

# The Fair Trade **CAMPAIGN TOOLKIT**



# The Fair Trade Campaign Toolkit

## Introduction

Whether you are an experienced Fair Trade campaigner, new to the Fair Trade cause or new to campaigning, this toolkit is for YOU! We need Fair Trade and we need people to campaign for it.

Unacceptable levels of poverty, economic inequality, human rights violations and the climate crisis are global challenges of our time and we all have a responsibility to take action to try to overcome these challenges. We believe that Fair Trade has a role to play in fighting these global issues.

Whilst awareness of Fair Trade is high in the UK and sales of many types of Fair Trade products are growing, Fair Trade still accounts for a small percentage of overall sales of commodity products globally. Producers often tell us that they can only sell a small amount of their produce on Fair Trade terms because of a lack of demand.

We therefore need your help to create more awareness and understanding of Fair Trade in Scotland and in turn, make some

serious progress towards the Sustainable Development Goals (SDGs). And with just over ten years left to achieve the ambitious targets of the SDGs, NOW IS THE TIME TO ACT.

After reading this toolkit, we hope you'll come away feeling energised and inspired to take action to raise awareness of the need for Fair Trade. The toolkit is split into four self-contained modules that you can dip into in any order according to your existing skills and knowledge.

Our **Community Grants Scheme** may be able to help with funding some of your activities and actions. We would be particularly interested in applications for grants which test out new campaign ideas and upskill members of your group and community to take action and increase communication about Fair Trade. See our **website** or email us for more information about these grants: **communities@sftf.org.uk**

## Acknowledgements

We would like to thank our funders – the **European Union** and **Bridge 47** – for their support in making this toolkit. We would also like to thank the members of the **Scottish Fair Trade Young People's Network** and local **Fair Trade groups** as well as volunteers at the Scottish Fair Trade Forum for sharing their experiences and ideas.



# The Fair Trade Campaign Toolkit

## Contents

### MODULE 1: Inspiration and Information

- What's the problem?
- How can Fair Trade help?
- What can I do to help?
- Examples of successful campaigns
- Links to resources

### MODULE 2: Campaign Basics

- Top tips for campaigning
- How to plan a campaign

### MODULE 3: Take Action

- Bringing people together
- Finding suitable venues
- Reaching out to other groups
- Stunts
- Get creative
- Contact your elected representatives
- Getting press coverage

### MODULE 4: Take Action Online

- Digital tools for campaigning
- Social Media



Co-funded by the European Union



Co-funded by Bridge 47



Scottish  
Fair Trade  
Forum

Compiled by the Scottish Fair Trade Forum