

Background

This proposal is sent on behalf of the International Fair Trade Towns Steering Committee (IFFTSC) which was set up and mandated by stakeholders attending the International Fair Trade Towns (FTTs) conference in Poznan, Poland in November 2012.

The International FTTs movement has, and continues to have a great impact on public awareness of Fair Trade, drives consumers to seek out and purchase Fair Trade, and very importantly, implements public procurement of Fair Trade. As the five goals that were first developed by the grassroots campaigners and the Fairtrade Foundation, UK, became formal criteria, the campaign became a vibrant movement across Europe and has now spread to all six major continents including the global South.

The consensus of national FTT coordinators is that all current national initiatives would be strengthened by pooling resources, collecting and sharing best practices, and providing a wide range of collaborative programme design. A questionnaire sent out in November 2013 to FTT Coordinators (or other contacts) from 31 countries received 17 responses of which 94% believed “there is a need for an international coordinator” and at least 67% considered all the proposed coordination objectives (listed in Appendix 3: Work-plan for 2015) to be ‘very’ or ‘fairly important’.

Where we are now

At the time of writing (May 2015) there are 1,632 FTTs in 25 countries with additional campaigns launched (but yet to see their first FTT declaration) in Switzerland, Hungary, Slovenia, Lithuania, South Korea, Taiwan, Hong Kong and the Lebanon. We presently lack the capacity to gather the total number of FTTs that have not yet declared let alone the number of other Fair Trade Communities such as schools, universities and places of worship, but this figure cannot be overestimated. The five founding goals have been adapted to meet national requirements and in some cases added to, but remain the cornerstone for any campaign. The greatest challenge we presently face is working to adapt the goals to meet the needs and requirements of the global South.

When the number of national campaigns increased to 24 the IFFTSC was set up primarily to ensure networking and communication between the national FTT coordinators. There are presently seven Steering Committee members (Appendix 2) representing a wide range of Fair Trade Organisations and geographical locations. Most of the IFFTSC members are already committed to the work of and employed by various Fair Trade Organisations and there is a lack of capacity from the national campaigns to even communicate at the international level.

Since Garstang, UK became the first FTT in 2000 the founder, Bruce Crowther, became active in the role of a FTTs Ambassador by hosting visits to Garstang and visiting countries to tell the ‘Garstang story’ to help inspire, encourage and support FTT groups, national campaigns and new budding campaigns. Due to increasing demand and to some extent a need to fulfil this role in an independent capacity Bruce set up The FIG Tree International Fair Trade Centre. As well as providing a base for this international ambassador’s role The FIG Tree hosts visits, runs educational workshops, includes a Fair Trade café and shop and exhibitions and displays on FTTs. The FIG Tree employs Bruce to work 3 days/week as the International FTTs Ambassador (Appendix 3: Work-plan for 2015).

This work is funded from various sources including National FTT Organisations, Fair Trade USA and WFTO Europe (Appendix 1). Contributions particularly from the national organisations tend to be sporadic and varying in amount with no correlation to the size of the national campaign (number of FTTs) or the organisation involved, with little if any directive provided centrally. In 2014 the funding was insufficient to cover the modest Ambassador’s salary let alone organisational costs, travel expenses, or other costs such as maintenance and improvement of the current website. The present situation is unsustainable.

The Fair Trade Advocacy Office (FTAO) is keen for FTTs to be united, but there is insufficient engagement from all FTAO stakeholders, insufficient networking between all FTT stakeholders and organisational gaps in the network especially in the global South. Fairtrade International passes all FTT coordination down to the national level enabling the proper administration of the national campaigns, but limiting political interest at the international level. Self-declarations from the grassroots in the global South are not given the proper recognition they deserve because there are no organisations in place that are able or have the strategic direction to take on this role.

Where we want to be (by 2017)

Banana producer Simeon Greene once said “*when we have 300 FTTs in the UK we will have the largest campaign movement ever seen in this country*”. We now have the opportunity to create the largest *actual* campaign movement the *world* has ever seen. Presently however, we lack the international coordination to be able to utilise this movement as a united global community promoting fair trade and trade justice.

Our vision is to have a united global community of activist groups in both North and South:

1. committed to Fair Trade and trade justice and sharing a common aspiration to make the world a fairer place
2. with jointly-agreed International advocacy objectives, agreed and updated annually/regularly
3. enabled to network internationally through the IFTTSC and supported financially by a wide range of stakeholder Fair Trade organisations for the long term
4. enabled, through networking internationally to develop their own plans of action according to local and regional circumstances
5. grown and nurtured with the support of a sustainably resourced international ambassador, as new initiatives spring up in both North and South and coordinated to undertake international action when needed

The organigram below shows the current and potential stakeholders (the latter denoted by italics) in the International FTTs movement, the relationships between them and what is needed by way of resource flows in order to develop and maintain a sustainable, united, global FTTs community, to promote the sale of Fair Trade products and advocate for trade justice.

The IFTTSC lies central to the movement representing and supporting the National FTT coordinators / officers which in turn represent the national (and yet to be developed regional) organisations and coalitions that facilitate each campaign. The IFTTSC also interacts with the global Fair Trade players (from both north and south) and the FTAO to give the movement some direction and guidance especially with regard to international advocacy work.

Funding is sourced primarily from the global Fair Trade organisations in the North. In the case of Fairtrade International this may come via the National Fairtrade Organisations that support their own FTT campaigns, but a clear directive should be provided centrally to ensure the contributions are fair and in proportion to the size of each organisation. It may be possible to invite funding directly from individual FTT campaigns although this may be difficult to implement. All funding is directed through The FIG Tree and the FTTs Ambassador.

How we will get there

There is an immediate need to engage present and potential stakeholders to discuss how we move forward from a network of national campaigns to become a united global movement. Steps should be taken as outlined below:

May 2015 – This proposal distributed to all existing and potential stakeholders and to clearly define who are the stakeholders for FTTs at the international level.

May to July 2015 – Consultation period with stakeholders using available opportunities e.g. WFTO Conference in Milan in May and the Int. FTTs Conference in Bristol in July; the annual gathering of stakeholders is an opportunity to discuss the consultation findings and agree a way forward with a realistic timeline and commitments to ensure adequate funding. At the International Coordinators meeting begin the process to write up terms of reference for the IFTTSC.

May – December 2015 – Initially starting with CLAC and WFTO Latin America they explore and set up a Regional FTT Committee to oversee and facilitate the movement in Latin America e.g. in cooperation with the IFTTSC to recognise declarations where no National Coordination yet exists .

July – December 2015 - The IFTTSC set the budget and Ambassador’s work-plan for 2016 and invite funding pledges while budgets are set by the Fair Trade Organisations.

January 2016 – Funding is delivered and/or confirmed for 2016.

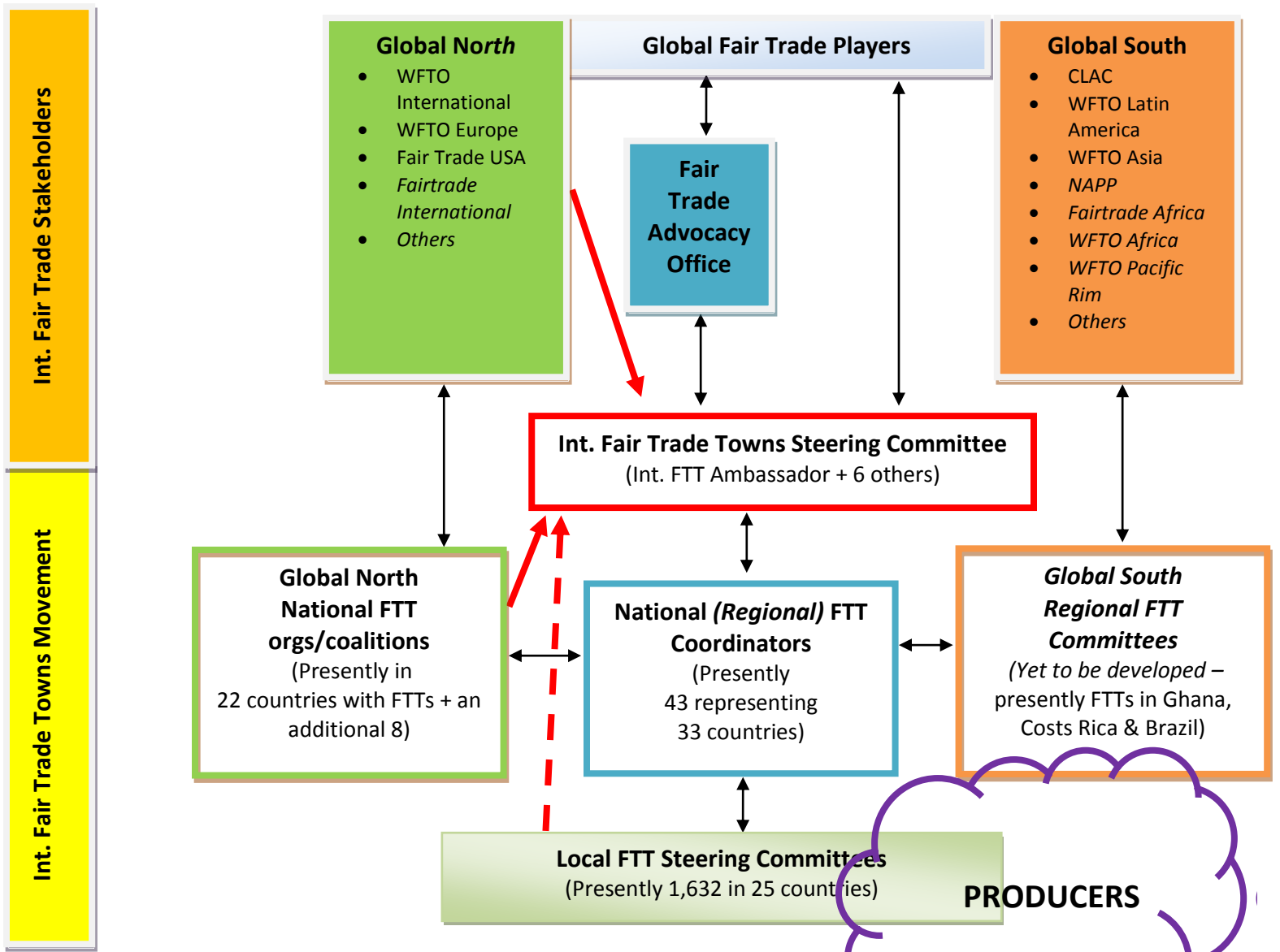
January – June 2016 – Based on the Latin American model Fairtrade Africa and WFTO Africa set up a Regional Committee for West Africa. Regional committees set up in remaining regions as and if necessary i.e. East and Southern Africa and South East Asia.

Summer 2016 – Nominations (to include at least one northern activist and one Fair Trade producer) are invited for the IFTTSC ahead of the 10th Int. FTTs Conference, when progress is reviewed and IFTTSC members approved/elected.

July – December 2016 – The IFTTSC set the budget and Ambassador’s work-plan for 2017 and accept funding pledges.

January 2017 – A functioning global FTTs Movement depicted in the organigram below is in place acting for Fair Trade and trade justice.

PROPOSED ORGANIGRAM FOR A GLOBAL FAIR TRADE TOWNS MOVEMENT



Key

- Actively engaged
- Funding
- - - → Potential funding (if practicable)

Potential stakeholders in italics

Appendix 1: Budget as of May 2015

Budget Int FTT Coordination 2015 Costs	Estimated Expenses				Actual Expenses			
	Unit	# of units	Unit rate (£)	Costs (£)	Unit	# of units	Unit rate (£)	Costs (£)
1. Human Resources								
FTT ambassador @ 3 days/week	Per month	12	1875	22500	Per month	5	1875	9375
Subtotal Human Resources Costs				22500				9375
2. Travel								
In Europe to support existing campaigns	Per travel	6	460	2760	Per travel			
To support new FTT initiatives	Per travel	4	930	3720	Per travel			
Subtotal Travel Costs				6480				0
3. Organisational cost (Accommodation+ venue)								
International Fair Trade Towns Conference	Per event	1	450	450	Per event	1	11	11
Subtotal Organisational costs				450				11
4. Office costs and Communications								
10% of The FIG Tree annual running costs excl. café (£12,887)	Per month	12	107	1284	Per month	5	107	535
Subtotal Office and Communication Costs				1284				535
5. Other costs, services								
Website expenses				800				0
Subtotal Other Costs				800				0
Unforeseen costs (2%)								
TOTAL COST				31,514				9,921

Revenue sources	Planned				Received			
	Unit	# of units	Unit rate (£)	Income (£)	Unit	# of units	Unit rate (£)	Income (£)
Carried forward from 2014				226				226
Germany (5,000 Euro)		1	3794	3794		1	3794	3794
Austria (5,000 Euro)		1	3817	3817		1	3817	3817
Belgium (1,000 Euro)		2	350	700		1	353	353
FT USA		3	2100	6300		1	2068	2068
Switzerland		1	300	300		1	298	298
UK		1	2000	2000		1	2000	2000
Hong Kong		1	150	150		1	150	150
WFTO Europe		1	600	600		1		
Honorarium to speak @ Round Table Discussion, Stockholm, Sweden		1	600	600		1	600	600
Honorarium for attending WFTO Conference, Milan (500 Euro)		1	380	380		1	348	348
Honorarium for attending FAIR&Friends Fair, Dortmund (200 Euro)		1	140	140				
The FIG Tree (covering expenses)		12	107	1284		5	107	535
TOTAL INCOME	£20,291				£14,189			
CASH FLOW					£4,268			
BALANCE	-£11,223				-£17,325			

Appendix 2: International Fair Trade Towns Steering Committee

Bruce Crowther, Int. Fair Trade Towns Ambassador, The FIG Tree

Tadeusz Makulski, National Coordinator, Poland

Adam Gardner, Communities Campaigns Manager, UK

Billy Linstead Goldsmith, National Coordinator, USA

Tatsuya Watanabe, National Coordinator, Japan

Katharina Beelen, Sustainable Food Coordinator, Belgium

Ulisses Ferreira de Oliveira, Poços de Caldas, Brazil

Appendix 3: International Fair Trade Towns Ambassador's Work Plan 2015

Aim	Objective	Tasks include	Time allocated in hrs (%)
To facilitate the Fair Trade Town network both for existing national coordinators and new national initiatives	Conference support	<ul style="list-style-type: none"> Support preparations for 9th FTTs Conference in Bristol, UK Attend 9th FTTs Conference in Bristol, UK Support preparations for 10th FTTs Conference in 2016 (TBC) Invite & process applications for conferences beyond 2015 	150 (14%)
	Arranging and attending regular SC meetings	<ul style="list-style-type: none"> Help arrange and attend 6 x SC meetings 	40 (4%)
	Arranging and attending regular Coordinators meetings	<ul style="list-style-type: none"> Help arrange and attend FTTs Coordinators meeting in Bristol, UK. 	15 (1.5%)
	Maintaining Website/NING Forum		100 (9.5%)
Support policies for fair trade and trade justice		<ul style="list-style-type: none"> Support the "European Capital Fair Trade Award" and other EU demands. Write 1 article for FTAO Newsletter. Support Fair Trade Live event for July 2015. 	85 (8%)
To support existing campaigns and new national initiatives	Travel to support existing initiatives	<ul style="list-style-type: none"> TBC 	100 (9.5%)
	Travel to support new initiatives	<ul style="list-style-type: none"> Visit to support FTTs in The Lebanon 	100 (9.5%)
	Support via hosting visits to Garstang, emails and telephone calls	<ul style="list-style-type: none"> Support existing and new initiatives from The FIG Tree and host international visits. 	200 (19%)
Supporting existing and potential partners and networks		<ul style="list-style-type: none"> Support WFTO conference in Milan 2015 via working group. Write 2 x WFTO articles for Newsletter Attend WFTO conference in Milan 2015 	80 (7.5%)
Fundraising	Dialogue with existing stakeholders and seeking external opportunities	<ul style="list-style-type: none"> Funding requests to all National coordinators, FT International and WFTO. External funding applications. 	40 (4%)
Other (including 5 weeks annual leave + 5 days Bank Holidays)			105 + 35 = 140 (13.5%)
Total			1050 (100%)
Total hours to be met working at 3 days/week			1050

**International Fair Trade Towns Steering Committee
June 2015**