

National Campaigner Committee Meeting summary

January 28 2016

The NCC are being consulted on the review of Fairtrade Communities and were asked to input.

- 'Is this creating impact for producers?' is the core question to ask when we look at the work of the NCC in the future. It was agreed that campaigners, the FTF and the NCC need to be working in a joined up way across a complex landscape, recognising that campaigners face practical realities and limited resource.
- The NCC needs to have refreshed Terms of Reference, and our May meeting should help to define clearer goals.

Fairtrade Foundation's 2016-2020 strategy

- Mike Gidney presented the future strategy of the FTF. There was recognition that campaigners need to be resourced intelligently in order to make a serious impact locally.
- NCC members were asked to focus on identifying how campaigners make Fairtrade personal, and to think about the role of campaigners in a changing context.

Regional updates

- Updates were taken from each region with examples given of successful campaigning and of the challenges faced by local groups. Partnership working with other like-minded groups, focussing energies on one high profile event, the use of social media, and good websites were all cited as positives. The diminishing membership of local groups and slowing momentum were felt to be the major challenges. These challenges need to be incorporated into how FTF moves forward at the May meeting.
- It was noted that there is a lack of visibility around campaigners on the FTF website with commitment from FTF to remedy this.

Interaction with retailers

- Feedback showed that useful conversations can be had between retailers and campaigners via social media; incorrect information can be challenged, photos can be taken to illustrate de-listings and changed shelves. Examples included local Co-operative, Waitrose and Sainsbury's letting campaigners have stalls, rooms for meetings, vouchers etc.
- Questions were asked about how communication between FTF and campaigners could be improved around de-listings and current retail initiatives.
- The importance of liaising with local store managers was stressed as they have some discretion. Encouragement to enter into local community schemes such as Waitrose's green counters.

Fairtrade Church scheme review

- Recommendations from the review included the encouragement to churches to link more closely with their local FT group. A new support member of staff at the FTF would be desirable, but other ways also have to be considered as resources are stretched. NCC members will work with the FTF on furthering church engagement.

AOB

Becca Rowland (Woking Fairtrade Town and former NCC member) and Jenny Foster (Bristol Fairtrade Network) were both officially co-opted onto the NCC.