



BUILD BACK FAIRER



Scottish
Fair Trade
Forum

Annual Review
2020/21

Contents

Our Vision, Mission and Aims	3
Review of the year	4
Ministerial Message	5
2020-21 Highlights	6
Activities and impact	
AIM 1: Developing a HUB OF EXPERIENCE for Fair Trade in Scotland	7
AIM 2: Increasing THE MARKET FOR FAIR TRADE goods in Scotland	8
AIM 3: Engaging Scottish COMMUNITIES in support of Fair Trade	11
AIM 4: Encouraging quality EDUCATION on Fair Trade	13
AIM 5: Improve our SUSTAINABILITY and maintain GOOD GOVERNANCE	14
Message from our Chair	15
Financial Overview	16
Volunteers, Staff and Board	17
Members	18

Our Vision, Mission and Aims

OUR VISION: A world in which justice, equity and sustainable development are at the heart of trade structures and where Scotland recognises the dignity and rights of producers through a commitment to Fair Trade.

OUR MISSION: The Forum contributes to building a just, equitable and sustainable world through supporting Scotland to remain a vibrant Fair Trade Nation and working to embed the principles of Fair Trade in all aspects of Scottish society.

OUR AIMS:

1. Develop our role as a hub of expertise for Fair Trade, including Fair Trade Nation status, in Scotland and internationally
2. Increase the market for Fair Trade goods in Scotland
3. Engage Scottish communities in support of Fair Trade
4. Continue to encourage quality education on Fair Trade
5. Improve our sustainability and maintain good governance

Review of the year

“The global pandemic has presented significant challenges for Fair Trade producers, businesses, campaigners and supporters as well as the Scottish Fair Trade Forum over the past year. However, we are proud to be part of a global movement that increased support to farmers and workers when it was most needed and which united in solidarity through the Build Back Fairer campaign.

At the Forum, the pandemic accelerated the delivery of several of our new strategic aims, prompting us to provide more responsive support to Fair Trade suppliers and campaign

networks across Scotland.

Online working also brought us closer to our producers, our network and new supporters. We were able to hold more events, engage with more people and involve more producers.

Thank you to all our members, supporters and partners for your support over the past year.”

**Martin Rhodes, Chief Executive,
the Scottish Fair Trade Forum**



Ndiuzayani Zaya and Aubrey Meki Chilenje from the Kasinthula Cane Growers Association visited Scotland during Fairtrade Fortnight 2020 just before the first lockdown. Here they review what has happened since.

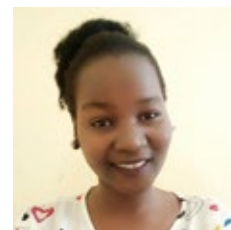
“The COVID-19 pandemic has brought different experiences including restrictions and lockdowns that have greatly disrupted the ability to access and provide certain services in the agriculture and food sector in Malawi. The restriction of movement and temporary closure of the national borders affected the movement of both people and goods in and out of the country, and that includes the importation of sugar which has had an impact on the producers at Kasinthula overall.

Funding from the Fairtrade Africa Covid Relief Fund was used to support the acquisition of food stuff (about 95,250 kilograms of

maize), water buckets for hand washing, bath and wash soap, face masks, infrared thermometers, 50 bicycles, sanitizers and PPE. This directly benefited about 260 female farmers, 502 male farmers and 1,733 children and the wider community.

To avoid future disruption and further spread of the pandemic amongst the members of the Kasinthula Cane Growers Association, we have plans, funds permitting, to focus more on continued supply of extension services by increasing awareness of the dangers and impact of COVID-19.”

**Ndiuzayani Zaya and Aubrey Meki Chilenje,
Kasinthula Cane Growers Association**



Ministerial Message

This has been a challenging year for all of us, both here in Scotland and across the world. The Covid-19 pandemic has continued to impact everyday life for millions of people, taking its toll on both our wellbeing and our economies.

But whilst the pandemic has had a detrimental effect on our way of life in ways which were unimaginable 18 months ago, one positive change has been the way in which technology has brought people from across the world closer together, something which shines through from the pages of this review. It is clear that the Forum, Fair Trade businesses and members have worked together in partnership during these difficult times to deliver positive change in often innovative ways.

The COVID-19 pandemic is one of the greatest challenges of our time and, given its global impact, the Scottish Government decided to take stock of our approach to international development in order to future-proof our programme against the ongoing threat of the virus, whilst also considering how we respond to the climate crisis and the issue of racial equality.

As a result of that process we published a set of principles to guide us and I'm delighted to see that the Forum are already embedding those principles in their own work, with the appointment of two new board members based in the global south. Ndiuzayani Zaya and Aimable Nshimiye have a depth of expertise in their respective fields, and knowledge of what communities need. I hope their appointment to the board of the Forum will succeed in amplifying the voices of those producers and farmers in Malawi and Rwanda that they represent.



International solidarity has never been more important as we focus on the road ahead, and Fair Trade's commitment to building back fairer and stronger is more important than ever before as the world seeks to recover from the Covid-19 pandemic. It is a long and challenging road, but with our Programme for Government commitment to increase the International Development Fund to £15m per annum during this parliament, it is a challenge I am eager to embrace.

Jenny Gilruth MSP, Minister for Culture, Europe and International Development

The Scottish Fair Trade Forum

2020-21 Highlights

BUILDING BACK FAIRER

CHOOSE THE WORLD
YOU WANT



We provided fundraising, communications and grant support to **13** Scottish Fair Trade businesses to enable them to continue trading with their producer partners in the Global South throughout the pandemic.

Our flagship Fairtrade Fortnight event, Scotland's Big Climate Justice Coffee Morning, was a sell-out success with **200** people tuning in to hear about the journey of their coffee from Fairtrade cooperative in Rwanda to roastery in Glasgow.

We successfully campaigned for a nationwide procurement contract for education materials to include stronger commitments to Fair Trade.

We moved all our events online which helped us to engage with **50% more people** than the previous year.

Our Fair Trade and climate animation was viewed over **24,000** times online.

Online events also meant producers were able to contribute to **90% of our events**.

We welcomed 10 new organisations/groups as members of the Forum:

- Balldesigner
- Earth Squared
- Fair Business Alliance/Pacari UK
- Hurlford Primary School Fairtrade Committee
- Kirkliston Parish Church Fairtrade Group
- Perth and Kinross Council
- Saorsa Fair Trade Gifts
- Scottish Fire and Rescue Service
- Second Nature
- South Lanarkshire Council

We supported **140** campaigners through regional meet-ups.

We improved our communications, events promotion and membership procedures through the launch of our new website.

Activities and Impact

AIM 1: Developing a HUB OF EXPERTISE for Fair Trade in Scotland

We convened three Scottish Parliament Cross Party Group meetings connecting MSPs with Fair Trade producers and supporters.

The group's MSPs heard from producers in Rwanda, Nicaragua and Palestine about the effects of climate change on their livelihoods.



We became a member of **Stop Climate Chaos Scotland** and continued our membership of the **Scottish Food Coalition**.

We continued to work closely with our international partners including the Fairtrade Foundation, Fair Trade Wales, the World Fair Trade Organization and the Fair Trade Advocacy Office to collaborate on campaigns such as Fairtrade Fortnight, World Fair Trade Day, #KeepKitKatFairtrade and post-Brexit trade deals.

These partnerships put us in a stronger position to fight for Fair Trade and climate justice for farmers and workers around the world.



We supported the Balmore Trust in its project to support a Malawi-based farmers' organisation to apply for World Fair Trade Organization membership. This membership is intended to help the farmers' organisation access more international markets.

What we learnt and future plans:

- We will continue to collaborate with sustainability organisations to ensure the need for Fair Trade and climate justice is heard by policymakers before and beyond **COP26**.
- In line with our efforts to Build Back Fairer, we plan to launch a new business-to-business supply chain initiative with new partners in the UK.

Activities and impact

AIM 2: Increasing THE MARKET FOR FAIR TRADE goods in Scotland

We provided emergency support measures to 13 Scottish-based Fair Trade businesses at the start of the pandemic. Our support helped these businesses to:

- access emergency grant funding and support;
- develop e-commerce platforms to continue trading;
- continue to market their businesses.



“Thanks again for all your support. You were so kind and supportive to me when lockdown started.”

ANNA BOWMAN, ALL THINGS FAIR, RECIPIENT OF SUPPORT



We launched a fundraising appeal to help Fair Trade businesses across Scotland offset trading losses and recover from other effects of the pandemic. The appeal gained the support of 130 people, raised a total £9,250 and supported 11 of our member businesses.

Most of the businesses used the funding to continue trading with their producer partners in the Global South who were also experiencing negative effects of the pandemic.

“This has been an amazing and insightful initiative, and an incredible help. It has enabled me to sponsor Tarien [our producer partner] at a time of real hardship and has allowed me to take risks by investing in product and website development when lack of income would have made this very challenging.

The social media campaign around the initiative also generated increased interest in Yho!Yho! and led to sales. The message of solidarity between Forum members and their suppliers was a powerful and positive message broadcast at a time when it was needed most.”

GILL HOWARD, YHO!YHO!

Activities and impact

AIM 2: Increasing THE MARKET FOR FAIR TRADE goods in Scotland

With the support of councillors and procurement professionals representing 11 local authority areas and 51 local schools, the Forum was able to ensure a route to market for Fair Trade products through Scotland Excel's Education Materials procurement framework.

From its start in 2021, contractors must seek to source and provide Fair Trade products when requested by their local council.

As a result of our campaign, Scotland Excel also updated the questions they use to evaluate prospective contractors to include more detailed questions around their corporate approach to Fair and Ethical Trade.



Using information compiled from 93 contracting authorities, we produced the first report into Scotland's public procurement commitments to Fair Trade. This new report seeks to ensure Scotland's public sector increases its Fair Trade spend and strengthens its Fair Trade policy commitments.

"Stirling Council is excited to collaborate with the Forum on future projects, and recognise the work of the Forum in terms of helping to enhance Scotland's public sector approach to sustainable procurement."

SIMON PAYNE, STIRLING COUNCIL

Activities and impact

AIM 2: Increasing THE MARKET FOR FAIR TRADE goods in Scotland

We continued to develop the market for Fairtrade Rwandan coffee in Scotland as part of the Rwanda Coffee Project in partnership with Challenges Worldwide.

Through the delivery of two online events, the distribution of coffee samples to 150 businesses and the recruitment of 26 organisations to the Scottish Rwanda Coffee Network, we have seen a heightened interest in and demand for Rwandan coffee.



What we learnt and future plans:

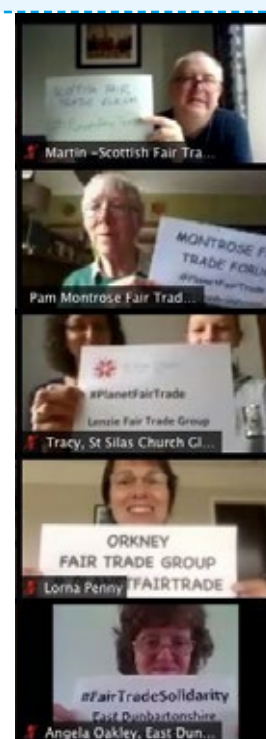
- We are exploring options for increasing the supply of Rwandan coffee to the Scottish market.
- The COVID-19 pandemic and ongoing climate crisis continue to validate the need for longer-term sustainable and stable trading partnerships based on Fair Trade principles. We will therefore be launching two new Business Support Programmes that both focus on developing stronger links with producer partners.
- Our report into Scotland's public sector procurement shows contracting authorities have vastly different levels of commitments to Fair Trade as well as different mechanisms for recording their spend on Fair Trade goods. In the report, we recommend actions to enhance Scotland's approach to Fair and Ethical procurement. We also stress our eagerness to collaborate with public procurement professionals, policy makers, Fair Trade campaigners and other stakeholders to support an increase in spend on Fair Trade goods and better recognise current good practice.

Activities and Impact

AIM 3: Engaging Scottish COMMUNITIES in support of Fair Trade

We held six regional sessions to bring campaigners together to share best practice. We held four additional sessions this year on campaign topics requested by supporters.

- The switch to the online format meant that attendance across all sessions increased by 50%.
- All surveyed participants said they shared the information from the sessions with other groups and organisations in their area.
- All surveyed participants said the sessions helped them to network and meet other people interested in Fair Trade.
- As a result of connections made at the sessions, campaigners worked together to produce a new user-generated Fair Trade shop directory called **Fair Trade Finders**.



“Quality of information and guidance is excellent.”

“I think it was great that part of the agenda was locally instigated. But the national perspective was helpful too.”

“Webinars have helped to attend events that I may have not been able to do in person.”

REGIONAL SESSION PARTICIPANTS

We launched our new website to improve the appearance, usability and functionality for visitors. You can now donate, sign up to become a member and add your own events to our website. The improved events section has helped us to better promote Fairtrade Fortnight and other events.



Activities and Impact

AIM 3: Engaging Scottish COMMUNITIES in support of Fair Trade

The Scottish Fair Trade Awards ceremony, Fair Trade Nation Lecture, World Fair Trade Day and Fairtrade Fortnight events were held online with an increase in attendance and greater involvement from Fair Trade producers.



“The work done by the Scottish Fair Trade Forum in organising and promoting this new communication platform to engage with the public is critical: it provides us with a way to keep promoting our ideas and motivations, and having our voice heard.”

FATIMA ISMAEL, GENERAL MANAGER OF THE SOPPEXCCA COFFEE COOPERATIVE IN NICARAGUA



Our Wake Up and Taste the Coffee animation explaining the effects of climate on the coffee farmers and their communities was launched in February and has been viewed over 24,000 times online.

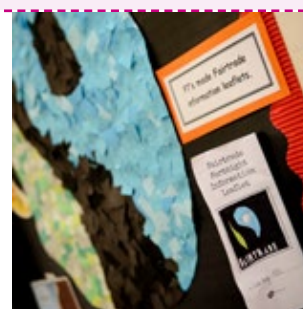
What we learnt and future plans:

- We have developed new communications and engagement strategies which have a renewed emphasis on providing entry-level information on Fair Trade and opportunities for everyone to get involved.
- We did not manage to facilitate our Young People's Network this year but have already instigated plans to recruit 20 young people to become active Fair Trade ambassadors by the end of 2022.
- In collaboration with campaigners and through the regular collection of feedback from our stakeholders, we will continue to develop our events programme to make events as useful, accessible and inclusive as possible.

Activities and impact

AIM 4: Encouraging quality EDUCATION on Fair Trade

Although many of our planned activities were curtailed by the effect of COVID-19 restrictions on education, we worked with our key education partners to develop a new strategy with future planned activities for schools, colleges, universities, communities and workplaces.



What we learnt and future plans:

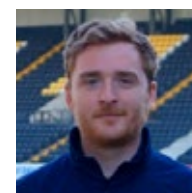
- Our new education strategy will continue to focus on partnership working to increase knowledge of Fair Trade principles across society. It also has a new focus on Fair Trade education for workplaces and Global Citizenship Education advocacy work in collaboration with the IDEAS network and campaigners.
- The launch of our new education project for primary schools was delayed due to the impact of COVID-19 restrictions on schools. We are now hoping to launch this at the start of the 2021/22 academic year.

Activities and impact

AIM 5: Improve our SUSTAINABILITY and maintain GOOD GOVERNANCE

We have continued to diversify and increase our income from sources other than the core Scottish Government grant. This year we raised £49,291 (23% of our total income) from alternative sources which included consultancy, training, event services as well as a small amount of direct trading of Fair Trade face coverings, and fundraising.

We co-opted 3 new board members including representatives from producer organisations to diversify the expertise of our Board.



We continue to be a Living Wage employer.

We completed a Cyber Essentials Course to ensure our online systems meet high security standards.

We continue to be members of the World Fair Trade Organization and remain committed to enacting and promoting the 10 Principles of Fair Trade in all of our operations.



What we learnt and future plans:

- We continue to diversify our income and will be establishing a trading subsidiary in the near future.

Message from our Chair

“This year has perhaps been the most challenging in the history of the Scottish Fair Trade Forum. We have, however, overcome all the hurdles in our journey through it. We have delivered our objectives whilst learning new, and perhaps more effective ways to achieve our aims. We are on an accelerated journey to Building Back Fairer and have been brought closer together and closer to global Fair Trade producers. We do not want next year to bring a ‘new normal’ but a better, fairer normal to the benefit of us all.”



Charles Sim, Chair, the Scottish Fair Trade Forum

Become a Fair Trade Finder:

- Find Fair Trade products in your local shops, cafes and supermarkets
- Tell us where they are at fairtrade.scot
- Others can check the map and find out where to buy Fair Trade across Scotland

fairtrade.scot



Charles finding Fair Trade at his local Scotmid



Financial Overview

Income

Donations and legacies:

Grants £167,427

Membership fees and donations £17,315

Charitable activities:

Fundraising trading £9,960

Event and sales income £430

Consultancy and fee Income £16,580

Investments:

Interest earned £6

TOTAL £211,718



Expenditure

Costs of goods for resale £8,225

Staff costs £116,735

General campaign work £27,581

Other grant funded projects £809

Office premises £1,097

Office running costs £5,998

Grants and donations £7,850

Compliance and governance costs £15,297

Depreciation £849

TOTAL £184,441



The Forum would like to thank the Scottish Government, the Corra Foundation, the Energy Agency, Scotmid, Forum members and everyone who donated to the crowdfund for their financial support during the year.

Volunteers, Staff and Board

**Thank you to everyone who contributed
to the Forum's work this year.**

Volunteers

Sarah Aldred

Stefano Cadeddu

Humphreys Jalafi

Lindsay Jacobs

Staff

Ross Isdale, Development Manager

Catherine Newman, Administrative Assistant

Martin Rhodes, Chief Executive

Colleen Tait, Engagement and Communications Officer

Board of Trustees

Joshua Brown

Norman Chipakupaku

Angus Coull

Rachel Farey (Vice-Chair)

Senga Gall

Karena Jarvie

Elisabeth Manson (Vice-Chair)

Sarah Middlemiss (Treasurer)

Aimable Nshimiye (appointed 26 January 2021)

Chris Ross (appointed 12 October 2020)

Charles Sim (Chair)

Ndiuzayani Zaya (appointed 26 January 2021)

Thank you

Thank you to our members for contributing to and supporting such an active Fair Trade network in Scotland.

Members

48

Individual
Members

A special welcome to the **10** new organisational/group members (in bold) and **four** new individuals who joined us this year.

Aberdeen City Council
Aberdeen For A Fairer World
Aberdeen Unitarian Church
Aberdeenshire Council
Ayr Fairtrade Partnership
BAFTS Fair Trade Network UK

Balldesigner

Bearsden and Milngavie Fairtrade Group
Christian Aid Scotland
Clobber Primary Fairtrade Committee
Cupar Fairtrade Group
Dalgety Bay Fairtrade Group
Dos Mundos
Dumfries and Galloway College
Dumfries and Galloway Council
Dumfries Fairtrade Group
Dundee Fair Trade Forum
Dunscore Fairtrade Group

Earth Squared

East Ayrshire Council
East Ayrshire Fairtrade Group
East Dunbartonshire Council
Edinburgh College
Edinburgh Fairtrade City Group
EE Wholesale UK Ltd.

Fair Business Alliance/Pacari UK

Fair Trade Stirling
Fairlie Fairtrade Initiative
Falkirk Fairtrade Steering Group
Ferry Row B&B
Firpark Secondary School Fairtrade Group

Gavin's Mill Community Project
Glasgow Clyde College
Glasgow Fair Trade Cooperative
Greencity Wholefoods
Hand Up Events
Highland Wholefoods Workers Co-operative
Hillpark Young Co-operative
Huntly Ethical Trading Initiative

Hurlford Primary School Fairtrade Committee

Inverclyde Council
Inverkip Church
Inverness Fairtrade Group
Jubilee Scotland
Just Trading Scotland
Justice & Peace Scotland
Kingcase Primary School Fair Trade Group

Kirkliston Parish Church Fairtrade Group

Koolskools
Kyle Academy Fairtrade Co-operative
Lenzie Fair Trade Group
Linlithgow Fairtrade Partnership
Melrose & District Fair Trade Group
Montrose Fair Trade Forum
Motherwell Fairtrade Steering Group
North Berwick Fairtrade Group
North Lanarkshire Council
One World Shop
Orkney Fair Trade Group
Oxfam Scotland
Palcrafts/Hadeel

Perth and Kinross Council

Perth and Kinross Fairtrade Zone Group
Peterhead & Buchan Fairtrade Group
Queensferry Fair Trade Group
Rafiki Coffee

Rainbow Turtle
Renfrewshire Council
Saorsa Fair Trade Gifts
Scotmid Co-operative
Scottish Catholic International Aid Fund (SCIAF)
Scottish Fire and Rescue Service
Scottish Qualifications Authority (SQA)

Second Nature

Shared Interest
Society of St Vincent de Paul
South Ayrshire Fairtrade Zone Committee

South Lanarkshire Council

St Andrews Fairtrade Town Campaign
St Silas Episcopal Church
St. Catherine's of Alexandria Church
STC Expeditions
Strathaven Fairtrade Group
Strathpeffer Fairtrade Village Group
The Balerno Fairtrade Village Group
The Co-operative Membership Scotland
The University of Edinburgh
The University of Strathclyde
Trade in Space Ltd
Trade Right International/Carishea
Troon Fairtrade Initiative Group
Ullapool Fairtrade Group
University of St. Andrews
Wellington Church
West Lothian Council
Westray Chutney
Westray Fairtrade Group
Yho! Yho!
Zaytoun

99

Organisations

Support our work



Scottish
Fair Trade
Forum

→ **Donate**

→ **Join as a Member**

→ **Sign up to our emails**

Email: **info@sftf.org.uk**

Phone: **+44 (0)141 353 5611**

www.scottishfairtradeforum.org.uk

Twitter: **@FairTradeNation**

https://www.facebook.com/FairTradeNation

www.instagram.com/FairTradeNation