

THE TOWN CRIER

TENTH
EDITION

Edition 10 • Summer 2015

Dear Fairtrade Town contact,

As this edition of the Town Crier goes to press, the Conservatives have just claimed a majority to form the next government. What does this mean for our campaigning to make trade fair in 2015 and beyond?

Prime Minister David Cameron has shown leadership by keeping to commitments on aid. He has also played a leading role in developing ambitious targets, called the Sustainable Development Goals (SDGs), to challenge global poverty. It is vital he shows the same leadership by ensuring the new government's international trade and investment policies also work for the poor and don't damage their livelihoods.

Our new major campaign, **Show your Hand: Make Trade Fair**, is a call to action for the Prime Minister to ensure his government isn't giving with one hand while taking with the other. He must live up to his promises by making aid and global trade work for the poor. We hope that your Fairtrade Town will be able to get involved by meeting MPs before the summer recess. Read the enclosed campaigner briefing for more information on this urgent campaign activity.

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 to share with others. If you're not the right person, 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 11 communities which have achieved Fairtrade status so far in 2015! Barry, Brixham, Chorley, Corstorphine, Eastleigh, Horsforth, Ilminster, the Isle of Skye, Lancashire, Sedgley and Stocksbridge.



Fairtrade Yorkshire capitalised on the inaugural Tour de Yorkshire this year by setting up a social media thunderclap, reaching thousands of people and promoting Yorkshire's Fairtrade Region status!

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



NEW CAMPAIGN LAUNCH



This September the UN will launch new targets to end global poverty, known as the Sustainable Development Goals (SDGs). They are encouragingly ambitious, bringing concerns about sustainability and international development into a new global context to succeed the Millennium Development Goals. Our Prime Minister, David Cameron, will take to the global stage at the UN, making commitments to meet these targets.

Yet at the same time he will be leading a government which also quietly supports British and EU trade and business policies that too often seriously threaten the lives and livelihoods of hundreds of thousands of vulnerable farmers and workers in some of the world's poorest countries. This includes many Fairtrade producers, for example, the sugar cane farmers affected by the change to EU trade rule changes that so many of you campaigned on this spring.

Let's harness the power of Fairtrade to make sure the concerns of farmers and workers across the developing world are heard – and challenge government policy that gives with one hand, while taking with the other.

In September, we'll put concrete demands to the Prime Minister to make sure that the government doesn't undermine its commitments to ending global poverty. But first, we must show the strength of support for Fairtrade across the country to our new government.

Will you help us launch the campaign by meeting or writing to your MP, urging them to put their hand up for joined-up policies that are fair to farmers and workers in developing countries?

Read the campaigner briefing pack included in this Town Crier for more information and how to get involved. It will also be available at fairtrade.org.uk/makefoodfair





FOCUS ON: FAIRTRADE AND SUSTAINABILITY

What do you think of when you hear the word sustainability? Climate change, the environment and green living may spring to mind. But do you think about Fairtrade too?

When we talk about sustainability, we see economy, society and the environment as inextricably linked, to make sure that people's needs today are met without compromising the needs of people in the future. So as well as caring for our environment, we need to

consider issues such as stable incomes, gender equality and trade policies to achieve sustainability.

Let's put this in context.

Being part of Fairtrade means that producers and traders meet environmental standards, such as protecting the soil and water sources, managing waste, improving biodiversity and reducing carbon emissions. In fact, 55 percent of Fairtrade farmers are also certified organic which means they have the potential to earn more from their crop.

Many Fairtrade certified co-operatives invest their Fairtrade Premium in projects to support members to produce crops in more environmentally friendly ways. This not only improves their farms and the environment around them but it can also mean they produce more, and of better quality, which can then increase their income.

So that's why when you next talk about sustainability, you can talk about Fairtrade.

CASE STUDY: FAIRTRADE AND SUSTAINABILITY IN TEA FARMING

Jane Sepkazi is a tea farmer in Kenya and a member of the Sireet OEP co-operative.

Jane has benefited from training on adapting to climate change and finding other ways to increase her income that Sireet OEP funded using the Fairtrade Premium. Jane has been trained in the proper use of chemicals and the benefits of planting trees among her tea crops, which has increased the amount she now grows.

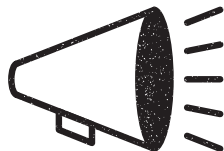


'I've received training so that I've been able to improve my farming methods. What I found most beneficial is the teaching in agroforestry. I learnt how to diversify – to mix trees and crops... One of the benefits of mixing crops is an increase of fertility of those crops.'

The trees provide shade for my crops and the leaves fall and decompose, they make the soil more fertile. And now I'm getting a better yield.'

For films exploring tea and sustainability go to Fairtrade Foundation's YouTube page.

ASK THE EXPERTS: KEEPING FAIRTRADE FRESH



Q&A

Q: Why renew our town's Fairtrade status?

A: Renewing Fairtrade Town status is important for three reasons. For groups, it's an opportunity to take a step back, measure the impact your campaign is having and focus your efforts for farmers and workers. The process should provide an opportunity to track and celebrate your success against past goals and, together, make a useful plan for the future that plays to your strengths. Our renewal

templates are structured to help you think through all aspects of your campaign and vision, without drowning you in paperwork, so you can present your renewal application in any format that works for you.

Renewing helps the Campaigns Team keep a finger on the pulse of the grassroots movement, painting a picture of the challenges, opportunities and trends in communities to inform our direction at a national level.

If we notice that groups are experiencing common difficulties, we can try to address it at a supporter conference or create a useful resource to tackle the problem. And of course we can celebrate, learn from and replicate the many innovative

and impactful ideas Fairtrade Town campaigns generate.

To maintain the integrity of the award, and ensure that key players such as local authorities and local businesses maintain their support for Fairtrade, Fairtrade Town status must be renewed the year after it's first achieved, then every two years after that. If you find yourselves in a rut with events or ideas, throw around some idealistic and ambitious goals before working together to make them realistic and achievable.

For more information and tips, see page 22 of 'Taking your community campaign forward', a resource you can order from the online shop or download from the Fairtrade Towns section of the website.

TIPS FOR GROUP STRATEGY PLANNING

- Brainstorm collaboratively and stay positive
- Think about where you want to be two years from now
- Use your strengths and existing relationships
- Address your challenges
- Make your objectives SMART: Specific, Measurable, Achievable, Realistic and Time-bound



Struggling with a particular goal? A collection of case studies is available at fairtrade.org.uk if you search 'Fairtrade Towns Case Studies'. Take inspiration from other groups or get in touch with us at volunteer.towns@fairtrade.org.uk if your group has an experience you'd like to share.

FAIRTRADE CAMPAIGN AWARDS

The awards are back for 2015, celebrating the most exciting and impactful Fairtrade Towns activities during Fairtrade Fortnight.

The categories are:

- Best Outreach and Networking
- Best Media Campaign
- Most Creative Campaign

An additional Outstanding Achievement Award celebrates the group the judges feel has excelled in all categories. The deadline for entries is 22 June. Find entry forms and judging criteria online at fairtrade.org.uk/awards. Then send in your entries via email to awards@fairtrade.org.uk or by post. Good luck!



We spoke to 2013's winners to find out about their campaigns and what scooping an award meant to them.



Carmarthenshire won Most Creative Campaign for their work developing the Fair Trade Way in Carmarthenshire and across Wales.

What was it like to win?

It's always nice to get recognition for good ideas, or for any work, particularly in voluntary roles. It was also good to get the idea out there to other people. We developed the idea that the Garstang group had for their long distance Fair Trade Way, taking it in a more flexible direction and engaging with different campaigners and communities in our area. We hope that the publicity and award will encourage others to either copy us, or be inspired to use the idea in a ways that suits their own communities. fairtradeways.wales.wordpress.com



Derbyshire Dales won Best Overall Campaign for creating a collaborative art piece which toured the county.

How has winning the award helped your campaign over the last two years?

It really helped us to raise our profile and was particularly useful in gaining more support from the council, who were involved in the campaign and were very proud of its success. This has since helped us to work with them more closely as councillors have been keen to get involved. We spent some of the prize money organising a Fairtrade banana relay between the five towns. It was a really great event and got a lot of local coverage. We also spent some of the prize money on promotional things like Fairtrade window stickers.



Mossley won Best Media Campaign for their promotion of schools using Fairtrade sports balls.

Do you have any tips for other campaigners struggling with their campaign?

It's really important to do what's right for your community and to build your campaign around your community. Ours is quite a small town, which has lots of opportunities for networking. It's important to spread the word and try to keep Fairtrade in people's minds. We always have a short message from Fair Ted each month in the local advertising magazine, for example. I would also say to be very positive, encouraging and persistent! Creating a good atmosphere at events is also important. fairtrademossley.org.uk/ted

FAIRTRADE COUNTY CAMPAIGNS

Achieving Fairtrade County status is a culmination of an incredible amount of hard work, cross-geographical partnership and ambitious activity. There are now 26 counties with Fairtrade status in the UK, including 14 in Wales and three in Scotland, working to spread awareness of Fairtrade principles and products.

While the five goals remain the bedrock, a Fairtrade County campaign is also about taking the Fairtrade

message to a new level, driving sales and awareness of Fairtrade in an innovative way. This could be demonstrated through a variety of different activities. Examples include a new directory or holistic council procurement policy, a website, campaign or an awareness-raising stunt.

Tips for a successful county application:

- Build a robust steering group made up of representatives

from each active town, county council representatives and other local stakeholders (eg business people, university staff or religious leaders)

- Engage a supportive flagship employer to provide opportunities for promotion, sponsorship or other support
- Hold a county-wide event or campaign to raise awareness and enthusiasm.



FOCUS ON: LANCASHIRE

Lancashire is the newest Fairtrade County, achieving status in February 2015 and celebrating its declaration during Fairtrade Fortnight. We spoke to Ann Garsed and Mary Cammack to find out more:

'There are lots of great things about being a Fairtrade County: working as a group across the whole county to achieve a common purpose; the sense of belonging to a much bigger like-minded community; the support and opportunity for bigger projects to take Fairtrade awareness to new levels, and demonstrating an outward-looking stance by not just focusing on our own patch.



'The biggest challenge was pulling lots of different strands together from different communities to create a single network and seizing the window of 'political' opportunity when it came.

'Our next goal is to consolidate and bring Fairtrade status to every borough and major town in the county, inspiring and mobilising more of the

young people of Lancashire in the process. We also plan to build on our schools competition with a youth conference.

'Our top tips – network and liaise as widely as possible across the county; seek out sympathetic councillors; ignore those who say you can't do it.'

FAIRTRADE CONFERENCES 2015



There are lots of opportunities to get together this year, from the international towns conference and regional meetings to national conferences. We hope to see you at one or more of the following!

Regional conferences

These regional events are a fantastic opportunity to share common challenges and successes, hear about the latest news from the movement and updates from the Fairtrade Foundation. Registration for the conferences will open shortly and an email will be sent to the Fairtrade Towns e-news subscribers. Make sure you don't miss out by signing up at fairtrade.org.uk/newsletters

The **South East** conference will be held at the Abbey Centre in central London on Saturday 5 September.

Yorkshire's annual conference takes place in York this year, held at the Priory Street Centre on Saturday 19 September.

Birmingham will play host to the **West Midlands** conference, held at the University of Birmingham on Saturday 26 September. The **Northern Ireland** conference will be on 26 September too.

National Supporter Conference

The National Supporter Conference is back for 2015!

Join us and hundreds of other Fairtrade supporters on Saturday 17 October, at King's College London, Waterloo Campus.

Please save the date and share with others near you, and keep an eye on your inbox for more information about inspirational speakers, informative workshops and important campaigning updates.



International Fair Trade towns conference

Bristol 2015

4 and 5 July

Coinciding with Bristol's status as European Green Capital in 2015, the conference will demonstrate that fair trade has an important role to play in environmental, social and economic sustainability. Workshops, inspiring speakers and plenty of chances for networking mean this is an event not to be missed! Buy your tickets now at bristolfairtrade.org.uk

DATES FOR YOUR DIARY

**17 June 2015:**

The Climate Coalition's
'Speak up for the love of...'
mass lobby of parliament

4 and 5 July 2015:

International Fair Trade
Towns Conference, Bristol

5 September 2015:

South East England
conference

Mid-September 2015:

Fairtrade Fortnight theme
launched

19 September 2015:

Yorkshire conference

25-27 September 2015:

Approval of SDGs at
UN Special Summit on
Sustainable Development

26 September 2015:

West Midlands conference
Northern Ireland conference

17 October 2015:

National Supporter
Conference, central London

CONTACT

Rachael Sweet, Communities Campaigns Officer:
rachael.sweet@fairtrade.org.uk 020 7440 8568

Adam Gardner, Communities Campaigns Manager:
adam.gardner@fairtrade.org.uk 020 7440 8552

Joseph, Rob and Chrysi, 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**

**Fairtrade Foundation, 3rd Floor, Ibex House,
42-47 Minories, London EC3N 1DY**

Registered Charity No. 1043886. A company limited by guarantee,
registered in England and Wales No. 2733136



**FAIRTRADE
FOUNDATION**