

# THE TOWN CRIER

TWELFTH  
EDITION



Edition 12 • Spring 2016

Dear Fairtrade Town contact,

The beginning of 2016 brings with it the excitement of Fairtrade Fortnight and a year ahead filled with dedicated and passionate campaigning. By now, many of you will be busy planning your own fun-filled breakfasts, as well as encouraging others in your communities to organise their own breakfast events. See pages 2 & 3 for all the Fortnight updates, including new resources and ideas.

Indeed, 2016 marks the beginning of the world's new commitment, the Sustainable Development Goals. While Fairtrade works towards many of the issues that the goals focus on, it also continues to push the boundaries further to uphold our commitment to supporting farmers and workers. Fairtrade Foundation's 2016-2020 strategy will be launched in Fairtrade Fortnight, setting the course for the next five years of work to make trade fair. We've got some big ambitions for the future, so keep your eyes peeled!

If you are no longer the appropriate recipient of the Town Crier for your local group, please get in touch at **volunteer.towns@fairtrade.org.uk** to let us know.

The Towns team wishes you all a very happy 2016!

**Adam, Rachael, Olivia and the volunteers**  
**(The Fairtrade Towns Team)**

## TOP NEWS FROM ACROSS THE NETWORK



Neston Fairtrade Town Steering Group organised a warm-up Fairtrade breakfast in dressing gowns in preparation for their bigger Fairtrade breakfast on Saturday 5 March.



Hartlepool Fairtrade Town Steering Group are working with catering contractor Aramark to offer a Fairtrade breakfast promotion in the Hartlepool Power Station restaurant throughout Fairtrade Fortnight.



Congratulations to Fairtrade Guernsey who were awarded £2,000 from the Co-op Society to put towards their new website.

**Don't forget to share your top news with us for the next edition – contact details are on page 8.**





# FAIRTRADE FORTNIGHT 2016



Since we introduced the theme of Fairtrade Fortnight 2016 in the last edition of the Town Crier, there have been some important developments that you may find useful for your planning.

## Make your own resources

We've uploaded some tools to the resource library at [fairtrade.org.uk/resources-library](http://fairtrade.org.uk/resources-library) to help you create your own Fortnight campaigning materials and resources, such as posters and leaflets.

These include illustrations, logos, headline images and social media backgrounds.

## Stop the press!

You can now download template press releases so that you can easily promote your breakfasts in the media and get more people round your breakfast table! Encourage other people in your local communities to do the same.

## Offers from our Fairtrade friends

If you're holding a big community event and would like some Fairtrade goodies for your guests, make sure you take a look at [fairtrade.org.uk/offers](http://fairtrade.org.uk/offers)

Offers from Divine Chocolate, Liberation Nuts, Ma's Happy Life, Percol, Starbucks and

Tropical Wholefoods are already online, with more being added in the run up to Fortnight. Most offers have limited stock so to guarantee your goodies, apply as soon as possible.

## What else can I serve?

Coffee, tea, bananas and sugar are all easy to find and use as breakfast products but if you're stuck for other product ideas, how about:

- Cereals, including muesli and cereal bars
- Honeys, spreads and jams
- Smoothies and juices

Delicious Fairtrade breakfast recipes will be available during Fortnight, so make sure you check the website for updates.

## BEFORE YOUR BREAKFAST: USE THE EVENT MAP

Find out what's happening near you and how many events are happening across the country!

You can also advertise your event to get more people coming along. Head to [fairtrade.org.uk/eventsmap](http://fairtrade.org.uk/eventsmap)



## More funds, more farmers

By having a Fairtrade breakfast you're helping to ensure that the farmers in Fairtrade can feed their families. But there are many more that we still need to reach. If you're using your breakfast to fundraise, then the Fairtrade Foundation would be very grateful to receive any donations.

This money is used for a variety of projects including bringing more farmers and workers into the Fairtrade system, climate change adaptation training and supporting women farmers to take more equal roles. Go to [fairtrade.org.uk/fundraise](http://fairtrade.org.uk/fundraise) to find out more.

## Think outside the cereal box – more ideas

Be creative with your breakfast ideas to inspire others and grab media attention. Think beyond a traditional breakfast; your breakfast can be hosted at any time, day or night or even add a bit of competition to your breakfast, for example, how Fairtrade can you make your porridge?

Get together with your steering group members to come up with some inspiring ideas.



## A FEW IDEAS

- Commuter breakfast – hand out Fairtrade bananas and a leaflet to commuters on their journey into work
- A 'late' breakfast – perhaps for shift workers at a local hospital or factory
- Hold your breakfast in an iconic place
- An 'international' breakfast – it's always breakfast somewhere in the world
- Invite key influencers in your community, from local businesses and MPs to any famous faces



Neston steering group sitting down for breakfast



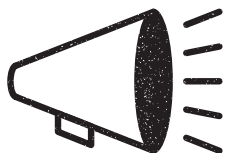
## NEW! TUNE IN TO FAIRTRADE: RADIO TIPS

Although it can be daunting, an interview on the radio promoting an event or just explaining more about Fairtrade is a great way to reach thousands of people.



Download a tip-packed factsheet from the 'general campaigning resources' section of the resource library.

# ASK THE EXPERTS: RESOURCES



## Q&A

**Q: How do I make materials to promote our Fairtrade campaign?**

**A:** Resources are vital to telling people about Fairtrade in your local community. A leaflet or handout has the potential to reach many people, so it's really important to make sure you include the right information or a specific call to action to make your poster/leaflet really count and serve your purpose. Additionally, a bright, eye-catching poster or banner can increase the visibility of Fairtrade in the town. Whether you're advertising where to buy Fairtrade products or calling for new steering group members, have a think about the purpose of your materials when creating them.

To get the most from your resource, make sure it is aimed at the intended audience, the message is clear and, most importantly, make it relevant to your community.



Find templates, logos and building blocks to make your materials at [fairtrade.org.uk/en/resources%20library/campaigning](http://fairtrade.org.uk/en/resources%20library/campaigning).

CREATE  
YOUR OWN  
MATERIALS

### THINGS TO INCLUDE IN A RESOURCE:

- Succinct, snappy and persuasive information.
- Include a call to action: 'Support Fairtrade in XXX', 'Ask for Fairtrade in XXX' – the more people request Fairtrade options, the more businesses will stock them.
- Make it colourful
- Images – some are available on the Resource Library, others can be requested by getting in touch with **volunteer.towns@fairtrade.org.uk**
- Use the correct logo: request the correct FAIRTRADE Mark from the Fairtrade Towns Team (email above).
- If you're making a hand-out, include a producer story to humanise and emphasise the reason to buy Fairtrade. You can find these in action guides, enewsletters and online, or by getting in touch with us.



# CAMPAIGNER SPOTLIGHT: FAIRTRADE ANNIVERSARIES



Members of Chesham4Fairtrade take selfies with a model of Lydia.

**Since Garstang became the first UK town to achieve Fairtrade status in 2001 the movement has grown to become a network of over 600. In the last few years, more and more towns have reached three, five, even 15 year milestones as Fairtrade Towns. These are testament to sustained hard work and deserve to be shouted about.**

Celebrating anniversaries also doubles as a valuable opportunity to dust off any campaigning cobwebs and revitalise your campaign. Special events can increase the visibility of Fairtrade, attract media attention and draw in businesses and influential contact support. But, most importantly, it's a great way of re-engaging with the local community.

Chesham4Fairtrade achieved just this when they celebrated their tenth anniversary in 2015. It was unique, creative and local to Chesham. Chesham's celebratory year focused around their newly adopted fair trade mascot, Lydia Hardy; a late 18th century campaigner against

slavery, reflecting Chesham's long heritage in campaigning for social justice. With instrumental support from the local council, a model of Lydia spent the year touring Chesham and became the focal point of a selfie competition, attending events and standing as guest of honour at their anniversary party. Colin Cartwright, former Chair of Chesham4Fairtrade, emphasised how Lydia and her story was a useful tool for reaching out to young people in the community. Additionally, Chesham in Bloom, with funding from the Chesham4Fairtrade group and other sources, created a magnificent Fairtrade flowerbed design.

This unique celebration unsurprisingly attracted significant media attention, with the story featuring in a variety of publications and social media. The anniversary has also had a long-term impact as the group now feel they have much more of a platform from which to persuade the local council to invest in Fairtrade Town signs!

You can read more about Lydia's story and Chesham's impressive celebrations at [chesham4fairtrade.co.uk/home/our-10th-year-in-summary](http://chesham4fairtrade.co.uk/home/our-10th-year-in-summary)

Have you got a Fairtrade anniversary coming up? Why not follow Chesham's example and plan your own distinctive celebration to help rejuvenate your Fairtrade campaigning and showcase your fantastic achievement and hard work that goes into being a Fairtrade Town.

### CHESHAM'S ADVICE FOR PLANNING AN ANNIVERSARY CELEBRATION:

- Think outside the box
- Don't be scared to do outrageous things
- Utilise council and key contact support

The UK's first Fairtrade Town, Garstang, will renew status for the fifteenth time this December, with celebrations planned for later this year.



## FOCUS ON: DEEPENING IMPACT FOR PRODUCERS

Over the past year we've been working with some pioneering businesses who, alongside their existing commitment to Fairtrade, want to make a real difference in certain areas in their supply chain.

Together we've found out how they can work closely with producers on projects to make trade fairer and more sustainable. We've got five project themes, which are underpinned by our Theory of Change.

They are:

- Providing direct support to producer organisations
- Preferential sourcing: creating routes to markets for those who would not otherwise have access through conventional trading routes
- Buying practices
- Influencing consumer behaviour
- Transparency

Since 2014, 15 new projects have been launched with companies ranging from supermarket chains through to Fairtrade Organisations (FTOs).



Brazil nuts inside their 'coconut'



### QUICK GLANCE:



Imagine investing long hours of work and your income to grow a crop you're depending on to feed your family and not knowing how much you will be paid for it, or where it goes when it leaves your hands.

Typically, farmers and workers at the start of supply chains throughout the world have the least amount of information about the chain than anyone else in the wider

industry. So how can they make sure they are growing what customers want, and what will get them the best prices? Liberation Foods, the UK's only fair trade, farmer-owned nut company, wanted to change this.

Things are already tough for the Brazil nut co-operatives they work with, with bad weather conditions, an unpredictable market and currency fluctuations. Add a complex supply

chain, and it's even harder for everyone in the supply chain to communicate clearly and be transparent.

Liberation decided to show the co-operatives how their nuts were packaged and bought in the UK, giving them information on the market and the wider industry. This simple change was powerfully motivating for the gatherers who now understand why quality affects the price they get

for their nuts. Of course, this has led to better quality, quantity and timeliness of supply, as well as making the Brazil nut co-operatives more sustainable and reliable to do business with.



Watch Liberation's video, *Changing the world nut by nut* to understand more about their work with Brazil nut co-operatives.

### WANT MORE?

- Go to [fairtrade.org.uk/en/for-business/deepening-impact](http://fairtrade.org.uk/en/for-business/deepening-impact) and find out how businesses are also changing for a more sustainable, fairer future.
- Discover our Theory of Change at [fairtrade.org.uk/en/what-is-fairtrade/the-impact-of-our-work/our-theory-of-change](http://fairtrade.org.uk/en/what-is-fairtrade/the-impact-of-our-work/our-theory-of-change)

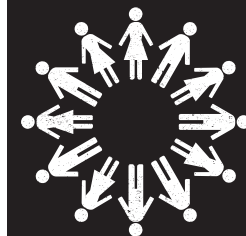


This years' Fairtrade Campaign Awards have been announced to recognise the work of Fairtrade groups during Fairtrade Fortnight. Entries for the awards will close on 4 July 2016.

There are four award categories:

- The Big Fairtrade Breakfast Champion
- The Best Local Fairtrade Breakfast
- The Biggest Fairtrade Breakfast
- The Most Creative Fairtrade Breakfast

To read more about the awards criteria and how to apply, go to [fairtrade.org.uk/awards](http://fairtrade.org.uk/awards)



## NATIONAL CAMPAIGNER COMMITTEE

NCC meetings have been scheduled for 2016 and are being held on 28 January, 17/18 May and 26 September. Get in touch if you have any issues you'd like to raise or if you'd like to receive updates from your representative.

Go to [fairtrade.org.uk/ncc](http://fairtrade.org.uk/ncc) to find out who your representative is.

## CONTACT

*In this edition of Town Crier we welcome back Adam from his sabbatical and say thank you to Olivia for her hard work over the past few months.*

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Chenel, Jess, Amy and Beth, Fairtrade Towns Volunteers:  
**[volunteer.towns@fairtrade.org.uk](mailto:volunteer.towns@fairtrade.org.uk) 020 7405 5942**

Fairtrade Towns Discussion Group:  
**<http://groups.yahoo.com/group/FairtradeTown>**

Order resources:  
**[shop.fairtrade.org.uk](http://shop.fairtrade.org.uk) 020 7440 7676**

**[fairtrade.org.uk](http://fairtrade.org.uk)**  
**[mail@fairtrade.org.uk](mailto:mail@fairtrade.org.uk)**

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