



Scottish
Fair Trade
Forum



Local Business Engagement

Volunteer Pack

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Scottish Charity No: SC039883 Scottish Company No: SC337384



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Scotland has already done a great deal for Fair Trade but we want to build on our success. The Scottish Fair Trade Forum (the Forum) is looking to our supporters in Scotland's private sector who share our beliefs to support our work. Local groups across Scotland can help us to reach out and recruit local businesses to the Fair Trade cause.

We hope this pack will assist local groups and campaigners in this task.

What does the Scottish Fair Trade Forum do?

If you're going to make a pitch to a local business on the value of Fair Trade, it is important that you are able to say and illustrate what those values are. The movement is international, with thousands of people working for these principles and millions benefitting from Fair Trade. If you are approaching a business which you think might be interested in Fair Trade, it is important that you know the context in which the Scottish Fair Trade movement operates, and how any business would fit into this. You can find information about Fair Trade in Scotland, the Scottish Fair Trade Forum and Fair Trade Nation status on our website:

- Scottish Fair Trade Forum – check out what we do at: <http://bit.ly/22r347c>

What is our campaign?

This specific campaign is targeted at stepping up local businesses' engagement in the Scottish movement for Fair Trade. This can be done in a variety of ways but for this specific campaign we want to get local businesses involved in supporting their communities who are part of a national campaign to advance Scotland's Fair Trade agenda, and to maintain and build on our Fair Trade Nation status.

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How can local businesses help?

There have always been a variety of ways for businesses to get involved in Fair Trade, but this campaign hopes to encourage small and manageable support from any business with ties to a local community and local market. The ways that they can show their support for their communities are certainly not limited to becoming a fully certified Fair Trade business. Rather, the focus of this campaign is to get businesses to display their support for a cause that local people care about.

This can be done in a variety of ways and to a variety of extents, including:

- putting up a campaign sticker in a shop window (stickers available by emailing communities@sftf.org.uk);
- hosting a Fair Trade themed day;
- becoming a fully certified Fair Trade business.

The situation for every business will be different, and of course we do not expect that every business will be able to exclusively sell Fairly Traded goods; the emphasis is that they are playing their part in something bigger, and that it is their contribution to a cause that is of local interest.

However, if you believe there is scope for a business to become a long-term supporter then there is information in the following links that outline the various certification schemes available, and also the goods that are certified by the Fairtrade Foundation or guaranteed by the World Fair Trade Organisation (WFTO):

- Fairtrade Foundation, *Ways of Working with Fair Trade* (includes information on becoming a Fairtrade Licensee or Trader): <http://bit.ly/12U5BNT>
- World Fair Trade Organisation, *How to Join WFTO*: <http://bit.ly/1O15MxN>
- Fairtrade Foundation, *Product Catalogue*: <http://bit.ly/1loWBzK>

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- Fairtrade Foundation, *Help Make a Difference in Your Workplace*: <http://bit.ly/22NL7yd>
- World Fair Trade Organisation, *Find a WFTO Supplier*: <http://bit.ly/1D7hJLk>

How much will local businesses have to do?

It is important to emphasise that while this will entail the participation of your local businesses, it is still a local campaign led by activists. As such, we want to emphasise to businesses that we will give them any and all support that that they require throughout their involvement with the campaign.

Support could include:

- helping the business organise a Fair Trade event;
- supporting the business with the administrative side of becoming a Fair Trade business;
- providing advice on where to source Fair Trade goods.

What benefits are there for business?

While the obvious motivation for a business getting involved in a local campaign is supporting a positive initiative that extends involvement with the local community, there are proven marketing benefits that come with an association with Fair Trade.

The Fairtrade Foundation outlines the usage of Fairtrade as a marketing brand on the following pages:

- *Using Fairtrade Within My Brand*: <http://bit.ly/1NsPMnY>
- *Fairtrade Coffee and Your Business*: <http://bit.ly/1ZM5DyK>
- *Fairtrade Gold and Your Business*: <http://bit.ly/1KohGOC>

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Advice and where to begin

If you are thinking about where to begin or how to grow a network among your local businesses then we have some broad suggestions that you might want to consider:

1. Aim to make a short presentation to the local chamber of trade/commerce or traders group.
2. Seek out other private sector groups/trade associations and seek to make a Fair Trade presentation.
3. Rotary and similar groups often look for guest speakers. Find out who the programme secretary is and offer your Fair Trade presentation.
4. Contact your Community Council and offer a Fair Trade presentation.
5. Use any of the above as a photo opportunity and copy to local media with a news release.
6. Offer to provide Fair Trade refreshment facilities at local business events, trade fairs and expos which will combine awareness raising with some revenue generating opportunities.
7. Use business contacts to network on to other opportunities.
8. Most of the above will also work with local community and voluntary groups.



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Case Study

The Fair Trade group in Melrose has managed to build very good relationships with local businesses. Dave Potts, Secretary of the Melrose Fair Trade Group, explains how he managed to use existing networks to his group's advantage:

“Two options were available” said Dave, “one planned and one via good fortune.”

The planned option arose as part of their need to survey local shops and businesses to ensure that they could satisfy the goal of getting Fairtrade products into shops and cafes (achieving this goal was part of their Fairtrade Town application). During a two-week period they surveyed every local shop and business in their designated area on a face-to-face basis, and recorded in some detail all those using, stocking and selling Fairtrade products.

Be Prepared

Dave continued, “We prepared well for this, dividing up the town into sectors, drafting info sheets and survey forms and telephoning prior to visiting to make sure we were expected and were talking to the local decision maker. We also provided written feedback to all those whom participated and also shared with them our Fairtrade Town success as they had contributed to it.”

Not only did this enable them to show that they met and, in most cases, exceeded their goal, but it also provided the baseline data against which they can evaluate change over time that should reflect their continuing awareness raising campaign. They are currently ‘badging’ their Fair Trade businesses with individual certificates and window stickers.

Networking Opportunities

“The Borders Business Group operates in our area,” Dave explained. “This is a membership and self-help consortium of small, local independent businesses that comes together weekly for a breakfast meeting to share information, promote their services and share contact information.



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I was invited to become a substitute stand-in, called upon when a member is unable to attend. This involves speaking on behalf of the absentee member, but also permits me to talk about any matter of interest and concern to me. I chose Fairtrade.” Hence the ‘good fortune.’

Dave has found this to be invaluable as an additional platform to talk about Fairtrade, distribute information, highlight Fairtrade Fortnight and be invited to provide Fairtrade refreshments at business events. From this involvement, additional invitations to speak about Fairtrade at, for example, local Rotary Clubs. Both primarily centred on the local business community.

Photo Opportunities

“These groups often have raffles at their meetings,” said Dave “and we have taken this opportunity to present a raffle prize, usually a bottle of Fairtrade wine. These events create photo opportunities that we then use to accompany a news release to the local media that fits with our media strategy and awareness raising activity. The networking potential is enormous, not only for Melrose but the wider Borders region and this will be useful as the Borders Fairtrade Zone initiative gathers momentum.”

Sticker



Copies of the SFTF sticker (shown below), which can be used by local groups to engage businesses in their area, can be obtained by emailing communities@sftf.org.uk. In your email, please tell us the number of stickers you would like and the postal address that the stickers should be sent to.



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Workplace Certificate

Local Fair Trade groups throughout Scotland can download this [certificate](#) to acknowledge workplaces in their area which support Fair Trade. If you know of workplaces which support Fair Trade then simply edit the document to include the name of the workplace and the name of your local Fair Trade group and give it to the workplace to hang up and display their support for Fair Trade.

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