

# Fair Trade Towns Action Guide



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LOOK FOR THIS MARK



Mable Matetsu working at VREL, Ghana  
Photo: Nathalie Bertrams

## Welcome!

**S**o you've decided to become a Fair Trade Town. **Congratulations!**

The Fair Trade Towns initiative is relatively new to Canada, adapted from the international campaign which took root in the United Kingdom in 1999. By becoming a Fair Trade Town you are confirming your community's commitment to supporting the principles of Fair Trade, and improving the livelihoods of more than a million farmers and workers who benefit from the Fairtrade certification system.

To become a Fair Trade Town, your community must achieve a series of goals outlined in the following pages. These goals focus on getting broad local support for your efforts, public education, and both mapping and increasing the availability of Fair Trade products in your community. Despite these specific requirements, there's also room for your own creativity. Afterall, this is YOUR Fair Trade Town!

On behalf of Fairtrade Canada and all those who participate in the Fairtrade system, thank you for taking this step!

February 2012

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# Getting Started

## Overview of the Process

This action kit provides much of the information that you will need to help your community become a Fair Trade Town. It includes a list of the goals to be attained and information and resources to assist you in working towards each of these targets. Please read over this document carefully, but don't let it limit your possibilities. There are 6 goals but many ways to achieve them. You can develop a local campaign that is best suited to your community, all with the ultimate goal of strengthening Fair Trade.

Achieving Fair Trade Town status is a major undertaking. It is recommended that a working group be created early in the process, to bring together people with different strengths and skills who can support each other's work (such a group will have to be formed under goal #5). Your group will also benefit from collaboration with other allies. The Fair Trade Towns initiative touches on many different areas (social justice, ethical consumption, global education, environmental concerns, etc.), thereby encouraging the participation of many different actors and drawing together various Fair Trade activities and events.

Be sure to contact Fairtrade Canada directly to let us know that your community is working towards becoming a Fair Trade Town so that we may offer you additional support and resources. Please visit our website at [fairtrade.ca](http://fairtrade.ca) to access promotional materials and other downloadable resources that can give you background information and help you in your organizing.

## Brief History of Fair Trade Towns

The idea of a Fair Trade Town was born in the United Kingdom in 1999, when an Oxfam group in the town of Garstang decided to expand their Fair Trade advocacy. The campaign to make Garstang 'the world's first Fair Trade Town' inspired the participation of local activists, gained the support of local store owners, businesses and town council, and engaged the attention of the local and regional media. It succeeded in significantly raising the awareness of Fair Trade in Garstang, and won the endorsement of prominent politicians, including the Mayor, local MP, and the government minister for International Development, who visited the town shortly after the campaign succeeded. Congratulating the group, he said, "I want to try to ensure that the initiative is followed in many other towns and cities throughout the whole of the United Kingdom and beyond, so that the beacon that has started in Garstang can spread like wildfire."



Since then, the Fair Trade Towns initiative has taken off. "Fair Trade campaigning in the UK has become synonymous with Fair Trade Towns campaigning," said Bruce Crowther, the UK Fairtrade Towns Coordinator and member of the original Garstang group. The campaign has

since been adopted in other countries across Europe and beyond, including Ireland, Norway, Sweden, Finland, Denmark, Netherlands, Belgium, Spain, France, Austria, Italy, United States, Brazil, Australia and New Zealand, and there are now over 1,000 Fair Trade Towns worldwide. While it is a grassroots-led project, the Fair Trade Towns campaign is linking communities around the world in a common campaign, the first time such a coordinated endeavour has existed in the global Fair Trade advocacy movement.



**LOOK FOR THIS MARK**

Canada celebrated its first Fair Trade Town in April 2007 in Wolfville, Nova Scotia, and its fifteenth in Sherbrooke, Québec in February 2011. There has been a lot of interest in the media and from the public, and a number of other communities are currently involved in the campaign. While the Fair Trade Towns' initiative may be relatively new to Canada, it builds upon an important history of Fair Trade advocacy in this country. The Fair Trade movement in Canada owes its current success to the hard work and creative efforts of countless businesses, community groups, faith organizations, students, unions and NGOs that for years have been raising awareness about Fair Trade issues and working to create greater availability of Fair Trade products. Similarly, campaigning for Fair Trade and ethical procurement has already been active in the handful of cities which have passed ethical purchasing policies or resolutions to draft such policies. Support for Fair Trade has been growing across the country, and now is the time for your community to become a Fair Trade Town!

## Brief Overview of Fair Trade

*Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers - especially in the South.*

*Fair Trade organisations (backed by consumers) are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade. Fair Trade's strategic intent is:*

- *deliberately to work with marginalised producers and workers in order to help them move from a position of vulnerability to security and economic self-sufficiency*
- *to empower producers and workers as stakeholders in their own organisations*
- *to actively to play a wider role in the global arena to achieve greater equity in international trade.*

(international FINE definition)

Following the principles and goals of Fair Trade is a rigorous international system of monitoring, auditing and certification. The international Fairtrade certification system is structured to produce the following outcomes for farmers and workers in developing countries:

- Fair compensation for their products and labour
- Sustainable environmental practices
- Improved social services
- Investment in local economic infrastructure

Fair Trade developed over 60 years ago in response to injustices in the international trading system. This alternate system of trade linked developing world producers directly with buyers in the North, who offered them fair conditions of trade. This early system was developed mainly around handicrafts. Beginning in the late 1980s, an independent certification system for agricultural products emerged to ensure that the principles of Fair Trade were in fact being met, and to provide a tool (a certification mark) so consumers and businesses could know they were being met. The international umbrella organization **Fairtrade International** (also known by its previous acronym **FLO**, for Fairtrade Labelling Organizations International), with members drawn from both producers and organizations like Fairtrade Canada, sets international Fairtrade standards that guarantee not only a fair price to producers for their products, but also additional funds for community development, access to credit, and stable trading relationships. Environmental and labour standards are also followed, and producers or workers must be democratically organized.

There are now more than 850 certified producer organizations, representing more than one million farmers and workers from more than 55 countries, producing over 100 different Fairtrade certified products. In 2010, the estimated retail value of Fairtrade certified products sold in Canada was \$269,463,842, falling within 13 different categories (coffee, tea, sugar, cocoa, cotton, fruit, grains, flowers, nuts and oils, sports balls, wine, spices, and gold) being sold by over 260 licensed companies.

Fairtrade Canada is a national non-profit Fairtrade certification and public education organization dedicated to improving the livelihood of developing world farmers and workers. It is also the only Canadian member of Fairtrade International. Any product with the FAIRTRADE Mark (above) has been monitored by Fairtrade Canada, or one of its sister organizations, to ensure Fairtrade standards were met, from the farmer all the way till it was put in its final package.

Since this guide provides only a very brief background to Fair Trade and Fairtrade certification, we invite you to explore other resources to familiarize yourself about Fair Trade. Becoming knowledgeable about Fair Trade and the Fairtrade certification system will be invaluable as you begin to educate people and bring others on board. Be sure to visit the Fairtrade Canada website for information, resources and links: [fairtrade.ca](http://fairtrade.ca).

Please note: while you may promote non-certified Fair Trade products (e.g. from IFAT or Fair Trade Federation member companies) as part of Goal #6 or for general education, all specific targets in this campaign refer to Fairtrade certified products.



# Fair Trade Town Goals' Checklist

In order to become a Fair Trade Town, communities must attain the following **5 goals and commit to a sixth**. While these goals represent significant objectives to achieve, we encourage you to go beyond the basic requirements. Look to “The Goals in Depth” section for ideas of additional targets you can work towards either before or after Fair Trade Town status is reached.

## 1) Political Support

- ✓ The city council or local political authority passes a resolution in support of Fair Trade and the local campaign, including:
  - i. A commitment to purchase only Fairtrade certified tea, coffee sugar, and other Fairtrade certified products where possible, for all meetings and in its offices and canteens.
  - ii. Local city council allocates Fair Trade Town responsibilities to a member of staff or committee to ensure continued commitment to its Fair Trade Town status.

## 2) Availability of Products

- ✓ At least (X)\* local stores and supermarkets (retail outlets) offer two or more Fairtrade certified products (e.g. coffee and tea, chocolate and fruit, etc).
- ✓ A number of local restaurants and cafes (catering outlets) serving two or more Fairtrade certified products that is equal to at least half the number of required retail outlets (rounded to the nearest whole number).

\* Population is less than 10 000: **X** = 1 retail outlet plus 1 for every 2500 residents (minimum: 1)  
 Population between 10 000 and 99 999: **X** = 3 retail outlets plus 1 for every 5000 residents (minimum 5)  
 Population is 100 000 or more: **X** = 13 retail outlets plus 1 for every 10 000 residents (minimum: 23)

## 3) Community Support

- ✓ A number of local workplaces serve and promote Fairtrade certified products.
- ✓ A number of local faith groups serve Fairtrade certified products and promote Fair Trade through educational and promotional activities.
- ✓ A number of local schools and universities offer Fairtrade certified products and promote Fair Trade through educational programs and awareness-raising activities.

## 4) Public Education

- ✓ There is media coverage of the campaign.
- ✓ Public events are organized to raise awareness about Fair Trade and the local campaign.

## **5) Fair Trade Town Committee**

- ✓ A local Fair Trade Town steering committee is convened to ensure continued commitment to the local Fair Trade Town campaign. This group must include a wide representation of community members and should ideally include a council representative, campaigners, and people representing the area's schools, churches and businesses.
  - i. The group commits to develop and achieve two additional targets per year.
  - ii. The group is responsible for submitting an annual progress assessment to Fairtrade Canada to monitor whether the area is continuing to meet the six goals as well as the two additional targets.
  - iii. The group organizes events for Fair Trade Fortnight in May.

## **6) Keep the Momentum**

- ✓ Once your community is officially recognized as a Fair Trade Town, it is important to keep the momentum going by developing the concept further.

How this is done is up to the local Fair Trade Town Committee, but could focus on furthering Fair Trade or even promoting other forms of sustainable consumption. These may include events and programs to reduce overall consumption, to promote recycling, organic, sweatshop-free, energy-efficient, and locally produced goods, or whatever the Committee believes is in the spirit of Fair Trade Towns.





A water well built by a co-operative of cotton farmers in Mali using their Fairtrade Premiums  
Photo: Simon Rawles

## The Goals in Depth

The Fair Trade Town goals are designed with the campaign's broader objectives in mind: to be a creative and concrete tool for communities to further Fair Trade at the local level, by promoting availability of Fairtrade certified products at the same time as raising awareness about Fair Trade issues. The goals are therefore directed at all different members within a municipality, from students to government leaders to local business to the general public, with the aim of strengthening the linkages between these groups. In this way, the entire community can unite to support Fair Trade.

In convincing decision-makers to adopt Fairtrade certified products, most people have found it much more effective to take a cooperative rather than a confrontational approach. Awareness-raising activities can help to build support for the cause within the general public, and this demand for Fair Trade can then be demonstrated to decision-makers. Be prepared to provide information to decision-makers on how to adopt Fair Trade, and even work with them to accomplish this change. Be sure to monitor implementation and follow through on any commitments made. And celebrate any accomplishments!

Keep in mind, as well, the importance of educating people as much as possible about the issues behind Fair Trade. By helping people to understand the problems in the global trading system and how the Fairtrade certification system seeks to address them, they will not only be more likely to be dedicated to Fair Trade and to the campaign, but some people may choose to make other changes in their lives and share what they have learned with others. In this way, the movement towards just and sustainable living may grow.

With the Fair Trade Towns campaign, the leadership lies at the community level. In working towards the goals, you are encouraged to be imaginative and take initiative. The Fair Trade Town goals can be achieved in a variety of ways, and developing creative new strategies and events for your particular town can strengthen not only your campaign but the movement as a whole. The following information is therefore by no means a step-by-step guide to achieving Fair Trade Town status, but instead valuable suggestions that may help give your campaign direction and inspiration. Keep in mind that the ultimate goal of the Fair Trade Towns campaign is to promote Fair Trade in your community, so any event that raises awareness and increases availability of Fairtrade certified products is already a success.

## **Goal #1: Political Support**

Having your local council demonstrate support for Fair Trade is important because the council is a vital community leader. They represent the will of the people as a whole, and they symbolically embody the city itself. In practical terms, the council also has access to a lot of potential resources. They may have well-developed communications tools, including newsletters, public events and press conferences, which they can use to disseminate information to community members. They can offer potential financial support and media attention for the campaign. Furthermore, they can be important purchasers with major buying power, and their choice to switch to Fairtrade certified products can significantly increase local demand and encourage local suppliers to make Fairtrade certified products more readily available.

Please note: if you are a neighbourhood or rural community without a local council, you must find an alternate local political authority to pass the resolution. Please contact Fairtrade Canada's Director of Communications to discuss an appropriate alternative.

### **Strategies for achieving this goal**

#### **Demonstrate public support**

Ultimately, your local council is a democratically controlled institution meant to serve the public interest. Find ways to demonstrate to council members that there is public support for Fair Trade, for example through a petition or through the local press.

#### **Lobby**

Get people to send letters to councillors, as it is estimated that each letter received represents the views of dozens more citizens. Attend public meetings and raise questions in reference to Fair Trade to get the issue put on the agenda.

#### **Establish allies**

There are most likely already councillors, administration and other staff people, or others involved in government who already support Fair Trade or are ideologically inclined to do so. Gaining this inside support can make a big difference, as they are well positioned to lobby the rest of council in favour of Fair Trade.

#### **Link to ethical procurement initiatives**

Many cities and towns have adopted ethical purchasing policies or are moving in that direction. This provides a good opportunity to include Fairtrade certified within such a policy, and to link with potential allies.

#### **Target relevant departments**

Particular departments within municipal government are more directly involved with purchasing, including catering companies to the city, the procurement manager, and the councillors themselves. They can therefore confirm that sourcing Fairtrade certified products is possible and affordable.

**“Sell” Fair Trade**

Educate council as to the benefits of Fair Trade and why their support is important. Promote Fair Trade Town status as an ambition to achieve. Promote Fairtrade certified products through events like a blind taste test, at local farmers markets, etc.

**Events and promotion**

Encourage the government’s involvement in local Fair Trade Town events and initiatives. Work with the government to get positive publicity for their support of Fair Trade. Since they can often be the target of negative publicity, the council’s involvement in the campaign can be a much valued opportunity to get positive coverage, to be seen as doing something right.

**Suggestions for additional targets**

- ✓ *Local council adopts an ethical purchasing policy in which it commits itself to purchasing Fair Trade and ethically-sourced products throughout municipal departments.*
- ✓ *Local government commits to promoting awareness of Fair Trade to its constituency on a regular basis, through a free publication (if it has one), outreach to local businesses and other applicable outlets.*
- ✓ *Street signs are erected declaring it as a Fair Trade Town.*

**Goal #2: Availability of Products**

In order to encourage people to switch to Fairtrade certified products, they must be made readily available. While there are always those who will go out of their way to purchase Fair Trade, this is not practical for many others. Increasing the availability of Fairtrade certified products means that more people will be able to buy it, and the greater visibility offers the potential to expose new people to Fair Trade. With this goal, you are encouraged to try to get a variety of products into different stores. While some people still think of Fair Trade in terms of coffee, there is an ever expanding range of Fairtrade certified products. Why not approach your local chocolate, flower shop, or sports store to stock Fairtrade certified products?

**Strategies for achieving this goal****Show demand**

The simplest way to get products into establishments is to ask. Talk to store managers or fill out store-specific suggestion cards. To demonstrate broader demand for Fairtrade certified products, you could create a petition or organize a campaign to get shoppers to ask for Fairtrade certified products at a particular store.

**Educate store managers**

Many managers will be open to learning about how they can do the right thing, especially if it is financially advantageous. Offer store managers information about the benefits of the Fairtrade system to producers, consumers, and to participating businesses. Visit [fairtrade.ca/en/get-involved/promotional-materials](http://fairtrade.ca/en/get-involved/promotional-materials) for up to date promotional materials to distribute.

## Publicity

Stores which stock Fairtrade certified products have access to free Fairtrade promotional materials provided by Fairtrade Canada, like buttons, flyers, and posters. Encourage retailers and cafes selling Fairtrade certified products to list themselves on the Fairtrade Canada website under the section “Where to Buy.” Similarly, your local Fair Trade Towns initiative could create its own set of promotional materials, specific to your area. A common slogan or tagline for the campaign will help to promote the sales of Fairtrade products as a part of a larger initiative as well.

## Fair Trade directory

You can create a local directory as a means to positively promote those businesses selling Fairtrade certified goods. This can be a very simple listing or can also be done as a website which can be linked too from various like-minded sites. This is a very useful tool; however, you will need to keep it updated.

## Suggestions for additional targets

- ✓ *The establishments that provide Fairtrade certified products display literature and/or posters about Fair Trade.*
- ✓ *A local Fair Trade directory is produced advising people where they can buy or find Fairtrade certified products.*

## **Goal #3: Community Support**

Community groups are important allies for your campaign. Faith groups, schools and environmental groups for example are well experienced at organizing educational activities, promotional events, and campaigns to raise awareness about various issues. In fact, many of these groups have already been leaders in the Fair Trade movement in Canada and globally. Your local community groups can be important collaborators in organizing promotional and educational events both for their own members and for the community at large.

Access to community groups is also an effective way to target individuals. In social movement research, it has been found that people are more likely to get involved with a cause if others within their immediate social network, those people they know personally and spend time with, are also involved. Workplaces, religious groups and schools comprise important relationships and friendships that can encourage people to get involved together in the Fair Trade Town campaign. These institutions and groups can also have significant buying power, so their decision to provide Fairtrade certified products can greatly increase local demand and encourage suppliers to provide Fairtrade merchandise more widely. Finally, they can be important lobbyists for your campaign since they represent the support of a larger group of people.



Photo: Fairtrade Foundation & Bryan Delodder

## **Strategies for achieving this goal**

### **Develop allies**

Organizations are most likely to make a change if it is suggested or supported by members of their group. An insider will also have information about the way these organizations function and make decisions.

### **Show demand**

As in the other goals, it is important to demonstrate that there is demand within the organization for Fair Trade, and then to follow up with information about how this demand can be met.

### **Personal contact**

People are much more likely to respond to a direct, personalized communication than to impersonal means of communication like mass emails or press releases. Consider going to these organizations' meetings, or calling to meet directly with an individual.

### **Demonstrate availability**

Put together a list of local businesses who distribute Fairtrade certified products who could supply them to the workplaces, faith groups, schools and other organizations.

### **Provide educational materials or info session**

Provide the institution with the materials they need to do educational programming about Fair Trade or offer to give a presentation yourself. Visit [fairtrade.ca](http://fairtrade.ca) for up-to-date educational materials.

## **Suggestions for additional targets**

- ✓ *An increasing number of local workplaces, religious institutions, and schools serve two or more Fairtrade certified products.*
- ✓ *At least one flagship local big business uses and promotes Fairtrade certified products.*
- ✓ *At least one large food service provider distributes Fairtrade certified products.*
- ✓ *All above mentioned venues display literature or posters advertising the fact that they use Fairtrade certified products and/or support the local Fair Trade Town campaign.*
- ✓ *Educational campaigns take place in these venues to deepen people's understanding of and commitment to Fair Trade.*
- ✓ *Students use Fairtrade certified products for their fundraising campaigns*

## **Goal #4: Public Education**

This goal is a way to reach out to the community at large, including individuals who are not members of the campaign's target groups, and build popular support for Fair Trade and your campaign. To achieve this goal, imaginative and eye-catching events can help people to take notice of your campaign and create a media buzz. However, be sure to accompany these events with concrete information. Your goal is not just to have people aware of the Fair Trade Town campaign, but to have community members know why Fair Trade and your campaign are important.



## **Strategies for achieving this goal**

### **Plan an educational event**

Organize a movie screening, lecture, discussion group, conference or kiosk at recreational events to help community members learn more about Fair Trade and begin thinking critically about the issues.

### **Write a press release**

A press release is the best way to encourage media interest in your event or story.

- Keep things clear, short and jargon free – typed, leaving plenty of space, onto one side of paper.
- Put the most interesting aspects of the event first, with an attention-grabbing headline.
- Make it as easy as possible for the editor to digest and act on by including key information in the first paragraph: Who? What? Why? When? Where?
- Add a positive quotation from the event organizer, a celebrity or supporter.
- Mention that your event is part of the local Fair Trade Town campaign, and remind them of earlier campaign events or achievements.
- Give a contact name, with day and evening (or cell) telephone number for more details. Ensure that these are numbers where someone can be reached in the run-up to the event!

Send copies of your press release to regional radio and TV stations and the editors of local papers, a week or so before the event. You can get their addresses from the telephone directory, and call them to check deadlines if you want to be sure. You could follow this up with a phone call a few days after sending the press release.

### **Photo opportunities**

If you plan a photo opportunity, you can add details to the press release, or phone the picture desk of local papers. From their point of view a local celebrity appearance, or original and visual activity, is going to be of most interest. From your point of view the most important element to get included is the FAIRTRADE Certification Mark. If no photographers turn up to cover the event, you could take some pictures yourself and send quality copies to the press shortly afterwards.

### **Suggestions for additional targets**

- ✓ *Organize a fair with Fairtrade certified products and local products and/or a conference on Fair Trade that involves various local groups and organizations*

Photo op: Anne Winship poses with donkey for La Pêche, QC Fair Trade Town launch



Photo: Martin Comeau

## **Goal #5: Fair Trade Committee**

It is very important to put care into creating a successful steering committee. The steering committee must be as representative as possible of the whole community. Not only can this bring greater legitimacy and support, but it also brings access to a variety of different resources and the knowledge of how to target specific groups. The committee should bring together people with a diversity of skills and knowledge, in order to effectively carry out the wide variety of tasks required by the campaign. The group must be outward-looking, constantly visible to the general public and willing to bring Fair Trade to a variety of different audiences. To acquire sustainability, group members must also be dedicated to the long-term success of the campaign by committing to long-term involvement in the committee and keep good records for when change-over does happen. Finally, the group must have good communications, both internally and externally with other Fair Trade Town actors and Fairtrade Canada.

It is strongly recommended that a steering committee meet for at least a year before the community be recognized as a Fair Trade Town. Even if there is already a high level of Fair Trade awareness before a campaign is launched, the community as a whole still has to be informed of and involved in the local Fair Trade Town campaign. A Fair Trade Town campaign offers a tremendous opportunity to involve groups that haven't traditionally been active in Fair Trade campaigning, and strengthen relationships between groups that don't usually work together. It usually takes at least a year for the steering group to establish itself and to develop strong relationships and linkages within the community. Otherwise, the whole campaign could lose its momentum quite quickly after the Fair Trade Town status is achieved. In general, the longer a campaign goes for, the stronger it will be.

### **Strategies for achieving this goal**

#### **Recruit**

Use public events and publicity to recruit new group members. Don't be concerned if you begin the Fair Trade Town campaign with only a small working group of people. As you begin your campaigning and organize different events in the community, you will encounter more people who are interested in joining your group.

#### **Self-assess your group's skills and representation**

Get a sense of your skills as a committee, including each member's abilities. This can help you in delegating tasks within the group, and you may discover that you would benefit from recruiting other members with skills that are currently lacking. Similarly, assess for yourselves which community groups are represented, and ensure that any groups not represented are nevertheless consulted and kept informed to ensure their concerns are taken into consideration in your committee's decision-making.

#### **Organize**

If you do not already have experience in community organizing, you may find it helpful to check out some resources that will help you get started. Once you have begun your campaign, developing a sense of community and mutual support will continue to keep volunteers motivated.



**Keep good records**

Take complete minutes of all steering committee meetings and keep records of any documents (articles, contracts, etc.) that involve the committee. This will allow your committee to keep track of the decisions and commitments you have made and ensure continuity and accountability.

**Delegate**

Once you have outlined all of the tasks which need to be accomplished, delegate responsibilities to individuals or small groups of people. If a job is given to more than one person, be sure that there is one person within that group that is willing to be the “coordinator” and be held accountable for the action (or inaction) of the group.

**Celebrate**

Celebrate your successes! Recognize all of your individual and collective accomplishments. This will keep people motivated to participate because having fun is part of the experience too.

***Potential supporters:***

- Fair Trade companies
- Friends and family
- Development agency local groups (e.g. Oxfam, WUSC)
- Social Justice groups
- Fair Trade stores or cafés
- Churches or other religious groups
- Ten Thousands Villages (chain of Fair Trade craft shops in Canada)
- Women’s groups
- Development Education Centres
- Supportive supermarket managers
- Unions
- Local branches of political parties
- Local councillors
- Student groups (local groups WUSC, Oxfam, EWB, Club 2/3)
- Schools and youth centres
- Farmers’ associations or markets
- Rotary Clubs
- Environmental groups
- Community associations
- Staff of local ethical businesses

## **Goal #6: Keep the Momentum**

The sixth goal is a chance to apply the principals of Fair Trade (fair compensation of labour, environmental sustainability, direct trade, etc.) to other areas of consumption or to continue down the path of furthering Fair Trade locally. Fair Trade is part of a much larger movement towards more sustainable consumption, as growing numbers of people become concerned about the impacts their choices make on the people who produce their products and on the health of the environment. Many people are making changes in their daily habits towards a simpler, more ecological and just lifestyle, and the cumulative impact of this shift is enormous. By linking in with this broader movement, it gives you the opportunity to form alliances with other like-minded groups, and to make an even bigger impact within your community.

This goal is also an opportunity to connect what is happening in developing countries with what is happening in your own community. Although the obstacles Southern producers must overcome may often be starker, there are nevertheless many parallels between the issues local producers and communities face within Canada and within developing countries. In both places, sustainable production must be supported by paying a fair price in order to keep communities healthy.

### **Strategies for achieving this goal**

#### **Assess your community's needs**

How much awareness and availability of Fair Trade products are there in your community? What other initiatives are already in place? What is the level of awareness about different issues? What are the pressing issues? Does your town have a "green" and/or sustainable policy? What about recycling programs? If your town doesn't have a local farmers' market, you can work with other groups to get one started. If there isn't very much awareness about reducing energy consumption, consider promoting ways to "winterize" homes. If your area has a large farming community, you could consider initiating a food-basket delivery program for local produce. What are the organizations currently involved in social justice and ethical business? (See list of Potential Supporters under Goal #5 for some ideas).

**Take initiative, be creative, and have fun!**

#### **Please note:**

- "Fair Trade Town" is a status conferred by Fairtrade Canada. Please do **not** refer to a Fair Trade Town as being "certified"
- When referring to products certified by Fairtrade Canada, please use the term "Fairtrade certified" ("Fairtrade" as one word with a capital F)
- If you would like to use the FAIRTRADE Certification Mark on promotional materials or for any other purpose in your campaign please email [communications@fairtrade.ca](mailto:communications@fairtrade.ca) to request permission

# Moving Forward

## **I have read the Fair Trade Towns Action Guide**

Good start! Now you have a better understanding of what it means to become a Fair Trade Town. We would suggest that you also do some background research on Fair Trade certification and the existence and growth of Fair Trade in your area. Check out [fairtrade.ca](http://fairtrade.ca) for more information, links, etc. You can also contact Fairtrade Canada's Director of Communications to find out if there is a Fair Trade network or working group in your area.

## **I belong to a group working towards Fair Trade Town status**

Good to know! Please contact Fairtrade Canada if you have established a Fair Trade Town working group. We will provide you with any newly released or up-to-date materials and information pertaining to Fair Trade Towns, help you to connect with other Fair Trade Town groups to share experiences, and work to support you along the way.

## **We have achieved some of the goals**

Keep going and keep up the momentum! Be sure to share your success stories with the media and other groups working to achieve Fair Trade Town status. The more you publicize the work you are doing, the more support you are likely to garner. Not to mention it is very possible that you will inspire other groups and towns to work toward achieving Fair Trade Town status. Imagine Fair Trade Towns popping up all across Canada!

## **We have achieved ALL of the goals!**

CONGRATULATIONS! Be sure to contact Fairtrade Canada ([communications@fairtrade.ca](mailto:communications@fairtrade.ca)) for a Fair Trade Towns Application Form. Once your application has been processed, Fairtrade Canada will accredit your town with Fair Trade Town status by presenting a certificate and listing your community on their website. We would encourage all Fair Trade Towns to hold a local event to celebrate their success. For an event of this size, Fairtrade Canada will most likely be able to provide resources and support to ensure the event's publicity and success.

*Congratulations, you have now achieved Fair Trade Town status!*

## **Acknowledgements**

Fairtrade Canada would like to give a very big thank-you to the Fairtrade Foundation in the United Kingdom for the inspiration for this campaign. In particular, this *Fair Trade Towns Action Kit* has been closely modeled after the Foundation's *Fairtrade Towns Initiative Action Guide*.

# Appendices

## Example of Council's Motion

[NAME OF COUNCIL/GOVERNMENT], as an important consumer and opinion leader, affirms its commitment to sustainable development and to giving marginalized producers a fair deal. Council recognizes Fairtrade certified products, which meet the international Fair Trade standards as certified by Fairtrade Canada, as a tool for poverty alleviation and greater equity in international trade.

[NAME OF COUNCIL/GOVERNMENT] hereby resolves to contribute to the campaign to achieve Fair Trade Town status for [NAME OF CITY] as detailed in Fairtrade Canada's Fair Trade Town Action Kit. In particular, Council resolves to:

- Serve only Fairtrade certified coffee, tea, and sugar for all meetings and in Council offices and canteens
- Allocate Fair Trade Town responsibilities to a member of staff or committee to ensure continued commitment to Fair Trade Town status
- Promote Fair Trade certification using Fairtrade Canada materials in refreshment areas and promoting the Fair Trade Towns initiative in internal communications and external newsletters
- Use influence to urge local retailers to provide Fairtrade certified options for residents
- Use influence to urge local business and community groups to offer Fairtrade certified options to their staff or members and promote Fair Trade Certification internally
- Engage in a media campaign to publicize the Fair Trade Towns initiative
- Support the development and promotion of other ethical and sustainable consumption initiatives
- Organize events and publicity during Fair Trade Fortnight - the annual national campaign to promote sales of Fairtrade certified products

## Example of a Fairtrade Purchasing Policy

### ***Preamble***

The purpose of this policy is to set current and future guidelines for the provision and availability of Fair Trade Certified products at [INSTITUTION].

The Fair Trade Certified Mark in Canada indicates that the product has been certified by TransFair Canada, an independent, non-profit certification body, as meeting Fair Trade standards. TransFair Canada is a member of the Fairtrade Labelling Organizations International (FLO), which sets the standards for Fair Trade certification internationally.

Implementation of this purchasing policy does not require [INSTITUTION] to undertake any tracking and monitoring of the production and trading path of Fair Trade Certified products.

### ***Terms and Conditions***

All [product(s)] sold at [INSTITUTION] managed or contracted outlets shall be Fair Trade Certified. This includes cafeterias, stores, and event catering.

Fair Trade Certified products must be clearly labelled by the supplier and the vendor with the Fair Trade Certified Mark for consumers to see.

Fair Trade Certified products must be priced such that cost alone will not be an overriding factor in consumer selection.

The majority of Fair Trade Certified products are also certified organic. When feasible, Fair Trade Certified products shall also be certified organic.

## Example of a Press Release



For Immediate Release

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April 11, 2007

### **Wolfville, Nova Scotia, to become Canada's first Fair Trade Town**

**Ottawa** - For all Canadians concerned with Fair Trade practices in developing countries, and with the environment and sustainability both abroad and at home, Wolfville, Nova Scotia, will be the town to watch when on **Tuesday, April 17, 2007**, it officially becomes the first Fair Trade Town in Canada.

The launch and celebration event will take place at Acadia University's Festival Theatre Building on Main St. in Wolfville. Fairtrade Canada, the certification body for Fairtrade certified products sold in Canada and leader of the Canadian Fair Trade Town campaign, will recognize the Annapolis Valley town for its commitment to supporting the principles of Fair Trade and making Fairtrade certified products available in the community.

'The Fair Trade Town designation for our unique town speaks to the fabric and conscience of this community in a sincere and genuine way,' says Wolfville Mayor Bob Stead. 'The focus on fairness and sustainability allows our residents to participate in this endeavor with deep personal conviction and commitment.'

The underlying theme of the launch, which is being held in the week preceding Earth Day, will be "sustainable communities". Sustainable and fair production and trade practices are the essence of Fair Trade Certification, as well as desired goals for local production.

Wolfville is proud to embrace Fair Trade and to shine a similar light on producers in its own backyard. At the event, many Wolfville businesses supporting Fair Trade and local production will display in the lobby together with producers, associated groups and agencies. Area chefs will offer samples of culinary creations made from Fair Trade and local products.

The Fair Trade Town Advisory Committee includes representatives of the Town of Wolfville, Wolfville Business Development Corporation, Acadia University students, faculty, and staff, Wolfville Farmers' Market, Just Us Coffee Roasters Co-op, and local producers.

The Canadian member of Fairtrade International (FLO), Fairtrade Canada works with 200 Canadian importers and manufacturers using the FAIRTRADE Certification Mark, ensuring producers in the South do benefit. Behind the FAIRTRADE Certification Mark, there is strong and independent system of monitoring and control.

“The international Fair Trade Towns campaign, which involves more than 20 countries, empowers communities to send a strong signal in favor of Fair Trade and sustainable consumption,” says \_\_\_\_\_ of Fairtrade Canada. “We congratulate the town of Wolfville for its vision and commitment, and we look forward to many other Canadians cities joining the campaign!”

The doors will open at **5 p.m.** with the official launch time set for **6 p.m.** Following the event’s conclusion at 7 p.m., attendees are invited to move to the Al Whittle Theatre on Main St. for a free viewing of the movie “Buyer Be Fair”.

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For more information, contact: ...