

THE TOWN CRIER

NINTH
EDITION



Edition 9 • Spring 2015

Dear Fairtrade Town contact,

The beginning of a new year signals the countdown to Fairtrade Fortnight: materials will soon be dropping on doormats and posters will be put up nationwide! There are lots of ways for your group to get involved, from taking part in the Stock It Challenge to holding a community event or speaking in a school. We've taken the liberty of including a pack with this edition. See pages 2 and 3 of this issue for ideas and links to resources.

Helping shoppers to understand who's behind our favourite products is a huge part of encouraging people to consciously choose Fairtrade. This is why we've made a brand new film showing the lives of tea farmers and workers in Malawi and telling their stories. It's available on DVD and to download so you can easily incorporate it into any of your events.

As always, Town Crier is sent to you as the contact for your Fairtrade Town steering group. An electronic version is available at fairtrade.org.uk/towns to share with others. If you are no longer the appropriate recipient of Town Crier, please get in touch and let us know.

With best wishes,

Adam, Rachael and the Volunteers
(The Fairtrade Towns Team)

TOP NEWS FROM ACROSS THE NETWORK



Congratulations to the towns, cities and villages including Bristol, Chelmsford and Lewisham who are celebrating 10 years of Fairtrade status in 2015



Bexhill Fairtrade Town got creative with their campaign and presented a petition of over 500 local signatures to the Mayor asking him to help make Bexhill a 100 percent Fairtrade banana town!

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





FAIRTRADE FORTNIGHT 2015



© Eric St-Pierre

*Draman Sesame, Fairtrade cocoa farmer
from Woroyiri village, Côte d'Ivoire*

In the last issue we brought you the theme and focus of 2015's Fairtrade Fortnight: choose products that change lives. Despite the huge success that Fairtrade has had over the past 20 years, 49 percent of UK shoppers say that they never actively buy Fairtrade food and drink. We aim to change this by celebrating the power of everyday choices by telling the other half of a product's story – the producer's – to show the difference Fairtrade makes.

As Fairtrade Town campaigners, you've played a vital role in convincing shoppers and local businesses to buy and stock products to get Fairtrade to where it is today.

Our next challenge is to continue to help more shoppers understand why Fairtrade is important and the impact that it has on producers by telling their stories to drive more people to choose products that change lives.

Your Fairtrade Fortnight materials checklist:

- Action guide
- Event pack
- Stock It Challenge Pack
- Posters
- Stickers
- Film "Fairtrade Matters"
- Updated 'What is Fairtrade?' leaflet

Go to shop.fairtrade.org.uk to order your materials.

STOCK IT CHALLENGE

The Stock it Challenge pack includes everything you need to quickly organise an effective local action involving all kinds of businesses. We've included one with this edition – it's perfect if you're looking to pull together a last minute Fortnight activity – and you could win a cash prize for your group by letting us know how you got on.

Build new relationships, raise awareness of Fairtrade in your community, grow Fairtrade sales, and have fun while you're at it!



Stock It Challenge Award

For a chance to win £500 for your campaign group, send us your completed Stock It Challenge posters along with details of anything particularly creative or innovative that you did. For more information go to fairtrade.org.uk/awards

FAIRTRADE MATTERS

Fairtrade Matters, an evocative and thought-provoking short film, offers a glimpse into the lives of just two of the 1.4 million farmers and workers at the heart of Fairtrade. Join Edson and Tsala to see the difference Fairtrade makes for them, their families and communities, and the challenges they face in a poignant portrait of the everyday reality of life behind the tea we drink. With the cinematic landscapes of rural southern Malawi never

far away, this captivating, moving and sometimes stark film touches on the universal themes that affect us all – from providing for our children to planning for an uncertain future.

Help us get as many people as possible to see the film – could you organise a screening in your community for Fairtrade Fortnight? A film screening pack to make it a success with special posters and programmes is available to order now from the website.

Behind the scenes



© Fairtrade Foundation

SPOTLIGHT

POINTING THE WAY TO FAIRTRADE

Ask the experts

Q: Can we erect road signs to promote our Fairtrade Town status?

A: In order to erect road signage, you must get approval from your local council, as authorisation is made by the local authority's Highway Department. Some councils may be reluctant to approve the signage because Department for Transport regulations do not allow road signs that aren't related to road safety notices.

However, local planning authorities may be able to consider special circumstances and incorporate these into road signs. A good reason to cultivate a strong relationship with your local council! There

are now over 50 signs for Fairtrade Towns, Villages and Cities to spot on your travels around the UK, including Leighton Linlade, Belfast, Bolton and Abergele.

We ask groups not to include the FAIRTRADE Mark or the Fairtrade Town Identity itself on road signs as trademarked logos are not permitted. Good luck if you choose to take this forward with your local authority!

Cheadle's top tip:

Use council-friendly language: 'sustainability' and 'community engagement' feed into their goals. The idea of 'civic pride' might appeal to councillors too.

CAMPAIGNER EXPERIENCE: CHEADLE

We spoke to Mary Blunt to hear Cheadle's perspective: 'We didn't know how to go about it at first so we contacted the Garstang Fairtrade group for advice, referred to the Fairtrade Towns Action Guide and read the Fairtrade Town Identity handbook. The Town Clerk was particularly helpful, as they are able to influence the Town Councillor. The process was very slow, we had to fill in a big form for the Staffordshire Highways team and were told we'd have to pay £360 for eight signs at different entrance points to the town, but luckily Staffordshire County Council later decided to fund it. Our relationship with a local councillor was very useful in achieving this.

It helped to build our campaign as more people became aware of Fairtrade and Cheadle's Fairtrade Town status. We especially noticed the difference during Fairtrade Fortnight 2014 when asking people to support the Make Bananas Fair campaign.'

Biggest frustration:

How long it took.

Biggest achievement:

Using local relationships with the Council to achieve our goals.



Unveiling the Cheadle Fairtrade Town sign



FOCUS ON: BUSINESS ENGAGEMENT

This year's Stock It Challenge is about getting local businesses involved in your campaign. Looking for ways to talk to them? Here are a few top tips and resources to get you started...

Before you start:

1. **Think like a business**
 - Why should they serve Fairtrade; what benefits will it offer their business?
 - Where could they serve Fairtrade; externally to customers or at events, or internally in meetings and canteens?
 - How would they serve Fairtrade; by requesting it, influencing suppliers or switching caterers?
2. **Do your research**
 - What are their sustainability or corporate social responsibility (CSR) goals – can Fairtrade help them meet these?
 - Would sourcing Fairtrade be something they could talk about publicly?
 - Who influences their buying decisions? The best contact could be anyone from their facilities team, CSR department or procurement managers.



MARKETING OPPORTUNITIES

Fairtrade offers businesses large and small lots of marketing opportunities; use these to support your case with local outlets or companies:

1. **Fairtrade Fortnight**
 - Businesses can visit fairtrade.org.uk/fortnightforbusiness for free print-ready materials, digital assets and marketing guidelines for on-site and online so that they can engage staff, suppliers and customers both old and new – a fantastic opportunity for them to drive Fairtrade sales!
2. **Coffee posters and window stickers**
 - Available for free through the eshop for outlets serving Fairtrade coffee, these materials are a thank you to businesses



offering Fairtrade coffee and a great opportunity to celebrate and promote coffee: shop.fairtrade.org.uk/for-business

3. **Fairtrade in your workplace**
 - The Fairtrade Workplace of Worldchangers materials, impact calculator and certificate are available to workplaces that commit to offering Fairtrade tea, coffee and sugar to staff and visitors. Use the webpages to support your conversations with workplaces: fairtrade.org.uk/work

WHAT'S COMING UP IN 2015?

This year is shaping up to be another action packed year of Fairtrade campaigning. Here are some highlights to whet your appetite:



Fairtrade Fortnight

Join in Fairtrade Fortnight to get more people choosing products that change lives. Find all you

need to help grow awareness of why Fairtrade is important, and persuade shoppers in your area to purchase Fairtrade products knowing that their actions make a difference at fairtrade.org.uk/fortnight

See you at a conference?

We hope to see you at a conference at some point in 2015...

In addition to the national and regional conferences mentioned on page 7, we're delighted that the 9th International Fair Trade Towns conference is coming to Bristol on 4-5 July with an exciting two-day programme. Find out more and sign up to attend at bristolfairtrade.org.uk



2015

Make Food Fair

Look out for the launch of the brand new focus of our Make Food Fair campaign in June, we'll need your support over the summer months to gather support from the public and newly elected MPs in time for a petition hand-in in September. Plans are coming together now, and we look forward to sharing how you can get involved after Fairtrade Fortnight.



Fairtrade Places of Worship refresh

In 2014 we re-launched the Fairtrade Schools initiative (find out more at fairtrade.org.uk/schools). This year we'll review and refresh the way places of worship achieve Fairtrade status, to better support and inspire Fairtrade activity in churches, mosques, temples and synagogues. We know that faith groups often make up the backbone of Fairtrade supporters in your communities, so look forward to sharing improved resources and ideas with you.



LET'S GET TOGETHER IN 2015



NATIONAL CAMPAIGNER COMMITTEE

With the start of a new year comes fresh new terms for some of our NCC representatives. Please join us in welcoming the following members to the team:

Matthew Lee
East Midlands,
elected May 2014

Sue Tuckwell
South West England,
elected September 2014

Bernard Emblem
North West England,
elected September 2014

Patrick Reyburn
London,
elected September 2014

Yvonne Ewington
North England,
reelected September 2014

Sue Bentley (chair)
East England,
reelected October 2014

Liz Cotton
Scotland,
elected December 2014

NCC representatives represent grassroots campaigner interests at quarterly meetings. If you want to get in touch with your region's rep then go to fairtrade.org.uk/ncc for email links, bios of each representative and further information.

NCC Meetings 2015

Thursday 15 January

Tuesday 21 April

Thursday 4 June

Wednesday 9 September

CONFERENCES IN 2015

The national supporter conference is back in October 2015! This exciting event brings together Fairtrade campaigners from all over the UK to hear from inspiring speakers, take part in workshops and network with other passionate supporters.

There will be four regional conferences for campaigners to meet each other and get the local lowdown. Delegates will hear from producer representatives on the Fairtrade Foundation board, take part in workshops and discuss both regional and global issues relevant to Fairtrade campaigning. Elections for the NCC will also be held, please get in touch if you are interested in standing to represent your region.

Regional Conferences

Wales

Yorkshire

West Midlands

South East England

2015: DATES FOR YOUR DIARY

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- **23 February – 8 March:**
**FAIRTRADE
FORTNIGHT 2015**
 - **June:**
Wales Conference
and Fair Trade Nation
Anniversary
 - **3 – 5 July:**
International
Fair Trade Towns
conference, Bristol
 - **September:**
Regional Conferences
in Wales, Yorkshire,
West Midlands and
South East England
 - **October:**
National Supporter
Conference

CONTACT

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Adam Gardner, Communities Campaigns Manager:
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Joseph, Chrysi and Jess, 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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