

National Campaigner Committee Meeting Summary 12 April 2021

Attendees:

National Campaigner Committee (NCC) Representatives from: London, Scotland, North England, South West, South East, East Midlands, West Midlands, North West & Yorkshire
Fairtrade Foundation (FTF) Campaigns Team Representatives

The NCC and FTF Campaigns team representatives met on 12 April 2021 to share the results from Fairtrade Fortnight 2021 and discuss the next steps for the rest of 2021. During this meeting Mark Dawson stepped down as chair of the NCC and Joanna Pollard was elected. The FTF would like to thank Mark for all of his contributions in his role as chair of the NCC and looks forward to continuing campaigning work with Joanna and the rest of the NCC as the Foundation starts to implement its forthcoming strategy. Below is a summary of the meeting alongside a message from the new chair.

Message from Joanna:

"It's been a really hard year for campaigners, with many of our usual Fairtrade Fortnight activities unable to take place, but moving almost everything online gave us an opportunity to connect in ways we never imagined. In particular, the possibilities of virtually visiting Fairtrade farmers and workers in their own homes - meeting them where they are, seeing how they live and work - was really special and something I'm sure we would all like to build on in the future.

This month I was delighted to be elected as Chair of your National Campaigner Committee and am looking forward to getting to know you better and strengthening the bond we have with each other and the global fair trade community. Many of you have already engaged with me at some point during the 15 years I've been involved in fair trade, whether through BAFTS, Fairtrade Yorkshire, the Nestle campaign or the Fairtrade Connections festival. It's really important to me that your voice is heard, within your local communities and at the Fairtrade Foundation, and your National Campaigner Committee will continue to support and champion the grassroots activists, supporters and campaigners who make Fairtrade such a force for good in the UK and around the world. I can't wait to get started!"

Discussion points

Fairtrade Fortnight 2021

- Fortnight saw really high levels of engagement in the festival, at events and on social media.
- Extremely positive feedback from commercial partners on the theme of climate, our strategy to engage diverse audiences and the online execution. Great support from key partners e.g. Co-op, Waitrose & others.
- Great feedback from other the public, climate activists and NGOs about the theme of social and climate justice and our partnership with Climate In Colour.
- The Fairtrade Connections Festival, led by Joanna Pollard, expanded the content that was available on the Choose the World Festival as it tapped into the connections/relationships, ideas on event themes and networks of the organisers. It was great to have this close

collaboration between the Foundation and grassroots campaigners but also within the Fairtrade grassroots movement as it supported networking between groups who do not normally work together due to geography.

- Excellent feedback from campaigners overall and in response to our post Fortnight survey question to active campaigners and supporters asking if they now feel more educated on the links between Fairtrade and the climate crisis, 85% answered positively.

The rest of 2021

- The Foundation's finances and growth plans have been affected by the pandemic, as many charities and companies have experienced. Strong Fairtrade retail sales have cushioned the loss from extended café and restaurant closures, and a drop in institutional grants. However, the past few years of prudence building up reserves means that budgets and staffing are still comparable to 2019 levels, and there are strong plans in place and a focus in 2021 on growing income, including for campaigning.
- Climate justice will remain our campaigning focus in 2021, building from Fairtrade Fortnight messages and the policy asks from the [Fortnight media report](#) at key moments in the run up to the COP summit in November.
- Fairtrade Foundation is actively participating in two important coalitions ([Crack the Crises & the Climate Coalition](#)) to drive strong commitments from the UK government on the issues most important to farmers and workers in 2021.
- We will encourage Fairtrade groups and supporters to join the Crack The Crises [Wave of Hope](#) in advance of the G7 meeting, hosted by the UK government in June.
- Further activities and actions including new schools' resources, MP lobbying tools, further supporter actions are planned for later in 2021 in the lead up to the COP summit in November. The Climate Coalition's [Great Big Green Week](#) in September will be a focus period when Fairtrade groups are encouraged to host an online event of their own to build local connections and support for climate justice for farmers and workers.