comprised of, and representing, grassroots Fairtrade campaigners from the UK regions.

The NCC will continue to meet four times a year both

to act as a voice for the grassroots at every level of the Fairtrade Foundation. From voting for Board members, to influencing campaigning strategy and improving communication, the NCC is a vital step forward to ensure the Fairtrade movement continues to progress with the grassroots network of campaigners at its heart.

Three regions of the UK have now elected representatives to sit on the NCC, and the remaining nine members will be elected at regional networking events over the coming year. Find out when your regional networking meeting will be, how to stand for the NCC, and what it does at: www.fairtrade.org.uk/NCC

INTERNATIONAL TOWNS



With a growing movement of 1,150 Fair Trade Towns in over 20 countries, we are all part of something big and very special! Visit www.fairtradetowns.org for more news from across the global movement, and an online community to share ideas and experiences. Read the latest international Fair Trade Towns Newsletter under the News and Events section that includes news on the recent European Court ruling on fair trade public procurement, Fair Trade Schools in the Czech Republic, Fair Trade Universities in Australia

and New Zealand and Fair Trade Towns in South Korea.

If you'd like to go one step further than online interaction, why not come to the sixth international Fairtrade Towns Conference, taking place this year in Poznan, Poland on 10-11 November and meet like minded people from across the globe face to face? Find out more and register to attend at <http://fttconf2012.fairtrade.org.pl>. A limited number of subsidies for UK delegates will be available and can be applied for by contacting us.



DATES FOR



YOUR DIARY

- **24 September – 4 October:**
Big Fair Bake: Take another step for Fairtrade
- **22 September:**
South West Fairtrade Regional Campaigner Forum, Exeter
- **6 October:**
Fairtrade Supporter Conference, Mermaid Conference and Events Centre, London
- **10 -11 November:**
International Fairtrade Towns Conference, Poznan, Poland
- **24 November:**
East England Regional Campaigner Forum, Cambridge
- **25 February to – 10 March:**
FAIRTRADE FORTNIGHT 2013

CONTACT

General Fairtrade Town enquiries:

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bruce.crowther@fairtrade.org.uk • 01995 601258

Fairtrade Town Discussion Group:

groups.yahoo.com/group/FairtradeTown

Order resources:

online.fairtrade.org.uk • 020 7440 7676

www.fairtrade.org.uk

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