

### SUMMARY

During 2014 the number of Fair Trade Towns increased from just below 1,400 to 1,607 (a 15% increase globally) with a far greater number of active campaigns that have yet to make a declaration. Fair Trade Towns now exist in 25 countries with campaigns in another eight countries yet to see their first declaration including, South Korea, Taiwan, Hong Kong and the Lebanon. Last year also saw the declaration of the first Fair Trade Town in Estonia, Amsterdam as a Fair Trade capital city, one half of all municipalities in Flanders, Belgium becoming Fair Trade Towns and the first annual conference to be held outside Europe. Perhaps most importantly we are seeing an advancement of Fair Trade Towns in the South with the strengthening of the campaign in Brazil, a 2<sup>nd</sup> active Ghanaian campaign in Bolgatanga and although early days a possible new initiative starting up in India. Holding the 2014 conference in Kumamoto, Japan not only boosted the campaigns in this part of Asia, but also served to remind us that the Fair Trade Towns movement was truly an international movement there to support all Fair Trade initiatives across the globe. In order to strengthen the partnership with WFTO the Ambassador assisted the Milan 2015 working group and wrote two articles for their Newsletter. Although the Ambassador maintained the International Fair Trade Towns website and corresponding Ning Forum much needed work to update the site was prevented due to lack of funding. In attempting to update the International Guidelines the Steering committee has identified the need for an updated definition of a 'Fair Trade Product', but it cannot, nor should not be the role of the Steering Committee to complete this task. The Ambassador has initiated and leads a campaign to hold an International Fair Trade Towns event to commemorate the 30<sup>th</sup> anniversary of Live Aid in July 2015.

Both the International Fair Trade Towns Steering Committee and especially the Fair Trade Towns Ambassador enjoyed a very productive year in 2014; with all tasks delivered and expected outcomes achieved. Activity was restricted however, due to limited capacity and insufficient resources available. Fair Trade Towns are having an indirect, positive impact on producers by delivering growth in the demand and consequent sale of Fair Trade products in all 25 countries involved. The impact on public procurement is proven and well reported in many countries e.g. Oslo, Norway; Malmo, Sweden; and Hanover, Germany where the consumption of Fair Trade products by Local Authorities in Fair Trade Towns remains at a far greater than average level. Fair Trade Towns in the global South serve to increase awareness and understanding of Fair Trade within the 'producer communities'; this has been reported for example in Bolgatanga and measured through classroom surveys in New Koforidua, both in Ghana.

Despite savings made on travel, accommodation and office costs the amount of funding received in 2014 was insufficient to meet the Ambassador's salary leaving no available budget for renewal of the website. The greatest strength of Fair Trade Towns is that it is a *Grassroots Movement* and the role of the Steering Committee and Ambassador is to facilitate and guide the movement, but not to control it. This makes it difficult, if not impossible to determine the direction of the movement and in particular to develop specific targets on when, where, how and how many Fair Trade Towns will develop. This fact however, should not provide a motive to preclude adequate funding of this vital International Coordination work. The FIG Tree has been successful in providing a structure and a base for the international coordination work, but this function and in particular the work of the ambassador is at risk if appropriate funding does not come forward in 2015.

### BACKGROUND & INTERNATIONAL FTT STEERING COMMITTEE

At the time of writing there are 1,610 Fair Trade Towns in 25 countries, with Estonia seeing the declaration of its first Fair Trade Town in October 2014. Amsterdam declared to join the other ten Fair Trade capital cities worldwide and the declaration of Oudenaarde in Flanders, Belgium meant that a half of all Flemish municipalities are now Fair Trade Towns, making Flanders the global leader for fair trade in terms of the proportion of the population covered. The number of Fair Trade Towns in Germany has increased from 30 to 250 in just four years. Additional campaigns have been launched in Switzerland, Hungary, Slovenia, Lithuania, South Korea, Taiwan, Hong Kong and the Lebanon, but Fair Trade Towns are yet to be declared in these eight nations.

Following consensus from those attending the International Fair Trade Towns conference in Poznan, Poland in 2012 the International Fair Trade Towns Steering Committee was set up in February 2013, primarily to ensure coordination between the national Fair Trade Town coordinators.

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## THE PRESENT STEERING COMMITTEE MEMBERS ARE:

- Adam Gardner, UK Fairtrade Towns Coordinator
- Billy Linstead Goldsmith, USA Fair Trade Towns Coordinator
- Bruce Crowther, Int. Fair Trade Towns Ambassador - The FIG Tree International Fair Trade Centre, UK
- Katharina Beelen, Belgium Sustainable Food Coordinator
- Tatsuya Watanabe, Japan Fair Trade Towns Coordinator
- Tadeusz Makulski, Poland Fair Trade Towns Coordinator
- Ulisses Ferreira de Oliveira, Poços de Caldas, Brazil

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## THE GOALS FOR THE STEERING COMMITTEE ARE:

- To build an international community of Fair Trade Towns that will support policies for fair trade and trade justice using the establishment of direct communication lines between the Steering Committee and local groups e.g. Fair Trade Town Steering Groups, WFTO members etc. as a tool.
- To facilitate the development of Fair Trade Towns in the South in order to promote awareness of Fair Trade locally.
- To enable the 'Big Tent' approach to be used as an inclusive model for Fair Trade Towns and promote better understanding of the 'Big Tent' approach among Fair Trade campaigners.

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## THE OBJECTIVES AND OUTCOMES FOR THE STEERING COMMITTEE ARE:

1. Facilitating the International Fair Trade Towns network both for organisers and campaigner groups.
2. Ensuring an annual Int. FTTs conference is held each year and assist in its organisation.
3. Arranging regular Steering Committee and coordinator meetings.
4. Maintain the international Fair Trade Towns website and corresponding NING Discussion Forum.
5. Establish direct communication lines between the Steering Committee and local groups e.g. Fair Trade Town Steering Groups, WFTO members etc. as a tool to create an international movement.
6. Further develop the existing international network of Fair Trade Towns and support all new national initiatives including but not solely Fair Trade Towns in the 'Global South'.
7. To develop and protect the concept of Fair Trade Towns while maintaining common ground and an identity based on the five founding goals.
8. To create and participate in dialogue with different stakeholders of the Fair Trade movement (Fairtrade International, Fair Trade USA, WFTO, FTAO etc)
9. Fundraising.

## INTERNATIONAL FAIR TRADE TOWNS AMBASSADOR

Since Garstang declared as the first Fair Trade Town in April 2000 the founder Bruce Crowther became active in the role of a Fair Trade Towns Ambassador by hosting visits to Garstang and visiting countries to tell the 'Garstang story' to help inspire, encourage and support Fair Trade Town 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 in Garstang 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 Fair Trade Towns. Due to lack of support from the Local Authority The FIG Tree was forced to close in November 2014, but will reopen in Lancaster in spring 2015.

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## OUTPUTS FOR THE AMBASSADOR'S ROLE ARE:

1. Support and advise new or underdeveloped FTTs initiatives globally.
2. Develop and maintain International/regional Fair Trade Town guidelines to ensure a common identity across the international movement and to provide a reference source with support of International Steering Committee.
3. Gather, compile and share best practices and case studies with all national campaigns.
4. Guide the convening and support of the annual International Fair Trade Towns Conferences enabling grassroots campaigners to identify ways and means to further expand and strengthen the Fair Trade Towns Movement

internationally. Ensure that themes and workshops build off of actions and needs identified in previous year's conferences

5. Convene regular International Fair Trade Towns Steering Committee meetings to deal with emerging issues and to make strategic decisions.
6. Regularly update and optimize the International Fair Trade Towns Website and the NING Forum in order to share and develop ideas to most efficiently and effectively promote Fair Trade and the Movement locally, nationally and internationally.
7. Lead the process of developing and staging policy campaigns through the conferences, the Steering Committee meetings, web-based discussions, and in partnership with FTAO throughout the global Fair Trade Towns network.
8. Fundraising - Dialogue with existing stakeholders and seeking further external opportunities.

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#### EXPECTED OUTCOMES FROM THE AMBASSADOR'S ROLE ARE:

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. (E.g. 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.

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#### TASKS DELIVERED

The tasks delivered by the International Fair Trade Towns Ambassador and the time allocated to each role are laid out in Appendix I and summarised under the following headings:

#### TO FACILITATE THE FAIR TRADE TOWN NETWORK BOTH FOR EXISTING NATIONAL COORDINATORS AND NEW NATIONAL INITIATIVES (35.5%)

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Supporting the annual conference in Kumamoto, Japan took up by far the largest proportion of this work. This was the first conference to be held outside Europe which despite the expected low attendance the ambitious target of attracting 200 attendees was soon exceeded, with a total of 300 finally attending, including 57 from outside Japan. The theme of the conference was 'Building Fair and Local Socio-Economies in the South and the North' which aims to further broaden the approach of Fair Trade Towns, not only to ensure inclusivity of a wide range of Fair Trade products, but also to target other issues such as local producers and disadvantaged people within the Fair Trade Town community. This became the main focus of the conference. As Fair Trade Towns rapidly grow and expand this is an extremely important theme that warrants ample discussion and as Fair Trade Towns is a grassroots movement it is only right that these discussions take place during the largest annual gathering of stakeholders. A full conference report can be downloaded from the 'Resources' page of the International Fair Trade Towns website at: [www.fairtradetowns.org/resources](http://www.fairtradetowns.org/resources)

Significantly less time was spent arranging and attending Steering Committee meetings; 35 hours compared to 58 hours in 2013. This is mainly because only 5 meetings were held in 2014 (8 in 2013) but also because experience in running these meetings has made the task more efficient.

More time was spent maintaining the website and NING Forum in 2014 (130 hours compared to 110 in 2013) but still significantly less time than the 210 hours allocated. Both the website and NING Forum are in great need of updating, but unfortunately sufficient funding is still unavailable (*see budget below*). Therefore despite the time and effort employed to clean up the site and maintain activity there are limits to what can be achieved. The Fair Trade Towns map on the 'About' page is no longer functional, but in an attempt to provide this resource an alternative map listing first and predominant Fair Trade Towns has been developed on The FIG Tree website at: [www.fairtradecentre.org/fair-trade-towns](http://www.fairtradecentre.org/fair-trade-towns)

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#### SUPPORT POLICIES FOR FAIR TRADE AND TRADE JUSTICE (6%)

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As the Fair Trade Town movement grows it is hoped and expected that more time can be allocated to this work. In 2014 however, less time was spent than allocated mainly because much of the time in Steering Committee meetings was taken up in trying to reach a common agreement for the revised International Fair Trade Towns guidelines. The original guidelines used the Charter of Fair Trade Principles to define a 'Fair Trade Product'. This definition is in great need of updating, but this is not considered to be the job of the Steering Committee and we look to others to complete this task.

Work has started on organising a Fair Trade and Trade Justice event to coincide with the 30<sup>th</sup> anniversary of Live Aid in July 2015. This event will focus on a call for action rather than financial aid and will involve first Fair Trade Towns in the UK, France, Germany, Japan, USA and Brazil.

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#### TO SUPPORT EXISTING CAMPAIGNS AND NEW NATIONAL INITIATIVES (39%)

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The time spent travelling to support existing initiatives was far greater than that allocated or that in 2013 (200 hours compared to 51 hours in 2013). This was time well spent however, as confirmed in the feedback (*see Appendix III*). All expenses and an honorarium were provided for all three visits which has been included in the revenues for international coordination (*see Budget*). No travel was incurred to support new initiatives in 2014 and hence the funds allocated for this purpose were not used.

An enormous amount of work was devoted to supporting existing and new initiatives from home (based in The FIG Tree); the total time spent was just above that allocated. It was possible to achieve far more in the allocated time however, because many of the visits to Garstang were hosted by The FIG Tree and therefore although listed in the tasks the time spent was not included in the estimated number of hours used up.

We have seen the advancement of Fair Trade Towns in the South with the Ambassador supporting the national campaign in Brazil (*see Appendix III section D*), a possible new initiative in India and the campaign to make Bolgatanga in Ghana Africa's 2<sup>nd</sup> Fair Trade Town, although the latter is presently hindered by the lack of recognition at the national level. The Ambassador has also supported new initiatives developing in the Basque Region of Spain, South Korea, Taiwan and the Lebanon.

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#### SUPPORTING EXISTING AND POTENTIAL PARTNERS AND NETWORKS (4%)

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All this time was spent on supporting WFTO as a partner and funder. With time we expect to draw in more partners and consequently the time allocated to this work will increase.

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#### BUDGET

The full estimated and real, expenses and revenues are provided in Appendix II. There were no travel costs to support new initiatives in 2014 and accommodation costs for the annual conference were covered by the host nation Japan. Office costs were fully met by The FIG Tree. Despite these savings however, the amount of funding received in 2014 was insufficient to meet the Ambassador's salary leaving no available resources for updating the website. Some pledges were not honoured and this combined with a delay in other payments resulted in The FIG Tree carrying the debt. The year started with a balance of +£1,405 carried forward from 2013 and has ended with a remaining balance of +£226. So far pledges for 2015 have been received from Germany, Austria, Switzerland and FTUSA totalling just under £16,000; not sufficient to cover ¾ of the Ambassador's salary for 2015.

## CONCLUSIONS & RECOMMENDATIONS

During 2014 the number of Fair Trade Towns has increased from just below 1,400 to 1,607 (a 15% increase globally) with many more active campaigns in communities that are yet to make a declaration. There is no doubt that the work of the International Fair Trade Towns Steering Committee and especially that of the Ambassador has contributed, and continues to contribute enormously to this success by delivering the outcomes and outputs listed in this report. Fair Trade Towns are having an indirect, positive impact on producers by delivering growth in the demand and consequent sale of Fair Trade products in all 25 countries involved. The impact on public procurement is proven and well reported in many countries e.g. Oslo, Norway; Malmö, Sweden; and Hanover, Germany where the consumption of Fair Trade products by Local Authorities remains at a far greater than average level. Fair Trade Towns in the global South serve to increase awareness and understanding of Fair Trade within the 'producer communities'. This has been reported in Bolgatanga and measured through classroom surveys in New Koforidua, both in Ghana.

As highlighted in the budget the work of the Steering Committee and Fair Trade Towns Ambassador is vastly under resourced. The Steering Committee is therefore unable to take on the additional role of evaluating the impact of the campaign which should be undertaken by the national campaigns when able; bearing in mind they also struggle to operate within their restricted budgets.

Likewise it should constantly be emphasised that Fair Trade Towns is a *Grassroots Movement*. This is the greatest strength of the campaign and as such the movement should be led by the grassroots campaigners and supporters. The role of the Steering Committee and Ambassador is to facilitate and where necessary guide the movement, but it should never aim to control it. The strategy for the Steering Committee is therefore restricted to offering this support. It cannot, nor should not attempt to determine the direction the movement is taking. Targets to determine in which countries Fair Trade Towns should next start up and/or numbers of Fair Trade Towns worldwide therefore make no sense in relation to the work of the Steering Committee. Like Fair Trade itself instead of focusing on what it achieves and defending its flaws perhaps we should be asking what the alternative is. Where Fair Trade Towns is concerned the important question to ask in evaluating the work of the Steering Committee and Ambassador is: where would we be and how do we expect to move forward as an international movement without them?

Much discussion has taken place around broadening the approach of Fair Trade Towns and sharing best practices to include: local producers first developed in Belgium; a wider range of Fair Trade products developed in Australia and New Zealand, the USA, Spain, France and more recently in Belgium, Japan, Czech Republic, Poland and Switzerland; the global South with declarations in Brazil, Costa Rica and Ghana and benefiting the wider community as we are seeing developing in Japan. With these new concepts come many challenges and if we are to make positive progress we must allow time and space for ample discussion. As Fair Trade Towns is a grassroots movement it is only right that these discussions are open to all.

The role of The FIG Tree is fundamental to the international coordination work. Not only does it provide a base for the Fair Trade Towns Ambassador while covering all office costs, but in 2014 has also carried the debt for the International coordination work. As an International Fair Trade Centre The FIG Tree also serves to support the Fair Trade movement in many other ways not listed in this report, in particular by supporting the Fair Trade Town campaign and providing educational workshops in the UK. The survival of The FIG Tree and in particular the work of the ambassador is at risk however, if appropriate funding does not come forward in 2015.

**Bruce Crowther**  
**International Fair Trade Towns Ambassador**  
January 2015

## APPENDICES

### I. TASKS DELIVERED BY INT. FAIR TRADE TOWNS' AMBASSADOR IN 2014 - TOTAL HOURS TO BE MET WORKING AT 3 DAYS/WEEK = 1050

Aim	Objective	Tasks delivered	Time allocated in hrs (%)	Estimated hours used (%)
<b>To facilitate the Fair Trade Town network both for existing national coordinators and new national initiatives</b>	Conference support	<ul style="list-style-type: none"> <li>Supported preparations for 8<sup>th</sup> FTTs Conference in Kumamoto, Japan</li> <li>Attended 8<sup>th</sup> FTTs Conference in Kumamoto, Japan</li> <li>Supporting preparations for 9th FTTs Conference in Bristol, UK</li> <li>Invited applications for conferences beyond 2015</li> <li>Helped to write Conference guidelines</li> </ul>	84 (8%)	190 (18%)
	Arranging/attending regular SC meetings	<ul style="list-style-type: none"> <li>Helped arrange and attended 5 x SC meetings</li> <li>In process of revising the International Fair Trade Towns Guidelines</li> </ul>	63 (6%)	35 (3.5%)
	Arranging and attending regular Coordinators meetings	<ul style="list-style-type: none"> <li>Helped arrange and attended FTTs Coordinators meeting in Kumamoto, Japan.</li> </ul>	32 (3%)	15 (1.5%)
	Maintaining Website/NING Forum	<ul style="list-style-type: none"> <li>Continued to monitor and contribute to NING Forum but still not possible to respond to all membership requests.</li> <li>Website kept updated and written Newsletters.</li> <li>Map still not functioning.</li> </ul>	210 (20%)	130 (12.5%)
<b>Support policies for fair trade and trade justice</b>		<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>Coordinating Fair Trade Live event for 2015.</li> </ul>	105 (10%)	65 (6%)
<b>To support existing campaigns and new national initiatives</b>	Travel to support existing initiatives	<ul style="list-style-type: none"> <li>Attended Tokyo International Symposium, Japan</li> <li>Attended "Loire Board of Fair Trade" AGM in Angers, France</li> <li>Attended 2<sup>nd</sup> FTTs Conference, Czech Republic</li> </ul>	63 (6%)	200 (19%)
	Travel to support new initiatives	<ul style="list-style-type: none"> <li>No travel undertaken to support new initiatives in 2014</li> </ul>	52 (5%)	0 (0%)
	Support via hosting visits to Garstang, emails and telephone calls	<ul style="list-style-type: none"> <li>Supported new initiatives in Bolgatanga, Ghana; Blantyre, Malawi; Basque Region of Spain, South Korea, Taiwan, the Lebanon, India and Rio de Janeiro, Brazil.</li> <li>Hosted visits by Shoko, Japan, Japanese research visit, German student visit, 2 x Japanese student</li> </ul>	210 (20%)	213 (20%)

		visits, 4 students from Taiwan, research party from Korea and visit from Fair Trade Lebanon. <ul style="list-style-type: none"> <li>Recorded video messages for Amsterdam and Dubai.</li> <li>Skype call with Saint Joseph's University, Philadelphia, USA</li> </ul>		
<b>Supporting existing and potential partners and networks</b>		<ul style="list-style-type: none"> <li>Supported WFTO conference in Milan 2015 via working group.</li> <li>Submitted 2 articles for WFTO Newsletters.</li> <li>Supported revival of FTTs campaign in Italy</li> </ul>	105 (10%)	45 (4%)
<b>Fundraising</b>	Dialogue with existing stakeholders and seeking external opportunities	<ul style="list-style-type: none"> <li>Funding requests made to all National coordinators following the questionnaire sent out in November 2013. Also approached FT International and confirmed pledge made by WFTO in 2013.</li> <li>Application to Sasakawa Peace Foundation, Japan.</li> </ul>		
<b>Holidays (5wks + 3d Bank Holidays) + sick leave</b>			126 (12%)	119 + 39 (11.5% + 4%)
<b>TOTAL</b>			<b>1050</b> <b>(100%)</b>	<b>1051</b> <b>(100%)</b>

## II. INT. FAIR TRADE TOWNS' BUDGET 2014

Costs	Estimated budget/income				Real Expenses/Income			
	Unit	# of units	Unit rate (£)	Costs (£)	Unit	# of units	Unit rate (£)	Costs (£)
<b>1. Human Resources</b>								
FTT ambassador @ 3 days/week	Per month	12	1875	22500	Per month	12	1875	22500
<b>Subtotal Human Resources Costs</b>				22500				22500
<b>2. Travel</b>								
To support new FTT initiatives	Per travel	4	930	3720	Per travel	0	0	0
<b>Subtotal Travel Costs</b>				6480				0
<b>3. Organisational cost (Accommodation+ venue)</b>								
International Fair Trade Towns Conference	Per event	1	450	450	Per event	0	0	0
<b>Subtotal Organisational costs</b>				450				0
<b>4. Office costs and Communications</b>								
10% of The FIG Tree annual running costs excl. café (£12,887)	Per month	12	107	1284	Per month	12	107	1284
<b>Subtotal Office and Communication Costs</b>				1284				1284
<b>5. Other costs, services</b>								
Website expenses				800				0
<b>Subtotal Other Costs</b>				800				0
Unforeseen costs (2%)								
<b>TOTAL COST</b>				<b>31,514</b>				<b>23,784</b>



Revenue sources	Unit	# of units	Unit rate (£)	Income forecast (£)	Unit	# of units	Unit rate (£)	Real Income (£)
Carried forward from 2013				1405				1405
Czech Republic		1	81	81		1	81	81
Belgium		1	803	803		1	803	803
Germany		1	4083	4083		1	4083	4083
France		1	390	390		1	390	390
UK		1	2000	2000		1	2000	2000
The Netherlands		1	806	806		1	806	806
Austria		1	3242	3242		1	3242	3242
Japan		1	58	58		1	58	58
FT USA		2	3994	7988		2	3994	7987
WFTO Europe		1	600	600		1	581	581
WFTO		1	2473	2473				0
Australia & New Zealand		1	1100	1100				0
Switzerland		1	320	320		1	320	320
Taiwan		1	40	40				0
Poland		1	0	0		1	110	110
The FIG Tree (covering expenses)		12	107	1284		12	107	1284
Honorarium for attending Tokyo Symposium		1	95	95		1	95	95
Honorarium for attending Loire AGM		1	300	300		1	300	300
Honorarium for attending Czech Republic FTTs Conference		1	630	630		1	464	464
<b>TOTAL INCOME</b>				<b>27 698</b>				<b>24 010</b>
<b>TOTAL COSTS</b>								<b>23 784</b>
<b>BALANCE</b>				<b>3 816</b>				<b>226</b>

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### III. FEEDBACK FROM INTERNATIONAL FAIR TRADE TOWNS STAKEHOLDERS

#### A. Visiting Japan

The ambassador role of Bruce was totally indispensable in making both the 2nd International Symposium on Fair Trade in Tokyo and the 8th International Fair Trade Towns Conference in Kumamoto (that took place in March 2014) great successes. He blazed a trail for the Fair Trade Towns Movement by advocating the all-inclusive "Big Tent Approach" on both occasions. He also energized the campaigners from a few Asian countries to such an extent that the up-and-coming Movement on the continent is now sure to grow ever stronger and bear fruit in the near future.

**Prof. Tatsuya Watanabe**, Fair Trade Towns Forum Japan,

#### B. Visiting the Czech Republic

Three busy days between 15th and 18th October 2014 Bruce Crowther spent mobilizing Czech towns and schools in order to engage in the Fair Trade movement. At the National Fair Trade conference in Brno, Bruce reminded us how difficult it was at the beginning of the movement in the UK and brought examples of best practise and inspiration. "For me it was very emotional to meet Bruce and hear him tell us to carry on," said one of the participants of the conference.

Bruce's visit to the 1st Czech Fair Trade school in Litoměřice had an immense importance. After a discussion on Fairtrade bananas (which are very scarce on the Czech market), pupils themselves decided to start campaigning for Fairtrade bananas.

Bruce also visited Marks & Spencer's main store in Prague, met representatives of the marketing staff and sent a message to consumers via M & S's Facebook page. This meeting will contribute to a much closer cooperation with the retailer. The commitment of M & S to promote Fairtrade is gradually growing.

Fairtrade Czech republic and Slovakia appreciates the opportunity to have Bruce Crowther as their guest and understands the importance of his role as international coordinator of the movement.

**Hana Chorváthová**, Director Fairtrade Česko a Slovensko,

#### C. Visiting Pays de la Loire, France

In 2009, Pays de Loire gained the "Territory Fair Trade" title (TDCE), which is the French version of "Fair Trade Towns". Since then, the regional Council of Pays de la Loire is committed to make its territory an emblematic space for fair trade.

In order to assert their engagement and meet the objectives of this title, the Region created a regional Fairtrade Council in February 2012 (Conseil ligérien du Commerce Equitable), a recognized platform where the exchanges, dialogues and actions confirm the dynamic position of the Pays de la Loire territory as a pioneer of fair trade in France.

On this occasion, Bruce Crowther was the guest of honour at the last regional Council 2014 in Angers, France. It was a great privilege to receive for the first time in France, one of the major figures of fair trade in the world, who has initiated the Fair Trade Towns movement. His experience and expertise greatly contributed to the success of this event, which was attended by over 200 people.

From this visit is born the idea to create a Fair Trade music festival 2015 supported by the wishes of the Fair Trade Towns to act together for this cause. Today, seven Fair Trade Towns are already stakeholders in the project, which will take place on the 18th of July, 2014. The performances of each city will be broadcast live, to promote this concept, from a local to an international mobilization.

**Claire Fillatre**, Chargée de mission, Mission Etablissements éco responsables et territoire de Commerce Equitable DPSDD, Région Pays de la Loire, France,

#### D. Supporting Fair Trade Towns in Brazil

I'd like to thank Bruce in the name of the Brazilian Fair Trade Towns movement for his support for the campaigns in Poços de Caldas, the first formally declared Fair Trade Town in Brazil, and the starting campaign in Rio de Janeiro, through skype conferences and email exchanges.

In Poços de Caldas his contributions were very much appreciated to the discussion around the 5 + 1 goals and their adaptation to the local reality while keeping the essence and specific targets for retail and food services. The updated information on The FIG Tree website was very useful, as much as the ideas for events and activities.

In Rio his contribution to the analysis of the local context and definition of goals and targets was crucial to the design on the final project draft that was presented to the Mayor. The campaign shall start around March 2015.

The Brazilian Fair Trade Towns movement hopes to be able to count on his continuing support.

**Johann Wolfgang Schneider**, Director Executivo, Schneider & associados Ltda, Freelance Consultant

#### **E. Supporting Fairtrade Towns in the UK**

I would like to thank you very much for your support with our Supporter Conference: Make It Happen on Saturday 15 November 2015. The conference saw over 70 of our most dedicated campaigners from our Campaign Network come together to learn and share campaigning ideas and experiences.

Your session about your campaigning journey with Fairtrade has been very well received with our supporters, especially our University Societies who are definitely keen to learn more and take part in Fairtrade Fortnight. Our assessment of the evaluation forms is that our supporters rated you the best part of the day with one person saying 'I feel truly inspired to continue to campaign as learning about Fairtrade campaigning shows the positive impact we can make if we all do what we can – like opting for Fairtrade coffee. It's made a huge difference to farmers in the developing world. I shall use this as an example of how small actions make a big difference'. As this is the first time our newly formed national Campaign Network has come together, it was great hearing about the success of the Fairtrade Towns movement.

I would also like to thank you for helping to facilitate the networking sessions and contributing with ideas for campaigning and again, using Fairtrade as an example of how people can employ different tactics to campaign successfully and bring more people together.

Once again, thank you for delivering a fantastic session and being part of the conference. I hope you will be able to make it next year!

**Kelly Mundy**, Campaigns Network Coordinator, Oxfam GB

#### **F. Supporting Fair Trade Universities in Australia**

We think that The FIG Tree is a wonderful and important resource in the Global Fair Trade movement. Being situated in Garstang, the world's first Fair Trade Town makes The FIG Tree essential for educating, inspiring and empowering other Fair Trade communities, towns and universities all around the world.

Fairly Educated has benefited from the resources that The FIG Tree has to offer but can also see the need for funding that exists to further the work that it does. Fair Trade as a movement is aided primarily by conversations between groups. Providing resources for The FIG Tree to better have these conversations and develop relationships with other Fair Trade campaigns around the world would greatly aid the global Fair Trade Movement."

**Christopher Hoy and Victoria Dimond**, Former Fairly Educated, Australia & New Zealand

#### **G. Korean delegation visit to The FIG Tree**

Dear Mr Bruce Crowther, I'd like to appreciate what you have done so far, and that you are going to build a new centre in Lancaster. I've learned a lot from your account, and delighted very much by your willingness to share your valuable experiences and knowledge on Fair Trade Town Movement in the UK and the world. Certainly your advice helps the Korea Fair Trade Towns Steering Committee to set the criteria for Fair Trade Towns in Korea.

**Professor Seungkwon Jang**, Division of Business Administration, Sungkonghoe University, Seoul, Korea Fair Trade Towns Steering Committee,