

International Fair Trade Towns Steering Committee Guidelines for Fair Trade Towns – April 2013

These are the guidelines for those who are interesting in launching a Fair Trade Town campaign in their country recommended by the International Fair Trade Towns Steering Committee based on the conclusions from the Fair Trade Town Coordinators meeting held in Brussels, 2009.

Fair Trade definition (FINE 2004)

“Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South. Fair Trade Organizations, backed by consumers, are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade.”

Fair Trade product (A Charter of Fair Trade Principles)

Fair Trade products are goods and services that are produced, traded and sold in accordance with these Fair Trade principles and, wherever possible, verified by credible, independent assurance systems such as those operated by Fairtrade International (“Fairtrade-Certified”) and WFTO (WFTO Guarantee System). All Fair Trade products originate from producers and workers committed to Fair Trade principles. However, in the subsequent supply chain, Fair Trade products are traded and marketed through two distinct but complementary channels:

The integrated supply chain route whereby products are imported and/or distributed by organizations that have Fair Trade at the core of their mission and activities, using it as a development tool to support disadvantaged producers and to reduce poverty, and combine their marketing with awareness-raising and campaigning. (WFTO certified members, World Shops)

The product certification route whereby products complying with international standards are certified indicating that they have been produced, traded, processed and packaged in accordance with the specific requirements of those international standards. (e.g. Fairtrade certified)

International mission of the Fair Trade Towns campaign

To enable local actors to raise awareness, capacity for mobilization and sales in favour of Fair Trade products.

Main objectives for the international campaign

- 1 Inspiring, learning and collecting best practices to use for established Fair Trade Town campaigns and others in order to build a strong national campaign in the different countries, including the ‘Global South’.
- 2 To develop and protect the concept of Fair Trade Towns while maintaining common ground and an identity based on the five founding goals.
- 3 Building a global movement of international Fair Trade Town campaigns that will support policies for fair trade and trade justice in particular by the development of ethical public procurement as well as advocacy for Fair Trade.

Towards a common concept

The recommendations of the International Fair Trade Towns Steering Committee are:

- 1 **Name of the campaign:** It is not necessary to use the same name for different national campaigns
- 2 **Use of a logo:** It is not necessary to use the same logo for different national campaigns but where permitted national logos may be shared with others.
- 3 **The 5 goals:** A campaign based on the 5 goals is strongly recommended to new countries, although specific targets may be adapted to suit different situations. The Steering Committee does not have the intention to enforce this system or use penalties. They do however; prefer to see Fair Trade Towns involve the whole community rather than just local government. National campaigns are free to add to the five goals as they feel is appropriate in their own country, but are strongly recommended not to remove any of the founding goals.

The core 5 goals for a Fair Trade Town

- 1) Local council passes a resolution supporting Fair Trade and agreeing to use Fair Trade products.
- 2) Fair Trade products are readily available in the area’s shops & served in local cafés/catering establishments.
- 3) Fair Trade products are used by a number of local work places and community organisations (faith groups, schools, universities etc).
- 4) Attract media coverage and popular support for the campaign.
- 5) A local Fair Trade steering group is convened to ensure continued commitment to its Fair Trade Town status.

- 4 Order of the goals:** The 5 goals founded in the UK were never meant to be followed in any chronological order therefore the order they are written is of no significance whatsoever. National campaigns can therefore use whatever order they prefer, but on the international level the UK order will be used
- 5 International standards for every goal (i.e. specific targets given in order to pass each goal):** No international standards are used as the situation in each country is very different.
- 6 The use of Fairtrade *and/or* Fair Trade products in the campaign?** The campaign in the UK was founded (2000) in order to promote Fairtrade certified products hence was named 'Fairtrade Towns'. The international campaign however, now promotes all types of Fair Trade products and is named 'Fair Trade Towns'. Any national campaign should include a whole range of Fair Trade products in particular both Fairtrade certified (and other Fair Trade certifiers) products if present and also independently recognised Fair Trade products (for example, from WFTO certified members) when these are present in the national context.
- 7 Other minimum guidelines:**
 - There needs to be a non-partisan coordinating body that awards status, involving different stakeholders of the Fair Trade movement on the national level (e.g. Fairtrade Labelling Organisations, WFTO members if present, World Shops associations).
 - There should be a national Fair Trade Towns Coordinator who participates in international coordination.
 - There needs to be a renewal process to ensure on-going Fair Trade commitment, at least every 2 -3 years.

Ownership of the campaign

Fair Trade Towns is essentially a people's movement with true 'ownership' at the grassroots. To ensure credibility however, national campaigns have been facilitated by a number of different national organisations or a coalition. Each national campaign is represented at the international level by a national Fair Trade Towns Coordinator. The main task of the coordinator at the international level is not one of management, but to make it possible and easier to learn from each other.

International Fair Trade Towns Steering Committee (Int. FTT SC)

When the number of national campaigns increased to 24 the International Fair Trade Towns Steering Committee was set up in February 2013, primarily to ensure coordination between the 24 national Fair Trade Town coordinators.

The members are:

Adam Gardner, UK Fairtrade Towns Coordinator - adam.gardner@fairtrade.org.uk

Billy Linstead Goldsmith, USA Fair Trade Towns Coordinator - wlinsteadgoldsmith@fairtradeusa.org

Bruce Crowther, Int. FTT Ambassador - The FIG Tree International Fair Trade Visitor Centre - brucecrowther300@gmail.com

Kathrin Bremer, German Fairtrade Towns Coordinator - k.bremer@fairtrade-deutschland.de

Lynn Geerinck, Belgium Fair Trade Gemeenten Coordinator - info@fairtradegemeenten.be

Tatsuya Watanabe, Japan Fair Trade Towns Coordinator - tnabe@tku.ac.jp

Tadeusz Makulski, Poland Fair Trade Towns Coordinator - tadeusz.makulski@sprawiedliwyhandel.pl

The objectives and outcomes for the Steering Committee are:

- 1 Facilitating the International Fair Trade Towns network both for organisers and campaigner groups.
 - Organising an annual conference
 - Arranging regular Steering Committee and coordinator meetings.
 - Maintain the international Fair Trade Towns website and corresponding NING Discussion Forum.
- 2 To create a movement of int. Fair Trade Town campaigns that will support policies for fair trade and trade justice.
- 3 Further develop the existing international network of Fair Trade Towns and support all new national initiatives including but not solely Fair Trade Towns in the 'Global South'.
- 4 To develop and protect the concept of Fair Trade Towns while maintaining common ground and an identity based on the five founding goals.
- 5 To create and participate in dialogue with different stakeholders of the Fair Trade movement (Fairtrade International, Fair Trade USA, WFTO, FTAO etc)
- 6 Fundraising.

International Fair Trade Towns Ambassador

Since Garstang became the first Fair Trade Town in 2001 the founder Bruce Crowther became active in the role of a Fair Trade Towns Ambassador by hosting visits to Garstang and visiting countries to tell the 'Garstang story' to help inspire, encourage and support Fair Trade Town groups, national campaigns and new budding campaigns. Due to increasing demand and to some extent a need to fulfil this role in an independent capacity Bruce set up in Garstang The FIG Tree International Fair Trade Visitor Centre. As well as providing a base for this international ambassador's role The FIG Tree hosts visits, runs educational workshops, includes a Fair Trade café and shop and exhibitions and displays on Fair Trade Towns:

Funding

The coordination of the Fair Trade Town Campaign on the international level as well as activity of the Fair Trade Town Ambassador requires resources which enables them to be sustainable in the long term. The Int. FTT SC together with the national Fair Trade Town coordinators are presently taking responsibility for ensuring resources at an adequate level. The work plan and budget for those activities are prepared by the Steering Committee and approved by the coordinator's assembly. Possible sources of future long term funding include:

- Individual voluntary contributions from the Steering Committee members,
- Donations from the national FTT campaign budgets,
- Support from the main Fair Trade movement stakeholders (Fairtrade International, WFTO, Fair Trade USA and others),
- Participation in international projects
- Other

An example of cooperation or the "Big Tent" approach

As the Fair Trade Towns movement has grown in the United States since 2007, when Media, PA became the first in the country, so too has the broader Fair Trade movement with multiple certifiers, NGOs and stakeholders. Since its inception, Fair Trade Towns in the US has been governed by a National Steering Committee (NSC). This committee is made up of campaigners and stakeholders from across the movement. While Fair Trade Towns is housed at, and staffed by, Fair Trade USA (the leading 3rd party Fair Trade certifier), its governance remains shared with the NSC.

One specific area where the NSC holds governance is with regards to what certifications or organizations count as officially Fair Trade for the purposes of the criteria. The NSC considers each system and certification against a set of principles that was developed by the NSC. If a system or certification meets those principles, it is included in campaign materials as recognized Fair Trade. This has led to the inclusion of not only Fair Trade USA certified products, but those certified by Fairtrade America (FLO US) as well as IMO Fair for Life certification. In addition, any product sold by a member of the Fair Trade Federation counts as well, which allows for the inclusion of artisan products and crafts.

In addition to systems, the NSC contributes to the development of the strategic plan and the direction of the campaign, nominates and selects new NSC members, assists in the delivery of strategic goals and directives, provides regional and network support to Town campaigns across the country and works closely with staff to grow and strengthen the campaign nationally.

This approach has led to the description of Fair Trade Towns in the US as "Big Tent", meaning that it is an inclusive model that works to promote and drive sales of a wide-range of Fair Trade, thus benefitting many more producers in the Global South. This governance model also resonates with the local campaigners in the US as they see a collective model at the national level which corresponds to the way we ask them to organize at the local level in their own steering committees.

Conclusions

The example mentioned above demonstrates a way to organize the national campaign which is already in use in several countries. The Fair Trade Town campaign is a tool both in 'consumer' countries to promote the sale of Fair Trade products and raise awareness of fair trade and in 'producer' countries (although the Steering Committee accept that in reality all countries are both 'consumer' and 'producer' countries) to promote producers and their communities.

The Steering Committee encourages Fair Trade Towns to be utilised in this way in order to create the broadest possible base of stakeholders, all of which should feel responsible for the campaign at national level.

International Fair Trade Towns Steering Committee
April 2013