

# THE TOWN CRIER

ELEVENTH EDITION



Edition 11 • Winter 2015

Dear Fairtrade Town contact,

It was clear both from the national supporter conference and the support for the recent petition to the Prime Minister that many of you are concerned about the Sustainable Development Goals (SDGs) and how we can work together to make them a reality. The recent summit in New York saw all 193 UN member states commit, making a global agreement to 'leave no one behind'. It is our responsibility as campaigners to hold our government to account.

The **Show Your Hand: Make Trade Fair** campaign has shone a spotlight on the potential for the UK's trade policy to actively undermine progress in international development. Your work to contact and meet with MPs throughout the UK helped to get our campaign demands on the table. Thank you for being involved – do let us know if you've visited or written to your MP and send us your photos.

Sustainability issues are integral to our work, from income and food security to gender equality and climate change. See page 5 for more information and links to new resources to share with your group members and other interested parties.

With best wishes,

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

## TOP NEWS FROM ACROSS THE NETWORK



Campaigners from Woking and Islington handed in 10,000 signatures to 10 Downing Street for **Show Your Hand**, asking David Cameron to consider the trade policy decisions he makes that undermine progress in international development



Holly Lynch MP launched a new Fairtrade Town campaign in Halifax

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





# FAIRTRADE FORTNIGHT 2016

## SIT DOWN FOR BREAKFAST, STAND UP FOR FARMERS



© Simon Rawles

Teresa Kurgat, tea farmer, Sireet OEP co-operative, Kenya

Millions of farmers and workers in developing countries work hard every day to grow the food we eat. Yet many don't earn enough to know where their next meal is coming from. This Fairtrade Fortnight we will encourage the UK public to get behind our campaign and join in the Big Fairtrade Breakfast, to support the farmers and workers behind our food to feel secure, knowing they can feed the people they care about.

We've included a copy of the Fairtrade Fortnight action guide with this Town Crier for all you need to get started and plan your events. There are a variety of resources and ideas to make this Fairtrade Fortnight a success.



### RESOURCES AVAILABLE

#### Get started

- Read the action guide
- Order the event pack

#### Promote your event

- Use the event map at [fairtrade.org.uk/eventsmap](http://fairtrade.org.uk/eventsmap)
- Order posters from [shop.fairtrade.org.uk](http://shop.fairtrade.org.uk)
- Download digital campaign assets at [fairtrade.org.uk/fortnight](http://fairtrade.org.uk/fortnight)
- Use our template press releases to engage local media

#### Places of worship

- Read the church action guide and all-age talk
- Use the lectionary reading notes
- Share the mosque worship resources

#### At your event

- Display the table talkers
- Share the action cards

### BEFORE YOUR BREAKFAST: USE THE EVENT MAP

Use the brand new map to promote your event or any that are happening in your area. Visit [fairtrade.org.uk/eventsmap](http://fairtrade.org.uk/eventsmap) to add your events and reach many more potential supporters.



### AFTER YOUR BREAKFAST: MAKE IT COUNT

We'll be totting up the total number of Fairtrade breakfasts eaten across the UK – make sure you let us know how many people had a Fairtrade breakfast by logging it at [fairtrade.org.uk/breakfast](http://fairtrade.org.uk/breakfast) after your event.

And don't forget to send us your pictures and stories which we'll showcase online.

We look forward to hearing about your breakfasts!



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# ASK THE EXPERTS: SOCIAL MEDIA



## Q&A

**Q: Social media confuses me... which is the best platform to use?**

**A:** With lots of different options to choose from, social media can seem like a difficult maze to navigate. However, it's easy to learn, free to use and has become an unprecedented tool in a campaigner's toolbox. It can help engage your community and beyond, encouraging people to actively get involved.

The potential benefits are great: link up with or lobby local businesses and retail outlets, the council or your MP, get more people coming to your events, recruit new volunteers and directly speak to Fairtrade producers across the globe.

If your group is struggling to gather a social media following you may find that developing one platform well is the best solution. With over a billion active users, Facebook is the obvious choice! Focus on increasing the visibility of your page

by getting steering group members, the town council and friendly businesses to share it. Create Facebook event pages for your activities, invite existing supporters, partner groups and friends, and then ask them to share the event with their Facebook friends. Try to make sure every post has a photograph with it, and share videos, producer stories and useful links (news articles or posts from the Fairtrade Foundation or other like-minded organisations for example) to keep your supporters up to date with the latest Fairtrade news.

If you want to take it further, combining Facebook and Twitter works well. Twitter can be a really useful platform to connect with individuals, businesses and organisations directly, and join conversations using hashtags. The simple act of searching for 'fairtrade' or #fairtrade connects you with people you can tweet at and start a conversation with. You can also easily connect to other campaign groups who can retweet your news and spread the word. Keep tweets to the point of interest, and include links to further information where possible.

It's important to regularly update your page to keep

people interested. Sharing posts from others is a great shortcut if you find coming up with lots of new things to say difficult.

Finally, seek inspiration and help from other groups – we've listed a few to get you started. **Good luck!**

### Forms of social media to consider:

#### Twitter

Express your message in 140 characters and connect with others using hashtags.

#### Facebook

The original and most popular social network.

#### Instagram

A picture paints a thousand words!

### f Facebook

- Fairtrade London Campaign
- Bury St Edmunds Fairtrade Partnership
- Fairtrade Bristol & South West

### Twitter

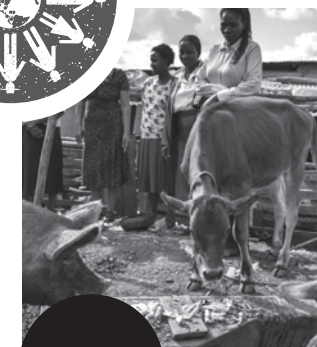
@WokingFairtrade  
@LeysFairtrade  
@HolmeValleyFT – Runners-up in the media category of the Fairtrade Campaign Awards 2015, Holme Valley turned a disaster into a media story when their inflatable banana went missing!

## FOCUS ON: FAIRTRADE, SUSTAINABILITY AND THE SDGs

Climate change and environmental sustainability present huge challenges to the future of our planet, with world leaders meeting for the latest round of global climate negotiations in Paris in December. Many poor farmers and workers where Fairtrade works are already facing the effects of climate change and need fair and sustainable terms of trade to be able to deal with them, yet too often a perception still persists that there is some kind of trade-off between tackling social and environmental concerns.

The recently launched Sustainable Development Goals (SDGs) show how far we have come in dispelling this myth, by including goals on sustainable consumption and production across the globe, and considering efforts to end poverty in harmony with the need to urgently tackle climate change.

We are pleased to enclose a brand new leaflet *Fairtrade: A sustainable choice* with this edition, to assist you in any conversations you may have in this area. The leaflet



### SPOTLIGHT ON

#### HARVEST FAIRTRADE GROUP, KENYA

The workers' Fairtrade Premium committee at this flower plantation/factory are already bringing the goals to life – beating governments worldwide! They have worked through each of the 17 goals, considering how the projects in their community can support the achievement of the wider SDG agenda. Learn more from their active Twitter feed @HFairtrade

outlines exactly how Fairtrade is a sustainable choice and relates to the new global SDGs. It can act as a tool for conversations with sustainability or procurement staff, or for conversations with people who question Fairtrade's environmental or sustainability credentials.

It is available both as a download and to order from our online shop.

You can also find lots of information on sustainability at [fairtrade.org.uk/sustainability](http://fairtrade.org.uk/sustainability) including videos, resources and a case study from Teresa Riviera Palacios, a Nicaraguan coffee farmer.

## CAMPAIGNER SPOTLIGHT: YOUTH COUNCIL ENGAGEMENT

Levels of engagement from local authorities vary across the UK. Finding a supportive councillor to attend your steering group meetings and act as an ambassador for Fairtrade can be the saviour of a flagging campaign. This support can be taken a step further and reach new audiences if your council has a youth forum.

Youth forums or youth councils are established to give children a voice on local issues and can be a great way to consolidate your work with schools.

Felixstowe Fairtrade Forum (FFF) had the opportunity to present to the youth forum in November 2014 and used a banana split sketch to inspire them to action. Children then organised and hosted an event in the town's library in February 2015, using a range of games and activities to educate their peers about Fairtrade in a fun way.

We spoke to Stephen Wyatt from FFF, who said that working with the children was really inspirational. 'It was fantastic to step back and watch it all happen as the kids came up with the ideas themselves', he said, emphasising that the peer-to-peer nature of the event was one of its most powerful qualities.

It's important to maintain momentum, especially in the



Felixstowe Fairtrade Forum with the Mayor and children from the planning group

time that children transition between year groups at school, but Stephen and FFF are already looking to 2016, hoping to make the event an annual one. The group plans to create a youth page on the website to enable children and teenagers to get involved with their campaigning.

A new case study on Felixstowe's interaction with the youth forum is available on the Fairtrade Foundation website at [fairtrade.org.uk/en/get-involved/in-your-community/towns/fairtrade-towns-case-studies/goal-1-felixstowe](http://fairtrade.org.uk/en/get-involved/in-your-community/towns/fairtrade-towns-case-studies/goal-1-felixstowe)

### Activities organised by the youth forum included:

- designing posters
- treasure hunts
- worksheets exploring how tea is grown
- raffles
- interactive computer games
- a finger puppet hunt.

### RESOURCES AND LINKS

Most of our school resources can be adapted for use in youth groups. Visit [schools.fairtrade.org.uk/youthgroups](http://schools.fairtrade.org.uk/youthgroups) for more resources and information.

- **Taking action with Fairtrade for local schools**  
Find the booklet below in the resource library or in the online shop.



- **Find more Fairtrade resources for schools** in a PDF on the Fairtrade Schools website. It has a great list of activities that will work in youth settings from other organisations such as Christian Aid and Traidcraft.

## SUPPORTER CONFERENCES IN 2015

Thank you to everyone who joined us at a regional or national conference this year. We had fantastic feedback – it's clear that campaigners value an opportunity to get together and inspire each other! The national conference was buzzing and included engaging speakers from Fairtrade Africa and a gold mining co-operative in Uganda.

In the South East, workshops brought about helpful discussions, including how to attract new members to steering groups. Two MPs and an MEP attended the Yorkshire conference demonstrating great political interest in Fairtrade. In the West Midlands we were treated to a fantastic panel discussion! The inaugural Northern Irish networking meeting held great promise of things to come. At each conference we also saw the election of local representatives to the National Campaigner Committee.

Regional supporter conferences will be coming to the East Midlands, South West, North England, London and Northern Ireland in 2016 – we'll be in touch next year with more details.



Holme Valley Fairtrade celebrating with Michael Gidney



Congratulations again to the winners and runners-up.

**Stock It Challenge Award:**  
Wishaw

**Best Outreach and Networking runner-up:**  
Wolverhampton Fairtrade Partnership

**Best Outreach and Networking winner:** Mossley

**Most Creative Campaign runner-up:** Cheshire West and Chester

**Most Creative Campaign winner:**  
Thanet Fairtrade Initiative

**Best Media runner-up:**  
Holme Valley Fairtrade

**Best Media winner:**  
Burgess Hill

**Highly Commended:**  
St Michael and All Angels Church, Nottinghamshire

**Outstanding Achievement:**  
Havant and Portsmouth Fairtrade Forums

For a full account of what each group did to win their award, go to [fairtrade.org.uk/awards](http://fairtrade.org.uk/awards) Next year's awards will be themed around Big Fairtrade Breakfasts and will recognise the biggest, most locally relevant and most creative campaigning.

## CONTACT

*Adam Gardner, our Communities Campaigns Manager, is going on a well-deserved sabbatical for three months from the start of November. We wish him well and look forward to his return.*

Rachael Sweet, Acting Communities Campaigns Manager:  
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Olivia Crawford, Communities Campaigns Officer:  
**[olivia.crawford@fairtrade.org.uk](mailto:olivia.crawford@fairtrade.org.uk) 020 7440 8552**

Fairtrade Towns Volunteer Team:  
**[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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