

THE TOWN CRIER

EDITION
FOURTEEN



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Dear Fairtrade Towns,

A lot has changed in the UK since our last edition. The result of the European Union referendum means that your commitment to fighting for a fair deal for farmers and workers in developing countries is more important than ever.

And there's no better place to start than by getting behind a new Fairtrade Gold campaign. People work in life-threatening conditions to bring this precious metal to market. As campaigners, we can make a difference by raising awareness of this, and by encouraging consumers to choose Fairtrade Gold. The campaign is a perfect opportunity to show your commitment to Fairtrade and provides materials and new information to reinvigorate your activities.

We're also excited to announce the dates for Fairtrade Fortnight 2017. Take a look at the action guide in this pack for campaign details and inspiration, so you can start planning your breaks!

If you're no longer the right person to receive the Town Crier, let us know at volunteer.towns@fairtrade.org.uk

Many thanks,

Adam, Rachael and the volunteers
The Fairtrade Towns team

TOP NEWS FROM ACROSS THE NETWORK



Fairtrade Yorkshire and Bradford Fairtrade Zone held an event at Bradford Cathedral to bring together the public, local jewellers and Kenyan gold miner Dan Omondi Odida, to raise awareness of the plight of gold miners and Fairtrade Gold.



Many groups are celebrating milestones as they reach 10 years of Fairtrade status. From Warrington to Stourport and Woking to Richmond, good luck with your events!

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





BREAKING NEWS: FAIRTRADE GOLD



90%
90 percent of gold miners are small-scale. The rest work on large-scale mines¹



100 million people worldwide depend on small-scale mining for their survival²



Up to 16 million men, women and children in Africa, Asia and Latin America are pushed into small-scale gold mining by poverty³

Gold mining is a dangerous, dirty industry and life for miners is tough, particularly for artisanal and small-scale miners. They are typically individuals, groups or co-operatives using pickaxes and shovels to dig mines.

In many gold mining areas, alternative livelihoods are scarce and the fluctuating price of gold makes it difficult to make a decent living. By taking part in the Fairtrade Gold campaign, we can change that together.

People like you have radically changed the way companies treat farmers and workers trapped in poverty.

For decades, Fairtrade community campaigners have increased the awareness and availability of Fairtrade products. This has driven a culture shift in consumer attitudes and how companies source products, while delivering hundreds of millions of pounds of Fairtrade Premium to farmers and workers, and their communities.

It doesn't matter if you don't buy gold yourself. There are plenty of ways you can help raise awareness among those who do. If Fairtrade Gold becomes the norm in the jewellery industry, the potential for growth to other sectors is enormous.

This could break the poverty cycle for millions of miners who are cut out of the benefits of this lucrative trade.

'The middlemen fear that when we are organised, it won't be so easy to exploit us – that's why we were so excited when we heard about Fairtrade. Before Fairtrade, we were just dying in silence.'

Josephine Aguttu, Tiira Small-Scale Mining Association, a pilot group working towards Fairtrade certification in Uganda

FAIRTRADE GOLD: HOW YOU CAN GET INVOLVED

The enclosed briefing is full of vital information and ideas to help your Fairtrade Gold campaigning shine. Here are a few to get you started...

- **Connect with local Fairtrade Gold retailers.** Campaign and work with them to amplify your voices and reach gold consumers. Find out where Fairtrade Gold jewellery is sold at fairtrade.org.uk/gold
- **Focus on ring buyers.** Wedding fairs, venues and places of worship can be great places to make connections and give out materials.
- **Don't overlook the power of recommendation** – through family, friends, existing networks and online.
- **Host a Fairtrade Gold photo exhibition in your area.** We have sets of beautiful, moving and powerful photographs of gold mining communities on the way to Fairtrade certification. Contact us if you would like to host an exhibition.



¹ Alliance for Responsible Mining, *Rock solid chances for responsible artisanal mining*, Hruschka, F, Echavarría, C, ARM Series on Responsible ASM No 3 (2011)

² International Labour Organisation, *Report for discussion at the Tripartite Meeting on Social and Labour Issues in Small-scale Mines*, Jennings, N (1999)

³ Science of the Total Environment, *An estimation of the artisanal small-scale production of gold in the world*, Seccatore, J, Veiga, M, Origliasso, C, Marin, T, De Tomi, G (2014)

RESOURCES:

- fairtrade.org.uk/discovergold – for more information and resources to support your campaigning, including Fairtrade Gold posters to put up in your local area
- Fairtrade Gold calling cards to leave with members of the public, jewellers or others you talk to
- 'I do' postcards to share with couples tying the knot
- Photo exhibition to show at a local venue
- PowerPoint slides to tell the story of Fairtrade Gold
- Films about Fairtrade Gold

Order resources at shop.fairtrade.org.uk to help you reach people who might buy Fairtrade Gold



FAIRTRADE FORTNIGHT 2017: 27 FEBRUARY – 12 MARCH

Fairtrade Fortnight is a firm fixture in the calendars of campaigners, schools and businesses, a moment to celebrate and shout about the importance and impact of Fairtrade.

Last year's campaign asked people to sit down for breakfast and stand up for farmers, and started the conversation around the poverty trap stopping farmers from feeding their families properly.

UNFAIR TRADE DOESN'T HAPPEN BY ACCIDENT. IT'S MADE THAT WAY.

And so in 2017, we'll be asking the UK public to put Fairtrade in their break and take exploitation out. We're encouraging Fairtrade Towns, Schools and Places of Worship to create a space for as many people as possible to have a Fairtrade break and learn more about the human cost of unfair trade.

Your Fairtrade break could simply be a coffee morning or afternoon tea in your church or workplace. You could also go for the more outrageous Mad Hatter's tea party or an all-age school-time break. Whatever you do, the aim is the same.

Firstly, to give encouragement to those who always choose Fairtrade. And secondly, to introduce the need for Fairtrade among those who don't, and show the impact it makes for farmers and workers.

Read more about the campaign in the enclosed action guide to get inspiration for your breaks. You'll find a range of posters, table talkers, fact cards and more at shop.fairtrade.org.uk, and further ideas and resources to download at fairtrade.org.uk/fortnight

CREATE FAIRTRADE BREAKS...

in the community
on a stall
with a stunt
through the media
at work, school
or college



The campaign awards were particularly difficult to judge this year as the standard of entries was so high. Groups worked to engage difficult-to-reach audiences, form partnerships with businesses and charities, and as always, innovate and inspire!

We've listed the winners and runners-up below. To read more about them, visit fairtrade.org.uk/awards



Overall winners – for the groups that captured the judges' hearts

Outstanding Achievement – Rainbow Turtle, Paisley: a shop window brought to life

Highly Commended – Aberdeen Fairtrade: Ferry to a Fairtrade Future



Big Fairtrade Breakfast Champion – for those who have shown the best outreach and networking

Winner – Holme Valley Fairtrade: All-Party Parliamentary Group event promotion

Runner-up – Fairtrade Mossley: community-wide engagement



Best Local Fairtrade Breakfast – for the group that best showcased their locality alongside promoting Fairtrade

Winner – Conwy Fair Trade Coalition: inspirational partnerships

Runner-up – Woking Fairtrade Action Network: dignitaries and pandas!



Biggest Fairtrade Breakfast – for the most impactful and far-reaching campaign

Winner – Warrington Fairtrade: multiple events and huge outreach

Runner-up – Tunbridge Wells Fairtrade: new audiences and great materials



Most Creative Fairtrade Breakfast – for the group that thought outside the box

Winner – Haworth Fairtrade: Fair train engaging tourists and locals

Joint runner-up – Fair Trade in Football Campaign: youth engagement

Joint runner-up – Lenzie Fair Trade: youth engagement

ASK THE EXPERTS:

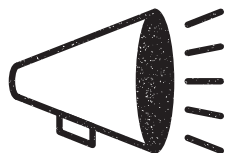
Q&A

Q: What is a flagship employer and how will it help our campaign?

A: Towns with a population of more than 100,000 need a flagship employer to become a Fairtrade Town. But many smaller communities also find them useful allies.

Flagship employers are significant local businesses that support your campaign by using Fairtrade products and promoting them to staff and visitors. They often support the steering group directly through a range of activities. They may promote Fairtrade on their website, display promotional material or hold events. Because of their profile in the community, they benefit campaigners by offering expertise and facilitating access to other local businesses, media coverage, resources or new supporters.

Persuading businesses to spread the word is not always easy and can be frustrating for some



communities, such as villages, with few employers. Some groups even consider it the most difficult part of securing Fairtrade status! Engagement can take time, so persevere and keep in mind that you may need to knock on many doors before you build a successful relationship.

One of the first steps is to choose a business with a high number of employees, local cultural significance or a particularly high profile. Think of your entry points – facilities managers, sustainability officers or human resources can all be good options. Consider whether you want to target a values-aligned company or one which may be difficult to engage but will create greater impact. A personal approach tends to be the most successful – highlighting the value of the flagship employer status for the company in terms of CSR and community engagement is often a good way in.

Good luck and tell us about your successes!

Top tip: Approach the local Chamber of Commerce. They can provide a list of large and influential businesses – a good starting point!

Resources and information: Template certificates to reward engagement from local businesses are available at fairtrade.org.uk/resources-library

INSPIRATION AND IDEAS

Aberdeen Fairtrade's steering group and their flagship employer NorthLink Ferries organised 'Ferry to a Fairtrade Future' during Fairtrade Fortnight 2016. The event was an excellent campaign amplifier and the perfect way to forge links with other Fairtrade Groups such as Orkney and Shetland.

Chelmsford City Fairtrade Campaign work closely with Star Co-operative Society. They are involved in a range of activities: setting up a Facebook page, designing publicity material and even offering them free printing and photocopying!

Stoke-on-Trent found that visitor attraction Middleport Pottery was serving Fairtrade tea and coffee in their cafe, which made it easier to engage with them.

Tunbridge Wells worked with their huge flagship employer AXA PPP Healthcare to create a series of fantastic films featuring local chefs for Fairtrade Fortnight 2016.



FOCUS ON: SIX MYTHS ABOUT FAIRTRADE

We've heard some weird and wonderful things about Fairtrade in our time. That's why we've addressed six of the most common myths in a handy online guide, so that you can get out there and bust some of the misconceptions below.

If you have any more challenging FAQs or myths to add to the list, let us know at volunteer.towns@fairtrade.org.uk

This resource is available at fairtrade.org.uk/resources-library

Go to 'Campaigning', and then 'Fairtrade Towns' for a downloadable PDF.



'FAIRTRADE PRODUCTS ARE MORE EXPENSIVE'



'ANYONE CAN PUT THE FAIRTRADE MARK ON THEIR PRODUCT AND CLAIM IT'S ETHICAL'



'ONLY A SMALL PERCENTAGE OF THE PRICE YOU PAY FOR A FAIRTRADE PRODUCT GOES BACK TO THE FARMER'



'FAIRTRADE DOESN'T ENCOURAGE FARMERS TO IMPROVE QUALITY'



'FAIRTRADE LOCKS FARMERS INTO A FIXED PRICE'



'OUR COMPANY ALWAYS PAYS FARMERS MORE THAN FAIRTRADE'

Find more useful information about Fairtrade at:

- fairtrade.org.uk/sustainability
- ourimpactstory.fairtrade.org.uk
- fairtrade.org.uk/en/what-is-fairtrade/faqs
- fairtrade.net/standards

NEW CAMPAIGNS, RESOURCES AND UPDATES:

Fairtrade Gold campaign:
visit [fairtrade.org.uk/
discovergold](http://fairtrade.org.uk/discovergold)

Fairtrade Fortnight action
guide: [fairtrade.org.uk/
fortnight](http://fairtrade.org.uk/fortnight)

- Six myths about Fairtrade
 - Milestone press release
 - Presentation to engage workplaces
- All at [fairtrade.org.uk/
resources-library](http://fairtrade.org.uk/resources-library)

CONTACT

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

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

fairtrade.org.uk
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