

Making Connections: The Co-operative Guide for Fairtrade Towns

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Many thanks to everyone who has contributed to the content of this booklet and website, including colleagues at The Co-operative Group, the Fairtrade Foundation and the Co-operative College.

For their contributions to the case studies, we extend special thanks to:

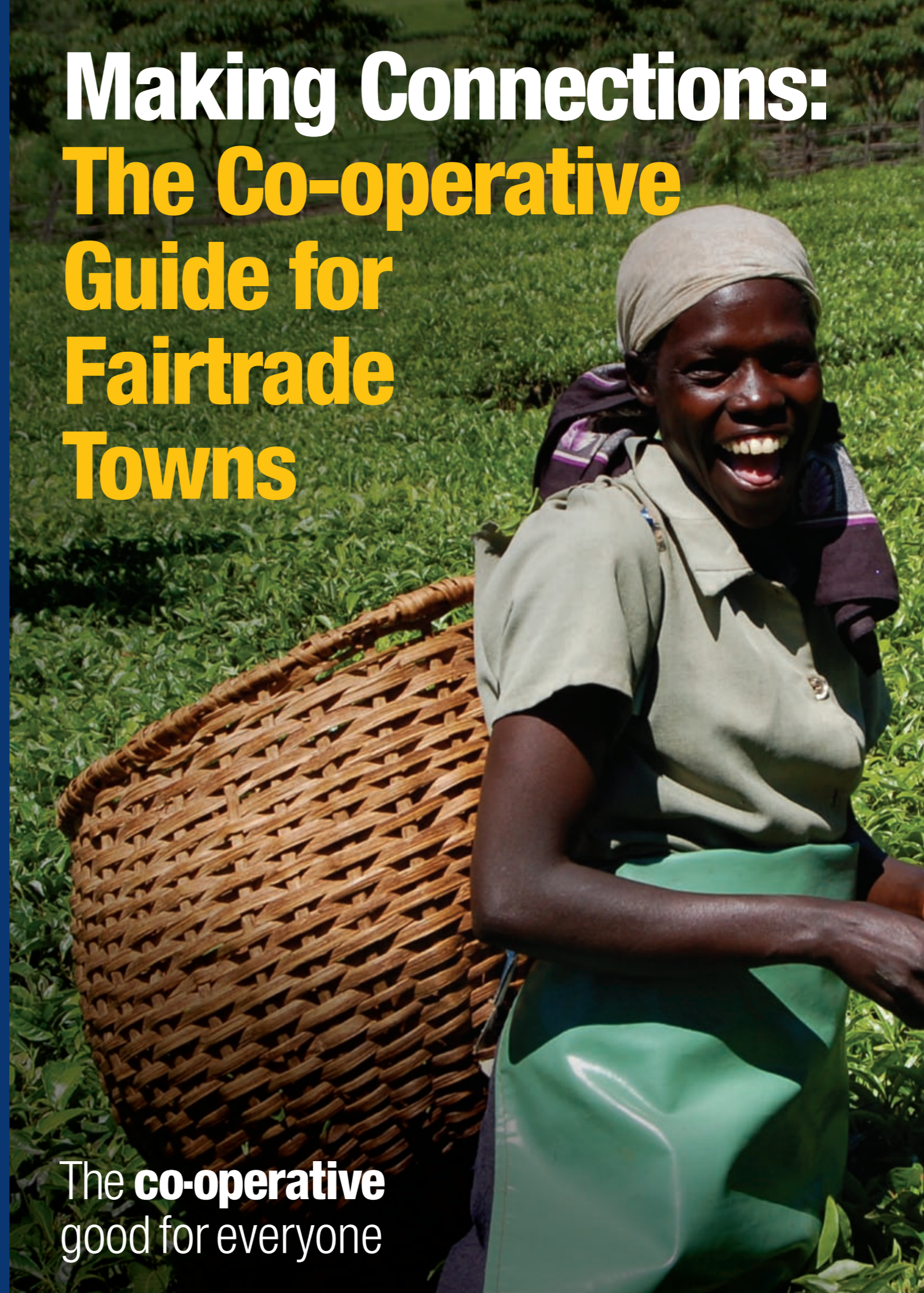
- Jackie Hancock (Warrington Fairtrade Steering Group)
- Peter Watson (Kingston Fairtrade Borough Group)
- Jill and Joe Human (Keswick Fairtrade Town Group and Cumbria Fair Trade Network)
- Joanna Pollard (Glossopdale Fairtrade Zone Group)
- Scott Erwin (Glasgow Fairtrade Co-operative)
- Bruce Crowther (Garstang Fairtrade Town Group)
- Antonia Tolhurst (Devizes Fairtrade Town Group)
- Mark Lewis (FairTraders Co-operative, Holmfirth)
- Chino Henriquez (Apicoop)

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Published: June 2011

The **co-operative**
good for everyone





The Co-operative Group has sourced its South African Fairtrade wine from the Du Toitskloof co-operative since 2005. As well as paying a guaranteed price for the grapes, The Co-operative Group uniquely matches the Fairtrade premium, thereby doubling the amount the growers receive.

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Plus a pull out timeline in the centre.

Front cover image: The Co-operative Group is supporting Betty and over 11,000 fellow smallholder tea farmers in Kenya to organise into co-operatives and achieve Fairtrade certification. By forming into co-operatives they will be able to build a business they own and share in the profits. And Fairtrade certification will guarantee a minimum price for their tea and make them eligible to supply into The Co-operative's '99' Fairtrade tea blend.

The Co-operative Group and Fairtrade

The Co-operative Group is the largest consumer owned business in the world, owned by over six million members. Its family of businesses operate in a diverse range of sectors including food, travel, funeralcare, pharmacy and financial services.

Fairtrade pioneers

Like all co-operatives, The Co-operative Group's business practice is guided by the Values and Principles of the Co-operative Movement (page 8) and it has been the leading supermarket supporter of ethical trading for over 165 years. It has pioneered the sale of fairly traded goods since before the FAIRTRADE Mark was even introduced and has had many Fairtrade 'firsts' – including introducing the UK's first Fairtrade bananas in 2000, converting all its own brand chocolate to Fairtrade in 2002, and converting its entire own-brand hot beverage category to Fairtrade in 2008.

The Co-operative Group has also been a strong supporter of the Fairtrade Towns movement over the years. In 2000, The Co-operative Food store in Garstang was instrumental in helping Garstang achieve Fairtrade Town status (page 12). In 2004, The Co-operative Group supported Manchester and Salford's joint bid to become the 100th Fairtrade Towns, and it helped London to become the largest Fairtrade city in 2008. To find out more about The Co-operative Group's support for Fairtrade and the Fairtrade Towns movement visit: www.co-operative.coop/fairtrade

Continuing to push the boundaries

This booklet is one of the many initiatives delivered through The Co-operative Group's Tackling Global Poverty programme. This programme supports over a million people in the developing world each year, through leadership on Fairtrade, support for overseas co-operatives and campaigns to raise awareness of global poverty issues, amongst other activities. In its Ethical Operating Plan (see below), The Co-operative Group set a number of ambitious goals to help tackle global poverty including to invest £7m each year through co-operative support initiatives, and to undertake the most radical Fairtrade conversion ever seen. The launch of this booklet supports these commitments and continues The Co-operative Group's tireless championing of the benefits of Fairtrade and co-operation in helping the world's poorest people lift themselves out of poverty – with over 75% of Fairtrade products sourced from producer co-operatives.


Join the Revolution

In 2011, The Co-operative Group launched its ground-breaking Ethical Operating Plan with one clear aim, to be recognised as the UK's most socially responsible business. With goals in eight key areas, The Co-operative Group aims to inspire even more people to get involved, make a difference to their world and 'Join the Revolution'. For more information about how to get involved visit: www.jointherevolution.coop

Who is this booklet for?

The Co-operative Group has developed this booklet to demonstrate how Fairtrade Towns can strengthen their groups and activities by working more closely with co-operatives and their members.

The booklet explores the rich history of both movements using inspiring examples of co-operatives and Fairtrade Towns groups working together. The booklet also includes suggestions, activities and guidance on practical ways in which these links can be developed further. The booklet can also be downloaded from an interactive website (see page 21). To find out more visit: www.co-operative.coop/fairtradetowns.

A young boy with a bright smile is shown from the chest up, leaning over a large, woven basket filled with cocoa beans. He is wearing a light blue t-shirt. The background is a rustic, wooden structure, likely part of a cocoa processing facility. The floor is covered with a thick layer of cocoa beans, and several large, dark, round objects, possibly cocoa pods or processing equipment, are visible in the background.

Kuapa Kokoo - the cocoa co-operative – was born when a group of growers in Ghana decided to work together for the benefit of themselves, rather than the profit of a buying company. Today, over 45,000 cocoa farmers are members of Kuapa Kokoo.

Fairtrade Towns and Co-operatives - working together for positive change

Right from the start of the Fairtrade Towns movement in the UK, co-operatives and co-operative members have been there, standing alongside Fair Trade campaigners to raise awareness and understanding of Fair Trade in the local community and work towards achieving the goals necessary to becoming a Fairtrade Town.

The support offered by co-operatives takes various forms, from publicising events to donating Fairtrade goods for sampling, providing small grants or having a co-operative representative on the Fairtrade Town group steering committee. In these diverse ways, Fairtrade Town groups and co-operatives are working together, strengthening each other's activities and making progress in their shared commitment to Fair Trade and social justice.

What's a Fairtrade Town?

- The first Fairtrade Town in the world was Garstang in Lancashire, which declared itself a Fairtrade Town in April 2000. There are now over 500 Fairtrade Towns in the UK with Fairtrade Town campaigns active in 21 countries around the world, and this is growing all the time!
- To become a Fairtrade Town, the following goals have to be achieved and an application submitted to the Fairtrade Foundation:
 - Local council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade products.
 - A range of Fairtrade products are readily available in the area's retail and catering outlets.
 - Local workplaces and community organisations support Fairtrade and use Fairtrade products whenever possible.
 - Media coverage and events raise awareness and understanding of Fairtrade across the community.
 - A local Fairtrade steering group is convened to ensure the Fairtrade Town campaign continues to develop and gain new support.
- For more information, support and to find your local group, visit www.fairtrade.org.uk/towns or contact volunteer.towns@fairtrade.org.uk
- Fairtrade status is awarded by the Fairtrade Foundation; however, the movement is grassroots, community-led and driven by volunteers. If you do not already live in a Fairtrade village, city, town, zone, county, island or borough, this could still involve you! Fairtrade Towns are about local people and community groups coming together with a common goal and a powerful message about how their community wants trade to work.
- Between 2000 and 2011, 509 towns in the UK became Fairtrade Towns – an average of about three per month!

Where do co-operatives fit into the global Fair Trade picture?

- Fairtrade certified products come from developing countries. In 2010, 75% of Fairtrade products came from producer co-operatives and the remaining 25% came from plantations or factories that meet Fairtrade standards.
- A co-operative isn't just your local store – it's a global movement with one billion members worldwide.
- A co-operative is a group of people acting together to meet the common needs and aspirations of its members, sharing ownership and making decisions democratically.
- Producer co-operatives enable farmers and other small producers to work together to control their own businesses. This co-operative structure means they can work together to make sure all members have a say, earn a decent income and can invest together in improving the standard of living for the whole community.
- Co-operatives are a way of life in many parts of the world. Many people in poor communities in developing countries rely on co-operatives for vital things such as health care, affordable credit, access to affordable food, basic goods and public transport.
- Over 29 million people in Europe are members of a consumer co-operative. In countries such as Italy, Denmark, the UK and Spain, these consumer co-operatives and their members have played a huge role in the growth of the Fair Trade movement.

What a difference a space makes...

There's a difference between Fairtrade and Fair Trade. 'Fairtrade' refers to the Fairtrade Labelling Organisation (FLO), the international certification organisation that uses the blue and green FAIRTRADE Mark. The Fairtrade Foundation, a member of FLO, is the UK Fairtrade product certification body and is responsible for awarding Fairtrade Town status in the UK. Fair Trade refers to the wider movement, which includes not only FLO but also a range of ethical initiatives and certification labels. More detail about several of the larger Fair Trade organisations is given on page 26.



Look for products with this Mark
www.fairtrade.org.uk

An olive grower from one of the co-operatives that supply Fairtrade Palestinian olive oil sold in The Co-operative Group's food stores.

© Zaytoun CIC

Co-operatives Explained

Co-operatives are businesses, owned and run jointly by their members, who share the profits and benefits.

The modern co-operative movement was established in Rochdale in 1844 as a response to harsh conditions of life and work for ordinary working people in Britain, which was rapidly becoming industrialised. The Rochdale Pioneers had a vision for a better world, and believed that this could be achieved through co-operation. They developed a successful model for co-operatives which combined effective business practices with a framework of co-operative values. It is this model that has been adopted globally and which still provides the basis for co-operatives across the world today. Through acting together, sharing ownership and making democratic decisions in order to meet their common needs and aspirations, members have always been central to co-operative success.

Central to co-operatives are their shared values. They underpin all their actions and are at the heart of their decisions:

The Co-operative Principles:

Voluntary and Open Membership
Democratic Member Control
Member Economic Participation
Autonomy and Independence
Education, Training and Information
Co-operation among Co-operatives
Concern for Community

The Co-operative Values:

Self-help
Self-responsibility
Democracy
Equality
Equity
Solidarity

In practice, these principles make co-operatives businesses with a difference:

	Co-operatives	Investor owned businesses
Purpose	To meet the economic, social and cultural needs of their members.	To generate profit for shareholders.
How is it run?	One member, one vote. The Board of a co-operative is elected by its members.	Number of votes determined by the number of shares held. Boards are unelected.
Where do profits go?	Reinvested in the co-operative, with the remaining surplus divided among members on the basis of use.	Reinvested in the business, with the remainder divided among shareholders according to number of shares owned.
Where does their money come from?	Membership fees, loans and charges for products or services.	Investment by shareholders, loans and charges for products or services.

Co-operative businesses in the UK

In 2010, there were 4,990 independent co-operatives in the UK, owned by more than 12.9 million members.

This figure includes all the different types of co-operative organisations, (see below for an overview). The single largest co-operative in the UK is a consumer co-operative – The Co-operative Group. In addition to The Co-operative Group, there are a number of independent co-operative consumer societies active in the UK. These operate on a regional rather than national level so your local co-operative store may well be run by an independent co-operative society such as East of England, Midlands, Scottish Midland or Heart of England. At the back of this booklet you'll find contact details for each of these societies and many more.

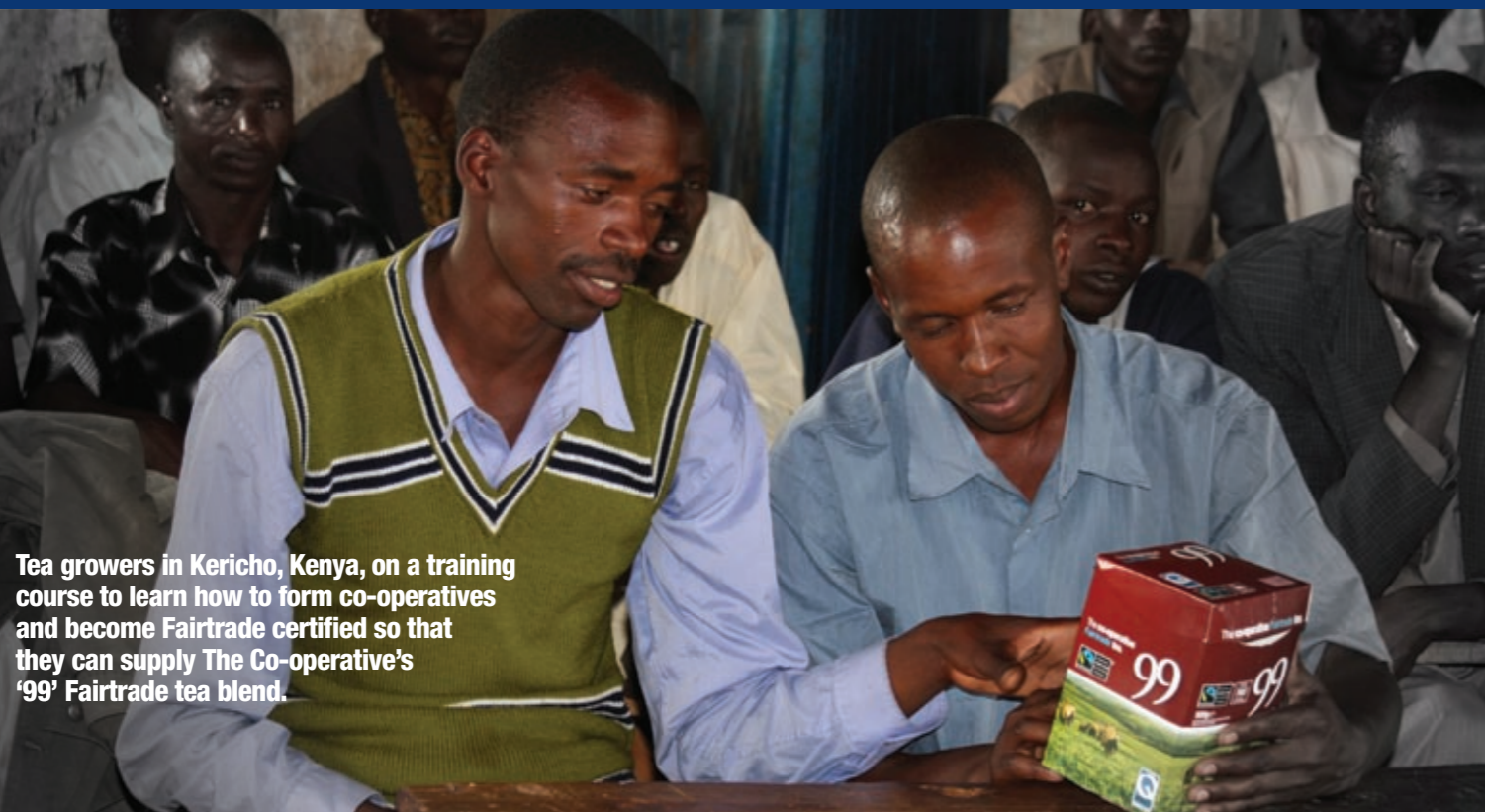
A central part of the co-operative ethos is that co-operative organisations should work together. In line with this, almost all of the UK's consumer co-operatives are members of a central buying group that sources and supplies products to over 4,000 co-operative stores nationwide. This is why you'll see The Co-operative brand products in co-operative stores all over the country, whether or not they're a Co-operative Group store. Like its members, the buying group has a strong commitment to Fair Trade and is a member of the Ethical Trading Initiative, an alliance of organisations committed to promoting ethical consumerism and improving labour conditions worldwide.

It's a co-operative world!

Co-operatives vary immensely in size, structure and sector, ranging from a snake-catchers' co-operative in India to a UK retail co-operative with 6 million members, but they are all founded on the same co-operative values and principles. Throughout this booklet, you will find examples of these different kinds of co-operatives.

Involving a co-operative representative on your steering committee

Having a co-operative representative on the committee is the perfect way to ensure that you can work together to take advantage of each other's networks, events and ideas for joint activity. Even if a co-operative representative can't attend every meeting, they try to establish a link with a local representative and make sure they always receive the minutes of the meetings. The first step to inviting a co-operative representative to join the committee is contacting your local Co-operative Membership office or independent co-operative society. See contact details on page 27.



Tea growers in Kericho, Kenya, on a training course to learn how to form co-operatives and become Fairtrade certified so that they can supply The Co-operative's '99' Fairtrade tea blend.

It's a co-operative world!

Worker co-operatives are owned and controlled by employees.
Example: The Tshepanang co-operative on page 19

Producer co-operatives:
Smallholder farmers working together to share marketing and other costs, such as fertilisers and transport.
Example: Apicoop on page 13

Schools can be co-operatives too!
Since 2008, over 130 co-operative schools have been set up in the UK. Many of them are big supporters of Fair Trade.
Example: Sir Thomas Boughey on page 19

Consumer co-operatives:
Owned by their customers and staff.
Example: The FairTraders Co-operative, Holmfirth on page 18

Community co-operatives:
There's a huge growth in new forms of co-operatives – they include farmers' markets, community-owned pubs and village shops.

Financial co-operatives:
Most commonly credit unions, members can save and access credit at affordable rates and lower risk.
Example: Shared Interest on page 22

Becoming More Active as a Member

What makes co-operatives different from other retailers is the fact that they are owned and controlled by their members. In Britain today, over 9.5 million people are members of a consumer co-operative.

Joining a co-operative is really easy – just pick up an application form in a nearby store or have a look on the website of your local co-operative society (details given at the end of this booklet). Becoming a member usually involves a small joining fee – for The Co-operative Group it's £1, for instance – but that one payment grants you lifetime membership of a community that shares your goals and ethics, as well as giving you a real say in how The Co-operative is run and allowing you to enjoy a share of the profits.

Becoming a co-operative member can benefit you, your community and your co-operative in the following ways:

Sharing the profits

If you use your membership card every time you shop at a co-operative store or use a co-operative service, you'll receive a regular dividend based on how much you've spent. You're receiving a share of the profits because as a member, you're an owner!

Concern for the community

Working to improve their local community and the lives of the people in it – whether or not they're members – is one of the core aims of every co-operative. By becoming a member, you can help shape where and how this support is provided in your local community.

Democracy and advocacy

Co-operative members have a say in the running of their co-operative – they elect representatives who work with management and the wider community, making sure member views are heard and that co-operatives stay true to their principles. It was the voices of members that played a vital role in ensuring The Co-operative Group became the first major supermarket chain in the UK to stock a wide range of Fairtrade goods. To find out more about The Co-operative membership, activities and forthcoming events, visit: www.co-operative.coop/membership

Becoming more active as a member

There are plenty of ways to get stuck in and start co-operating

Most consumer co-operative societies have staff whose role is to communicate with and support the local community, members and member representatives. If you want to work more closely with your local society, first contact your local membership team. You can find out how to get in touch with your local Co-operative Membership office or independent co-operative society on page 27.

Working with Membership – co-operation in the community

- Membership staff are often involved in organising community events. Why not explore ways in which you can work together when you're planning a Fair Trade event? Two heads are better than one!
- Include your local membership team when you're distributing steering group minutes – they might see an opportunity where their co-operative can offer support to your activities. This could be by offering vouchers, funding or advice.
- Co-operative members are often keen to support local Fair Trade events. If you establish a working relationship with your local Membership team, they may be able to email local members to notify them of upcoming events or raise awareness of newly-formed groups.

The next few pages show some examples of how Fairtrade Town groups and co-operative membership teams have worked together to achieve great results in their communities. If you have some joint successes to report, let us know at www.co-operative.coop/fairtradetowns.

Working with independent co-operative societies

There are several examples of independent societies supporting Fairtrade Towns. For example, in the Midlands, many Fairtrade Towns groups hold their meetings in the Member Relations Centres. John Boyle, Member Relations Officer at Midlands Co-operative Society describes how he communicates co-operative values when he is giving presentations about Fair Trade. Starting with the story of the Rochdale Pioneers, John compares the "honest" scales they used for protecting consumers from unscrupulous traders in 1844 with the scales used by Kuapa Kokoo Fairtrade co-operative in Ghana today (pictured). Kuapa Kokoo uses accurate weighing scales that can be understood and checked by illiterate farmers to weigh their cocoa and ensure they get a fair price.



Garstang – the world’s first Fairtrade Town and still going strong

At a public town meeting on Thursday 27 April 2000 the people of Garstang voted on a decision that would start a worldwide people’s movement for change. They voted virtually unanimously for Garstang to become the world’s first Fairtrade Town. Never in anyone’s wildest dreams could they have known that they had ignited a spark that would spread across the UK and around the globe. There are now over 500 Fairtrade Towns in the UK and Fairtrade Town campaigns in about 21 countries around the world. Both these numbers are growing all the time, with the thrilling milestone of 1,000 Fairtrade Towns worldwide being reached in June 2011.

With a road sign declaring Garstang the ‘World’s First Fairtrade Town’ and a plaque in the town commemorating this local commitment to fairer trade, Garstang embarked on an amazing journey. For the past decade the Garstang Fairtrade group and local people have worked tirelessly to keep up momentum, increasing awareness and understanding of Fairtrade, getting more and more Fairtrade products stocked locally, and starting up a number of initiatives concerned with broader social and trade justice. Like so many Fairtrade Towns, getting Fairtrade status was only the start of a commitment to continual change, and they are always looking for new ways to play their local part in global justice.

From the Slave Trade to Fairtrade

The Garstang Fairtrade campaign has always aimed to place Fairtrade in the global and historical context of trade justice. In 2001 a Garstang ‘Go Global’ project on Fairtrade and the Slave Trade won a ‘Millennium on the Line’ award that enabled a group of local young people to travel to Ghana to visit the slave trade forts of the past and the Fairtrade cocoa farms of the present. They visited the cocoa farming community of New Koforidua, which lies 40km from Kumasi, a large town in the Ashanti region of Ghana. Many of the farmers in New Koforidua are members of the Kuapa Kokoo cocoa co-operative, the co-operative that part-owns Divine Chocolate in the UK and sells their cocoa to other customers in the fairtrade market.

Moved to continue the relationship that the local young people had formed with the people of New Koforidua, Garstang formed a community link with the Ghanaian town after the visit. The ‘Garstang and New Koforidua Linking Association’ (GANKLA) and its partner the ‘New Koforidua and Garstang Linking Association’ (NKGaLA) now oversee the link, which has gone from strength to strength over the years.

Now people can walk the Fair Trade Way!

The latest major project for the Garstang Fairtrade Town group has been the Fair Trade Way, supported by The Co-operative Group and officially launched during Fairtrade Fortnight 2011. The Fair Trade Way is a long-distance footpath designed as a 6-day walk between Garstang and Keswick, another very active Fairtrade Town. The route has been created to promote the positive impact that using Fairtrade products can have on the lives of people in the developing world. www.fairtradeway.org.uk

Walkers are encouraged to enjoy Fairtrade food and beverages along the way and, where possible, make use of accommodation offering Fairtrade products. With the Fair Trade Way, the Garstang Fairtrade Group and their supporters have found yet another inspiring way to bring Fairtrade into the hearts, minds and now walking boots of people from all over the UK and the world. More than a decade since Garstang became the world’s first Fairtrade Town, they are still going strong. Who knows where their mission to promote fairer trade will take them to next?

Making Global Fairtrade Connections

New Koforidua has had visits from many Fairtrade supporters from around the UK and the world, since their link with Garstang was formed in 2001. The community has long wanted to build a community house to host guests and act as an education and resource centre for both residents from the village and these visitors.

Thanks to the generous donations of many individuals, organisations and companies, including The Co-operative Group, this community house has now become a reality. It is due to open in 2011 and has been named ‘Co-operative House’, in celebration of the international spirit of solidarity and co-operation that has underpinned the link with Garstang and the Fairtrade movement around the world. Co-operative House will initially open as a guest house and the hope is to develop it into a full visitors centre with information and education resources.

Following on in the pioneering tradition of their partners in Garstang, New Koforidua wishes to celebrate their commitment to Fairtrade and the impact Fairtrade has had in their community by naming New Koforidua Africa’s first Fair Trade Town. So there may be another exciting first on the horizon.

Apicoop – the bee’s knees!

In 1980, a community bee-keeping group was formed in Chile as part of a church project aimed at supporting poor smallholders during the Pinochet regime. Almost two decades later, driven by a desire for greater autonomy, a number of beekeepers formally registered as the Apicoop Co-operative.

Today, Apicoop is a successful honey-producing co-operative which has benefited from the Fairtrade premium. This has helped expand operations and provided a sustainable income for its members.

Never giving up

However, this success didn’t happen overnight. In its early years, Apicoop struggled to grow its membership past the original 35 founder members. The reluctance of smallholders to join an independent collective such as Apicoop was understandable given the legacy of violence and restrictions on community groups under the brutal Pinochet regime.

Thanks to the dedication and enthusiasm of the co-operative’s members, who tirelessly campaigned for the co-operative model, membership of Apicoop grew to 300 by 2011. The co-operative has now been selling honey via Fair Trade networks for over two decades. Today, Apicoop’s delicious honey is in such demand that it is sold worldwide to a growing number of customers, including The Co-operative Group and Traidcraft.

The co-operative supports all its members, even during times of bad harvest. Chino Henriquez, the General Manager of Apicoop, says: “The nice thing about a co-operative is you work together, suffer together and enjoy together with other people. We all work back to back – we protect each other. If you work alone you are not in the spirit of the co-operative movement.”

From bees to berries!

Apicoop’s 300 producers are spread throughout Chile with some being up to 1,200 km apart, an arrangement that limits the impact of bad weather. To increase the co-operative’s viability and to reduce its dependence on a single commodity, Apicoop has diversified into a new product – blueberries! They were officially launched in The Co-operative Group’s food stores at the start of Fairtrade Fortnight 2011 and sold out nationwide within a matter of days!

For Chino, selling Apicoop’s fresh blueberries via The Co-operative Group in the UK is a natural connection to make. It demonstrates solidarity and support between co-operatives.



Chino Henriquez, General Manager of Apicoop visited the UK on a tour organised by The Co-operative Group, who are the only stockists of Apicoop’s blueberries in the UK. He joined hundreds of students from schools across the UK via a videoconference link-up, to talk about the difference Fairtrade has made to his community.

Glasgow Fairtrade Co-operative - catalysing Fairtrade connections!

Inspired by the co-operative model adopted by many Fairtrade producers in developing countries, Glasgow has taken the co-operative approach to Fairtrade campaigning!

Glasgow was declared a Fairtrade City in 2006. Since then the local Fair Trade steering group has raised almost £20,000 to support Fairtrade events. In 2009, the Fairtrade Steering group decided to take the Fairtrade campaign into a newly energised era and reformed as Glasgow Fairtrade Co-operative. The co-operative provides a focal point for Fairtrade activities as well as linking in with the Scottish Fair Trade Forum, which aims to make Scotland a Fair Trade Nation.

Why a co-operative approach?

Many Fairtrade producers are set-up as co-operatives, adhering to co-operative values and principles and using the model as an effective way to run their business with the involvement of all of their members. The Glasgow Fairtrade steering group felt they shared many values with the co-operative approach, such as ethical trading, support for community, education and democratic ownership, so setting themselves up as a co-operative made perfect sense.

How the Glasgow Fairtrade Co-operative works

Anyone who wants to show their support for Fairtrade can join the co-operative and, once a member, anyone can stand for election to committee positions. With each event or publicity drive that the co-operative organises it is getting more and more people signed up as members. The co-operative has also set up a Facebook page, to quickly increase awareness and get more people involved. Many Fairtrade Town groups face a constant challenge in getting people on board to volunteer to run events and spread the word. Glasgow Fairtrade Co-operative is tackling this by reaching out through varied channels and giving people a way to sign up and get in the loop easily, so they can work out what they're interested in and how they want to take part.

Support from The Co-operative Group

Both The Co-operative Group and the wider co-operative movement have a strong presence in Scotland so partnering with them was key from the start. Over the years The Co-operative Group has supported the Glasgow Fairtrade campaign, both with occasional small grants and support at numerous events such as a 'Ready, Steady, Cook' event in schools and an Education Summit during Fairtrade Fortnight 2011.

Reaching far and wide

The Glasgow Fairtrade Co-operative has seen in real terms how its Fairtrade campaigning activity has led to a big increase in demand for Fairtrade products in the city. This increase can be seen both from consumers and from retailers, who are ordering an ever-increasing amount of Fairtrade products from wholesalers such as Glasgow-based Green City, which specialises in Fairtrade, organic and ethical goods.

Using the co-operative approach to catalyse links between diverse Fairtrade-interested individuals and sections of the community, Glasgow Fairtrade Co-operative will continue to organise and publicise a wide variety of activities aiming to reach a broad array of audiences.



Producers from Zaytoun visit Roots n Fruits, Glasgow, where their Fairtrade Palestinian olive oil products are sold.

Keswick and Cumbria - a bright Fairtrade future ahead

Cumbria is a busy hub of Fair Trade and trade justice activity, with Keswick being one of the 20 Fairtrade cities, towns, villages and zones that come together in this Fairtrade County under the Cumbria Fair Trade Network.

Keswick – Fairtrade in a thriving tourist town

The Keswick and District Fair Trade Campaign began in 2003 and Keswick was awarded Fairtrade Town status in March 2005. The campaign includes a trade justice group, which meets monthly and looks at a range of issues related to the trade relationships between developing countries and richer nations, as well as global finance and its impact on poorer nations.

"You will find no tourist town in England more committed to Fairtrade than Keswick, with over 90 guest houses, hotels and B&Bs and fifty cafés and restaurants offering Fairtrade products in and around the town." – www.fairtradekeswick.org.uk

Working with the Penrith Co-operative Society

Keswick has a small co-operative store that is part of the Penrith Co-operative Society, which has nine stores in the area. Although small, the Keswick store has loyal shoppers and has always supported the Keswick Fairtrade Group to promote Fair Trade by providing product samples and allowing the group to hand out leaflets to shoppers.

Reaching new parts for Fairtrade Fortnight 2011

Always keen to find new ways to make Fair Trade stand out in the local community during Fairtrade Fortnight 2011, the Keswick group made sure that no one walking around town could miss it! They organised a Treasure Hunt, placing Fairtrade goods in twenty shops' windows around town, some of them places which would not normally be connected with Fairtrade. This was a great way to drum up interest from businesses that had been less obvious targets for Fairtrade and to make sure that passers-by would take notice! To kick off the Treasure Hunt, the local Penrith Co-operative Society branch joined forces with campaigners on a market stall selling a range of Fairtrade goods.

Cumbria Fair Trade Network

Cumbria, a Fairtrade County, is home to 20 Fairtrade cities, towns, villages and zones – more than in any other county and more are on the way. Not only this, but there are over 800 businesses supporting Fairtrade across the county. Cumbria Fair Trade Network is an alliance of groups, promoting Fairtrade and trade justice. Formed in 2004, the network has meetings twice a year, open to all campaigners in the county, for sharing news, plans and good practices.

Support from The Co-operative Group

Members of the Cumbria Fair Trade Network have always worked closely with The Co-operative Group and other local co-operative societies to strengthen their Fair Trade work in the county. The network's steering committee has always included a representative from The Co-operative Group and the network has received valuable funding from The Co-operative Group over the years, including a grant towards important education work. Many local groups also have a Co-operative Group representative on their committee.

The future of Fairtrade in Cumbria

The future of Fair Trade looks very bright in Cumbria, which is also one of the fastest growing areas for Fairtrade schools in the UK. The Lake District National Park Association recently passed a strong resolution in support of Fairtrade and local produce, which puts it on the road to becoming a Fair Trade Zone. The number of Fair Trade settlements across Cumbria looks set to grow and grow, especially with the backing of a county network that allows groups to work together, share ideas and best practices and encourage each other.





The Rochdale Equitable Pioneers Society establishes a shop, but not just any shop – one that is owned by its members and puts fairness and honesty at the heart of its trading activities with producers and consumers.

Like many others during the nineteenth century, the Pioneers worked to change the exploitative industrial and political conditions of the time. They were profoundly influenced by the life and work of Robert Owen – especially his ideas on co-operation. Though some were short-lived, many Owenite co-operative societies sprang up during the 1820s and 1830s. They represented concrete attempts to provide alternative economic and political structures. The Pioneers drew on the experiences of these societies and their vision for a better world; like them they believed such a world could be achieved through co-operation.

The Pioneers established a consumer co-operative at Toad Lane in Rochdale in order to provide a fair and honest alternative to the privately-owned stores where shopkeepers commonly engaged in practices such as mixing flour with chalk, putting tree leaves in with packets of tea and adding weights to scales to illegally maximise their profit. The customers of these dishonest shops could do very little because they were often in debt to the shopkeepers and were forced to buy food on credit.

At first stocking only small amounts of basic staples such as butter, sugar, flour and oatmeal, the Pioneers' popularity, stock and trade slowly grew: they ended their first year with a membership of 74 and a surplus of £22. By 1860, after only 16 years, they had six branch stores and an incredible 3450 members.

CWS introduces a minimum wage, 92 years before the UK national minimum wage becomes effective.

This wasn't the first time the UK co-operative movement preempted national social reform. For example, under the 'one member one vote' system, both male and female members of the Rochdale Pioneers Society were entitled to vote, independent of their income. It wasn't until 1928, however, that women were able to participate in General Elections in the UK in the same way as their male counterparts. Before this time, only male heads of households were able to vote, and up until 1918 even that was dependent on each man's earnings.



CWS refuses to enter into trading agreements deemed unfair.

In the 1930s, cocoa producers began protesting about buying agreements entered into by European cocoa firms. The buyers were fixing the price of cocoa, leading to protests by local producers who held up the cocoa supply and boycotted European goods in protest at this treatment.

The English and Scottish Joint CWS was the only business which did not enter into the buying agreements, despite being approached to become party to it. The Joint Co-operative Wholesale Societies refused to agree to a price-fixing policy, because it believed that 'price-fixing by a combination of buyers was unfair to the native growers'.

In the light of the CWS refusing to agree to a cocoa price-fixing policy, a reader of the Co-operative News wrote to the paper, saying that 'Once again co-operative policy is vindicated – we stand for something vitally different in commercial dealings with the people of the Gold Coast'.



Launch of Max Havelaar, the first Fair Trade label.

The Max Havelaar label was used to market the first ever Fairtrade labelled product - Fairtrade coffee launched in the Netherlands. The establishment of a Fairtrade label and successful public pressure on retailers allowed Fairtrade goods to be sold in major Dutch supermarkets for the first time; versions of the label quickly emerged in other European countries.

The Co-operative established itself as the leading supermarket supporter of Fairtrade Fortnight.

In-store promotional features were supplemented with voluntary membership action in-store to help raise consumer awareness of Fairtrade.

The Co-operative launches a campaign aimed at raising awareness of Fairtrade and 'mainstreaming' Fairtrade products.

In line with its campaign to raise the visibility and awareness of Fairtrade, The Co-operative also established itself as the leading supermarket supporter of Fairtrade Fortnight.



Garstang in Lancashire declares itself the world's first Fairtrade Town.

At a Public Town Meeting on Thursday 27th April 2000, the people of Garstang voted to become the world's first Fairtrade Town. This was the culmination of years of hard work carried out by local groups to raise awareness of unfair trading issues and show people that Fair Trade products such as chocolate and coffee were just as delicious, even more so, than their usual brand! They might not have known it at the time, but Garstang's decision to commit to Fairtrade would set in motion an international Fairtrade Town movement, empowering everyday people to help change the world!

The Co-operative introduced the first Fairtrade product from Palestine - a branded Olive Oil.

The Co-operative Group aims that if a primary commodity from the developing world can be Fairtrade, it will be Fairtrade by 2013.



Look for products with this Mark www.fairtrade.org.uk

Fair Trade Timeline



The Pioneers' Toad Lane store attracts visitors from around the world.

As the success of the Rochdale Equitable Pioneers Society became apparent, many new co-operative societies were established based on the same values and principles.

The growth rate of co-operatives in the UK was phenomenal and interest in the co-operative model reached even further afield. Visitors came from thousands of miles away – an expensive, long and dangerous journey at the time – to visit the Toad Lane store and learn about co-operation. The Toad Lane visitors' book survives today to show us from just how far away some of these people came.



The Crumpsall Biscuit Factory introduces the first 8-hour working day in any biscuit factory in the UK.

The Co-operative Wholesale Society (CWS) and the Scottish Co-operative Wholesale Society produced goods and acted as wholesalers for co-operative shops nationwide. The wholesale societies were part of a revolution in the production of consumer goods and supplied small co-operatives with good quality items. There was always an explicit moral and ethical dimension to their work. The intention was to ensure that workers in the co-operative supply chains were treated with respect and enjoyed good terms of employment. The CWS also had depots across the world and owned ships, importing goods as well as processing, manufacturing and distributing them.



CWS demonstrates its commitment to fair labour conditions.

The Society breaks trading relationships with companies that refuse to stop using slave labour in their cocoa production. It also provides financial support to an anti-slavery campaign in the cocoa-producing regions of Western Africa. A CWS report written around this time highlights its commitment to fair working conditions: 'The conditions of labour of the island of Sao Thome have been referred to on several occasions, and for a long time we have been in touch with the authorities at the Foreign Office... we have given instructions that no further purchases of cocoa from this island shall be made.'

Oxfam sets up a trading company to market Christmas cards and other handicraft products.

Sold through Oxfam stores or mail-order, some of these goods were produced by co-operatives in developing countries.



The Co-operative becomes the first major retailer to stock Cafédirect Coffee.

This was largely in response to pressure from members, who dedicated their free time to campaigning in order to raise awareness of the issues surrounding Fair Trade.

“Our members have been in constant support of trading fairly and regularly prompt the board to extend the range of Fairtrade products we sell and promote the Fairtrade message, not only in Fairtrade Fortnight but throughout the year.”

– Chris Herries, Co-operative Group Director and Chair of Devon and Somerset Area Committee.

The Co-operative pledges to stock Fairtrade goods in all store branches nationwide, regardless of size.

In some smaller shops, this meant that other, non-Fairtrade products (which were often more popular) had to be removed to make space.

The Co-operative doubled the size of the Fairtrade chocolate market through converting its entire own-brand block chocolate to Fairtrade.

It produced a Chocolate Report investigating the exploitation of farmers in West Africa and asked for customers to help campaign for other supermarkets and major chocolate brands to also lend support to Fairtrade.

At the beginning of 2006, The Co-operative sourced five own-brand wines from the Du Toitskloof co-operative in South Africa.

In September 2006, The Co-operative launched the UK's first Fairtrade wines from Argentina.



“Our members and customers have supported Fairtrade since the FAIRTRADE Mark was established back in 1994. Together, through campaigning and innovation we have developed our products and helped support millions of growers and their families in developing countries. Fairtrade has become such a part of our lives we perhaps take for granted the impact that buying Fairtrade has and how Fairtrade can truly change lives for the better.”

– Mark Robinson-Field, - National Co-operative & Membership Manager

Kingston - One of the First Fairtrade Boroughs in London

The London Borough of Kingston is a shining example of busy local activism for global justice. Kingston was one of the very first Boroughs in London to be awarded Fairtrade Borough status in 2005. It is also part of the Transition Towns movement, has a Green Festival every year and is active not just for Fairtrade but the wider trade justice movement.

Fairtrade Activities for Everyone

Fairtrade Fortnight 2011 in Kingston saw a huge number of activities going on across the borough, including local radio interviews and a 'Fashion Laid Bare' event at Kingston University, the third university in London to be awarded Fairtrade status. Children from Holy Cross school were treated to a visit from a Zaytoon Fairtrade olive oil producer and visitors to St. Paul's Church enjoyed a Fairtrade coffee morning. All over the borough, in diverse ways, people celebrated the difference they're making through Fairtrade.



Campaigning for Trade Justice

The Trade Justice Campaign has been active in Kingston for many years and the decision to try to make Kingston a Fairtrade Borough came out of a desire to bring trade justice issues to the attention of the wider community. With Fairtrade Borough status achieved and local Fairtrade recognition now going strong, the wider Trade Justice Campaign remains as important as ever in the borough. Local activists continue to hold meetings with MPs, lobby on key issues and work to make local people more aware of the many injustices of the present global trading system.

Support from The Co-operative Group

Working with The Co-operative Group has given valuable boosts to the Kingston campaign. From supplying Fairtrade wine to providing vouchers to buy stock for Fairtrade product sampling, these things have made key events possible.

Devizes - Part of a Booming Fairtrade Movement in Wiltshire

In Wiltshire support for Fairtrade is booming with more towns in the region achieving Fairtrade Town Status each year, and numerous ones working towards it. Having set up their group in 2004, Devizes became a Fairtrade Town in 2006.

The Devizes campaign is part of the Wiltshire Fairtrade Coalition, along with eight other towns and other groups working to promote Fairtrade and social justice. The Coalition aims to make Wiltshire a Fairtrade County.

Support from The Co-operative Group

After a representative from The Co-operative Group went along to a regional meeting, the Devizes Group was able to connect with them and has since received valuable support.

From Fashion Show to Cookery Demos: Fairtrade Fortnight 2011

For the third year running the Fairtrade Group ran a Fairtrade Fair in the Market Place in Devizes. This year there were several stalls selling local produce as well as Fairtrade stalls. There were also cookery demonstrations by a bistro chef featuring Fairtrade ingredients and stirring up tempting aromas to draw curious punters in. A representative from The Co-operative Group welcomed visitors with Fairtrade samples and information.

Glossopdale - High Fairtrade Hopes in the High Peak

Glossopdale received Fairtrade Zone status in 2010. Not content to stop there, campaigners are now trying to link up the Fairtrade Towns in the area and achieve Fairtrade Borough status for High Peak.

Support from The Co-operative Group

There are two Co-operative Food stores in the Glossopdale area. One store is also home to the local Post Office and a Fairtrade café, and is really at the heart of this small community.

The store managers have always been supportive of the local Fairtrade campaign, for example, letting the Fairtrade group run a tasting stall every Fairtrade Fortnight and providing product samples. The Fairtrade group also organises a quiz sheet with the answers dotted around the store. Shoppers who complete the quiz not only get a better understanding of the range of Fairtrade products on the shelves, but are treated to a Fairtrade chocolate bar at the end. So it's worth a bit of sleuthing as they shop!

Support from The Co-operative Group's Community Fund has also been a great help to the campaign. Once Glossopdale had gained Fairtrade status they had only £10 in the campaign bank account. A small grant from the fund meant they could print leaflets, which included a map of the town showing all Fairtrade product stockists.

Community Fund

The Co-operative Group's Community Fund is funded by donations from members and was established to support community projects of local groups. Several projects which promote Fairtrade have been assisted by the Community Fund, for example:

- Edenbridge Fairtrade Town Steering Group – to support activities in Fairtrade Fortnight 2011, including a Fair Trade Fashion Show.

The scheme can provide funding of between £100 and £2,000. To be eligible for funding, projects must be charitable to benefit the wider community and be in line with co-operative values and principles.

All applications for funding have to be submitted online. The online application process is quick, easy and open all year round.

To apply go to www.co-operative.coop/communityfund or call **0844 262 4001**.

Warrington - 1,000 Fairtrade Bunting Flags Fly!

Launching their campaign in 2004, Warrington became a Fairtrade Borough in 2006. In 2010, Warrington won the National Outstanding Achievement award for Fairtrade Fortnight, but Fairtrade Fortnight 2011 has not seen them resting on their laurels; from the Warrington Museum to the local Warrington Wolves rugby club, and school children to market traders, the whole borough was alive with Fairtrade fever!

Support from The Co-operative Group

The Warrington Fairtrade Borough group has long worked closely with The Co-operative Group to keep Fairtrade in the local spotlight. Over the years The Co-operative Group has supported in numerous ways, including vouchers towards stock for product sampling, Fairtrade goodies to raffle, and even 500 Fairtrade bananas for Fairtrade Fortnight 2009's 'Go Bananas' event, where Warrington joined the rest of the nation in a world-record-breaking banana eating attempt.

Fairtrade and Fair Play - Fairtrade Fortnight 2011

Highlights of Fairtrade Fortnight 2011 included decorating Warrington Museum with Fairtrade cotton bunting and a variety of events in Golden Square shopping mall, from a public vote for the best entry in a children's 'design a Fairtrade cotton t-shirt' competition to FAIRTRADE Mark face painting! The Warrington Wolves Rugby team got on board to show their support for fair play for producers, and a signed Wolves Fairtrade rugby ball was raffled off in the local shopping centre. Representatives from Kuapa Kokoo cocoa farmers' co-operative in Ghana, Harriet Boatemaah and Fatima Ali, visited Warrington to share their first-hand experience of Fairtrade, visiting schools and public events to spread the word, giving an interview to Radio Merseyside and treating visitors to the 'Fair 4 All' Fair Trade shop in Warrington Market to delicious Divine chocolate samples.

The Warrington campaign has established good support with the local media over the years, including the Warrington Guardian, which avidly reported the numerous events taking place throughout Fairtrade Fortnight.

FairTraders Co-operative - the Co-operative with a Difference, making a Difference

Inspired to bring Fair Trade to the heart of their community and have a positive impact on producer communities beyond, five members of the Holme Valley Fairtrade Support Group decided to set up a very special co-operative; The FairTraders Co-operative. Less than two years after setting up, the co-operative has grown from 5 to nearly 500 members. They describe themselves as 'the co-operative with a difference, making a difference', and with good reason!

Far more than just a shop!

FairTraders sell products through a website as well as a shop in Holmfirth. Walking into the FairTraders shop is certainly not your average shopping experience. Everything available has been through their own seven-point sustainability assessment procedure, with all products labelled to show the results of this.

The FairTraders Product Assessment: Clear, honest and open

Concerned that the public is becoming increasingly overwhelmed by a mass of ethical product standards and labels, the FairTraders wanted to adopt a clear, consistent approach to assessing products. They came up with a system which examines seven aspects:

- Environmental impact
- Social impact
- Economic impact
- Traceability
- Profit distribution
- Impact of the business in the communities where they operate
- Transparency and openness.

The assessment is done by trained members of the co-operative and the information used comes from what's publically available. Behind this assessment process is an aspiration not just to inform shoppers but to encourage businesses to raise the bar and make a positive impact on sustainability in whatever way they can.

Getting members signed up

To get off the ground the FairTraders Co-operative had to appeal to people to sign up as members, with a minimum investment of £20. Local interest was high, with 200 people showing up to the launch event at a local pub. The share offer was launched on 30 November 2009 and just a few months later on 1st February 2010, the co-operative had raised sufficient funds to get the shop going.

Members receive a range of benefits, such as dividend points redeemable for vouchers and news from supplier communities that interest them. There are also all kinds of volunteering opportunities with full training provided, from shop floor assisting to working with local schools, which FairTraders are supporting to link to developing country producer communities as well as develop their own Fair Trade businesses and ideas for ethical products.

International members and global interest

FairTraders welcomes individual and group members from across the UK and all over the world. They have received investment and ongoing support from other co-operatives including the Chelmsford Star and Southern Co-operative societies. One of their members is a co-operative of Fairtrade banana farmers from the Windward Islands! Researchers and co-operators from around the globe, from Canada to Thailand, have contacted and visited FairTraders to learn more about this pioneering model.

Looking to the future

The FairTraders Co-operative believes that forming alliances with other co-operatives is vital to strengthening the movement and enabling new initiatives to learn from the experiences of others. They hope they can work with co-operative partners to replicate the model elsewhere in the UK and internationally, sharing ideas, supplier contacts and product assessments. What started with the inspired efforts of five people in Holmfirth is certainly creating a ripple of excitement across the UK and around the world!

Co-operation between Co-operatives, Borders and Generations!

Tshepanang Ex-combatants - a Fair Trade lifeline

In 1994, South Africa held its first democratic elections. The end of apartheid signalled the demobilisation and reintegration into society of as many as 50,000 combatants, many of whom had been engaged in conflict or in exile for most of their adult lives and lacked the skills and experience necessary to thrive in a peacetime society.

14 years after the end of apartheid, 30 ex-combatants – who had formerly fought for different political factions – decided to join together and form a workers' co-operative in the hopes of improving their situation, which was still precarious despite the intervening years. The co-operative (appropriately named Tshepanang, meaning 'trust amongst each other'), explored a number of ideas and eventually settled on a beading and jewellery business.

Having had some success in selling their products locally, the Tshepanang Co-operative's activities expanded overseas thanks to the establishment of an ethical trading partnership with two UK-based groups of young co-operators. Students from two schools – Sir Thomas Boughey Co-operative Business College in Newcastle-under-Lyme and St. Benet Biscop Catholic High School in Northumberland – arranged to sell the Tshepanang's ethically-traded jewellery through stalls at local events and, in Sir Thomas Boughey's case, a specially made website. Each group of students sold the Tshepanang Co-operative's products through the Young Co-operatives they had established as part of their enterprise studies.

Empowered by their success, the members of the Tshepanang Co-operative have opted to put the profits from their jewellery sales towards the start-up costs of another co-operative business venture.

Young Co-operatives

Young Co-operatives is a scheme offered by the Co-operative College which helps young people set up and run their own co-operative enterprises. Whilst gaining practical business experience, Young Co-operative members also get the chance to put the co-operative values into practice. Young Co-operatives have promoted Fairtrade, both in school and to the wider community, in imaginative ways across the country, from Fairtrade themed sports days and fashion shows to Fairtrade tastings and breakfast clubs.

To read more about what Young Co-operatives get up to, and to find how to register a Young Co-operative, visit www.youngco-operatives.coop



Dates for your Diary

Variety and diversity are the spice of life! We've put together a calendar of events and celebrations from all over the world to help get your creative juices flowing. Why not plan some Fair Trade events around these dates, or even add your own? For activity ideas you could hook onto these dates, turn to page 24.

February

Late January/early February - Chinese New Year:

These celebrations last for 15 days and mark the end of winter.

February/March - Pancake Day:

This delicious day is a perfect excuse to have a flipping good Fair Trade pancake event using as many Fair Trade toppings as possible!

February/March - Fairtrade Fortnight:

This two-week long event is dedicated to promoting and raising awareness of Fairtrade products and trade issues. For more information, visit www.fairtrade.org.uk.

March

8th March - International Women's Day:

Of the world's poorest billion people, 70 per cent are women and girls. Through Fair Trade initiatives, women worldwide are able to increase their income and improve their ability to provide for their families.

22nd March - World Water Day:

There are several examples of co-operatives which have used the Fairtrade premium to improve their access to clean, safe drinking water, for example for digging boreholes to provide a local, hygienic water supply.

April

22nd April - Earth Day:

This day is designed to promote and inspire appreciation for the world and its environment. With more than 1 billion taking part each year, it is the largest civic observance in the world.

May

Second Saturday of May - World Fair Trade Day:

World Fair Trade Day is a worldwide celebration of the whole Fair Trade movement and the potential it has to improve the lives of the world's most vulnerable people.

14th May - Robert Owen's Birthday:

Born in 1771, the work and campaigns of Robert Owen inspired numerous social movements including the co-operative and trade union movements.

June

Co-operatives Fortnight:

Co-operatives Fortnight: This UK event raises the profile of the co-operative business model and promotes co-operatives as a viable alternative to investor-owned businesses. This, or International Day of Co-operatives (see above right), are perfect dates to hold events celebrating the positive impact that co-operatives and Fairtrade are having together around the world!

July

First Saturday of July - International Day of Co-operatives:

A celebration of the co-operative movement.

August

12th August - International Youth Day:

Young people worldwide face a brighter, more prosperous future through the benefits of Fair Trade. Many communities in developing countries have used the Fairtrade premium to fund schools, ensuring that the next generation have access to education, something that 69 million children worldwide currently miss out on.

September

21st September - International Day of Peace:

First celebrated in 1982, the International Day of Peace provides an opportunity for individuals, organisations and nations to commemorate and strengthen the ideals of peace.

October

October 16th - World Food Day:

World Food Day is observed in more than 150 countries and serves to raise awareness of the issues behind poverty and hunger.

December

10th December - International Human Rights Day:

Annual event honouring the UN's adoption of the Universal Declaration of Human Rights.

21st December - Establishment of the Toad Lane consumer co-operative:

Anniversary of the opening of the Rochdale Pioneers Toad Lane consumer co-operative in 1844. This event is celebrated worldwide by members of the co-operative movement.

www.co-operative.coop /fairtradetowns

If you'd like to share the contents of this resource with other co-operative groups, community groups or Fair Trade campaigners it's as easy as logging onto www.co-operative.coop/fairtradetowns, where you can download and print off this booklet, order more copies or get in touch with the Co-operative College.

The online version of Making Connections: The Co-operative Guide for Fair Trade Towns has all the information contained in this booklet, as well as:

- Regularly-updated news bulletins, keeping you informed on developments regarding Fair Trade and co-operatives around the world.
- A regularly updated events page, where you can promote your event by contacting us.
- Additional case studies, from the UK and around the world and testimonials from the case studies featured in the booklet.
- Links to useful, up-to-date resources that will inspire and assist your group in promoting Fair Trade in your community.
- Contact details for relevant organisations.



Ethical Finance

As a Fairtrade Town campaign group, you may wish to set up a bank account. There are some great ethical options to choose from, which will allow you to mirror your Fairtrade principles with fair finance principles!

A bank beyond profit

The Co-operative Bank is guided by the co-operative values of self-help, self-responsibility, democracy, equity, equality and solidarity, giving it a natural affinity with the aims and values of charities, voluntary organisations and community groups such as Fairtrade Town campaign groups. At the heart of the Bank's operations lie not profits, but a fundamental belief in fairness and social responsibility. In 1992, the bank committed to an Ethical Policy and to date has turned away over £1 billion worth of business due to ethical concerns. The Bank's customers identify with its values and recognise its responsible attitude, which is why it has a long track record of campaigning with organisations and charities like Amnesty International, Christian Aid, WWF-UK and of course, the Fairtrade Foundation. In 2011, the Bank's combined ethical leadership and financial strength led to it being named 'Europe's Most Sustainable Bank' by the Financial Times.

The Co-operative Bank p.l.c, P.O. Box 101, 1 Balloon Street, Manchester M60 4EP. Registered in England and Wales no.990937. The Co-operative Bank is authorised and regulated by the Financial Services Authority (No.121885), subscribes to the Lending Code, is a member of the Financial Ombudsman Service and is licensed by the Office of Fair Trading (No.006110). Free banking relates to standard transactions. The Co-operative Bank reserves the right to review the account tariff for customers whose credit turnover exceeds £1m per annum, who deposit more than £100,000 cash per annum, or who deposit more than 5,000 cheques per annum

Community Directplus

The Bank has tailored its banking services and designed a special bank account to meet the needs of community and voluntary organisations. The Community Directplus Account offers groups the opportunity to bank for free without monthly service charges and fees for crediting or debiting funds. The account provides 24/7 access via telephone, internet, bank branches and local branches of the Post Office®. Credit balances of £2,000 or more accrue interest as well as granting access to the Bank's Customer Donation Fund, allowing account holders to apply for up to £1,000 to support special projects and fundraising activities.

If you are interested in applying or wish to learn more about Community Directplus, you can contact the Bank on **0800 783 4741** or join online at www.communitydirectplus.co.uk.

Shared Interest



Shared Interest was established in 1990 by a group of Fair Trade pioneers who shared a vision of reducing poverty by providing credit and financial services to Fair Trade producers, retailers, importers and exporters worldwide.

They created a financial co-operative to pool money invested by people who shared their commitment to fair and just trade. This money was lent to farmers, artisans and other vulnerable groups in the developing world to enable them to grow their businesses and contribute to the development of their local communities. Twenty years on, Shared Interest is annually lending over £33 million and is working in 36 countries around the globe.

Anyone over the age of 16 with a UK bank account can invest in Shared Interest, and accounts range from £100 up to £20,000. Couples and families, businesses, faith groups, schools and community groups are all represented amongst Shared Interest's member base.

Remember Apicoop, the Chilean producer co-operative from page 13? It was a loan from Shared Interest that helped them buy the land and materials necessary to expand into blueberry production!

Fair Trade and Co-operatives Quiz

This quiz could be used at an introductory meeting to bring the Fairtrade Town group and co-operative representatives from your local store or membership office together. Everyone is sure to learn something new about the Fair Trade and co-operative movements and it will provide a good way to get talking and kick off ideas about working together. You could even form teams, mixing up 'Fair Traders' and 'co-operators' and offer a Fairtrade prize for the winners!

1. What percentage of Fairtrade produce comes from co-operatives of small producers in developing countries?
 - a) 50%
 - b) 75%
 - c) 100%
2. Which of the following Fairtrade products are sourced entirely from small producer co-operatives?
 - a) Coffee
 - b) Cocoa
 - c) Bananas
3. How many countries worldwide have a Fairtrade Towns movement?
 - a) Ten
 - b) Twenty-one
 - c) Twenty-three
 - d) Twenty-five
4. What was Max Havelaar, the first Fairtrade label, named after?
 - a) A range of mountains in the Netherlands
 - b) A particularly hardy variety of pineapple
 - c) A character from a Dutch novel
5. What own-brand product did The Co-operative Group first convert entirely to Fairtrade?
 - a) Bananas
 - b) Coffee
 - c) Chocolate
6. The Co-operative store in Garstang sponsored which indicator that the town had declared itself the first Fairtrade Town?
 - a) Fairtrade cotton used in the making of the mayor's hat
 - b) A Fairtrade sign in a town-centre flowerbed
 - c) The 'World's First Fairtrade Town' street signs
7. Which was the first Capital City in the UK to get Fairtrade Status?
 - a) Edinburgh
 - b) Cardiff
 - c) London
 - d) Belfast
8. Which of these countries does not celebrate Fairtrade Fortnight?
 - a) UK
 - b) Australia
 - c) Canada
 - d) USA
9. Which of the following is not a co-operative principle?
 - a) Voluntary and open membership
 - b) Concern for community
 - c) Uniformity among co-operatives
10. How many people worldwide are members of a co-operative?
 - a) 15 million
 - b) 500 million
 - c) Over 1 billion
11. What Fairtrade product was launched in the UK in 2011?
 - a) Carrots
 - b) Fresh blueberries
 - c) Roasted peanuts
12. In 2011, Kenya had a population of approximately 41 million. How many Kenyans derive their livelihood from the co-operative movement?
 - a) 7 million
 - b) 20 million
 - c) 33 million



Answers

1. b) There are an estimated 887,000 people in developing countries involved in Fairtrade through co-operative production or marketing. The remaining 25% comes from Fairtrade certified plantations with hired labour; 2. a) + b) Fairtrade coffee and cocoa are entirely sourced from small producer co-operatives, as were two out of every three Fairtrade bananas sold in 2010. As with Q1, the remaining products are produced by Fairtrade certified plantations that use hired labour; 3. b) Twenty-one countries were home to a Fairtrade Towns movement at time of print – check www.fairtradeowns.org for more current figures; 4. c) Max Havelaar was the eponymous main character in a socially-significant novel, written by Multatuli in 1860, which focused on the exploitation of coffee workers in Dutch colonies; 5. c) By making this commitment to Fairtrade chocolate in 2002, The Co-operative Group doubled the size of the Fairtrade chocolate market in the UK; 6. c) On 28 February 2001 road signs, sponsored by The Co-operative Group, were erected on the Town's boundaries declaring Garstang the world's first Fairtrade Town; 7. b) In March 2004 Cardiff became the world's first Fairtrade Capital City; 8. c) Americans don't celebrate Fairtrade Fortnight – they celebrate Fair Trade Month in October each year; 9. c) Co-operatives do not have to be uniform – as can be seen from the examples in this booklet, they come in all different sizes and flavours! However, they all share the same underlying ethical framework, abiding by the same values and principles; 10. c) More statistics about co-operative members worldwide can be found on the website of the International Co-operative Alliance; 11. b) Fresh blueberries produced by Apicoop, a Chilean producer co-operative, were officially launched at The Co-operative Group stores nationwide during Fairtrade Fortnight 2011; 12. b) In Kenya in 2010, co-operatives were responsible for 45% of the country's Gross Domestic Product, comprising 70% of the coffee market and 95% of cotton.

Engaging with the Whole Community

Does your Fairtrade Town Group fully reflect the demographic of your local community? If it doesn't, there are plenty of ways to identify and reach out to people and groups who are less involved.

1. Know who you want to reach:

It is essential to identify who your target audiences are before planning community events. To get an accurate overview of the age, gender, cultural and ethnic makeup of your local community, visit www.neighbourhood.statistics.gov.uk for a statistical breakdown.

2. Start with existing networks:

Existing local groups, whether they're neighbourhood, faith-based, thematic, or co-operative, are a perfect place to begin widening your activities.

3. Organise activities at a time and place that suits your target audience:

People are far more likely to attend events if they are held locally. The turnout and reception will be even more positive if you can plan events to fit in with your target group's routine or a regular event. Bear in mind cultural or religious factors – holding an event for a group on a holy day may discourage attendance. Make sure any food provided at an event meets relevant dietary requirements (halal, kosher, and vegetarian).

4. Be aware of language:

This doesn't just apply when communicating with people who speak English as a foreign language. Think about the words you're using when engaging with others. When you know a lot about a topic it can be easy to slip into jargon or technical language, which may make people feel they lack the necessary knowledge or expertise to get more involved with your group and its campaigns. A good way to fine-tune your spiel is to practise in your group: set up a stall and role-play – the stall holder has three minutes to explain to the "punter" what your group does and what Fair Trade is all about! The "audience" can then give some feedback on how straightforward, clear and jargon-free their spiel was. They can even hold up a red card, or something similar, if the speaker slips into using jargon, so they must immediately think of a different way to explain it.

5. Maintain the relationship:

Communication is key to keeping local people aware of and enthused about your activities. A good level of two-way communication will ensure that you are kept up-to-date with developments relating to other community groups, providing you with opportunities and information on upcoming events at which your group can promote Fair Trade.

Working with Local Media and Social Networks

Any time your Fairtrade group holds an event in the community or has some interesting progress to report, be it big or small, it is worth putting out a press release. It's not only big events with local celebrities that local press are interested in. They are looking for things which represent the full breadth of the community from the interesting or quirky to the heart-warming or funny. Depending on what else is going on that day or week, even a small event or announcement could end up being featured in the local paper!

How to write a press release – Hints and tips

- Before you begin, think about the message you want to convey. What do you want to talk about, and which media organisations do you plan on sending it to?
- Your title and first paragraph are very important, as this may be the only material that is used by the media. Make the title as imaginative as possible, and sum up the whole story within the first paragraph.
- Structure your writing so that you add a quote following each statement you make. It's important to remember you need permission to quote someone, and any statement you make has to be substantiated.
- Try to keep your writing concise and to the point. Any additional information can be listed at the end under a 'Notes to Editors' section.
- Always add your contact details to the end of a press release, so that if a journalist wants to discuss anything with you, they can do so quickly and directly.
- If possible, send a picture with your press release. When you're taking pictures of your activities, think about how they might be used to publicise future events and what would make an attractive and interesting picture for the local paper.

Using social media

The internet is a great way to communicate with your target audience, but making sure that your message is seen by the right people at the right time can be a challenge.

Social media sites such as Facebook and Twitter can help boost your campaign by bringing together all the different community stakeholder groups in one (virtual) place, making communication, planning and promotion much more efficient. If you're new to social networking, the array of different sites can be overwhelming; to support Fairtrade Towns groups, the Fairtrade Foundation has recently published a guide to social media. 'Powering up your campaign with social media' can be downloaded from its website at www.fairtrade.org.uk

Ideas for Events

- Elderly people living in sheltered accommodation are often overlooked when it comes to community events – why not hold a Fair Trade coffee morning in a local retirement home?
- You could hold Fair Trade events in faith institutions such as mosques, temples and synagogues. The Fairtrade Foundation provides information on how Fairtrade fits with the values of different religions, as well as lists of Fairtrade-certified products which meet any specific dietary requirements.
- Look out for different festivals that you might be able to hook events to. See the Dates for your Diary on page 20 for other ideas and inspiration
- Having a young child can be stressful and might not give parents a lot of free time to come to Fair Trade events. Perhaps you can hold a tasting session of Fair Trade juice and biscuits at your local mother and toddler group.
- Everyone has specialist skills and experience – why not see if any local young people want to get involved with your Fairtrade group by taking responsibility for setting up, maintaining or updating your website, Fairtrade group Facebook or Twitter account? If they don't have the time or skills to do this, perhaps they could do a session to give some valuable feedback on what they think of your website, whether they think the campaign activities and events would appeal to young people and what kinds of things you could do to get more local young people interested and involved.

For more ideas and event resources please visit www.fairtrade.org.uk/resources



Ethical Initiatives and Certification Labels

Throughout this resource, we have separated Fairtrade, which denotes the product certification scheme operated by FLO and using the FAIRTRADE Mark, from Fair Trade, which refers to the general concept of trading in a way which challenges unjust practices associated with conventional international trade. There are a number of Ethical initiatives and Fair Trade organisations and a number of labels to indicate to the consumer what the standards behind the product mean. The guide below briefly outlines the different aims and priorities of some of these labels.

Fairtrade

The FAIRTRADE Mark is a registered certification label for products sourced from producers in developing countries. For a product to display the FAIRTRADE Mark it must meet the international Fairtrade standards set by FLO. These standards ensure that farmers or workers receive a fair price or wage, that farmer or worker organisations also receive an additional premium to invest in community projects and that other conditions relating to working conditions and environmental sustainability are met.



World Fair Trade Organization (WFTO)

WFTO certifies organisations, not products. It is the global representative body of over 400 organisations committed to 100% Fair Trade. It is the only global network whose members represent all aspects of the Fair Trade supply chain from production to sale



BAFTS (The British Association for Fair Trade Shops)

BAFTS is a network of independent Fair Trade retailers and recognised Importers across the UK. Although they are independent, these retailers are united in their core purpose of bringing about fundamental changes in the status of working producers through Fair Trade retailing and campaigning.



Soil Association Ethical Trade

Farmers have to demonstrate that there are ethical trading relationships, good working conditions and social/cultural benefits present throughout the product supply chain. The symbol applies to products produced both in the UK and overseas.



The Ethical Trading Initiative (ETI)

The Ethical Trading Initiative is a coalition of companies, NGOs and Trade Unions, founded in 1998 to promote good practice in securing workers' rights in global supply chains.



Rainforest Alliance

The Rainforest Alliance certifies goods and services that commit to conserving biodiversity and actively promote the rights and well-being of workers, their families and communities. Farms that meet these standards are awarded the Rainforest Alliance certified Seal.



UTZ CERTIFIED

UTZ CERTIFIED is a sustainability programme for coffee, cocoa and tea. Farmers are trained and supported to enable them to produce a better product and negotiate a better price. The UTZ CERTIFIED tracking system monitors the product closely throughout the entire supply chain.



What's Behind Your Label?

A good activity to generate discussion around these different Fair Trade and ethical labels is to collect a basket of goods bearing the various certification labels and discuss them as a group. Things to consider and discuss:

- What is the label trying to say about the ethics of the product?
- Who benefits from the sale of this product?
- Who do you think is the target market for that product?
- What information do you feel is missing about the ethics of the product?
- Which label do you think is most ethical? Line them up in order from most to least ethical.

There isn't a simple answer to these questions; many certification and labelling schemes aim to help producers and their communities in different ways and with different priorities. This activity will help your group think about the different standards and make informed choices in the future.

Useful Contacts and Links

Fairtrade Town Groups

Organisation

Garstang Fairtrade Town
Warrington Fairtrade Town
Keswick Fairtrade Town
Glossopdale Fairtrade Zone
Devizes Fairtrade Town
Kingston Fairtrade Borough
Cumbria Fair Trade Network / Fairtrade county
Glasgow Fairtrade Co-operative

Website

www.garstangfairtrade.org.uk
www.warrington-fairtrade.org.uk
www.fairtradekeswick.org.uk
www.fairtrade-glossopdale.org.uk
www.devizesfairtrade.org.uk
www.kingstonfairtrade.org.uk
www.cumbriafairtrade.org.uk
www.fair-trade-glasgow.co.uk

Fair Trade Organisations and other Ethical Initiatives

Organisation

The Fairtrade Foundation
WFTO
Soil Association
Rainforest Alliance
ETI
UTZ Certified
BAFTS
Traidcraft
The Fair Trade Way

Website

www.fairtrade.org.uk or www.fairtrade.org.uk/towns
www.wfto.com
www.soilassociation.org
www.rainforest-alliance.org
www.ethicaltrade.org
www.utzcertified.org
www.bafts.org.uk
www.traidcraft.co.uk
www.fairtradeway.org.uk

Co-operatives

Organisation

The Co-operative Group
The Co-operative College
Rochdale Pioneers Museum
Co-operatives UK
Oromia Coffee Farmers' Cooperative Union
Young Co-operatives
Anglia Regional Co-operative Society
Chelmsford Star Co-operative Society
Channel Islands Co-operative Society
East of England
Heart of England
Lincolnshire Co-operative
The Midlands Co-operative
Midlands Co-operative
Scotmid Co-operative
The Southern Co-operative
Penrith Co-operative Society
Radstock Co-operative Society
Tamworth Co-operative Society
The FairTraders Co-operative

Website

www.co-operative.coop
www.co-op.ac.uk
www.rochdalepioneersmuseum.coop
www.uk.coop
www.oromiacoffeeunion.org
www.youngco-operatives.coop
www.arcs.co.uk
www.chelmsfordstar.coop
www.ci-cooperative.com
www.eastofengland.coop
www.heartofengland.coop
www.lincolnshire.coop
www.midcounties.coop
www.midlands.coop
www.scotmid.co.uk
www.thesouthernco-operative.co.uk
www.penrithco-op.co.uk
www.radstock-co-op.com
www.tamworth.coop
www.thefairtraderscooperative.co.uk

Email (If appropriate)

membership@co-operative.co.uk
fairtradetowns@co-op.ac.uk
museum@co-op.ac.uk
enquiries@uk.coop
-
enquiries@youngco-operatives.coop
members.office@arcs.co.uk
memberrelations@chelmsfordstar.coop
help@ci-coop.com
-
member.relations@heartofengland-coop.co.uk
enquiries@lincolnshire.coop
contact@midcounties.coop
enquiries@midlandscop.co.uk
-
membersupport@southerncoops.co.uk
info@penrithco-op.co.uk
enquiries@radstockcoop.co.uk
-
info@thefairtraderscooperative.co.uk

Ethical Finance

Organisation

The Co-operative Bank
Shared Interest

Website

www.communitydirectplus.co.uk / www.goodwithmoney.co.uk
www.shared-interest.com