

# The Fairtrade Town

## Action Guide



We are a  
**Fairtrade**  
Town



Look for products  
with this Mark

Everything you need to know to make your area a  
**Fairtrade** Town, City, Village, Island, Borough, County or Zone

- 1** Welcome
  - 2** The Five Goals
  - 3** Using this guide
  - 4** Getting started
- 

### Goal 1

- 5** Requirements and suggestions
- 6** Gaining council support
- 7** Ideas from other Fairtrade Towns
- 8** Sample Resolution

### Goal 2

- 9** Requirements and suggestions
- 10** Getting Fairtrade products into shops and cafés
- 11** Ideas from other Fairtrade Towns
- 12** Retail and catering targets

### Goal 3

- 13** Requirements and suggestions
- 14** Making Fairtrade a part of the community
- 15** Ideas from other Fairtrade Towns
- 16** Notes

### Goal 4

- 17** Requirements and suggestions
- 18** Engaging and informing the general public
- 19** Ideas from other Fairtrade Towns
- 20** Notes

### Goal 5

- 21** Requirements and suggestions
  - 22** Working together to keep things moving
  - 23** Ideas from other Fairtrade Towns
  - 24** Sample steering group constitution
- 

- 25** Applications and renewals
- 26** FAQ
- 27** FAQ
- 28** Resources and support
- 29** Thank you

Welcome to the Fairtrade Town Action Guide. Opening this guide is the start of something powerful. Every movement for change begins with people doing what they can where they are. This guide is for anyone interested in making Fairtrade a part of their community. Achieving Fairtrade Town status and then continuing to take action on Fairtrade will unite existing supporters and activity, bring more people on board and create a local focus for Fairtrade.



*The strength of Fairtrade Towns is that they involve the whole community. They are not just about the council, the churches, the schools or businesses but about all these and more. Fairtrade Towns bring people together and increase understanding of how small actions add up to make a big difference to the lives of people thousands of miles away.*

Bruce Crowther, Chair,  
Garstang Fairtrade Town

In April 2000 the people of Garstang declared their small market town in Lancashire the world's first Fairtrade Town. Garstang has inspired hundreds of communities since then and Fairtrade Towns are springing up in Canada, the United States, France, Ireland, Belgium, Spain, Italy, Brazil and beyond. In the UK, Fairtrade Towns are at the forefront of a unique people's movement for change, with places from Birmingham to Bristol, Fair Isle to Carlisle, Durham to Dundee working to promote Fairtrade.



*The Fairtrade Towns movement is vital, and is making a huge difference. It is a grass roots social movement and together with the producer forms the beating heart of changing the world trading system.*

Harriet Lamb, Chief Executive Officer,  
Fairtrade Foundation

### What is a Fairtrade Town and why work towards it?

Fairtrade is about bringing the farmer and the shopper closer together. It's about putting people at the heart of trade. Becoming a Fairtrade Town sends a powerful message about how your community wants trade to work and will directly benefit some of the world's poorest farmers and workers through increasing awareness and sales of Fairtrade in your area.

People power works and Fairtrade Towns have been essential in building support for Fairtrade across the UK. A study funded by the Economic and Social Research Council (ESRC)<sup>1</sup> found that the most effective campaigns to encourage ethical shopping are those that take place at a collective level, such as the creation of Fairtrade Cities, rather than those that only target individual behaviour.

### A Fairtrade Town is any community that:

- supports Fairtrade and deepens understanding of the benefits Fairtrade brings
- takes action by choosing Fairtrade products whenever possible and encourages others to do likewise
- achieves and continues to take action on the five Fairtrade Town goals set by the Fairtrade Foundation.

For simplicity, this guide talks about Fairtrade Towns but any defined geographical area can achieve Fairtrade Status, be that Town, City, Village, Island, Borough, County or Zone – the same five goals and application processes apply. Wherever you live, your community can make a collective statement of support for Fairtrade and play an important part in making sure Fairtrade continues to grow and benefits more of the people who need it most.

Footnote 1. Governing the subjects and spaces of ethical consumption (2006).

[www.esrc.ac.uk/ESRCInfoCentre](http://www.esrc.ac.uk/ESRCInfoCentre)

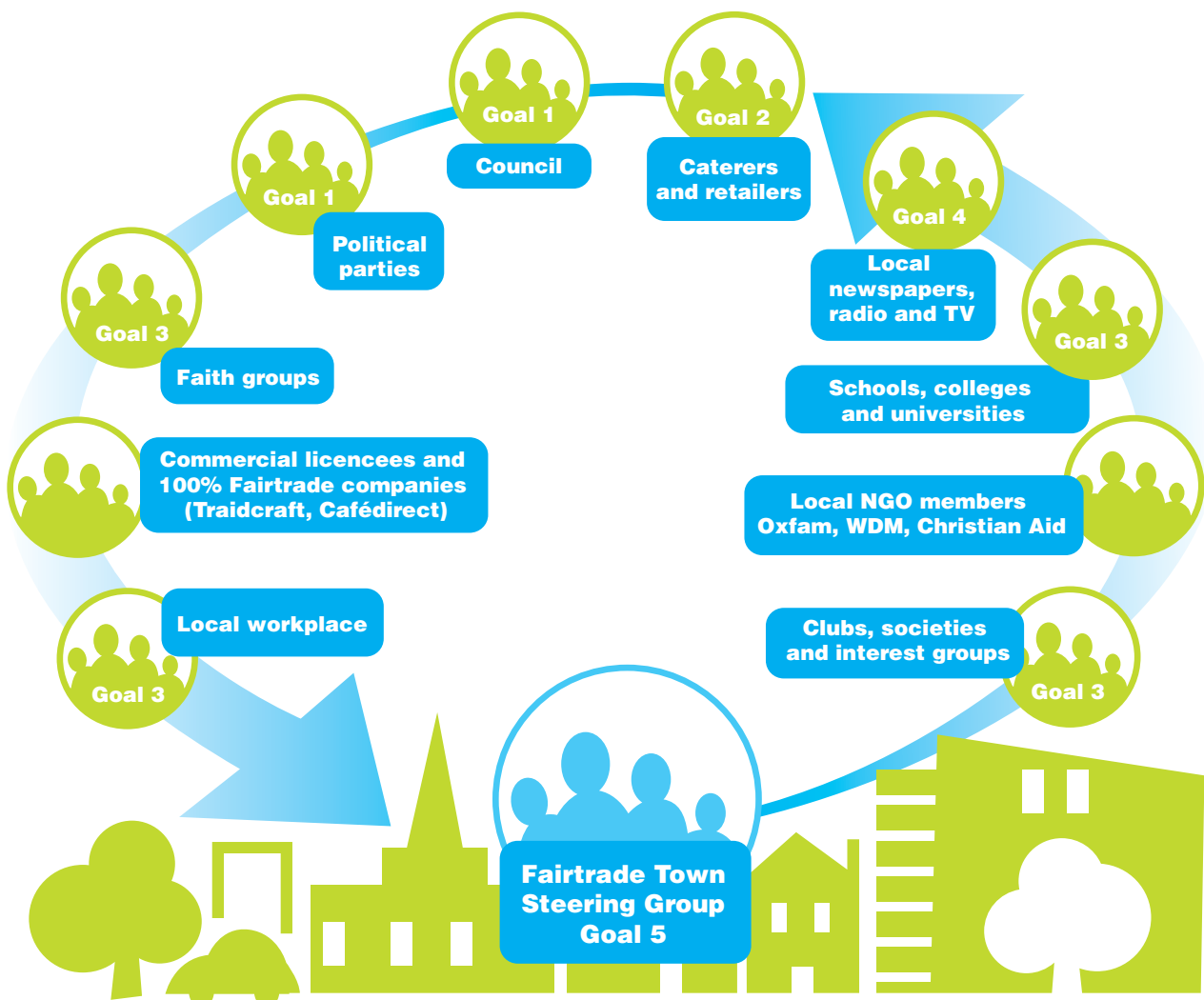


## Five Goals for a Fairtrade Town

- 1. Local council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade products (for example, in meetings, offices and canteens).**
- 2. A range of (at least two) Fairtrade products are readily available in the area's retail outlets (shops, supermarkets, newsagents, petrol stations) and served in local catering outlets (cafés, restaurants, pubs).**
- 3. Local workplaces and community organisations (places of worship, schools, universities, colleges and other community organisations) support Fairtrade and use Fairtrade products whenever possible. Populations over 100,000 will also need a flagship employer.**
- 4. Media coverage and events raise awareness and understanding of Fairtrade across the community.**
- 5. A local Fairtrade steering group is convened to ensure the Fairtrade Town campaign continues to develop and gain new support.**

These goals must be met for a place to become a Fairtrade Town and developed to maintain Fairtrade status. The goals are designed to ensure as many people as possible can get involved and a Fairtrade Town needs everyone to play their part – from the local authority to cafés, businesses to schools, local newspapers to community groups.

A vibrant Fairtrade Town brings together a cross-section of the community, united in their support for Fairtrade and for farmers and workers in developing countries. The steering group encourages, monitors and coordinates action by local organisations, groups and businesses. When your group believes the five goals have been met, an application must be submitted to the Fairtrade Foundation (see page 25). If all the goals are met, a signed and dated certificate is presented to the people of the town.





## Using this guide

The requirements for meeting and suggestions for developing the goals are laid out over four pages for easy photocopying, in the following pattern:

### Main goal

- **Requirements to meet the goal.**
- **Suggestions for further activity. These are ideas not requirements. Select the suggestions that are appropriate for your town.**

### Making change happen – ideas from other Fairtrade Towns

- **Getting started**
- **Further activity**
- **Maintaining momentum**

Each goal section is packed full of ideas to start you off and keep you going. Dip in and out as your Fairtrade Town campaign develops and remember Rome wasn't built in a day. Be ambitious, but realistic and share the work.

Each section also has top tips and inspirational examples from real Fairtrade Town campaigns. Look out for these boxes:



Check out the Fairtrade Foundation website for a list of all Fairtrade Towns in the UK. Many have their own website packed full of local campaign ideas and inspiration

[www.fairtrade.org.uk/towns/list](http://www.fairtrade.org.uk/towns/list)



**TOP TIP**



**GET INSPIRED**



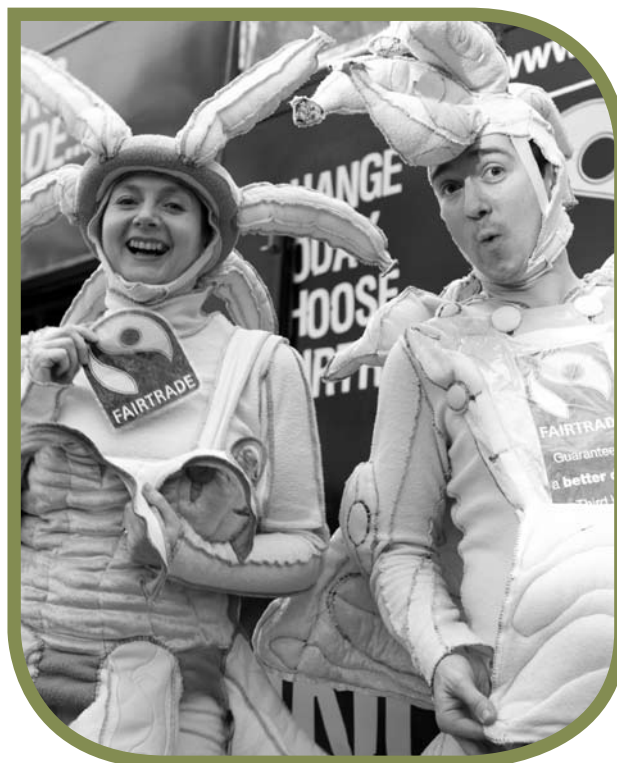
**FOCUS ON**

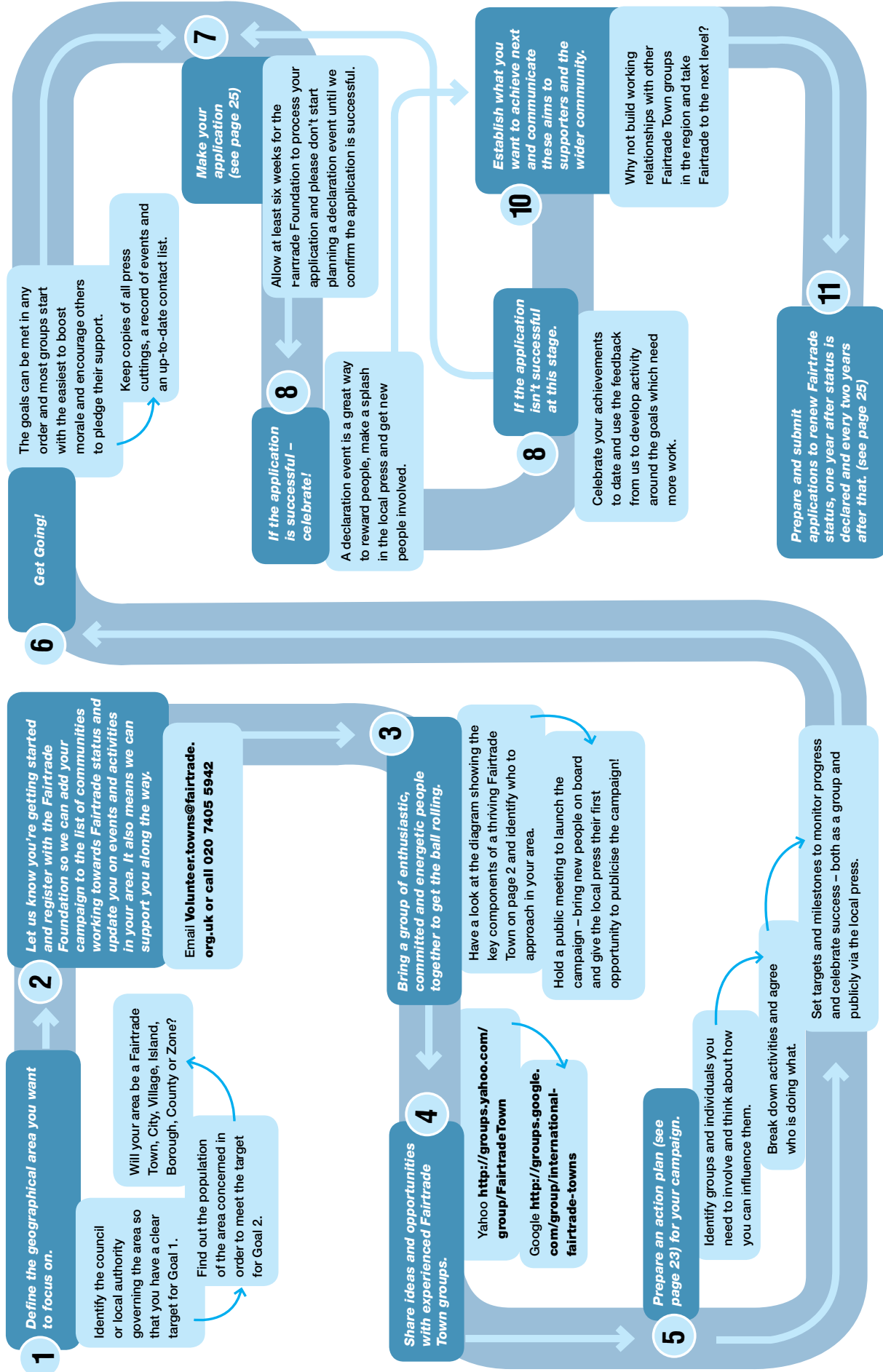
## Maintaining Fairtrade Town status

Meeting the five goals is a tremendous achievement but being a Fairtrade Town doesn't stop there. Fairtrade Towns need to keep up the pressure and increase local demand for Fairtrade so more farmers and workers in developing countries can benefit by selling on Fairtrade terms. Once status has been achieved Fairtrade Towns regularly renew their status by submitting updates on progress made on each of the five goals. Renewal applications help Fairtrade Towns maintain momentum and encourage groups to set themselves new targets. Renewal applications mean every community with Fairtrade status continues to support farmers in developing countries by keeping up the call for Fairtrade.

### In the final section:

- Information on how to submit a successful application and renew Fairtrade status
- Frequently asked questions
- Links to resources and support:
  - What's available from the Fairtrade Foundation
  - Contacting other Fairtrade Town groups
  - Links to other useful organisations





## Goal 1

**Local council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade products (for example, in meetings and in its offices and canteens)**

*Developing the concept of Fairtrade, to us, symbolised how we can build effective links in a global world and illustrate how economically, both Fairtrade producers and businesses here in our community can benefit from the experience. Over the last two years we have been amazed at how involved local people, particularly young people, have wanted to become once they have understood the benefits of Fairtrade – it has been hard work, but worth it.*

Councillor Dave Allan  
Chair, Sunderland Fairtrade Steering Group

## Meeting Goal 1 – requirements

1. The wording of the resolution must include:
  - a statement of support for Fairtrade
  - a commitment to use Fairtrade products whenever possible (in meetings, offices and canteens for example).
2. The council must take practical action on the resolution and introduce Fairtrade products in meetings, offices and canteens.
3. There must be a named council representative (member or officer) on the Fairtrade steering group.

Please see [www.fairtrade.org.uk/towns](http://www.fairtrade.org.uk/towns) for a sample resolution.

## Taking Goal 1 further – the local council can also :

- promote awareness of Fairtrade to its constituency through publications and website
- promote awareness of Fairtrade to staff and partners (internally) through posters, emails, tastings and events during Fairtrade Fortnight
- extend the range of Fairtrade products used, for example biscuits or fruit
- support the work of the steering group through funding, providing rooms for meetings or officer time
- work with other public bodies (schools, hospitals, police) to encourage them to switch to Fairtrade
- erect street signs declaring Fairtrade Town status
- work with other local authorities in the area to develop a joint Fairtrade procurement strategy.  
See [www.fairtradeyorkshire.org](http://www.fairtradeyorkshire.org) for an example.





## Can councils legally specify Fairtrade products in catering contracts?

**Yes!** In October 1993, Nottingham County Council became the first council in the UK to pass a resolution committing them to using Fairtrade tea and coffee. Since then hundreds of town, borough, city and county councils have all passed a similar resolution and backed it by including Fairtrade as a part of catering contracts and council policy.

For more information and advice:

- [www.buyfair.org](http://www.buyfair.org)
- [www.fairtrade.org.uk/buying\\_into\\_fairtrade](http://www.fairtrade.org.uk/buying_into_fairtrade)

### Action by the council makes a difference

Working in genuine partnership with a cross-section of the community through a Fairtrade Town campaign is a great opportunity for the council. Becoming and developing a Fairtrade Town brings people together, boosts civic pride and offers an opportunity to act and celebrate together.

From a small town or parish council to a county or borough council with hundreds of employees, all councils are in a unique position to increase awareness and sales of Fairtrade products through their role as:

### Consumers

Think about all that tea and coffee drunk in offices, canteens, meeting rooms and at civic events!

### Influencers

Local authorities can use existing links with schools, community organisations and businesses to promote Fairtrade. By supporting Fairtrade, the local authority as a community leader sets an example for businesses and other organisations.

### Political bodies

Local, cross-party, political support for Fairtrade sends a powerful message to government about how people want trade to work.



## GET INSPIRED

### Using influence and expertise to take Fairtrade forward in the community

A clause to specify Fairtrade products was developed by The City of London legal team and then adopted by the City of London Boys School. The same clause will also help to make Fairtrade products available in the Guildhall School of Music and Drama and the City of London Girls School when existing contracts come up for renewal. A great example of how a council can engage with other organisations and provide expertise to help them switch to Fairtrade

[www.cityoflondon.gov.uk](http://www.cityoflondon.gov.uk)





### Getting started

Show public support for Fairtrade through:

- A petition asking the council to develop a Fairtrade policy.
- Letters to the local press – especially effective if published just prior to a council decision.
- Joint letters to local councillors signed by as many local groups and civic society networks as possible. Include some Fairtrade coffee or chocolate samples to start their Fairtrade habit.
- Encourage supporters to raise questions at public meetings – get Fairtrade on the agenda.

### Further activity

- Identify the individual or department most willing and able to champion Fairtrade within the council. Likely candidates could include:
  - councillors who have spoken publicly about poverty and development issues or who sit on committees with a focus on catering, procurement policy, sustainability or community development
  - officers with a responsibility for sustainability, environmental planning, town centre management or regeneration and community development.
- Involve councillors in the campaign by inviting them to Fairtrade events. This is a way for them to learn more about Fairtrade and can also be a good publicity opportunity – especially useful in the run-up to local elections.
- Staff trade union representatives could help organise a staff petition requesting Fairtrade (or more Fairtrade) and promotional campaigns in staff refreshment areas. Combine both with a petition available to sign at a Fairtrade tasting event in the council lobby.

### Maintaining momentum

- Work with the council to ensure they benefit from being involved with the local Fairtrade campaign. Offer publicity opportunities at local events, through sponsorship, promotional literature and media activities.
- Link the push for Fairtrade with local issues and other council priorities. Many groups have promoted Fairtrade as part of initiatives to support local businesses or to promote local produce. Promoting Fairtrade and local produce can raise awareness of the challenges faced by small-scale farmers worldwide and the shared need for a fair price.

### TOP TIP



#### Competitions – a fun way to involve a lot of people

One innovative council hosted an art competition between local schools. Pupils created Christmas cards with a Fairtrade theme and the council used the winning design for their card that year. Local schools got more involved and every organisation and individual on the council's mailing list received a little Christmas reminder about Fairtrade!



### TOP TIP



#### Local Strategic Partnerships – the amplifier effect!

As part of government commitments to modernise local government and strengthen regional democracy, all areas are now required to establish Local Strategic Partnerships (LSPs). LSPs provide a fantastic opportunity to reach public agencies and representatives from the private, voluntary and community sectors.

Through working with the Sunderland LSP, the Sunderland Fairtrade City campaign got all partnership members involved in promoting Fairtrade and using products with the FAIRTRADE Mark. Members include Sunderland City Council, Sunderland University, Sunderland College, Northumbria Police, City Hospitals Sunderland, Sunderland Echo, Age Concern and Job Centre plus. [www.sunderland.gov.uk](http://www.sunderland.gov.uk)



### FOCUS ON

#### Council resolutions

The ideal council resolution will go beyond the requirements for this goal and link Fairtrade to wider council policy. The example here clearly states why the council is involved, what they seek to achieve and commits them to specific activities.

#### Why the council supports Fairtrade

[Name of council], as an important consumer and opinion leader, should research, develop, and support a strategy to facilitate the promotion and purchase of foods with the FAIRTRADE Mark as part of its commitment to [document/advice paper] and in pursuit of sustainable development and to give marginalised producers a fair deal.

#### Summarise what the council aims to achieve by supporting the Fairtrade Town campaign

To be recognised by the residents and business community of [name of the area concerned], suppliers, employees and other local authorities, as a city/town that actively supports and promotes Fairtrade and to increase the sale of products with the FAIRTRADE Mark.

#### Detail what practical action the council commits to

[Name of council] resolves to contribute to the campaign to increase sales of products with the FAIRTRADE Mark by supporting the campaign to achieve Fairtrade status for [name of the area concerned] as detailed in the Fairtrade Foundation's Fairtrade Towns initiative.

To this end, [name of council] resolves to:

- Widely offer FAIRTRADE Marked food and drink options internally and make them available for internal meetings
- Promote the FAIRTRADE Mark using Fairtrade Foundation materials in refreshment areas and promoting the Fairtrade Towns initiative in internal and communications and external newsletters
- Use influence to urge local retailers to provide Fairtrade options for residents
- Use influence to urge local business to offer Fairtrade options to their staff and promote the FAIRTRADE Mark internally
- Engage in a media campaign to publicise the Fairtrade Towns initiative
- Nominate a council representative (member of officer) to sit on the Fairtrade Steering Group and support ongoing work to promote Fairtrade
- Organise events and publicity during national Fairtrade Fortnight – the annual national campaign to promote sales of products with the FAIRTRADE Mark.

### TOP TIP



After achieving Fairtrade Borough status, Waltham Forest Fairtrade group worked with the council to create a Fairtrade Action Plan for the future. The plan details how the council can support progress around each of the five goals, in addition to developing internal procurement and promotion strategies. From which council officers could help engage more businesses and faith groups, to how Waltham Forest can promote Fairtrade on the council website, the Fairtrade Action Plan is a great way to maintain focus and develop council support.

[www.walthamforest.gov.uk/index/environment/fairtrade](http://www.walthamforest.gov.uk/index/environment/fairtrade)

## Goal 2

**A range of (at least two) Fairtrade products are readily available in the area's retail outlets (shops, supermarkets, newsagents, petrol stations) and served in local catering outlets (cafés, restaurants, pubs).**

*I think we're in a lucky position in the UK. It is very hard for people in developing countries to survive – even when they work incredibly hard – if they don't get a fair rate for their produce. If we can change that by buying and selling Fairtrade, I think we should. I'm proud that the Star of India is known as a part of Waltham Forest Fairtrade Borough. Fairtrade makes sense to me as a person, a businessman and a member of the community.*

Shah Ahmed  
Owner, Star of India restaurant and member of Waltham Forest Fairtrade Steering Group

## Meeting Goal 2 – requirements

- Retail and catering targets based on population size must be reached. Targets can be found on page 12.
- Only retail and catering outlets that stock at least two products with the FAIRTRADE Mark and are open a minimum of three days a week can be counted towards these targets.

## Taking Goal 2 further – supporters can also:

- Continue to encourage new shops and cafés to sell and serve Fairtrade
- Encourage local shops and cafés to increase the range of products they offer
- Encourage shops and cafés to make Fairtrade visible through posters, stickers and point of sale material
- Involve commercial partners with the local campaign – encourage them to host events and activities to promote Fairtrade Fortnight and throughout the year – and support the campaign as it develops.

### Action by local retail and catering outlets makes a difference

It should be easy for people to choose Fairtrade products when they shop and eat out in a Fairtrade Town. Fairtrade is an alternative way to trade that works with the normal rules of supply and demand. The difference is that the aim is to make trade work for development. Buying Fairtrade is one way we can all do something towards tackling poverty – but only if products are available for us to buy.

Fairtrade needs to become the norm and this is where Fairtrade Towns can make all the difference by working with retail and catering outlets to:

#### Make Fairtrade widely available

Successful action on the other Fairtrade Town goals will increase demand for Fairtrade products in your area. Local shops, supermarkets, cafés, pubs, restaurants, petrol stations and corner shops need to offer Fairtrade products and meet that demand.

### Make Fairtrade visible in your area

Supportive stores and cafés can promote Fairtrade with posters, point of sale material and window stickers. Studies show that shoppers only spend three seconds selecting which jar of coffee or bag of rice to buy. Three seconds is enough time to make a difference if people remember to choose Fairtrade!

#### Showcase the range of Fairtrade products available

Give customers a real flavour of all Fairtrade has to offer. Thousands of different products have been licensed to carry the FAIRTRADE Mark – from spices to smoothies, cotton to coffee, muesli to mangoes and footballs to flowers. Shops and cafés play a real part in letting people know what Fairtrade options are out there.



### Getting started

- Find out what's already on offer in the area by auditing local shops and cafés. Talk to managers, tell them about Fairtrade and encourage them to be more involved in the campaign, for example, as well as selling Fairtrade products, could Fairtrade tea and coffee be used in the staffroom? Give them a leaflet explaining Fairtrade with contact details for the local campaign.
- The audit is a good opportunity to involve students, pupils and supporters through a Fairtrade treasure hunt or product detective project.
- Prove that demand for Fairtrade exists locally by asking friends and supporters to write or speak to shop managers or fill in a customer feedback card. It doesn't hurt to ask!

### Further activity

- Fairtrade Towns are about positive change. Activity on Goal 2 should bring new outlets on board and encourage existing stores and cafés to increase the range they offer – not just audit what's already on offer.
- Help independent cafés and shops start stocking Fairtrade by providing details of suppliers in the area (see page 28).
- Many of the big national chains have a list of Fairtrade products Head Office has signed up to on their website. This range could be on shelves in your area.
- Encourage shops and cafés that stock Fairtrade products to display posters, window stickers and point of sale material (see page 28).
- Target any well known restaurants or shops in the area. Bringing them on board will help get Fairtrade noticed and encourage other businesses to make the switch.
- Involve shops and cafés in the campaign by working with them to put on events during Fairtrade Fortnight and throughout the year. Successful collaborations could include in-store tasting stalls or Fairtrade wine tasting in cafés and restaurants. This is great publicity for their business, showcases the Fairtrade products they offer and helps raise awareness of what Fairtrade is and where to find it.



### TOP TIP

#### Making local surveys fun and involving supporters

Tower Hamlets Fairtrade Group recruited school pupils and students to help find Fairtrade products locally. A brightly coloured Fairtrade detective form gave detectives an easy-to-use, fun tool to survey shops and cafés in their area. The Fairtrade detectives helped collect information towards Goal 2, played a part in their local Fairtrade Borough campaign and learned lots about Fairtrade along the way.

[www.towerhamlets.gov.uk/fairtrade](http://www.towerhamlets.gov.uk/fairtrade)



### FOCUS ON

#### Local Fairtrade Directories

A local directory of outlets stocking Fairtrade products is a great tool to help people find Fairtrade easily and publicise supportive stores, cafés and restaurants. Many groups recognise schools, churches, community organisations and businesses by including a Fairtrade supporters section or include places that offer local produce to show support for local, small-scale farmers.

Directories can be as sophisticated or simple as you like, from do-it-yourself lists to glossy publications.

Chesterfield Borough Council provided funding to produce a basic A5 folder with key facts and information about Fairtrade and the local campaign. Photocopied loose-leaf lists of supportive organisations and outlets stocking Fairtrade are updated and added each year – cost-effective, up to date and a great resource to hand out at events!

The publishers below produce annual directories – ready for Fairtrade Fortnight – packed full of producer news and the latest Fairtrade products. All you have to do is supply the information about Fairtrade in your area.

<http://fj.greenbath.org>

[www.handupmedia.co.uk](http://www.handupmedia.co.uk)

Online versions can be cheaper to producer and easier to update. Fairtrade Association Birmingham has a good example on their website [www.fairtradebirmingham.org.uk](http://www.fairtradebirmingham.org.uk)



### Maintaining momentum:

- Offer stores the opportunity to support the local campaign by providing samples for tasting events or prizes.
- Stock It! postcards, available from the Fairtrade Foundation, are a good way to show managers the range of Fairtrade products out there and which ones their customers want to see! Increases in the range of products available indicate that the hard work put into a Fairtrade Town campaign is paying off.
- Make sure your area plays a part in helping new Fairtrade products get off the ground and stay on the shelves. Encourage stores and cafés to showcase new products and categories so there are long-term benefits to the producers relying on sales behind them.
- Invite staff and managers to your events and encourage them to learn more about Fairtrade and the benefits it brings.
- Invite local store and café managers who have made a commitment to Fairtrade to get involved with the steering group and be a part of shaping the future of the Fairtrade Town.



### TOP TIP

#### Working with commercial partners

##### Do:

- bring stores and cafés on board by demonstrating demand exists for Fairtrade products
- provide opportunities for staff and managers to learn more about Fairtrade and help them understand why their customers choose Fairtrade
- build lasting relationships and make supportive stores and cafés feel part of the local Fairtrade campaign.

##### Don't:

- give the impression that the company is being endorsed – only their actions promoting Fairtrade products
- allow one company to monopolise the campaign – this may discourage others from getting involved.



# Goal 2 – Getting Fairtrade products into shops and cafés

### Retail and catering targets for achieving Goal 2

The targets for Goal 2 are based on population size and must be met to achieve Fairtrade Town, City, Village, Island, Borough or Zone status. Fairtrade County campaigns can choose to meet Goal 2 according to the targets below or based on the number of existing Fairtrade Towns in the area (see page 26)

Population	Retail target	Catering target
Less than and including 2,500	1	1
Greater than 2,500 up to and including 5,000	2	1
Greater than 5,000 up to and including 7,500	3	2
Greater than 7,500 up to and including 20,000	4	2
Greater than 20,000 up to and including 25,000	5	3
Greater than 25,000 up to and including 30,000	6	3
Greater than 30,000 up to and including 35,000	7	4
Greater than 35,000 up to and including 40,000	8	4
Greater than 40,000 up to and including 45,000	9	5
Greater than 45,000 up to and including 50,000	10	5
Greater than 50,000 up to and including 55,000	11	6
Greater than 55,000 up to and including 60,000	12	6
Greater than 60,000 up to and including 65,000	13	7
Greater than 65,000 up to and including 70,000	14	7
Greater than 70,000 up to and including 75,000	15	8
Greater than 75,000 up to and including 80,000	16	8
Greater than 80,000 up to and including 85,000	17	9
Greater than 85,000 up to and including 90,000	18	9
Greater than 90,000 up to and including 95,000	19	10
Greater than 95,000 up to and including 100,000	20	10
Greater than 100,000 up to and including 110,000	21	11
Greater than 110,000 up to and including 120,000	22	11
Greater than 120,000 up to and including 130,000	23	12
Greater than 130,000 up to and including 140,000	24	12
Greater than 140,000 up to and including 150,000	25	13
Greater than 150,000 up to and including 160,000	26	13



Continue rising at one retail outlet per 10,000 population.

The catering outlet target is always half that of the retail target rounded up to the nearest whole number.



## Goal 3

**Local work places and community organisations (places of worship, schools, universities, colleges and other community organisations) support Fairtrade and use Fairtrade products whenever possible. Populations over 100,000 will also need a flagship employer.**

### Meeting Goal 3 – requirements

#### 1. Workplaces

- Local workplaces that cannot support the campaign by selling Fairtrade products get involved by making Fairtrade products available to staff and clients.
- A flagship employer is required for populations over 100,000 people and a recommended asset for any Fairtrade Town (see page 26).

#### 2. Places of worship

- Places of worship representing the religious make-up of the community promote Fairtrade to worshippers and use Fairtrade when refreshments are served. **Suggested target:** 50% of churches and a representative number of other faith groups.

#### 3. Primary and secondary schools

- Teachers and pupils learn about Fairtrade. leading to Fairtrade products being used whenever possible in school (staff room, canteen, tuck shop). **Suggested target:** 30% of schools.

#### 4. Universities and colleges

- Students and staff promote Fairtrade and Fairtrade products are available in campus cafes, shops and vending machines.

#### 5. Other community organisations

- Clubs, societies, voluntary organisations and interest groups support Fairtrade and choose Fairtrade when refreshments are served.



*Fairtrade in the UK demonstrates the power of communities at its best. Ordinary citizens are achieving extraordinary change for people working hard in developing countries, and I pay tribute to their sense of justice and their vision of a fairer world.*

Rt Hon Gordon Brown  
Prime Minister

### Developing Goal 3 – supporters can also:

- Choose representatives to sit on the steering group and contribute ideas and energy to take the local campaign forward. Their knowledge and contacts can help the steering group reach other businesses and community organisations.
- Take their commitment further by working towards Fairtrade School, University, College, Church or Synagogue status in their own right.
- Increase the range and availability of Fairtrade products on offer to staff, students or members.
- Promote Fairtrade and the campaign through posters and leaflets, internal newsletters and staff emails.
- Organise events internally to encourage staff, students and members to make their own personal commitment to Fairtrade.
- Play a part in developing Fairtrade locally by organising or getting involved in public events especially during Fairtrade Fortnight.

### Action by the community makes a difference

Fairtrade is a way we can all contribute to positive change. Workplaces can make Fairtrade available to staff and clients, school pupils can learn about the problems of unfair trade and how Fairtrade helps to tackle them and faith groups can make Fairtrade a part of worship. Goal 3 spreads Fairtrade across the community and calls on groups, organisations and businesses to show their support for fairer trade systems by:

#### Choosing Fairtrade products

More groups and organisations using Fairtrade products means more farmers and workers have an opportunity to earn enough for today and to invest in a better tomorrow by selling on Fairtrade terms.

#### Raising understanding of the problems of unfair trade and what Fairtrade does to tackle them.

Events, leaflets, articles and activities deepen understanding of Fairtrade and encourage students, staff, colleagues, clients and worshippers to take Fairtrade home and spread the word to family and friends.

#### Taking the Fairtrade Town from strength to strength

Encourage supportive groups and organisations to work together and become a part of the local campaign. Bringing supporters together – through the steering group, during Fairtrade Fortnight or on specific events – will ensure your Fairtrade Town campaign continues to develop and grow.

### Getting started

- Getting a foot in the door of a business, place of worship, school or society is easiest for someone who is already involved with the organisation. It may be useful to put together an information pack for friends and supporters to take to their workplace or child's school. A good pack could include:
  - information about Fairtrade and the local Fairtrade Town campaign
  - a petition that can be easily adapted for any organisation and signed by staff, pupils or members to demonstrate internal demand for Fairtrade
  - Check out the range of Fairtrade at Work materials for workplaces from [www.fairtrade.org.uk/work](http://www.fairtrade.org.uk/work)
  - information about local suppliers offering Fairtrade products to enable change to happen (see page 28). Traidcraft have a great Fairtrade catering package available which works well for places of worship and smaller workplaces. Visit [www.traidcraft.org.uk](http://www.traidcraft.org.uk)
  - examples of local businesses, schools and organisation that have already made the switch to inspire and encourage others. Peer pressure can be a great tool!
- Traidcraft Fairtraders are a valuable source of local knowledge and Fairtrade products. They often know which groups and organisations already use Fairtrade and can provide Fairtrade tea, coffee and sugar to new recruits through their catering packages. [www.traidcraft.org.uk](http://www.traidcraft.org.uk)
- Working through umbrella organisations – associations with influence and contacts – is also an effective way to reach a lot of groups and organisations. Check out the council website to find useful allies and spend time bringing them on board.

Target (audience)	Influencers (allies)
<b>General</b>	Council Press and media (see Goal 4) Local Strategic Partnership (see Goal 1)
<b>Schools</b>	Board of governors Education Services department (council) Development Education Centres in your region <a href="http://www.dea.org.uk">www.dea.org.uk</a>
<b>Faith groups</b>	Justice and Peace or Churches Together groups The head of your local diocese, Methodist district or other faith group Local inter faith groups or forums
<b>Businesses</b>	Chamber of Commerce, Chamber of Trade or equivalent Town centre management Industry specific umbrella organisations – for example the Tourist Board to reach B&Bs and guesthouses
<b>Other community organisations</b>	Local Council for Voluntary Services (CVS) or equivalent Citizens Advice Bureau Community and Living department (council)



- Create opportunities for groups and organisations to hear about Fairtrade by inviting them to events. Try and combine informative films or presentations with fun opportunities to try Fairtrade products, chat informally about Fairtrade and share ideas for local action. Evening wine-tasting events or business breakfasts can work well.
- If they won't come to you – can you go to them? Many Fairtrade Towns have found offering to do a presentation or assembly is a good way to reach people. Be proactive and invite yourself to the monthly Chamber of Trade or school governors meeting – share your passion!

### Further activity

- Once a switch has been made, remind people why it's important, and publicise it so businesses and organisations feel good about their actions. Many Fairtrade Towns include supportive schools, churches and businesses in their local Fairtrade directory.
- Creating and awarding a pledge form to record commitments made is a good, visible reminder. Encourage organisations to renew – and develop – their pledge every year.

### FOCUS ON

#### Taking Fairtrade further in the community

Information, resources and ideas to encourage action on Goal 3 are available at:

Fairtrade Schools:

[www.fairtrade.org.uk/schools](http://www.fairtrade.org.uk/schools)

Fairtrade Universities and Colleges:

[www.fairtrade.org.uk/universities](http://www.fairtrade.org.uk/universities)

Fairtrade places of worship:

[www.fairtrade.org.uk/faiths](http://www.fairtrade.org.uk/faiths)

Fairtrade at Work:

[www.fairtrade.org.uk/work](http://www.fairtrade.org.uk/work)

- Encourage schools, universities, churches and synagogues to take their commitment further by working towards Fairtrade status.
- Fairtrade Fortnight (see [www.fairtrade.org.uk](http://www.fairtrade.org.uk) for dates) is every Fairtrade Town's annual opportunity to make a massive splash and get everyone involved. Check out the Fairtrade Fortnight Action Guide, packed full of great event ideas for everybody and share these with supportive organisations.

### Maintaining momentum

- Think about strategic introductions and ways the Fairtrade Town can encourage supportive organisations to work together. Could university students run workshops with local school pupils, for example?
- Run competitions to find the workplace that drinks the most Fairtrade tea in a week, or ask schools to design the best Fairtrade-themed poster. Competitions can involve lots of people and make great press hooks!
- Collect and share case studies from local organisations and groups that have made the switch. Use their Fairtrade stories to encourage others to get involved.



### GET INSPIRED

#### Celebrating local Fairtrade heroes

Edinburgh Fairtrade City recognises outstanding action around Fairtrade through an annual Lord Provost Award. Categories include an award for education, long standing achievement and Fairtrade in the community. Winners are announced during Fairtrade Fortnight and the awards help recognise local action on Fairtrade, publicise and celebrate achievements in the local press and encourage other people to become Fairtrade heroes. Could an annual or one-off award recognise and inspire action on Fairtrade in your community?

[www.edinburgh.gov.uk/fairtrade](http://www.edinburgh.gov.uk/fairtrade)



## Notes:

Make a note of potential influencers here. What local organisations or umbrella groups could help you reach schools, businesses, faith groups and other community organisations? Are there any groups that are already supporting Fairtrade and may want to get more involved?



## GET INSPIRED

### **University of Wolverhampton takes Fairtrade further**

The University of Wolverhampton built on Fairtrade status by incorporating Fairtrade into the Sustainable Development module. Students from the School of Applied Science create a poster explaining Fairtrade based on independent study around Fairtrade and focused lectures. The designs are then judged by members of the Wolverhampton City Fairtrade Partnership and placed on permanent display across the campus.

**[www.wolverhampton.gov.uk/business/fairtrade](http://www.wolverhampton.gov.uk/business/fairtrade)**

## Goal 4

**Media coverage and events raise awareness and understanding of Fairtrade across the community.**

### Meeting Goal 4 – requirements

- Articles about Fairtrade and the local Fairtrade campaign have appeared in a range of different local media and publications. *Suggested period: over at least one year*
- Events take place over Fairtrade Fortnight and at other times of the year. *Suggested period: over at least one year*

*I think a Fairtrade Town is like a stick of rock with Fairtrade running right through it. Fairtrade should automatically be a part of everything, a natural and integral ingredient of every event, every newsletter and every shopping basket.*

Joanne Golton,  
Garstang Market Town Initiative

### Developing Goal 4 – supporters can also :

- Make sure articles and updates are included in local newsletters (parish, church, school)
- Establish Fairtrade as a regular feature at local events (summer fetes and fairs, Christmas markets, school sports days)
- Ensure events reach a wide range of different audiences and enable other groups and organisations to get actively involved (see Goal 3)
- Set up a website to promote the Fairtrade campaign.

### Media coverage and events make a difference

Fairtrade should be recognised, understood and widely supported in a Fairtrade Town. Work on Goals 1, 2 and 3 will make Fairtrade visible in your area and build support for the campaign but there will still be lots of people you miss! Goal 4 is about using local newspapers, websites, radio, and television to take Fairtrade to the wider public and to weave Fairtrade into the fabric of your local area.

Press coverage and events play an essential role in a Fairtrade Town campaign by:

#### Reaching the general public

The local press and media have audiences you want to reach. Regular articles and photo stories in the press will increase recognition of the FAIRTRADE Mark and understanding of what it stands for.

#### Making Fairtrade a part of local life

The local media often defines local issues – what’s seen as important and what’s not. Make sure Fairtrade is on the agenda!

Community events such as summer fêtes or local festivals are part of an area’s local identity – make Fairtrade a part of these.

#### Getting people involved

Events are a good opportunity to inform and entertain and can help recruit new supporters and volunteers as well as increasing understanding of Fairtrade.

Putting Fairtrade on the agenda through regular articles and media updates will encourage more groups, organisations and individuals to get involved and develop your Fairtrade Town campaign.



### Getting started

- Do your research! Which newspapers are in your area? The free local papers often all belong to one media group, which can make it easier to get your story in all of them.
- Make personal contact with the journalist who covers community events – have a look through past editions to find names. Work on building a relationship with them but be aware journalists can move on quickly. Be ready to offer some Fairtrade chocolate or coffee samples in addition to a great, long-running local story.
- The campaign to achieve and maintain Fairtrade status is a story in itself. Launch the campaign with a public event – a Fairtrade breakfast in the Town Hall or a public meeting for example – and invite the press contacts you've identified. Keep the press updated as each goal is achieved and when significant victories are won.
- Be polite and professional when approaching the media and never call on deadline day! To sell in an event – make your first, targeted invitation at least two weeks before the event takes place and send a reminder a week later to check it's in the diary.
- Participating in existing community events (summer fêtes, Christmas fairs) with a Fairtrade stall can be an easy way to reach a lot of people. The council will have a calendar of local events – or check the local paper.
- Most newspapers – and all radio and television stations – will want a spokesperson to comment on the story. Councillors, the Mayor, town centre manager, the chair of your Fairtrade steering group and local MPs all make good spokespeople.
- Seek publicity at every turn. Almost anything can be sold as a story with a little creative spin.



### FOCUS ON



#### Writing a press release

- Keep things clear, short and jargon free – typed, leaving plenty of space, onto one side of A4 paper.
- The story could be progress on the Fairtrade Town campaign or an upcoming event, or both. Put the most interesting aspects first, with an attention-grabbing headline.
- Make it as easy as possible to understand your release by including key information in the first paragraph: who? what? why? when? where?
- Your release may be cut down, so make sure the points you most want people to read are in the first two paragraphs.
- Add a positive quote from the event organiser, a celebrity or supporter (or all three).
- Always mention the local Fairtrade Town campaign and remind them of earlier campaign events or achievements.
- Include a contact name and mobile phone number so journalists can find out more (particularly in the run up to an event) and make sure the release also includes contact details for the Fairtrade Town campaign.

### Further activity

- Check out great event ideas in the Fairtrade Fortnight Action Guide and the event guides available at [www.fairtrade.org.uk](http://www.fairtrade.org.uk). From football matches to fashion shows and salsa nights to smoothie tastings – the range of Fairtrade products available makes lots of media-friendly, creative events possible.
- Identify your target audience before brainstorming event ideas. Do you want to reach a specific group of businesspeople, the local primary school or members of the general public on the high street?
- Get some free publicity and inspire other groups by adding events to the Fairtrade Foundation event calendar [www.fairtrade.org.uk/events](http://www.fairtrade.org.uk/events)
- Help us stay abreast of all that's going on nationally by sending copies of any articles published to [media@fairtrade.org.uk](mailto:media@fairtrade.org.uk)
- Events and media coverage are a good way to thank supportive organisations and recognise their contribution. Positive publicity will encourage them to keep doing what they're doing – and take their involvement further.







### TOP TIP

#### Photo calls

A photo call is more a stunt than a story. The press will be most interested in a local celebrity appearance or original and visual activity. Invite photographers to the stunt but be prepared to take pictures yourself and send quality copies to the press shortly afterwards. Make sure they're not too dark – a common mistake!

This photo call to launch Fairtrade Fortnight 2002 in Bolton is a great example of a fun and effective photo call featuring a local councillor (centre) dressed as a banana!



### Maintaining momentum

- Develop a strategy to ensure Fairtrade stays in the public eye long after Fairtrade Town status is achieved. The media is interested in news – keep Fairtrade current and interesting through quirky events and links to public figures and local issues. For example, make Fairtrade cotton shopping bags a part of local campaigns to go plastic bag free.
- Set clear targets for the campaign and communicate success. Progress towards your targets keeps the stories coming and offers opportunities to celebrate publicly.
- Taking events and activity to a regional level is one way to keep the momentum going – and the press interested! Wales involved groups across the country in an attempt to beat the record for the world's biggest picnic in summer 2007. The event got great coverage in the regional press, united groups in a shared, simultaneous event and definitely boosted sales of Fairtrade fruit, juice, biscuits and ice cream.
- Keep up to date with the latest national and international news on Fairtrade by subscribing to a rss feed [www.fairtrade.org.uk/press\\_office/press\\_releases\\_and\\_statements](http://www.fairtrade.org.uk/press_office/press_releases_and_statements)



### FOCUS ON

#### Key messages

While there are a million different stories you can tell about the difference Fairtrade makes or ways everyone can get involved, there are three useful messages that can help keep things simple, structured and effective.

#### 1. Why is Fairtrade important? Fairtrade makes trade fair.

A lot of world trade is keeping people trapped in poverty. Two billion people – one third of all humanity – work incredibly hard for a living, but still earn less than \$2 per day. Farmers are often forced to sell below what it cost them to produce their crop and struggle to feed their families, let alone invest in their future. Fairtrade is about trying to change that.

#### 2. How does Fairtrade make trade fairer? Fairtrade ensures that farmers and workers around the world earn enough for today and a better life for tomorrow.

As well as the price they get paid for their crops, the Fairtrade system is unique in providing an additional amount of money (the Fairtrade premium) for the farmers and workers to invest jointly in projects of their own – such as health clinics, improving schools, clean water, improving their processing facilities, providing training, repairing roads or building community centres.

(See [www.fairtrade.org.uk/producers](http://www.fairtrade.org.uk/producers) for producer profiles to bring this message alive)

#### 3. Why are you telling me? You can make it happen!

Fairtrade has grown from three Fairtrade certified products in 1994 to over 4,000 by 2008. This happened because ordinary people went into their shops and asked for Fairtrade products. However, millions of farmers still remain trapped in poverty by trade, and it's only if more of us choose Fairtrade products more regularly that Fairtrade will be able to reach them. Each individual action adds up to a world of difference – be a part of it.

It may be helpful before an interview to refresh your knowledge and swot up on good answers to the most frequently asked questions at [www.fairtrade.org.uk/what\\_is\\_fairtrade](http://www.fairtrade.org.uk/what_is_fairtrade)

### Notes:

Start planning events here! How can you engage, entertain and educate people? Who do you want to reach, where could you hold the event and who needs to be involved in organising it? Make a note here of any existing local events you want to make Fairtrade a part of.



### GET INSPIRED



Imagination and Fairtrade bananas helped the Ashbourne Fairtrade group reach an estimated quarter of a million people through media coverage. The group worked closely with local press and media to promote their world record attempt which involved 361 people (and one dog) collectively munching Fairtrade bananas.

[www.ashbournefairtrade.org.uk](http://www.ashbournefairtrade.org.uk)



## Goal 5

**A local Fairtrade steering group is convened to ensure the Fairtrade Town continues to develop and gain new support.**

### Meeting Goal 5 – requirements

- The steering group meets regularly.  
*Suggested period:* over at least one year
- Members represent a range of local organisations and sectors.
- The steering group leads ongoing action around the Fairtrade Town goals, submits the initial application for the area and all applications to renew Fairtrade status thereafter.
- The steering group has responsibility for ensuring that events are organised during Fairtrade Fortnight each year.

### The steering group is the heart of a thriving Fairtrade Town

Working towards and achieving the five Fairtrade Town goals is a significant achievement, not an end in itself! Fairtrade already has a real impact on the lives of over seven million people – farmers, workers and their families – but remains an alternative to conventional trade that needs to grow.

The steering group works to keep up the pressure and make Fairtrade the norm by:

#### Increasing support and involvement

Developing action on the five goals will involve new groups, organisations and businesses and provide opportunities for existing supporters to take further action.

#### Deepening public understanding

Ongoing work by the steering group will take the general public from recognising the FAIRTRADE Mark to deeper understanding of the role Fairtrade plays in a more sustainable future.

#### Setting targets and monitoring progress

The steering group steers activity. Clear targets and objectives in addition to new ambitions and activities will ensure the Fairtrade Town stays on course and goes from strength to strength.

*The strength of the Lichfield Fairtrade City campaign is the way in which it has touched every sector of the life of the city – schools, shops, workplaces, churches, businesses, there is such a breadth and variety. The Lichfield Fairtrade City has helped Lichfield to look beyond itself to the wider world and to work together to make Fairtrade a natural choice.*

Mary Harris  
Lichfield Fairtrade City Steering Group

### Developing Goal 5 – the steering group can also:

- Prepare action plans for the future
- Set indicators to monitor progress and celebrate successes with the wider public
- Form smaller working groups to focus on specific activities and targets, for example events or work with schools
- Contact other Fairtrade Town groups in the area to coordinate activity, pool opportunities and scale up activity in the region
- Continue to recruit and welcome new members
- Maintain and update a volunteer list of supportive individuals and organisations.
- Open a bank account to manage donations and income from fundraising activities
- Keep up to date with the latest news on Fairtrade by subscribing to Fair Comment and the Fairtrade Town and Campaign newsletters published by the Fairtrade Foundation.



### Getting started

- Make sure committed and enthusiastic people know there's a campaign underway they can get involved with. Launch the Fairtrade Town campaign with a well publicised public meeting and/or press release.
- Identify likely volunteers. Speak to friends or family who might be interested, other known Fairtrade enthusiasts and local networks that may share your vision. Think back to the diagram of a Fairtrade Town on page 2 and try and target representatives from each circle!
- If you are looking for people with particular skills or to represent a specific sector (business or education for example) try advertising for help. Appeal in the local volunteer bureau, at events, in libraries and churches or in the local paper.
- Once the campaign is underway, make sure key people such as council officers and supportive shop managers are invited to join the group.

### Developing activity

- Meet frequently and regularly. Some groups meet in a local café that serves Fairtrade tea and coffee, a church hall or in council offices. Make sure meeting times and venues are convenient for everyone.
- Be organised. Always send an agenda around ahead of time for people to comment on. Taking minutes and circulating them afterwards will keep everyone up to date and ensure decisions and commitments are recorded.
- Keep meetings focused and productive. Set times for agenda items and try and stick to them. Be clear on the objectives of each meeting and communicate the outcomes to keep people motivated.
- Bring snacks and create opportunities to celebrate and socialise as a group – keep it fun!
- Guest speakers can add interest to meetings. Why not invite steering group members from a neighbouring Fairtrade Town to share ideas?
- Think about funds and resources. Money is not essential but it does help! Many groups fundraise by charging an entry fee to a film showing or a wine tasting event. Approach local supermarkets and Fairtrade licensees ([www.fairtrade.org.uk/business\\_services](http://www.fairtrade.org.uk/business_services)) for free samples for tasting events. Contact the local Council for Voluntary Service or your council to identify sources of funding for voluntary groups in your area.
- Be ambitious, but realistic: don't bite off more than you can chew.
- Take your time. The most meaningful and effective campaigns for change are those that build over time to become the norm. Only hippies recycled 10 years ago!



### TOP TIP

#### Finding steering group members and supporters – who needs persuading least?

- Friends and family
- Development agency local groups (eg Oxfam, World Development Movement) and other members of the Trade Justice Movement (see [www.tjm.org.uk](http://www.tjm.org.uk))
- Justice and Peace or Churches Together group
- Fair trade shops or cafés
- Multi-faith and faith forums
- Traidcraft or Tearcraft reps
- Local Agenda 21 or sustainability officer (see Goal 1)
- Development Education Centres
- Supportive supermarket managers
- Trade unions
- Local branches of political parties
- Local councillors
- Student groups (eg People & Planet group, Students' Union)
- Schools and youth centres
- Farmers' associations or markets
- Rotary Clubs
- Environmental organisations
- Community associations
- Staff of local ethical businesses





### FOCUS ON



#### Action plans

Creating and sticking to an action plan maintains direction, highlights challenges and achievements and keeps energy and motivation high. All campaigns evolve as new priorities and opportunities arise. Create a new plan to take your Fairtrade Town to each new level.

#### A good action plan will have:

- Objectives for your Fairtrade Town based on what you have achieved so far and priorities for the future. You may find it helpful to have a general action plan for the overall campaign and separate plans for specific activities such as events or working with schools.
- SMART targets – Specific, Measurable, Actual, Realistic and Time-bound. For example, there will be a Fairtrade product tasting stall organised by steering group members in all three major supermarkets in town during Fairtrade Fortnight.
- Defined actions to achieve the targets. For example, make contact with store managers, agree dates, find volunteers, order leaflets from the Fairtrade Foundation.
- Timelines and responsibilities for each action. Be clear about who will need to be involved or influenced.
- Ideas for the resources and funding which may be required to achieve some actions (See page 27).
- Milestones – defined points along the journey offering an opportunity to celebrate, review progress and make any changes. For example, initial meetings have been held with all supermarket managers.

#### Maintaining Fairtrade Town status

- Scale up activity! Feedback on your Fairtrade Town application will offer advice and suggestions on areas you could develop. Refer back to the suggestions for each goal in this guide – what are your next challenges and priorities?
- Fairtrade is one way we can all take positive action each time we shop or enjoy a coffee. As citizens we can put pressure on governments to take action too by ensuring trade policy works for development. Make the link between your support for Fairtrade with wider campaigns for greater trade justice. Combine consumer power with citizen power!
- Keep Fairtrade current and relevant – highlight the links to other issues. Organise topical debates, invite speakers and check out [www.fairtrade.org.uk/resources](http://www.fairtrade.org.uk/resources) for policy papers on Fairtrade and climate change, Fairtrade and food miles, Fairtrade and local produce, Fairtrade and women's rights, Fairtrade and the food crisis.
- Network with other Fairtrade Town groups in the area. A group email list or Facebook page work well if it's hard to meet physically. Share ideas and energy, organise regional competitions or record-breaking attempts or share the work on a county-wide Fairtrade directory/website. Why not work together towards Fairtrade Zone or County status?





### FOCUS ON

#### Steering group constitutions

Many steering groups chose to formalise and focus on their aims, objectives and structure through agreeing a group constitution. Feel free to adapt the example below or to create something new and inspiring to suit the vision and structure of your group.

#### Fairtrade Town Group Constitution

##### Name

The name of the group shall be

##### Objectives

- To promote the concept of Fairtrade
- To raise awareness of the FAIRTRADE Mark
- To raise understanding of the problems of unfair trade and what Fairtrade does to tackle these
- To achieve and maintain Fairtrade Town/City status for (place name), as detailed in the Fairtrade Foundation's Fairtrade Town Action Guide
- To lead on ongoing activity to develop support and understanding of Fairtrade in (place name)

##### Membership

- Members will be those who have expressed a commitment to promoting the objectives of the  Fairtrade Group. All members will have the right to be involved with all decision-making and have voting rights.

##### Finance

Include details here of how the group will raise and manage funds, for example

- Members will be encouraged to make a voluntary annual subscription
- Funds will be raised through events
- Grants will be sought from appropriate public and private organisations
- A statement of income and expenditure will be prepared annually and presented for approval to the members' meeting

##### Dissolution

- On dissolution of the group any assets remaining after all debts and liabilities have been discharged shall not be distributed among the members but shall be handed to the Fairtrade Foundation, Ibex House, 42 – 47 Minories, London EC3N 1DY, to be administered in a manner which is exclusively charitable at law.

### GET INSPIRED



In 2008, the Cumbria Fair Trade Network became the first community-based Fairtrade campaign to gain charitable status in its own right. Becoming a registered charity makes it easier to apply for funding and can enhance credibility locally but does involve a lot of hard work! To find out more visit:

[www.charity-commission.gov.uk](http://www.charity-commission.gov.uk)

Or contact the Cumbria Fair Trade Network to find out more about their experience

[www.cumbriafairtrade.org.uk](http://www.cumbriafairtrade.org.uk)

## Making a successful application:

The application needs to do justice to all your hard work so please make sure you keep a record of all achievements, activities and media coverage.

When you're ready and confident the requirements for each goal are met:

1. Download the application form from **[www.fairtrade.org.uk/towns](http://www.fairtrade.org.uk/towns)**
2. Complete the application form with details around each of the five goals. Completing the form electronically makes processing the application quicker and more efficient.
3. Email the completed application form to **[volunteer.towns@fairtrade.org.uk](mailto:volunteer.towns@fairtrade.org.uk)**. If you cannot submit the form in electronic format, please contact the Fairtrade town volunteer 020 7405 5942.
4. Post any supporting information (press cuttings, directories, posters etc) separately to Fairtrade Towns, The Fairtrade Foundation, Ibex House, 42-47 Minories, London EC3N 1DY.
5. Allow as much time as possible to process your application (at least 6 weeks) and please do not plan a declaration event until you know that your application has been successful.

## What happens next?

- The Fairtrade Foundation confirms the application has been received and requests any additional information needed.
- A panel assesses the application and prepares feedback for the group. The feedback will state which goals have been met and make suggestions about ways to further develop activity.
- If the application is successful – celebrate! A certificate and Fairtrade Town Identity will be awarded to the group.
- If the application is unsuccessful, use the suggestions in the feedback to develop activity and resubmit the application when you feel the necessary progress is made.

## FOCUS ON



**The Fairtrade Town Identity** and guidelines for its use, are sent to groups that successfully achieve Fairtrade status. The identity unites a growing movement of towns, cities, villages, islands, boroughs, counties and zones and offers an easily recognisable image to use on materials (directories, posters, stickers etc) produced as part of ongoing campaigns to raise awareness and support for Fairtrade.



## Maintaining Fairtrade Town status

All Fairtrade Towns must maintain status by submitting a renewal application one year after status is achieved and every two years following that. Make sure progress around the goals is recorded and keep a file (preferably electronic) with details of events, commitments from new organisations, changes in catering and retail outlets and any other information you feel reflects the development of your campaign.

1. Download the Fairtrade Towns Renewal Form from **[www.fairtrade.org.uk/towns](http://www.fairtrade.org.uk/towns)**
2. Complete with updates on progress made since the last application was submitted and send to **[volunteer.towns@fairtrade.org.uk](mailto:volunteer.towns@fairtrade.org.uk)** (post any hard-copy supporting material).
3. The Fairtrade Foundation will assess the renewal application and provide feedback with suggestions on how to further develop activity.
4. If all the goals are maintained, the next renewal will be due in two years.
5. If one or more of the goals is not maintained, the next renewal will be due in one year.

## Changes to application and renewal processes:

Please note that a new online application and renewal process for Fairtrade Towns will be introduced in 2009. The information required to achieve or renew status will not change. Please continue to save all information and check the Fairtrade Town section of the websites for updates on the new application process.

## What is a flagship employer?

A flagship employer is a significant local workplace that uses Fairtrade products and promotes Fairtrade to staff, clients and contacts. The ideal flagship employer is large, influential and locally relevant. Approach employers whose support will have the greatest impact – either in terms of volume of Fairtrade products used (large employers) or in terms of influence (high-profile employers that the local community associated with the area). Please note that employers whose activity is counted under other goals, for example the council (Goal 1) or university (Goal 3), can't be accepted as the flagship employer. When making your application, please state how many employees your flagship employer has.

## What are the goals for a Fairtrade County?

The goals for a Fairtrade County are the same as those for a Fairtrade Town, City or Borough. However, there is an option in how county campaigns choose to meet Goals 2 and 3. These goals can be considered as met if more than half the population of the county live in an area which has already achieved Fairtrade status. If a group wishes to use this method for a Fairtrade County application the areas with Fairtrade status must be listed with their respective populations under Goals 2 and 3. Goals 1, 4 and 5 must be met in the usual way as detailed in this guide and a Fairtrade County campaign will need a distinct flagship employer. It is strongly recommended that Fairtrade County campaigns are discussed with the Fairtrade Town co-ordinator from the start to agree how Goals 2 and 3 will be met.

## What is a Fairtrade Zone?

If a community cannot be described as a town, a city, a village, an island, a borough or a county it will become a Fairtrade Zone. For example, the City of London (square mile) is technically not a borough and became a Fairtrade Zone in October 2007. Neighbouring villages working together have become Fairtrade Zones and National Parks could also become Fairtrade Zones if enough businesses and residents get involved. The same five goals apply and resolutions must be passed by all councils or political governing bodies overseeing the area.

## What's the difference between Fairtrade and Fair Trade?

Fairtrade (one word, capital F) relates exclusively to the work of FLO (Fairtrade Labelling Organisations International) and partners (including the Fairtrade Foundation). The FAIRTRADE Mark is used to certify products that meet Fairtrade standards and come from Fairtrade producer organisations. This system is certified and audited by

FLO which works closely with national partners such as the Fairtrade Foundation in the UK.

Fair Trade or fair trade relates to the wider movement of organisations working to promote fairer trade policy and practice and includes fairly traded items such as handicrafts and jewellery that do not carry the FAIRTRADE Mark.

## What is the difference between Fairtrade and ethical trade?

Both have an important role to play in encouraging socially responsible trading. They start at opposite ends of the trade process. Fairtrade relates to the system described above. Ethical trade starts at the other end, looking at commercial supply chains, and how changes could be made to improve the situation for workers. The term ethical trade is now most commonly used to refer to the work of the Ethical Trading Initiative. Ideally all goods in the UK will have been traded according to ethical codes of conduct. As described above, Fairtrade goes beyond codes. It is about working in partnership with disadvantaged groups, helping them to overcome the serious barriers they face in finding a market for the goods they grow or make so they are able to develop a sustainable livelihood.

## Can our group use the FAIRTRADE Mark on materials?

Yes – providing you follow the guidelines in place to protect the integrity of the Mark. The FAIRTRADE Mark is a certification mark and a registered trademark so please read the guidelines carefully and help us to protect the integrity of the FAIRTRADE Mark. All design work for materials you produce, which includes the FAIRTRADE Mark will need to be approved by the Artwork team at the Fairtrade Foundation [artwork@fairtrade.org.uk](mailto:artwork@fairtrade.org.uk)

## What about road signs to say we're a Fairtrade Town?

The Fairtrade Town identity (linked to the FAIRTRADE Mark) is awarded to communities when they achieve Fairtrade Town status and can be used on road signs. Speak to your council about updating signs to celebrate your collective achievement – the most cost-effective option is often to add a new panel to existing signs.

## Retail or catering outlet, what's the difference?

Broadly speaking, if you take your Fairtrade products home to enjoy it's a retail outlet. Some businesses sell food and drink to take away or to eat in – these can be counted as either retail or catering outlets in the

(over)



application but each outlet can only be counted once. Hotels with restaurants or bars open to non-residents can count towards the catering outlet targets for Goal 2. B&Bs, guesthouses and hotels serving Fairtrade to guests but not open to the general public will be counted as workplaces under Goal 3.

## Can our Fairtrade Town form a link with a Fairtrade producer organisation?

Community links or partnerships can be very rewarding when based on mutual learning and respect and on understanding and exploring issues like trade justice together. The Fairtrade Foundation does not arrange community linking with Fairtrade producer organisations but there are organisations that can help you link with communities in developing countries. For more information about community links, visit: [www.ukowla.org.uk](http://www.ukowla.org.uk) (includes an excellent Toolkit for Linking)

## What about a fair deal for our local farmers?

Fairtrade isn't in competition with UK farmers. Most Fairtrade products such as coffee, rice, bananas, tea and cocoa can't be grown in the temperate British climate. Many Fairtrade Town groups have made a link between Fairtrade and a fair deal for local farmers by taking Fairtrade to farmers' markets and promoting local produce in directories. It is up to your group to decide its own policy, balancing concern for both local and global farmers.

## Where can we find funding to take our Fairtrade Town campaign forward?

The organisations below may be able to help fund specific activities or direct you to other sources of funding.

- Your council or local authority
- Council for Voluntary Service – advice on small grant programmes for community action
- Development Education Association – information about funding specifically for development education projects [www.dea.org.uk](http://www.dea.org.uk)
- The Cooperative Community Dividend Fund – contact your regional office or ask in local stores for details [www.co-operative.coop/membership](http://www.co-operative.coop/membership)
- Awards for All – a lottery grants scheme for local communities. See [www.awardsforall.org](http://www.awardsforall.org)

Commercial organisations (such as supermarkets or Fairtrade product suppliers) – can be approached for sponsorship of particular events or publications. This is in general a great way of funding your activities, but please make sure companies don't benefit from

associations that are not appropriate, for example the impression may be given that the company in general, rather than a specific product, is Fairtrade 'approved'.

## How can we get hold of Fairtrade product samples for people to try?

Companies are often happy to provide samples for events. See [www.fairtrade.org.uk/licenses](http://www.fairtrade.org.uk/licenses) for contact details. Building good working relationships with local store managers and involving them in your Fairtrade Town campaign can also be an effective way to get hold of some Fairtrade samples.

## What about speakers to attend events?

Fairtrade Foundation staff can sometimes attend special events, launches and declarations. Please contact the Fairtrade Town manager with details (date and time, venue, expected audience, role of speaker) as far in advance as possible. Traidcraft also have a network of speakers across the UK who can deliver presentations about Fairtrade and Traidcraft's work. [www.traidcraft.co.uk/get\\_involved/host\\_a\\_talk/book\\_a\\_speaker.htm](http://www.traidcraft.co.uk/get_involved/host_a_talk/book_a_speaker.htm)

## Are there any good films about Fairtrade we can show at events?

Short films about Fairtrade and interviews with producers are available to download from [www.fairtrade.org.uk/resources](http://www.fairtrade.org.uk/resources) or to order as a DVD from the Fairtrade Foundation. Some companies (e.g. Divine, Traidcraft, Liberation) also produce short films about the producer organisations they work with. Check out their websites to see what's available.

*Black Gold* is a powerful feature-length documentary about coffee farmers in Ethiopia, which highlights the injustices of world trade and the difference Fairtrade can make. Visit [www.blackgoldmovie.com](http://www.blackgoldmovie.com) to order a copy.

## Where can we find images of Fairtrade products and producers?

Images of Fairtrade products and producers to use on materials produced as part of your Fairtrade Town campaign are available to download from [www.fairtrade.org.uk/resources](http://www.fairtrade.org.uk/resources). Share images with other Fairtrade activists at [www.flickr.com/groups/fair\\_trade/pool](http://www.flickr.com/groups/fair_trade/pool)



## Fairtrade Foundation

For general enquiries about Fairtrade Towns, applications and renewals please contact:

- **volunteer.towns@fairtrade.org.uk** 020 7405 5942

For specific enquiries about your local campaign, please contact: The Fairtrade Town Manager or Fairtrade Town co-ordinator

- Hannah Reed **hannah.reed@fairtrade.org.uk**  
020 7440 8587, or
- Bruce Crowther **bruce.crowther@fairtrade.org.uk**  
01995 601 258 (Monday, Tuesday and Thursday only)

## Fairtrade Foundation website

- Resources for Fairtrade Towns, Schools, places of worship and Universities, the latest trade justice action and information about Fairtrade Fortnight **www.fairtrade.org.uk/get\_involved**
- Facts and figures, all you need to know about the Fairtrade price and premium, the Fairtrade Foundation and answers to the most frequently asked questions **www.fairtrade.org.uk/what\_is\_fairtrade**
- Press releases and the latest news **www.fairtrade.org.uk/press\_office**
- Download the FAIRTRADE Mark, reports, short films, images and other materials at **www.fairtrade.org.uk/resources**
- A list of Fairtrade licensees, contact details for them, the business case for Fairtrade and information on how to become a licensee **www.fairtrade.org.uk/business\_services**
- The full range of Fairtrade products available, recipes to try at home and contact details for hundreds of wholesale and catering suppliers in your area **www.fairtrade.org.uk/products**
- Stories from some of the many thousands of producers who benefit from Fairtrade **www.fairtrade.org.uk/producers**

## Campaign and promotional materials

- Please see **www.fairtrade.org.uk/orders** for a full list and to order online. Ordering online will make it quicker and more efficient for us to get materials to you. If you are unable to order online, please call 020 7440 7676

## Other Fairtrade Town activists:

- Celebrate success, share frustrations, hear what's worked well and keep up to date with the progress of Fairtrade Towns elsewhere in the UK

- Yahoo Fairtrade Town Discussion Group **http://groups.yahoo.com/group/FairtradeTown/**
- Share information and ideas with Fairtrade Town enthusiasts in Europe and beyond
- International Fairtrade Town Discussion group **http://groups.google.com/group/international-fairtrade-towns**

## Links, information and potential partners

### Fairtrade and Fair Trade organisations

- FLO (Fairtrade Labelling Organisation) **www.fairtrade.net**  
The international Fairtrade standards body for national Fairtrade labels, which registers and monitors producers.
- BAFTS (British Association for Fair Trade Shops) **www.bafts.org.uk**
- Traidcraft **www.traidcraft.co.uk**
- Wales Fair Trade Forum **www.fairtradewales.com**
- Scottish Fair Trade Forum **www.scottishfairtradeforum.org.uk**
- Ethical Trading Initiative **www.ethicaltrade.org**

### Organisations tackling trade and development issues

- IFAT **www.ifat.org** (World Fair Trade Organization)
- Trade Justice Movement **www.tjm.org.uk**
- People & Planet **www.peopleandplanet.org**
- World Development Movement (WDM) **www.wdm.org.uk**
- Oxfam **www.oxfam.org.uk**
- War on Want **www.waronwant.org**
- Christian Aid **www.christianaid.org.uk**
- Catholic Agency for Overseas Development (CAFOD) **www.cafod.org.uk**
- Scottish Catholic International Aid Fund (SCIAF) **www.sciaf.org.uk**
- Banana Link **www.bananalink.org.uk**
- Tearfund **www.tearfund.org**
- Shared Interest **www.shared-interest.com**



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**Coffee, tea, herbal teas, chocolate, cocoa, sugar, bananas, grapes, pineapples, mangoes, avocados, apples, citrus & other fresh fruits, dried fruit, juices, smoothies, biscuits, cakes & snacks, honey, jam & preserves, chutneys & sauces, rice, quinoa, herbs & spices, seeds nuts & nut oil, wine, spirits, ale, confectionery, muesli, cereal bars, yoghurt, ice cream, flowers, sports balls, sugar, body scrub, cotton products including clothing, homewear, cloth toys and cotton wool.**

