

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 can 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

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Scottish
Fair Trade
Forum

Compiled by the Scottish Fair Trade Forum



What's the problem?

Poverty

Around 780 million people live in extreme poverty*. Many of these people live in the Global South and grow food products that have become staples in our everyday diets – products such as tea, coffee, cocoa and bananas. Injustices in the global trading system and lower than market prices are amongst the reasons why extreme poverty prevails.



Poor Working Conditions

In many developing countries, International Labour Organization standards are ignored in the pursuit of profits. Child labour, forced labour, dangerous working conditions, the handling of toxic materials, unfair wages and limits on freedoms to associate are just some of the problems that have been found in the supply chains of the products that we buy and wear every day.



Climate Crisis

On top of unfair wages and poor working conditions, people working on smallholder farms in developing countries are often the first and most affected by climate change despite the fact that they have contributed to it the least. We know from speaking to producers that erratic weather patterns and natural disasters are already robbing them of their hard won gains and perpetuating the cycle of poverty.



* The United Nations: <https://www.un.org/en/sections/issues-depth/poverty/>



How can Fair Trade help?



*“The Fair Trade movement shares a vision of a world in which **JUSTICE, EQUITY** and **SUSTAINABLE DEVELOPMENT** are at the heart of trade structures and practices so that everyone, through their work, can maintain a decent and dignified livelihood and develop their full human potential.” **

MODULE 1: Information and Inspiration



The Fair Trade business practices that help meet this vision can include:

- Higher than conventional market prices, through minimum prices and sometimes above-market premiums in addition.
- An extra premium payment to producers for development projects, with the producers deciding how to spend this.
- Adherence to the policies of the International Labour Organization, especially those concerning child and forced labour and the right to collective bargaining.
- Direct trade relationships and long-term contracts between importers and producer groups – cutting out the ‘middle-men’.
- Sourcing from smallholder farmer or artisan co-operatives.
- The provision of affordable credit.
- Protection of the environment.
- Raising awareness amongst consumers.
- External monitoring, auditing, and certification of these practices by independent third parties.

MODULE 1: Information and Inspiration



What can I do to help?

Campaign! You can help to rectify these issues and promote the benefits of Fair Trade by taking action and trying to bring about change.

Campaigning is about achieving change. Whether you are trying to get more people in your community to buy Fair Trade, asking your local shop to expand its Fair Trade range or signing a petition asking the government to improve its trade policies, this is campaigning!

Anyone with commitment and passion to the cause can campaign. Campaigning takes many forms allowing you to take part in ways that suit you: from emailing organisations to sharing information about your cause on social media to protests, demonstrations and stunts, there are always ways to get involved.

Many high-profile campaigns have started as locally focused campaigns with modest goals. However, campaigns can quickly snowball to a national and even international level. We now have over 2,000 Fair Trade towns internationally thanks to a small group of campaigners in Garstang, Lancashire, who declared themselves the first “Fairtrade Town” and more recently, teenager Greta Thunberg’s climate change protests in her local town in Sweden have inspired a new wave of global climate change protests.

Why campaign?

We just have to look around us to see the results of successful campaigns. Campaigning challenges the status quo in society. Decisions, public policies and regulations don’t always reflect the most current sentiment and realities on the ground so it is through campaigning that we can inform and influence our fellow citizens and decision makers, and drive positive change in society!

Participating in campaigning can also be a great way to:

- Develop communication and teamwork skills.
- Gain knowledge of how organisations, NGOs and businesses work.
- Gain deeper knowledge about the cause you’re campaigning for.
- Connect with people who share your ideas and values.



MODULE 1: Information and Inspiration

Examples of successful campaigns

From the Fair Trade and sustainability movements

CAMPAIGN: Stop Sainsbury's withdrawing from Fairtrade

WHAT WAS THE PROBLEM? The supermarket chain Sainsbury's switched from sourcing Fairtrade-certified tea to tea produced under its own "fairly traded" programme. The new programme was deemed not to meet Fairtrade standards and considered disempowering to farmers.

ACTIONS:

- Over 100,000 people signed a petition condemning the move.
- Campaigners wrote to their local MPs and MSPs and the issue was raised in Parliament.
- On the back of information and pressure from constituents, elected representatives raised the issue with the Advertising Standards Authority.
- Campaigners organised stunts outside Sainsbury's headquarters to attract media attention.
- Campaigners bought fairly traded tea and returned it to stores to highlight the misleading name of the product.

RESULTS: As of June 2019, Sainsbury's have not rolled out their fairly traded programme to other products. The Advertising Standards Authority ruled that some of Sainsbury's online adverts were misleading although did not rule against the use of the term "Fairly Traded" being used to describe the tea.



Image: One World Shop

TOP TIP

Build alliances. In the Sainsbury's campaign, the Fair Trade movement reached out for support from other NGOs and used the petition website 38 Degrees to help spread the message of the campaign.



Examples of successful campaigns

From the Fair Trade and sustainability movements

CAMPAIGN: Make Aberdeen a Fairtrade City

WHAT WAS THE PROBLEM?

Lack of coordinated, long-term support and commitment to buying Fair Trade from the city's council, schools and universities, businesses and residents.

ACTIONS: People came together to form the Aberdeen Fairtrade City group. The group worked together to increase the availability and awareness of Fairtrade products and gain support from the Council, schools, the university, community groups and other stakeholders.

RESULTS: The city became one of the first Fairtrade cities in Scotland in 2004 and has renewed its status every two years since.



CAMPAIGN: #NaeStrawAtAw

WHAT WAS THE PROBLEM? The overuse of plastic straws by catering outlets in a Scottish coastal village whose beaches suffer the effects of plastic pollution.

ACTIONS: The local primary school pupils visited local businesses and asked them to stop using plastic straws. The pupils gave the businesses information on where to buy environmentally friendlier alternatives.

RESULTS: All of the town's businesses switched to using recyclable or reusable straws leading to the declaration that the village was one of the first "plastic-free" communities in Scotland if not the world!

TOP TIP

Seize the moment! Timing is important and can affect the success of your campaign. The school pupils' **#NaeStrawAtAw** campaign took place when public knowledge about the harmful effects of plastic was particularly high.



MODULE 1: Information and Inspiration

Examples of successful campaigns

From the Fair Trade and sustainability movements

CAMPAIGN: Fashion Revolution

PROBLEMS: Poor working conditions for garment workers which were highlighted when the Rana Plaza factory in Bangladesh collapsed in 2013 killing over 1,000 people.

ACTIONS: A global movement was formed with an annual **#WhoMadeMyClothes** social media campaign, the publication of the Fashion Transparency Index and the dissemination of educational materials about poor working conditions in the fashion industry. Other activities have included catwalks and clothes swaps, film screenings, panel discussions, creative stunts and workshops. The annual campaign runs on the anniversary of the Rana Plaza factory collapse.

RESULTS: Over 3.25 million people have engaged with Fashion Revolution events, posted on social media and viewed or downloaded resources from the website.

TOP TIP

Why not use a **hashtag as your campaign title?** This would make your campaign easily transferable to social media.





Examples of successful campaigns

From the Fair Trade and sustainability movements

CAMPAIGN: Serve Fairtrade at the 2016 R&A Open Golf Championship in St Andrews

PROBLEM: Lack of Fairtrade products served at the Open Golf tournament.

ACTIONS: The local Fairtrade group used the town's Fairtrade status to demonstrate support for Fairtrade. They met with the R&A and worked with them to include Fairtrade in the event's sustainability programme.

RESULTS: This campaign resulted in 65,000 cups of Fairtrade filter coffee, 10,500 Fairtrade teabags and 12,500 Fairtrade bananas being consumed in the five-day tournament and the R&A committing to using Fairtrade products at their next Championship.



MODULE 1: Information and Inspiration



Links to more information about Fair Trade and campaigning

The Scottish Fair Trade Forum <http://www.scottishfairtradeforum.org.uk/>

The Fairtrade Foundation <http://www.fairtrade.org.uk/>

The World Fair Trade Organization <https://wfto.com/>

Related Issues

Oxfam <https://www.oxfam.org.uk/>

Trade Justice Movement <https://www.tjm.org.uk/>

Global Justice Now <https://www.globaljustice.org.uk/>

Jubilee Debt Campaign <https://jubileedebt.org.uk/>

Fashion Revolution <https://www.fashionrevolution.org/>

The Sustainable Development Goals

The United Nations <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

Campaigning

Sheila McKechnie Foundation <https://smk.org.uk/>

Campaign Bootcamp <https://campaignbootcamp.org/>

38 Degrees <https://home.38degrees.org.uk/>

MODULE 2: Campaign Basics



Top Campaign Tips

→ **Know your aims.** Ask yourself, what change do I want to see as a result of the campaign? Moreover, be specific. Use the campaign planner template in this module to help you do this.

→ **Know your target audience.** Try to pinpoint exactly who has the power to make the change you want to see. It might be sufficient to just contact them directly but you may want to use a two-pronged approach where you target the general public or segments of it

before you reach out to the decision maker so you can demonstrate considerable support for the campaign.

→ **Know your/your team's strengths and weaknesses.** Before you start your campaign, it is worth thinking about your team's knowledge, skills and contacts and auditing them against the aims of the campaign and planned activities. For instance, if you are targeting large businesses, could you reach out to someone who has worked in large businesses who may be able to provide insights into how they work?

→ **Gather evidence and facts.** Gather as much information on the issues as possible and be prepared to explain the campaign, the cause and change you want to see in many different ways and many times!

→ **Be prepared to be flexible and resilient.** Lack of or negative responses are common and can provide helpful feedback! Do you now need to tailor your message? Use a different social media platform? Email another department?



MODULE 2: Campaign Basics



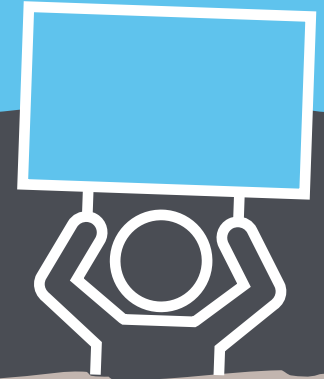
How to Plan a Campaign

Use this
template to
plan your
campaign

Campaign Planner	
	EXAMPLE
What is the issue?	The local council is not aware of the added benefits of buying Fair Trade products and the support for such products.
What do I want to achieve?	By the end of the campaign, we'd like to see the Council commit to sourcing Fair Trade products.
Who do I need to target?	<ul style="list-style-type: none">→ Elected Councillors.→ Council Officers.→ Fellow residents in the local authority area to help build and demonstrate support for the cause.
How can I reach my target audience?	Elected Councillors – using the council's website to find contact details and request meetings. Council Officers – using the council's website to find contact details and request meetings. Fellow residents in the local authority area to help build and demonstrate support for the cause via the press, social media, through community groups and schools, universities and colleges.
What resources do I need?	Information about Fair Trade in procurement strategies. Information about the legality of procuring Fair Trade products. Examples of how other councils have successfully procured Fair Trade products.
How will I know if the campaign activities have worked?	When the Council commits to using Fair Trade products in writing and they are offered in establishments run by the Council.
How can I ensure that the commitment or change is maintained?	By asking the Council to commit to these actions in writing e.g. through a resolution or motion.

MODULE 3: Take Action

Bringing People Together



It is possible to run a campaign entirely online but bringing people together for meetings or small events is invaluable: it can spark new ideas and help to build stronger relationships between campaigners.

Think about how you can make your meetings fun, interesting and as interactive as possible. Here are some ideas:

- For meetings, rotate the role of chairperson so everyone takes responsibility for the logistics and paperwork, and leading the meeting discussions.
- Consider how to give the floor to other members of the group, especially new members who may feel reluctant to participate in the first meeting.
- Break into smaller discussion groups or pairs to brainstorm ideas and solutions.
- Food and drink (even just a pack of biscuits!) give people something to bond over and get chatting amongst themselves.



MODULE 3: Take Action

Finding suitable venues

- Hold your event in a neutral place in the community where people from different backgrounds and beliefs would feel comfortable coming to.
- Check if your venue is accessible to wheelchair users and those with impaired mobility.
- Could you ask a shop or café that supports or sells Fair Trade to host your meeting? Some shops have meeting space whilst others may offer you the shop floor outwith opening hours.
- Consider travel options for your attendees – is your meeting/event easy to reach by public transport?



Reaching out to other groups

Don't always expect people to come to you. You may have to approach groups, organisations and businesses to advertise your meeting or hold your meeting in places where your target groups regularly meet. This may mean holding your meetings or events in different towns, especially if you are trying to reach large swathes of the population.

For groups that you have seemingly nothing in common with, try to make contact with someone within the group and chat to them to understand how your campaign may align with their priorities and interests.



MODULE 3: Take Action



Stunts

A media stunt is a visual event where something out of the ordinary happens, meaning you're likely to attract attention from passersby and the press. This could include dressing up in costumes that illustrate your cause and standing in a very prominent place, human chains, unfurling a huge banner, and flash mobs. Keep an eye on what other campaigning organisations are doing for ideas.

TOP TIP

It is your responsibility to make sure your campaigning activities are within the law and do not cause distress or harm to anyone or any property.



MODULE 3: Take Action

Get creative

TOP TIP

Thanking event organisers, businesses or groups who support your campaign is a great way to acknowledge their efforts, build solid relationships with them and generate further support.



There are lots of softer approaches to campaigning that aim to provoke thoughtful conversations and reflective thinking. For example, “Craftivism” is when campaigners craft items such as embroidered or knitted pieces with messages and disseminate them in place of printed materials. The pieces are often eye-catching and unique and are placed in unusual places, making great photos for social media. Check out the Craftivist Collective for more information: <https://craftivist-collective.com/>

In general, art and culture can be used to present an alternative vision of the world we want to live in. Could you work with local artists or arts groups to communicate your message through films, exhibitions, murals and other mediums to new audiences?

Image: Cupar Fairtrade Group

You could also use art, cultural or sports events taking place in your community to communicate your campaign. For example, if there is a festival coming to your town, could you apply for a stall to hand out flyers, collect signatures and speak to people about your campaign?



Does the event support and offer Fair Trade products? If not, this could become a campaign in itself. If they do, it is worth taking the time to thank them or acknowledge their efforts publicly (e.g. through social media) or privately by email.

Image: Craftivist Collective



Contact your elected representatives

Your elected representatives may be the people you are targeting or need to work in partnership with to build your campaign. On these websites you can find contact details for your elected representatives:

Local councillors: <https://www.gov.uk/find-your-local-councillors>

MPs: <https://www.parliament.uk/mps-lords-and-offices/mps/>

MSPs: <https://www.parliament.scot/msps.aspx>



MODULE 3: Take Action

Getting press coverage: tips from an experienced journalist

- Newsrooms receive hundreds of emails a day therefore yours has to offer something that others don't to make it stand out.
- Consider what publication you are targeting. Is it local, regional or national? If it is the latter two then they will likely have different email boxes for different desks – for example, news, online only, sport and business email inboxes.
- Make sure your database is updated with these relevant email address and includes journalists who write about your subject area.
- Consider where you would like the story to appear. Do you want it to appear as a print story, online or on social media?
- If you are targeting print, do you want it to be a page lead or a downpage/NIB (news in brief)?
- If it is to be a page lead your angle will need to be strong or provide a talking point.

- Make sure it reads well, has no jargon, has explanatory notes and a strong picture (this can often be the deciding factor if a story makes it as a lead or a downpage).
- All desks look for easy filler or downpage content or nibs to fill the paper.
- To aid inclusion, make sure that your release can be easily cut down. The optimal word count for a downpage is 90 and a lead is 200.
- Make sure your release is written in a pyramid style – important content at the top – so that it can be easily cut down to these word lengths.
- If you are targeting online, the desk editor will consider “Will this release generate traffic?”
- Keep a close eye out for quirky and odd stories related to your organisation. What people in your organisation are doing things differently? Emotional and people stories also drive a lot of traffic to websites.

EXPLAINER

A 'downpage' is a story which appears in the bottom half of a newspaper page.

EXPLAINER

'Website traffic' refers to web users who visit a website. Traffic is usually measured in visits.

- If you are looking to target the social media sites of a news organisation then pitching a good online article is essential.
- News sites rarely publish content that does not drive traffic back to their own sites.
- Your release should include a selection of strong pictures and video (send a dropbox link so that it does not block up the email size limit).
- These will help with the presentation of the article on site and on social media.
- Relationships with people who work on news desks are key. A phone call or meeting to find out what their priorities are is one way to do this.
- If you can send a desk editor copy which contributes to strong print pages and good online traffic then you will develop a mutually beneficial relationship that means your email is likely not to be missed.

MODULE 4: Take Action Online



Digital tools for campaigning

Tool	Pros	Cons	Knowledge Required
Website	<ul style="list-style-type: none">→ Useful as a repository for all the information about your campaign→ A higher level of customisation→ Help your campaign to be easily discovered across several search engines→ Makes your campaign more credible→ It can be used as a blog	<ul style="list-style-type: none">→ A lot of work to set up properly→ It could have a financial cost→ May require some time to master the backend of the website	Medium to High
Social Media	<ul style="list-style-type: none">→ Easy to set up and manage accounts→ Allows followers to share information with a click→ No fees involved→ Easy to reach a larger audience	<ul style="list-style-type: none">→ Requires a regular commitment for keeping it relevant→ Not much room to customise your content→ Old information is difficult to retrieve	Low to Medium
Newsletter/ direct mail	<ul style="list-style-type: none">→ Allows a more personal approach→ Useful to keep your campaign supporters engaged in the long term→ No cost→ Easy to track your campaign efficacy	<ul style="list-style-type: none">→ No guarantee that the email will reach intended audience→ Need time and attention to deliver an engaging message→ Requires your recipients to opt into receiving your newsletter	Low

MODULE 4: Take Action Online

Social Media



It is estimated that there are 45 million people in the UK who use social media! This presents a huge engagement opportunity for your campaign, especially if you are hoping to reach people under 35 years old. It's a vast ocean of people ready to listen and be engaged.

Which are the best social media out there?

Social media	Best for	Example of post
Facebook	General content	<i>I like doughnuts</i>
YouTube	Videos	<i>This is how you make a doughnut</i>
Instagram	Images	<i>Here's a cool photo of my doughnut</i>
Twitter	Reposting links, images and quick communications	<i>I am eating a #doughnut</i>
Snapchat	Images and videos	<i>Have a look at my doughnut</i>
LinkedIn	Business communications	<i>My skills include doughnut eating</i>



Top tips for...

Social media campaign posts

- Stick to plain English: use short, clear sentences and everyday words in your posts. Chatty language is also fine on social media and can reassure your audience that there is a real person behind the post!
- Photos, especially photos with people, work well.
- Use relevant hashtags and mentions.
- Engage regularly with your audience. Posts with more likes and comments appear more frequently on users' news feeds, especially on Facebook and Twitter.
- Regularly check the analytics tools to see if your posts are reaching enough people and assess your strategy accordingly.

E-newsletters

- Sending emails to engage your list of contacts is still an excellent way to get people to take action. You can now easily rely on Mailchimp or other email software to manage your list of contacts and send out a compelling message. However, don't forget to get permission from your recipients to add their email address to your contact list.
- Personalise each email. People are less willing to open emails not specifically addressed to them.
- Aim for quality over quantity. A small list of genuine supporters is better than a large list of people that are vaguely aware of your cause.
- Be clear in the email's subject so that your recipients know what they are about to read.

