

## International Coordination of Fair Trade Towns Workplan - 2014

### **I. Outputs**

1. In countries /continents/regions where Fair Trade Towns do not already exist or are underdeveloped new FTTs initiatives are developed with the support and advice of the International Steering Committee.
2. International/regional Fair Trade Town guidelines are developed and maintained by the Steering Committee to ensure a common identity across the international movement and to provide a reference source.
3. Best practices and case studies are gathered, compiled and shared with other national campaigns.
4. Annual International Fair Trade Towns Conferences are convened and supported enabling grassroots campaigners to identify ways and means to further expand and strengthen the Fair Trade Towns Movement internationally.
5. The International Fair Trade Towns Steering Committee meetings are regularly convened to deal with emerging issues and to make strategic decisions.
6. The International Fair Trade Towns Website and the NING Forum is regularly updated and galvanized in order to share and develop ideas to most efficiently and effectively promote Fair Trade and the Movement locally, nationally and internationally.
7. Through the conferences, the Steering Committee meetings, web-based discussions, and in partnership with FTAO, policies for fair trade and trade justice are developed and policy campaigns are staged through the global Fair Trade Towns network.

### **II. Expected Outcomes**

1. The Fair Trade Towns Movement expands further worldwide and is turned into a major force to promote Fair Trade and trade justice both in the global North and South.
2. Fair Trade Towns are formed in a growing number in the global South (in producer communities especially) accompanied by growing demand for Fair Trade products.
3. Recognition for Fair Trade is significantly increased in the countries and communities where the Fair Trade Towns Movement exists. (Eg. Recognition of Fair Trade in the first Fair Trade Town of Japan, Kumamoto, was significantly high at 32.0% compared to the regional and national averages of 20.2% and 25.7% respectively in 2012).
4. Market demand for and public procurement of labelled and other Fair Trade products is substantially increased where Fair Trade Towns are present.

5. Fair Trade is firmly embedded in local societies and obtains staying power during a global recession and against the 'fad.

6. The International Fair Trade Towns Movement retains harmony and unity while respecting diversity as a result of the guidelines provided by the Steering Committee.

7. Both existing and new Fair Trade Town initiatives are enhanced, upgraded and made ever more effective and efficient as a result of exchanging ideas and best practices that is facilitated by the Steering Committee.

8. The political will to make trade fair is built up from Fair Trade Towns to the national, regional and international level and world trade justice becomes ever closer to a reality.

### III. Tasks

| 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"> <li>• Support preparations for 8<sup>th</sup> FTTs Conference in Kumamoto, Japan</li> <li>• Attend 8<sup>th</sup> FTTs Conference in Kumamoto, Japan</li> <li>• Support preparations for 9th FTTs Conference in Bristol, UK</li> <li>• Invite applications for conferences beyond 2015</li> <li>• Help to write Conference guidelines</li> </ul> | 84 (8%)                   |
|  | Arranging and attending regular SC meetings | <ul style="list-style-type: none"> <li>• Help arrange and attend 6 x SC meetings</li> </ul>   | 63 (6%)                   |
|  | Arranging and attending                     | <ul style="list-style-type: none"> <li>• Help arrange and attend FTTs</li> </ul>  | 32 (3%)                   |

|  |  |   |           |
|--|--|---|-----------|
|  | regular Coordinators meetings                                      | Coordinators meeting in Kumamoto, Japan.  |           |
|  | Maintaining Website/NING Forum                                     |   | 210 (20%) |
| Support policies for fair trade and trade justice          |  | <ul style="list-style-type: none"> <li>• Co-write article on 1,500 FTTs with Lisa (Germany) for FTAO Newsletter, sent to 1,205 contacts.</li> <li>• Support Fair Trade Live event for July 2015.</li> </ul>   | 105 (10%) |
| To support existing campaigns and new national initiatives | Travel to support existing initiatives                             | <ul style="list-style-type: none"> <li>• Attend Tokyo International Symposium, Japan</li> <li>• Attend “Loire Board of Fair Trade” AGM in Angers, France</li> <li>• Attend 2<sup>nd</sup> FTTs Conference, Czech Republic</li> </ul>  | 63 (6%)   |
|  | Travel to support new initiatives                                  | <ul style="list-style-type: none"> <li>•</li> </ul>   | 52 (5%)   |
|  | Support via hosting visits to Garstang, emails and telephone calls | <ul style="list-style-type: none"> <li>• Support new initiatives in Bolgatanga, Ghana, Basque Region of Spain, South Korea, Taiwan, Hong Kong and Cameroon. Hosting Norwegian delegation</li> <li>• Host visit by Shoko, Japan</li> <li>• Host Japanese research visit</li> </ul> | 210 (20%) |

|   |  |   |                    |
|---|--|---|--------------------|
|   |  | <ul style="list-style-type: none"> <li>• Host German student visit</li> <li>• Host Japanese student visit</li> <li>• Host Korean research visit</li> <li>• Video conference for opening of FT Station, Kumamoto, Japan</li> </ul> |                    |
| Supporting existing and potential partners and networks |  | <ul style="list-style-type: none"> <li>• Support WFTO conference in Milan 2015 via working group.</li> <li>• Write 4 x WFTO articles for Newsletter</li> </ul>  | 105 (10%)          |
| Other (including 4 weeks holiday)                       |  |   | 126 (12%)          |
| <b>Total</b>  |  |   | <b>1050 (100%)</b> |
| <b>Total hours to be met working at 3 days/week</b>     |  |   | <b>1050</b>        |

#### IV. Budget

See attached.