

# Scottish Fair Trade Campaigner Conference 2018

Saturday 8 September 2018, Dumfries

## Notes from World Café Activity

### Table 1: Local Council support

**Goal 1: The local Council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade products (for example, in meetings and in its offices and canteens).**

#### **1. How does your Council support Fairtrade, including the work of your Fairtrade Steering Group?**

- A Council representative sits on the Steering Group.
- Procurement Officers come to the meetings.
- Until recently, a Councillor within Dumfries and Galloway Council held the role of Fairtrade Champion. This worked well.
- Dumfries and Galloway are fortunate to have active support from the Council. It supports the Regional Fairtrade Steering Group and events.
- Fairtrade Banners, road signs (Edinburgh & East Dunbartonshire have signs).
- Support for the Fairtrade group is included in Council Policy.
- In West Lothian, the group had support from the Council after zone status was achieved but this was then withdrawn.
- Training twilight Continuing Professional Development (CPD) sessions for teachers.

#### **2. What is the most beneficial thing you've done to engage with your Council?**

- East Dunbartonshire – Procurement – Fairtrade in school canteens & IT buying.
- East Dunbartonshire Council have aligned their spending with Electronics Watch guideline.
- Council sends emails to Head Teachers at all schools and provides a venue for meetings.
- Education – Council has organised and supported Fair Trade CPD training for teachers.
- Dumfries and Galloway Council produce a regional Fairtrade newsletter.
- The Dunscore Fairtrade Group worked with the local school to identify Fairtrade products in the canteen and staff room. After writing to the Council's catering department, a School Meals Officer visited the group.
- In Glasgow, the Council have run competitions to sell Kilombero Rice as part of the 90kg Rice Challenge.
- Provosts in North and South Lanarkshire have supported events.
- In Glasgow, the Fair Trade group is applying for an intern through the Council to do a scoping project on the current levels of Fair Trade purchasing and support in the Council.
- Procurement – themed "Fair Trade" menus twice a year in East Dunbartonshire.

### 3. How are your local political representatives supporting Fairtrade?

- Depends on the individuals involved.
- Edinburgh has two Councillors on the group.
- East Dunbartonshire MP has been part of the All Party Group on Fair Trade in Westminster.
- In Renfrewshire, there has been a good level of support for Fair Trade and the Rainbow Turtle shop from political representatives.
- In Dumfries and Galloway, there has been good support from Colin Smyth MSP.
- An MSP from East Dunbartonshire has been on the Cross Party Group for Fair Trade at the Scottish Parliament.

#### Other Comments/Issues:

- Procurement Officers don't always understand that Fair Trade is not a brand.
- In Edinburgh, over 4,000 Council staff are responsible for purchasing goods. The Fairtrade Group are working with the Council to educate staff who purchase the largest quantity of goods about Fairtrade.
- Brexit- this is important area that needs examined in further detail. It's important to ask local elected representatives to take action on this. Fair Trade groups can write to their elected representatives and ask them to do this.
- It's important to visit your political representatives and give them a role to play. Ask your MSP to sign petitions.
- Write to all major political parties within the Council and invite them to have a political representative on your Fairtrade Steering Group.

#### Table 2: Businesses

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**Goal 2: A range of Fairtrade products are readily available in the area's shops and served in local cafes/catering establishments.**

### **1. How do you encourage businesses to make a commitment to Fairtrade?**

- In Glasgow the Fair Trade group created "Gold, Silver and Bronze" window stickers and distributed them to businesses selling Fair Trade.
- Hold photo calls at shops selling Fair Trade products.
- It's important to build relationships and a rapport with businesses but key contacts can change overnight.
- Host events showing the difference between Fair Trade and non-Fair Trade products.
- Market high quality products at barista events.
- Producer visits have had a great impact.
- Organise meetings and convince owners of the benefits of using Fair Trade.
- Business breakfasts.
- Try to get the business to stock a "high-profile" product.
- Emphasise the message "do you believe in a decent pay for a decent day's work?"
- The Fairer World Fair in Dumfries allows small businesses to take stalls for free.
- Photos in the local newspaper.

### **2. How do you work with businesses to promote Fairtrade?**

- Try to encourage businesses to value their location and capitalise on this e.g. café adjacent to the One World Shop in Edinburgh where there is already a market for Fair Trade.
- Emphasise quality of product on sale.
- Try to change people's habits and beliefs.
- Catering firms will respond to requests for Fair Trade products. People who own firms must make the decision to change.
- Healthy Living Award certificate on display.
- Have a "pop up" shop.

### **3. What success stories can you share and why were they successful?**

- Crichton Campus Breakfast: one week after holding a business breakfast, they switched all their tea, coffee, tea and sugar to Fair Trade.
- Local Coffee Shop changed to Fair Trade after visit from producer during Fairtrade Fortnight.

### **Other comments:**

- Do Councils have the power to give businesses selling Fair Trade reduced rates?

## Table 3: Workplaces and Organisations

**Goal 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.**

**How have you worked with the following to promote Fairtrade: Workplaces / Community organisations / Places of worship / Schools / Flagship Employer?**

### **Workplaces**

- Use Take a Break to get workplaces involved.
- [Workplaces of Worldchangers](https://www.fairtrade.org.uk/For-Business/Stocking-Fairtrade/Fairtrade-in-your-workplace) scheme (run by the Fairtrade Foundation)– certificates for workplaces and sample press releases on the Foundation’s website: <https://www.fairtrade.org.uk/For-Business/Stocking-Fairtrade/Fairtrade-in-your-workplace>
- Link to Chambers of Commerce.
- Give presentations at Rotary meetings – usually held on a weekly basis.
- Opportunities to link to CSR policies.

### **Schools**

- Easy to reach out to Primary Schools as Fair Trade fits into the curriculum.
- Opportunities to incorporate Fair Trade in Business studies (High School level).
- Inter-class competitions on enterprise. e.g. 90kg Rice Challenge.
- Distribute information to schools via the local Council’s School mailing list.
- Offer to go into Schools and do talks.
- Run art exhibitions or poster exhibitions.
- Football competitions.
- Poetry competitions.
- Use Fairtrade nursery resources.
- Invite Schools along to farmers markets to sell Fairtrade products.
- Youth plans – youth committee?
- Encourage teachers to use Fairtrade products in the staff room.

### **Sports Clubs**

- Get someone on the Committee to provide Fairtrade tea & coffee.

Put up signs on noticeboards asking people to only buy/donate/use Fairtrade tea or coffee.

### **General Comments:**

- It’s important to have a handover system in place if someone moves on to avoid useful knowledge and contacts being lost
- Need to remember that “sowing seeds” is important – doesn’t matter if initial contact doesn’t translate into sales.
- Link to environmental groups or other movements who will be aware and supportive of Fair Trade – strength in numbers and support them too.
- Make sure the first thing you ask any group/individual to do is easy!
- Use social media.
- Plan things for summer/spring when the weather is better.
- Some people think the “job is done” – need to make sure that issues that Fair Trade is trying to address are constantly communicated e.g. poverty, low wages, dangerous working conditions etc.

## Table 4: Media Coverage

**Goal 4: Events and media coverage raise awareness and understanding of Fairtrade across the community.**

**Explore: innovative practice, partnership working, the use of the internet, Fairtrade Fortnight campaigns.**

**1. Can you describe some Fairtrade events that have worked really well in your area?**

- Bake off in schools (Glasgow).
- Fairer World Fair (Dumfries).
- Tastings at local café (Dumfries).
- Producer visits.
- Local college involved in handing out leaflets in local café
- Fairtrade Fortnight Fashion Shows (ethical sourcing of graduation gowns).
- Fairtrade Football tournaments for schools.
- Fairtrade football tournament hosted by local team.
- Dumfries Athletics Youth Coach Event.
- Stall at flower festival worked well.
- National Campaigner Conference in the area has been great for local press!

**2. How do you raise awareness of Fairtrade through: The local press/ social media/ newsletters and other mediums?**

- Interviews on local radio.
- Newspaper coverage works well but journalists are pressed for time so need to send in photos and write your own press releases.
- Link and tag onto existing events' publicity e.g. "free children's activities."
- Stall at church every month – regular stories.
- Foncho Banana tour was very successful – images of banana relay in village.
- Publicise "gimmicky" and local things which will get people's attention.
- Write articles that are relevant to the local area and the community – e.g. farming in rural areas.
- Producer visits usually receive a lot of attention.
- Schools get a lot of coverage.
- Glasgow Herald adverts are around £300, not as pricey as expected – opportunities there to reach a different demographic.
- Arts and Crafts Trail has worked well – advertised via Facebook. Signs outside were also good at raising awareness.
- Big Brew – local and Fairtrade – advertised on social media, on posters and by email. This is a well-established event and gets customers each year.
- Farmers from Uganda event visited coffee roasters with key people. Interested in availability.
- Social media – get to know dedicated people who manage the accounts – let these people know about forthcoming events.
- Joint events with other charities e.g Water Aid. Request stall space at these events.
- Linking to Christian Aid events.
- Community events and Galas.
- Development Trust events.
- Lord Provost press network involved.
- Fairtrade Festival – featuring stalls on a daily basis in run up to the event.
- Use Council website – could they host a page about the group and Fair Trade?

## General Comments:

- Social media – very immediate.
- It's good to "tell stories" e.g. Belties / people love dogs!
- Who is the end user? Establish your audience.
- Good to establish contacts with local papers and local magazines e.g. Dumfries and Galloway Life.

## Table 5: Fairtrade Steering Groups

**Goal 5: A local Fairtrade steering group representing a range of local organisations and sectors meets regularly to ensure that the Fairtrade area continues to develop and gain support.**

- 1. Who is involved in your steering group? Which sectors of the community do they represent? How do you recruit new members?**
  - Recruitment – Duke Of Edinburgh and Fairtrade schools – good way of recruiting younger volunteers and members.
  - Invite local members of the community e.g. school, councillors, shop owners, Council (especially in Fairtrade Zones), farmers, cafes, colleges.
  - Involve Chamber of Commerce.
  - Involve Lord Provost (e.g. Edinburgh).
  - Involve Community Wardens.
- 2. Tell us about your steering group meetings – how often do you meet, what's the format?**
  - Bi-monthly meetings
  - Regional Fair Trade Zone group meets twice a year.
  - Shop Trustees meet every 6 weeks.
  - It's good to involve people by giving them tasks at the end of a meeting.
- 3. What unusual activities have you organised to promote Fairtrade in your area?**
  - Fairer World Fair in Dumfries.
  - Flash mobs!
  - Formed a Co-operative.
  - To include young people – meet after school, give them a role/incentive/ use social media – "speak their language".
  - Art work – mural /banner/ bunting.
  - Belties/mascots – feature on Facebook & Twitter.
  - Beat the Goalie events with Fairtrade footballs – work with local football teams.
- 4. What else would you like to do / what ideas do you have for the future?**

### ***Ideas for SFTF:***

- Training and opportunities to share skills/ ideas /good practices.
- Dissemination of activities through membership.
- Create an ideas bank with resources e.g. posters, competitions and talk ideas.

### ***Ideas for Steering Groups:***

- Engage teachers.
- Meet in a pub orcafé!
- Work with local Cooperative stories and Member Pioneers.
- Get Fairtrade articles in Council newsletter and local paper.
- Flash mobs and bunting!