

## Changes to Goal 2 – September 2011

### New Goal 2

**At least four Fairtrade product ranges are readily available in the area's retail outlets (shops, supermarkets, newsagents, petrol stations) and two products served in local catering outlets (cafés, restaurants, pubs).**

*We've been working in Fairtrade for a long time, and we see it as the development of one big family, not just the development of one nation. Our challenge is to keep moving forward. We think that by consumers and producers coming together we can bring more of a human face to the issue of trade... Let's stay walking together.*

Feliciano Lara Santana, coffee farmer  
Fedecares, Dominican Republic

### Meeting Goal 2 – How does it affect our group?

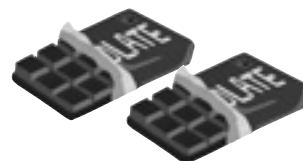
- If you're working towards applying for Fairtrade Town status, the new requirement for retail outlets will come in to effect in May 2012. There will be some flexibility if you are struggling to meet these targets, despite trying every campaign trick in the book. See the FAQs on page 6 for further details.
- If your Steering Group has already achieved Fairtrade Status, the targets to achieve Goal Two are less relevant. Read on for details of the new-look renewal process, and more ways to raise the bar for outlets in your area.

### Goal 2: Ten years on

In early 2011, ten years after the Fairtrade Town Goals were first developed, a survey asked Fairtrade Town campaigners about Goal Two and the renewal process in particular. Where next for the Five Fairtrade Town Goals? Based on the survey results, and further discussion by the Campaigner Advisory Group ([www.fairtrade.org.uk/cag](http://www.fairtrade.org.uk/cag)) changes to the retail targets to achieve Goal Two and a new process to renew Fairtrade status are being phased in between now and May 2012. This supplement to your Fairtrade Town Action Guide explains the changes and how they'll affect your Fairtrade Town campaign.

### Goal 2 retail requirement from 2001 to 2011:

Two products with the FAIRTRADE Mark



### And from 2011 onwards:

Four product ranges with the FAIRTRADE Mark



### FOCUS ON

The original Fairtrade Town Action Guide remains the one-stop-shop for any campaign, packed with tips and ideas on how to get started, develop action and maintain momentum. Download the Fairtrade Town Action Guide at [www.fairtrade.org.uk/towns](http://www.fairtrade.org.uk/towns), order a hard copy at <http://online.fairtrade.org.uk> or call us on **020 7440 7676**



## Changes to Goal 2 – September 2011

### Making four Fairtrade product ranges the norm

Goal Two has always been, and will always be, about working with local shops, supermarkets, cafés and restaurants to increase their commitment in order to increase the range and availability of Fairtrade products across your community. The actions of over 520 Fairtrade Towns, Cities, Villages, Islands, Boroughs, Counties and Zones have made a real difference to 560 producer groups in 54 countries who rely on UK shoppers buying Fairtrade, so that they can build a better future for themselves, their families and their communities through a fairer trade deal. But, we still have a very, very long way to go before we make all trade fair.

### Changes to Goal 2: Retail outlet requirement moves with the times!

Previously, retail and catering outlets all needed to stock at least two products with the FAIRTRADE Mark to count towards achieving the Goal Two targets. Thanks to people power over the years, two Fairtrade products are now readily and often automatically available – let's make four product ranges the next Fairtrade norm.

The target number of retail outlets, based on population size, has not changed and can be found on page 12 of the Fairtrade Town Action Guide. However, retail outlets now need to take an extra step to be part of achieving Fairtrade status and stock at least four product ranges with the FAIRTRADE Mark (e.g. Fairtrade tea, Fairtrade coffee, Fairtrade bananas and Fairtrade chocolate) to count towards the Goal Two targets.

### What about catering outlets?

There is no change either to the number and range of products needed for a café, restaurant or pub to count towards the targets, or to the number of catering outlets your campaign needs to bring on board. However, that doesn't stop your steering group from upping the ask! Why not recognise cafés that serve 100% Fairtrade coffee with a special star in your directory or online listings? Or, push for sugar sticks as an obvious next step?

### GET INSPIRED



#### Promote the pioneers

Woking Fairtrade Town Group organised two pub crawls to persuade local pubs to stock nuts from 100% Fairtrade nut company, Liberation. Armed only with Harry's Nuts, leaving samples, stories and a robust sense of humour, the group went from pub to pub, chatting to punters and landlords about the difference Fairtrade makes to the nut farmers who own 42% of Liberation.

**www.wokingfairtrade.org.uk.** Find out more about the 100% Fairtrade pioneers, including Liberation, Divine and Cafédirect in the Fair Trade Organisations guide, 'Doing Business Differently' **www.fairtrade.org.uk/resources**

### GET INSPIRED

#### Campaign Success

After persuading their local Littern Tree pub to go Fairtrade (a decision which was then rolled out nationally), the Leighton Linlade Fairtrade Town group used the hook of hosting their sell-out Jazz Night during Fairtrade Fortnight 2010 to persuade the Grove Lock pub to switch long-term to Fairtrade tea. The pub may also have been influenced by the band of tea ladies 'causing a stir' in town at the time, handing out campaign cards and Fairtrade tea bags to unsuspecting shoppers! **www.fairtradell.co.uk**



## Developing and building on the Five Goals

As a movement, we need to send the loudest possible collective call for fairer trade practice and policy. As effective local campaigns, it's all about what works best locally! Following discussions by the Campaigner Advisory Group based on the survey results, Fairtrade Town Steering Groups are now starting to renew status through creating their own, unique two-year Fairtrade Town Action Plan. From May 2012, all Fairtrade Town Steering Groups will renew in this way. Between now and then, Steering Groups can choose to renew with an Action Plan (as detailed below) or by filling in the old renewal application form ([www.fairtrade.org.uk/towns](http://www.fairtrade.org.uk/towns)) updating on what's happened around each of the Five Goals.

## GET INSPIRED



### Set local priorities

The central aim for the Warrington Fairtrade Borough Action Plan (2011-2013) is to nurture the links they already have across different sectors of the community, support them in maintaining their commitments while encouraging them to take further action. Goal One activities include ensuring the commitments made in the original resolution still hold and also exploring Fairtrade products in other venues, for example council leisure centres and the new Youth Café. The Action Plan also aims to develop new and useful campaign links. One activity is to follow up with a 'warm contact' with a foot in the door of the local football club.

## Fairtrade Town Action Plans

**A campaign Action Plan is an agreed set of aims, with the actions and steps needed to achieve each one. A perfect Action Plan includes timings for the actions and details of who will be responsible for, and involved with each one.**

The Five Fairtrade Town Goals are a proven and effective campaign tool to make Fairtrade a core part of any community. Once Fairtrade Status has been achieved, Steering Groups will decide how best to use this tool to develop their campaign, maintain momentum and create ongoing opportunities to celebrate and communicate success. The Action Plan **must** include aims and related actions to maintain, and ideally develop, both Goal One (ongoing Council support and action) and Goal Five (a Steering Group meeting regularly) – the basic, non-negotiable foundations of any successful Fairtrade Town campaign. Or the two slices of bread that hold the sandwich together... Beyond that, each Fairtrade Town Steering Group can decide exactly how they'll fill their sandwich for the next two years! The final Action Plan is both a tool and a vision for your campaign group. It's your pathway to change for the next two years of campaigning.

## TOP TIP



### Target head office

Apparently it takes just eight letters to Head Office before one major retailer has to consider action. Your actions at a local level have a huge impact, but how about teaming up with partner organisations or other Fairtrade Towns and targeting Head Office too (for example, '100% Fairtrade bananas please')? One letter may be over-looked. Twenty are hard to ignore and if they don't know you want it, they won't stock it!





## Creating your Fairtrade Town Action Plan

This is an opportunity for Steering Groups to share ideas, agree priorities and aims and to then decide together what needs to happen to achieve these. Two months before your next Fairtrade Town renewal application is due, dedicate your Steering Group meeting to shaping the next two years of your campaign.

### Together, ask yourselves:

**Where are we now?** Review your achievements, progress made and challenges encountered. What's gone well, which sectors of the community has the campaign reached and which areas perhaps need more work? It may be helpful to look at each of the Five Fairtrade Town goals in turn. Notes from this discussion can help to create the summary of the past year / two years campaigning to include with your Fairtrade Town renewal application.

### Where do we want to be in two years time?

This is where the group agrees the main aims for the campaign. There could be one overall campaign aim with separate objectives for each of the Five Goals. Perhaps there's an aim that goes beyond the Five Goals? Remember, the Action Plan must include specific objectives for both Goal One (Council support and involvement) and Goal Five (the Steering Group).

**How are we going to get there?** This is where the group identifies what needs to happen to achieve each aim, the steps and campaign activities. Think about who will be responsible for each activity, partners that could help you, timings and any targets that could help measure and monitor progress. When and how will you know if you've been successful?

## Using your Fairtrade Town Action Plan

Make reviewing the Fairtrade Town Action Plan a regular slot in Steering Group meetings. Remind yourselves what the aims are and decide if the activities identified are getting the group there! Share the objectives in your Action Plan and then communicate success and progress with the press and local partners. Remember, every plan evolves, some activities need to be re-thought and new opportunities arrive. The next renewal will include an update on the previous Action Plan so keep a record of progress, challenges, new bits and changes as you go.



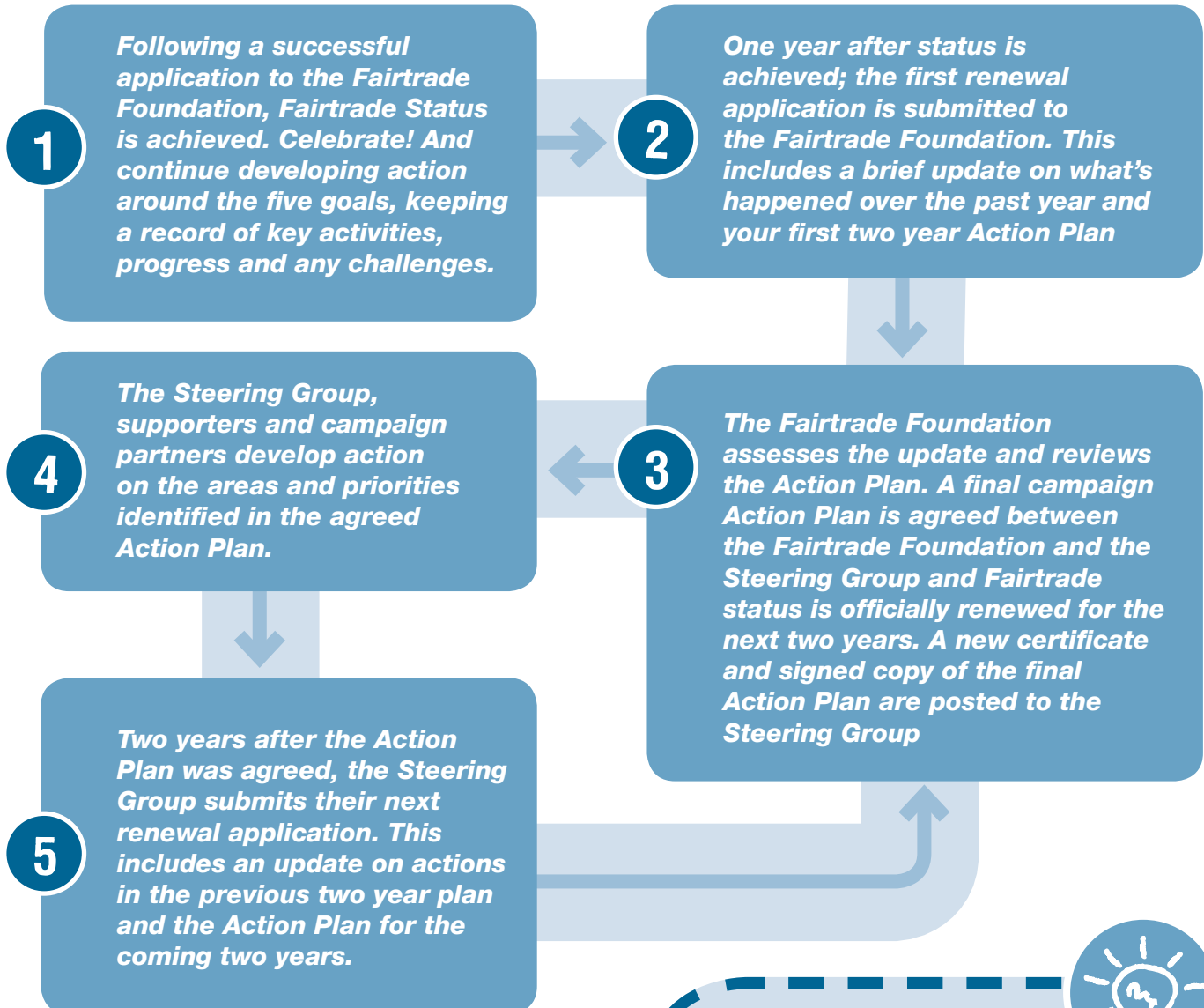
## GET INSPIRED

### Regional networks

Your Action Plan can include aims beyond the five core Goals and even aims beyond the boundaries of your town, village, city or borough. Finding it useful to share ideas, tips, frustrations and contacts with each other, a core group of campaigners from different Fairtrade Town groups in Surrey organised a half day, networking event bringing activists from across the county together. The campaign to achieve Fairtrade County status for Surrey officially launched two years later. Networks are forming across the UK, sharing experience, supporting one another and tackling County Councils and bigger organisations together. Contact us for information about your nearest network or advice on getting something started.



## We are a Fairtrade Town, City, Village, Island, County, Borough or Zone – What happens next?



More information on how to submit your renewal, including template Action Plan forms and sample Action Plans from other Fairtrade Town campaigns, are available at [www.fairtrade.org.uk/towns](http://www.fairtrade.org.uk/towns) or call us on **020 7440 8552**

## GET INSPIRED



### Recruit New Members

The Ealing Fairtrade Borough campaign successfully recruited new members to their Steering Group by advertising for volunteers interested in making a global difference locally, while gaining experience and developing skills in public relations, event management and social media. Most larger councils have a way to advertise local volunteering opportunities, universities or colleges could help recruit students interested in building skills and their CV or try advertising through your nearest Volunteer Centre [www.volunteering.org.uk](http://www.volunteering.org.uk)



## What counts as a 'Fairtrade product range'?

A range of products is a number of different items of the same general kind such as: tea (including green tea and herbal teas), coffee (including roast and ground, decaff and regular), drinking chocolate, sugar, chocolate bars & chocolate confectionery, oils (including olive oil and nut oils), cotton (including cotton t-shirts, socks, trousers and bags), tropical fruit (including bananas, pineapples and mangoes), citrus fruit (including clementines and satsumas), dried fruit, fruit juice, nuts, cereal bars, biscuits, sweets, cakes, wine (including red, white, rose and sparkling), spirits (including rum and even vodka), beer & ales, cosmetics (including body scrubs, body butters, shower gel and soap), rice, pasta, vegetables, beans & pulses, vegetables and now even gold! The Fairtrade range is constantly growing, as are the different products within each range. Is the range on shelves near you growing too? [www.fairtrade.org.uk/products](http://www.fairtrade.org.uk/products)

## There aren't enough outlets in our area to meet the targets

If your passion for Fairtrade exceeds the number of shops in your village, or if your creativity just isn't enough to conjure up as many cafés and restaurants as your borough population needs there is flexibility to take action on Goal Two in other ways. Please get in touch with us to discuss, and agree a solution to suit your situation.

## What about specialist retail outlets with lots of products in one or two ranges?

Fairtrade Town Steering Groups are still strongly encouraged to push for and recognise commitment above, beyond and within a product range, for those outlets who only stock a few product ranges. Specialist shops offering at least four Fairtrade products within their range (for example, four different wines or four different fresh flower bouquets) will therefore count towards the Goal Two target. Please do include details of any exceptional ranges in your application and contact us if there is a committed retail outlet, with more than eight different products within one/two ranges that the Steering Group wishes to count towards their retail target to achieve Goal Two.



### Contact us:

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 Tel: **020 7440 8552**  
[www.fairtrade.org.uk/towns](http://www.fairtrade.org.uk/towns)

### Notes

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