

THE TOWN CRIER

EDITION
THIRTEEN



Edition 13 • Summer 2016

Dear Fairtrade Town contact,

What a Fairtrade Fortnight that was! We hope you enjoyed sitting down for breakfast and standing up for farmers. It was truly inspiring to see how many groups brought the Big Fairtrade Breakfast theme to life, reaching out to new audiences and strengthening relationships with existing supporters.

Now it's time to enter the annual Fairtrade awards for the chance to win a cash prize to boost your campaign! This year, the awards are themed – you guessed it – around breakfast. Hotfoot it to page 3 to find out how to enter. Get creative if you need your activities to fit into a category, and don't be modest!

In this summer edition, there's inspiration from St Andrews on working with large-scale events and news about autumnal conferences – a great opportunity to refresh your enthusiasm by connecting with other campaigners in your region. You'll get the chance to meet a gold miner and hear about plans for a new autumn campaign to raise awareness of Fairtrade Gold.

As ever, if you're no longer the right person in your group to send the Town Crier to, please get in touch at volunteer.towns@fairtrade.org.uk

Have a good summer!

Adam, Rachael and the volunteers
(The Fairtrade Towns team)

TOP NEWS FROM ACROSS THE NETWORK



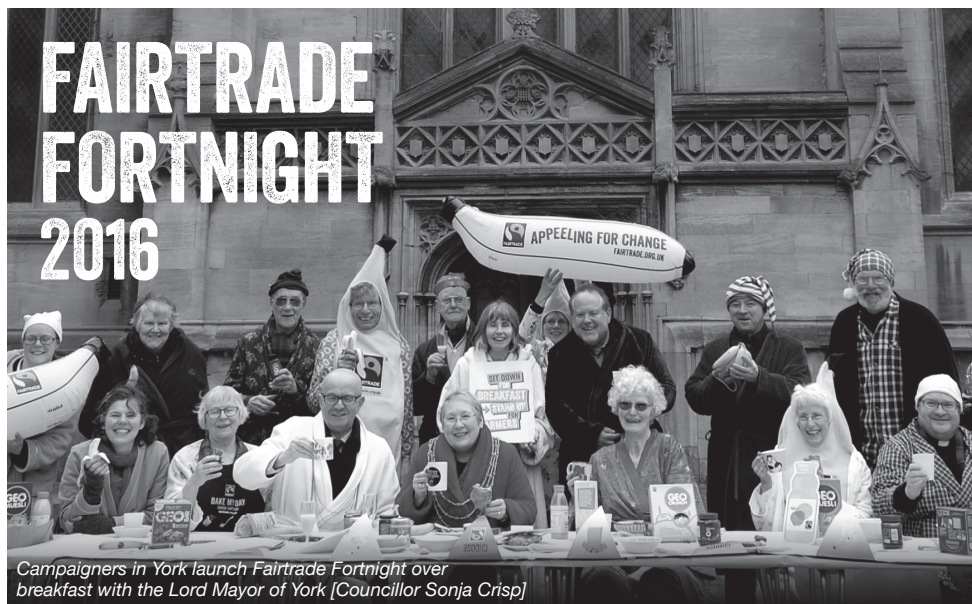
Letchworth Garden City have created a membership secretary role to recruit permanent and ad hoc steering group members.



Camden Fairtrade Network visited 16 cafes in four hours on World Fair Trade Day as part of their coffee crawl, a fun way to encourage cafes to switch to Fairtrade!

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





Campaigners in York launch Fairtrade Fortnight over breakfast with the Lord Mayor of York [Councillor Sonja Crisp]

The buzz around this year's Fairtrade Fortnight was unmistakable. There were breakfasts on ferries, up towers, in Parliaments and on mountains... And they all had one thing in common: communities up and down the UK standing up for farmers and workers.

As we went to press, more than 80,000 Fairtrade breakfasts had been logged, held at thousands of events up and down the country, reaching hundreds of thousands of shoppers. Here are a few highlights:



Regional press coverage

Fairtrade was featured 1,386 times in print, with a potential reach of 19 million people.

Regional press is a valuable source of news, driven by local campaigning activities, so please keep promoting your work and activities in your local newspaper!

All-Party Parliamentary Group (APPG) on Fairtrade

More than 30 cross-party MPs, school pupils, campaigners and Fairtrade producers met to launch a new APPG in Westminster in March.

Encourage your MP to support the work of the APPG – they can contact MP Holly Lynch or sarah.brazier@fairtrade.org.uk

My Next Fairtrade Adventure

We estimate that more than 600,000 pupils watched our new film for young learners about Fairtrade and sustainability – My Next Fairtrade Adventure.

See why it's so popular for yourself at fairtrade.org.uk/schools, and think about how you could use it to engage young people through your campaign.

Producer Tour 2017

Turn to page 8 to find Fairtrade Fortnight 2017 dates. If you'd like a producer to visit you next year, just drop us a line at volunteer.towns@fairtrade.org.uk





FAIRTRADE CAMPAIGN AWARDS 2016



Don't be modest – enter your Fairtrade Town into our annual campaign awards: cash prizes are up for grabs! The closing date for entries is 4 July 2016.

To read more about the awards criteria and how to apply, go to fairtrade.org.uk/awards

There are four award categories:

-  **Big Fairtrade Breakfast Champion** – for the group whose campaign has shown the best outreach and networking.
-  **Biggest Fairtrade Breakfast** – for the most impactful and far-reaching campaign.
-  **Best Local Fairtrade Breakfast** – for the group who best showcased a regional flavour, alongside promoting Fairtrade.
-  **Most Creative Fairtrade Breakfast** – for the group who really thought outside the box.

**COULD YOU BE
THE NEXT WINNER?**

AWARD-WINNING WISDOM

We asked the victors of last year's awards about the impact that winning (and the prize money!) had on their campaign...



Q: Tell us about the experience...

A: Our groups were absolutely thrilled to win and it was exciting that we shared the prize between two groups as we work together a great deal. We were able to use some of the money to help with Fairtrade Fortnight events, create printed stickers for shops and cafes, and postcards saying 'Portsmouth is a Fairtrade City' with details of the group. We're thinking of working more closely with other local groups.



Q: How has winning the award helped your campaign over the past year?

A: It was a real boost to our group to win. We had a leaflet printed explaining what Thanet Fairtrade Initiative is and does as it's one of the most frequently asked questions at events. We have saturated outlets in Thanet with this leaflet: tourist information centres, coffee bars, other tourist venues, places of worship and community spaces.



Q: Do you have any tips for groups who may be struggling with their campaign?

A: Know your local community; use networks and contacts already in place to promote Fairtrade. Be a visible presence at local events – a banner with the Fairtrade Town logo and your town's name helps. Have something to offer people – taster sessions are good conversation starters – and ask supermarkets for donations. Be positive, persistent and smile!

ASK THE EXPERTS:

Q&A

Q: How can our steering group engage on Fairtrade with the mosques in our community?

A: Engaging with places of worship other than churches is an impactful activity for many Fairtrade Towns. It's a great way to connect with people of all ages in the wider community. You may find new ideas, members, and like-minded supporters. As well as engaging with individual mosques, there are festivals and events to get involved with.

The Islamic principles of respect, dignity and fairness in trade and business are reflected in the Fairtrade Standards that protect fair pay, humane working conditions and equality among farmers and workers.

Encouraging a mosque's council of elders to introduce Fairtrade may not happen overnight, so be prepared to take your time building the relationship. And don't forget that personal connections may be able to introduce you!



UKIM Madinah Masjid, Luton, becomes a Fairtrade Mosque, 2007

RESOURCES AND INFORMATION:

Fairtrade and Islam

This booklet explores the parallels between Fairtrade and Islam, including scripture and stories about producers.

Becoming a Fairtrade Mosque

A handy (and snappy) leaflet packed with information and activities.

Worship resource

Designed for Fairtrade Fortnight but useful all year round, and full of relevant scripture and readings.

To download or order resources: go to the campaigning > places of worship section in the resource library (fairtrade.org.uk/resources-library) or visit shop.fairtrade.org.uk/faiths

KEY MOMENT: RAMADAN

Ramadan is a key moment in the Islamic calendar, starting this year on 7 June and ending with Eid on 6 July. Muslims take time to consider justice, fairness and ethical principles while fasting during daylight. Thoughts of food and the experience of those who produced it are also central, which means that Fairtrade is particularly relevant.

You could send a box of Fairtrade dates with an introductory letter to encourage your local mosque to break their fast with fair trade and hold a fair trade Iftar (the meal at sunset during Ramadan to break fast).



CAMPAIGNER SPOTLIGHT: FAIRTRADE AT SPORTING EVENTS

St Andrews made the most of their tenth anniversary as a Fairtrade Town in 2015 by supporting The Open to make a firm and ongoing commitment to Fairtrade. As one of the world's major sporting events, The Open has huge reach and impact.

The Fairtrade Town group first contacted The R&A, organisers of The Open, in 2008 and Fairtrade tea and coffee were available at the Championship in 2010. Fast forward to 2015, with Scotland a Fair Trade Nation and the 2014 Glasgow Commonwealth Games a powerful reminder of the potential of such events, and St Andrews felt that the timing was right to further engage with The R&A.

Mary Popple (pictured right), the group's Chair, noted that commitment to Fairtrade came under The R&A's broader commitment to sustainability around The Open, through their new GreenLinks programme. With catering already identified as a key area of focus, there were more detailed discussions around Fairtrade products.

The group gave The R&A the procurement document from the London 2012 Olympic Games, which acted as a valuable discussion tool for reviewing sustainability and catering at major sporting events. Mary's favourite moment was seeing the requirement for Fairtrade tea, coffee, bananas, sugar and

hot chocolate confirmed. As with Goal 1 for Fairtrade Towns, a written resolution is a visible and binding reminder of a commitment to Fairtrade and is key to success. St Andrews and The R&A also made an agreement that procurement at future Open Championships will be Fairtrade wherever possible.

Learning to work together was key. Mary said the group were successful at introducing a large number of Fairtrade products because they worked closely with The R&A throughout the process and listened to the broader goals around sustainability for The Open.

St Andrews' success was testament to the group's long-standing membership and commitment.

If you want to approach sporting events in your area, identify your key contact people, make use of the National Fairtrade Purchasing Guide and have all your sustainability and impact information at the ready! Presentations and materials to help you are available on the resource library at fairtrade.org.uk/resources-library



Fairtrade and The Open

ST ANDREWS' ADVICE FOR INFLUENCING EVENT PROCUREMENT:

- Supply useful templates
- Build relationships
- Work collaboratively

THE OPEN AND FAIRTRADE 2015

60,000 CUPS OF
FILTER COFFEE

10,500 TEA BAGS

12,500 BANANAS

36,000 SUGAR
STICKS

(Above figures are estimates.)

FOCUS ON: WOMEN'S EMPOWERMENT IN CÔTE D'IVOIRE



Fairtrade commissioned researchers from KIT, a Netherlands-based institute, to work with women cocoa farmers in western Côte d'Ivoire to understand more about their experiences.

The women, all linked to Fairtrade co-operatives as either members or the wives of members, learnt how to use video cameras and microphones, developed ideas and made two films on location in their villages before showing them to the co-operatives.

The films explore some of the challenges women cocoa farmers face. Major themes include their aspirations to do different kinds of work, have greater control over household income and develop leadership roles within their communities and co-operatives. The women need better access to resources such as farm inputs, training and transport to support their cocoa production. The films reveal how they would like to be more involved in their co-operatives, but do not feel included in meetings and decision making.

Several co-operative managers and board members agreed to be interviewed on camera by the women. This gave them an opportunity to raise their concerns and aspirations directly with the most senior people in the co-operatives.

While the project is not a guarantee that the women's profile in the co-operatives and communities will change overnight, the chance to make their voices heard was clearly important to them. The women emerged from the project feeling more empowered and positive about the potential to work as a group to try and bring about positive change, and push more strongly for women's interests within the cocoa co-operatives. The final films are being used for discussions on gender in workshops with other producers in Africa.

Watch the films at vimeo.com/album/3766625

Addressing gender inequality and climate change is central to the global Fairtrade network's future direction. Learn more about these themes in action in our UK 2016-2020 strategy at fairtrade.org.uk/strategy

REGIONAL CONFERENCES ARE HERE AGAIN!

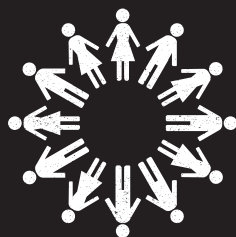


Autumn means conference season for the Fairtrade campaigns team, and this year we'll be holding supporter conferences with local groups in four regions. Conferences are the chance to connect with other campaigners, learn about Fairtrade Fortnight 2017 and elect new National Campaigner Committee (NCC) representatives.

A Fairtrade gold miner will also be sharing their story at each conference, and kick-starting a new Fairtrade Gold campaign launching later this year.

Campaigners can also attend practical and supportive workshops focusing on recruiting members and reinvigorating steering groups, and hear Fairtrade producer and product updates.

REGION	LOCATION	DATE
London	Central London	15 September
North England	Penrith, Cumbria	17 September
South West	Chippenham, Wiltshire	1 October
East Midlands	Leicester	8 October



NATIONAL CAMPAIGNER COMMITTEE

Regional representatives of the NCC held a meeting with Fairtrade Foundation staff in May to consider our long-term campaigning strategy.

A summary of this meeting is on the NCC webpage.

Visit fairtrade.org.uk/ncc to find out more, and how you can contact your representative. And why not consider standing for election to the group in the autumn elections?

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GET INSPIRED
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**COME TO A
REGIONAL
CONFERENCE**

DATES FOR YOUR DIARY



1-3 July 2016:

International Fair Trade
Towns conference,
Lebanon

10 September 2016:

Scottish Fair Trade
Forum AGM

15 September 2016:

London conference

17 September 2016:

North England
conference

1 October 2016:

South West conference

8 October 2016:

East Midlands conference

Fairtrade Fortnight 2017

27 February – 12 March

CONTACT

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Abby, Beth, Rebecca and Rita,
Fairtrade Towns volunteers:
volunteer.towns@fairtrade.org.uk 020 7405 5942

Fairtrade Towns discussion group:
<http://groups.yahoo.com/group/FairtradeTown>

Order resources:
shop.fairtrade.org.uk 020 7440 7676

**fairtrade.org.uk
mail@fairtrade.org.uk**

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**FAIRTRADE
FOUNDATION**