

National Campaigner Committee Meeting Summary, 21 September 2016

Communities Campaigns Research

The NCC was given a progress update about the new campaigning strategy, and had an engaging session with the consultancy appointed to conduct research into the value that the movement delivers, and how could have even greater impact. The researchers will consult across the spectrum of Fairtrade relationships and seek to identify what motivates people to get involved in Fairtrade communities. NCC members were also asked to consider how campaigners and supporters implement the Foundation's four 'I Can' strategy actions of Act, Give, Share and Buy. The NCC will have further opportunity to contribute to the research and campaigns strategy.

Fairtrade Gold

New materials were shared which include an A4 briefing booklet, posters and calling cards. These can all be ordered from the [shop](#) and fairtrade.org.uk/discovergold. Campaigners are asked to raise awareness of Fairtrade Gold and help increase sales. A [full list of Fairtrade Gold jewellers is available](#) and Argos also now sells Fairtrade Gold wedding rings. A photo exhibition is being created and will be available to tour the UK. It can be booked via the Campaigns team – info to follow. The FAIRTRADE Mark is a stamp on Fairtrade Gold items and should not be referred to as a hallmark.

Fairtrade Fortnight 2017 and new messaging

The campaign aims to reconnect shoppers emotionally with Fairtrade this Fortnight. The theme of Fairtrade breaks will provide a great deal of creative flexibility and generate opportunities to reach new audiences. The [Action Guide](#) is now available and further materials such as additional producer stories will follow later this year. The NCC hopes to have a teleconference to discuss ideas and activities for Fortnight that they can share with their networks and via the Foundation.

Fairtrade Churches scheme refresh

Jenny Foster talked through the action plan and new resources for the refreshed scheme which will be administrated online. Rachael Sweet, Communities Campaigns Officer, would like Fairtrade church case studies and photos from any active church communities.

Brexit and new petition

There is a [new petition to call on Theresa May](#) to 'make UK trade fair' and commit to trade deals and business policies that will tackle global poverty and deliver a fair deal to farmers and workers in developing countries. Campaigners are asked to share the petition widely. It is on the website home page and will also be emailed to all campaigners and supporters.

The new Fairtrade All Party Parliamentary Group is of great value and campaigners are asked to encourage their MP to join the APPG.

Website

The NCC had been asked for website feedback about the NCC page, and there was an initial discussion about other webpages. Suggestions included a higher profile for campaigners and supporters on the home page; adding a 'contact your local group via Fairtrade Foundation' note on the 'Get Involved' page, and adding campaigning to the 'What can I do' page.

NCC reps

The autumn supporter conferences and NCC elections mark the end of several terms of office. Thanks were given to Patrick Reyburn, the outgoing chair, and to Liz Cotton, Matthew Lee and Yvonne Ewington. Tracy Mitchell was welcomed as the new rep for Scotland. Martin Sleath and Mathew Hulbert have since been welcomed as representatives for North England and East Midlands respectively.