

SUMMARY

The International Fair Trade Towns Ambassador and author of this annual report will cease to continue in this role from the end of August 2016, hence this report has been written earlier covering only the first eight months of the current year. During this period the number of Fair Trade Towns (FTTs) increased from 1,764 to 1,830 (a 3.7% increase globally) now in 28 countries and we have seen declarations from Ebolowa and Glarus Nord as the first FTTs in Cameroon and Switzerland respectively. Nine Fair Trade Villages were the first to be officially recognised in Lebanon. Despite seeing new national campaigns launched in Latin America, no new first declarations have been made in any Latin American country so far. We did however, see Rio de Janeiro become the largest FTT on the continent during the Olympic games held in the city.

In July the annual International Fair Trade Towns conference was in held in the Fair Trade Village of Baskinta in Lebanon; the first conference to be held in a 'Producer' country. The 2017 conference will be hosted by Saarbrücken, the First FTT in Germany and so far one application has been submitted to host the conference in 2018.

Feedback for the Stakeholder Proposal launched by the International Fair Trade Towns Steering Committee (IFTTSC) was severely limited, but as a result of the feedback the IFTTSC developed and launched their Terms of Reference ahead of the annual conference. The first nominations for Steering Committee members took place with new members announced at the annual conference.

INTERNATIONAL FAIR TRADE TOWNS STEERING COMMITTEE

At the time of writing there are 1,830 FTTs in 28 countries. Ebolowa, Cameroon and Glarus Nord, Switzerland both declared as their first FTTs in their respective countries. In June the nine Lebanese villages of Menjez, Baskinta, Abra, Ain Ebel, Baysariyeh, Fourzol, Mhaidthe, Saidoun and Kfar Tebnit were officially awarded as FTTs by Fair Trade Lebanon. Good progress continues to be made by the Latin America Regional Fair Trade Towns Committee with new campaigns launched across the continent, but as yet no new first declarations have taken place in any country. FTTs have existed in Brazil since the declaration of Pocas de Caldas in 2012 and during the Olympics we witnessed the declaration of the Olympic city Rio de Janeiro making it the second FTT in Brazil and the largest in Latin America.

The 10th International Fair Trade Towns Conference was held at the start of July in the newly awarded Fair Trade Village Baskinta, Lebanon. As the first conference to be held in a 'Producer' country this served as a major milestone for the FTTs movement and was a credit to Fair Trade Lebanon, the Mayor of Baskinta and the Baskinta Baytouna Association. In line with the theme 'Building Bridges' The President of Fair Trade Lebanon, Samir Abdelmalak opened the conference and dedicated it to the memory of the UK Member of Parliament Jo Cox. Jo worked on International Development and particularly in support of Syrian Refugees and was tragically killed in a hate crime just weeks before the conference. Despite initial concerns over the location the conference was able to attract over 30 foreign attendees.

The 2017 conference will be hosted by Saarbrücken, the first FTT in Germany and highlight the QuattroPole Region campaign made up of for cross border Fair Trade Cities: Luxemburg (Luxemburg), Metz (France) and Saarbrücken and Trier (Germany). The IFTTSC has so far only received one application to host the conference in 2018, but proposals can be submitted until the end of this year. An application form and guidelines are available from the Resources section of the website.

The IFTTSC continued to invite and gather feedback for the Stakeholder Proposal launched last year, but responses were only received from WFTO Europe, Fair Trade Advocacy Office, the Latin America Fair Trade Towns Regional Committee and National campaigns in Germany, Austria, Flanders, Belgium and Switzerland. Following the feedback, the IFTTSC developed and launched their Terms of Reference and invited nominations for new members to be appointed to the Steering Committee ahead of the annual conference. Stakeholders were invited to attend a webinar to explain the nominations process and new members were announced at the conference (see inset). It should be emphasized that not enough people come forward/are nominated for the Steering Committee to enable full elections to take place. Likewise, it is still not possible to recruit enough experienced members from all the regions although as described in the Terms of Reference this remains the long term aim. The IFTTSC are currently reviewing the outcomes from the conference workshop and will be modifying the Terms of Reference accordingly.

CURRENT IFTTSC MEMBERS:

- Billy Linstead Goldsmith, Fair Trade Towns Coordinator, USA
- Catja Kaloudis, Fair Trade Towns Coordinator, Sweden
- Jenny Foster, South West Fairtrade Town Network, UK
- Katharina Beelen, Sustainable Food Coordinator, Belgium
- Luis Heller, Latin America Regional Fair Trade Towns Committee
- Tatsuya Watanabe, Fair Trade Towns Coordinator, Japan
- Tadeusz Makulski, Fair Trade Towns Coordinator, Poland.

Until now the International Fair Trade Towns Ambassador role was undertaken by Bruce Crowther, the founder of FTTs and hosted by The FIG Tree International Fair Trade Centre. Due to continued problems accessing funding ([see Budget](#)) the Ambassador and author of this annual report will cease to continue in this capacity from this point onward. Bruce will continue as Director of The FIG Tree however and offer his services in support of FTTs as a consultant on behalf of The FIG Tree. His contact details will remain unchanged and can be accessed from The FIG Tree website.

TASKS DELIVERED

The tasks delivered by the International Fair Trade Towns Ambassador for the first eight months of 2016 and the time allocated to each role are laid out in [Appendix I](#) and summarized under the following headings:

TO FACILITATE THE FAIR TRADE TOWN NETWORK BOTH FOR EXISTING NATIONAL COORDINATORS AND NEW NATIONAL INITIATIVES (56.5%)

Time spent on this in all areas was far in excess of that allocated; 395 hours compared to 183 allocated. The conference in Lebanon required far more support from the Ambassador as well as time spent on travel and stay during the conference and associated visits. Along with the Terms of Reference the same number of reports had to be written, but within a shorter eight-month time frame. Five IFTTSC meetings were held and an additional webinar to explain the nominations process to stakeholders invited to attend. Far more hours were spent on developing the new website than covered by the funding received and many additional hours were then spent on maintaining the site.

SUPPORT POLICIES FOR FAIR TRADE AND TRADE JUSTICE (2%)

Yet again time spent on this was less than that allocated. It has continued to be difficult to get participation from national campaigns at an international level and therefore sadly the decision was taken by FTAO not to extend the Sustainable Development Goals campaign by ceasing to gather signatures to the Bristol Resolution beyond September 2016.

TO SUPPORT EXISTING CAMPAIGNS AND NEW NATIONAL INITIATIVES (22.5%)

Although the support for existing and new initiatives continued in 2016 the time spent on travel was only a quarter of that allocated. Only one visit was made to support the existing campaign in Lithuania with no visits made to support new national initiatives. This is very much in contrast to 2015 when the Ambassador visited Lebanon and made a self-funded visit to Ghana. Although supporting new initiatives could be considered one of the most important roles for the Ambassador, this is the area where funding is most lacking, simply because new emerging initiatives have not been going for long enough to reap the benefits of Fair Trade Towns and more recently the new initiatives have tended to be in the least developed countries. This presents a challenge for supporting new initiatives in the future. The IFTTSC already operates under restricted capacity and without the Ambassador will struggle to fully meet these demands. The Ambassador does intend to continue to offer support to new and existing campaigns through The FIG Tree, but this will be offered as a consultancy service with an associated fee and as seen few new emerging initiatives have the funding available.

SUPPORTING EXISTING AND POTENTIAL PARTNERS AND NETWORKS (3%)

The Ambassador's time continued to be spent raising awareness of FTTs and the inclusive 'Big Tent' approach to potential partners. The Ambassador wrote a short piece on FTTs for the WFTO 2015 annual report and visited the offices of the Fairtrade Foundation, UK to hold discussions on the Stakeholder Proposal. Work continued with WFTO Africa, Fairtrade Africa, WFTO Asia and Fairtrade India to support the setting up of Regional Fair Trade Town Committees in Africa and Asia. The Ambassador also started working with the Scottish Fair Trade Forum to support the International Festival of Fair Trade Walks to be held in 2017. This work will continue through The FIG Tree once the Ambassador has left the post.

Unfortunately, the application made to the Commonwealth Foundation to help fund the role of the International Fair Trade Towns Ambassador and the emerging FTT movements in India and Ghana was not successful. Despite continued funding requests it has not been possible to secure the required budget ([see Appendix II](#)) in 2016 and therefore the Ambassador has made the difficult decision to stand down. Enormous gratitude goes out to all those who have made financial contributions since the IFTTSC was formed in 2013.

BUDGET

The budget ([see Appendix II](#)) for 2016 was not sufficient to enable the Ambassador to continue in the post for the whole year hence the Ambassador will cease to operate from the date of this report which for that reason has been written and delivered earlier in the year.

FAREWELL FROM THE INTERNATIONAL FAIR TRADE TOWNS AMBASSADOR

First and foremost, I wish to thank all those involved with FTTs for their inspiration and support in taking the movement forward and also for their financial contributions to help fund my work over the last 16 years. I have had the enormous privilege and immense pleasure in creating and supporting the FTTs movement from its birth in my hometown of Garstang, UK in April 2000 to an international movement of over 1,800 FTTs in 28 countries today. What started off as a consumer movement to promote the FAIRTRADE Mark in the UK evolved to include other labels and the 'Big Tent' approach and now it is being taken up by the producers themselves in Latin America, Asia and Africa and developing a whole new exciting direction.

Fair Trade Towns have already achieved an enormous amount, way beyond anyone's expectations. No one can be sure what the future holds, but there can be no doubt there is a huge potential to use FTTs as a tool to advocate for fair trade and trade justice. Many have recognized this potential including Harriet Lamb, former Chief Executive for Fairtrade Foundation, UK and Fairtrade International when in 2006 she said: *"The Fairtrade Towns movement is vital, and is making a huge difference. It is a grassroots social movement and together with the producer forms the beating heart of changing the world trading system."*

After more than 16 years nurturing and supporting FTTs I am deeply saddened to be leaving my role as Ambassador, but will continue to offer advice and support through The FIG Tree in a consultancy capacity for as long as I am able. I will be keeping the same contact details which are publicly available on [The FIG Tree website](#).

We should not forget that the greatest strength of FTTs is that it is and always has been a grassroots movement and it should remain as such. It is a grassroots movement where ordinary people are important stakeholders and this to a large extent determines its direction. Whatever direction FTTs now take however, I would like to leave one final word of advice, air of caution or perhaps even a plea. Do not allow FTTs to become a centralized movement. Do not institutionalize them. Do not attempt to control them and above all don't try to own them. I wish the movement continued success in supporting fair trade and trade justice, alleviating global poverty and helping to create a better world.

Bruce Crowther
International Fair Trade Towns Ambassador
August 2016

APPENDICES

I. TASKS DELIVERED BY INTERNATIONAL FAIR TRADE TOWNS AMBASSADOR IN 2016 – TOTAL HOURS WORKING AT 3 DAYS/WEEK FOR 8 MONTHS = 700

Aim	Objective	Tasks delivered	Time allocated in hrs (%)	Estimated hours used (%)
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 10th FTTs Conference in Baskinta, Lebanon Attend 10th FTTs Conference in Baskinta, Lebanon. Invite applications for conferences beyond 2017. 	100 (14%)	234 (33.5%)
	Writing IFTTSC Reports	<ul style="list-style-type: none"> Gathering feedback for Stakeholder Proposal Co-writing Terms of Reference Writing Annual Reports for 2015 and 2016 and Ambassador's workplan. 	13 (2%)	32 (4.5%)
	Arranging/attending regular SC meetings	<ul style="list-style-type: none"> Help arrange and attend 5 x IFTTSC meetings, the IFTTSC Nominations webinar and several 1 to 1 Skype calls with IFTTSC members. 	27 (4%)	42 (6%)
	Arranging and attending regular Coordinators meetings	<ul style="list-style-type: none"> Help arrange and attend FTTs Coordinators meeting in Baskinta, Lebanon. 	10 (1.5%)	10 (1.5%)
	Maintaining Website/NING Forum	<ul style="list-style-type: none"> Support development of a new Int. FTTs website. Monitor and update website. Supported activity on new Int. FTT Coordinator's and Int. Fair Trade Towns Facebook pages. 	33 (4.5%)	77 (11%)
Support policies for fair trade and trade justice		<ul style="list-style-type: none"> Supporting FTAO in discussions over SDG campaign and any future advocacy work with FTTs. Promoting Bristol Resolution and gathering information. 	37 (5.5%)	15 (2%)
To support existing campaigns and new national initiatives	Travel to support existing initiatives	<ul style="list-style-type: none"> Support FTTs in Lithuania through visit to Vilnius. 	100 (14%)	59 (8.5%)
	Travel to support new initiatives		133 (19%)	0 (0%)
	Support via hosting visits to Garstang, emails and Skype/telephone calls	<ul style="list-style-type: none"> Supported new initiatives in Switzerland, Lebanon, Cameroon and India. 2 x Skype call to support New Zealand campaign. Skype call to support FTT campaign in Bolgatanga, Ghana; Africa's 2nd FTT. Skype call to support Fair Trade campaign in Dubai. Recorded video message for Zushi, 3rd Fair Trade Town in Japan. 	100 (14%)	100 (14%)
Supporting existing and potential partners and networks		<ul style="list-style-type: none"> Write FTTs input for 2015 WFTO Report. Visiting Fairtrade Foundation re Stakeholder Proposal Supporting the setting up of Regional FTT Committees in Africa and Asia. Working with Scottish Fair Trade Forum to support the International Festival of Fair Trade Walks 2017. 	27 (4%)	19 (3%)

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. Funding application submitted to Commonwealth Foundation to support Int. FTTs Ambassador's role and FTTs in India and Ghana. 	27 (4%)	21 (3%)
Holidays (5 weeks annual leave + Bank Holidays)			93 (13.5%)	91 (13%)
TOTAL			700 (100%)	700 (100%)

II. INTERNATIONAL FAIR TRADE TOWNS BUDGET 2016

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	8	1875	15000
Subtotal Human Resources Costs				22500				15000
2. Travel								
In Europe to support existing campaigns	Per travel	6	460	2760	Per travel	0	0	0
To support new FTT initiatives	Per travel	4	930	3720	Per travel	0	0	0
Subtotal Travel Costs				6480				0
3. Organisational cost (Accommodation + other expenses)								
International Fair Trade Towns Conference	Per event	1	450	450	Per event	1	9	9
Expenses for attending Lithuania Conference					Per event	1	232	232
Subtotal Organisational costs				450				241
4. Office costs and Communications								
10% of The FIG Tree annual running costs excl. café (£12,887)	Per month	12	107	1284	Per month	8	107	856
Subtotal Office and Communication Costs				1284				856
5. Other costs, services								
Website expenses				800				0
Subtotal Other Costs				800				0
TOTAL COST				31,514				16,097

Revenue sources	Estimated Income				Actual Income			
	Unit	# of units	Unit rate (£)	Income forecast (£)	Unit	# of units	Unit rate (£)	Real Income (£)
Carried forward from 2015				-522				-522
Germany (5,000 Euro)		1	3699	3699		1	3699	3699
Austria (5,000 Euro)		1	2946	2946		1	2946	2946
FT USA (10,000 Euro)		3	2632	7896		3	2632	7896
Switzerland		1	298	298		1	298	298
Fair Trade Forum Japan						1	62	62
WFTO Europe (750 Euro)		1	586	586		1	586	586
WFTO International (1,000 Euro)		1	763	763		1	763	763
Fairtrade International for website		1	150	150		1	150	150
Honorarium to speak @ events		3	333	999				
Expenses for attending Lithuania Conference						1	258	258
TOTAL INCOME				16,815				16,134
FINAL BALANCE								£38