



FAIRTRADE
FOUNDATION



FAIRTRADE CAMPAIGN ACTION GUIDE

Image: Fairtrade Guernsey community event, Community group Photo credit: The Drone Ranger.

CONTENTS

- 3 Welcome!
- 4 What is trade justice?
- 6 How Fairtrade works
- 8 Why we need you more than ever
- 10 Becoming a Fairtrade campaigner
- 17 Action area 1: Boosting Fairtrade
- 19 Action area 2: Connecting Fairtrade
- 21 Action area 3: Fair trade Changemakers
- 23 Action area 4: Fairtrade Ambassadors
- 25 Action area 5: Fairtrade Influencers
- 27 Thank you

WELCOME!

Thank you for finding out more about campaigning for Fairtrade. This guide is for anyone who is looking for a greater understanding of what it means to be part of the Fairtrade movement and how to take action for trade justice. Fairtrade campaigners and activists who have been with us for many years may also find this guide helpful for a fresh approach on how to actively engage in the movement.

Fairtrade campaigners are a diverse and energetic global movement taking action across the UK, whether they are passionate individuals or campaigning with others in Fairtrade Communities, Schools, Colleges, Universities or Places of Worship.

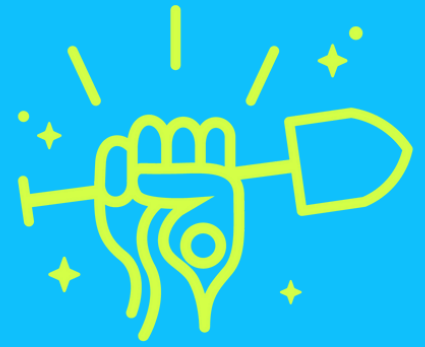
Fairtrade campaigners stand up for fairer trade every day. That could be through organising local events, influencing councils and businesses, or calling on the government for change. Campaigners may be convincing their workplaces to support Fairtrade or simply encouraging friends and family to start choosing Fairtrade when they go shopping. Whatever action they take, it all adds up.

The reality is that a world where trade is fair needs action from different groups of people – not just campaigners. This includes progressive businesses spearheading fair and sustainable practices and being vocal advocates in their industries. It also needs policymakers and political leadership in governments and institutions, along with informed consumers demanding change.

We know that together we are stronger. And it is together that we can change modern trade structures that have grown out of centuries of exploitation. As an African proverb says...

'If you want to go fast, go alone. If you want to go far, go together.'

WHAT IS TRADE JUSTICE?



Trade justice is the fight to change unfair global trade and challenge the deep-rooted power imbalances within it.

The unfair and exploitative global trade system we live with today is a direct result of our colonial and imperial past. Former colonising nations of Europe, and many of the companies based there, have continued to hold an unfair advantage in modern trade structures. As a result, far too many people living in formerly colonised nations are simply unable to earn enough for the essentials, no matter how hard they work.

From the foods we eat to the clothes we wear and so many other everyday products, there continues to be a huge power imbalance in global trade. One that leaves millions unable to afford essentials like decent food, access to clean water, medical treatment and education for their children.

Take cocoa, the plant we use to make chocolate, as an example. It may be hard to swallow but behind the sweet delight of chocolate still lies the bitter taste of exploitation. Cocoa was first grown on a large scale in Africa by slaves in the 19th century as a colonial cash crop. Today in Ghana and Côte d'Ivoire, which account for 60 percent of the world's cocoa production, a typical cocoa farmer lives on less than £1 a dayⁱ while the chocolate industry is worth billions.

i, Antonie Fountain & Friedel Huetz-Adams, Cocoa Barometer 2018, <http://www.cocoabarometer.org>



Image: Ebrottie Tanoh Florentin, cocoa farmer from Côte d'Ivoire. Photo credit: Peter Caton.

Unfair trade and low pay contributes to many adverse impacts on the human rights of farmers and workers. Common human rights violations in agricultural supply chains include: low living standards resulting in poor health; hunger and lack of education; child labour; discrimination against women, who are underrepresented in decision-making, and often face violence and harassment; and safety hazards, such as exposure to agrochemicals.

If that wasn't enough to cope with, the climate crisis is wreaking havoc on global food production. Farmers are battling less predictable seasons, more plant diseases and weather extremes. They are struggling to harvest their cocoa and working longer hours, for lower prices. Earning enough to live a dignified life is something we all deserve.

As Article 23 (c) of the 1948 Universal Declaration of Human Rights says: 'Everyone who works has the right to just and favourable remuneration ensuring for himself and his family an existence worthy of human dignity, and supplemented, if necessary, by other means of social protection.'

Fighting for trade justice and changing the deeply unjust way trade is conducted today is the only way we can ensure that all people and our planet will have a sustainable future.

HOW FAIRTRADE WORKS


Fairtrade means farmers and workers in the currently unfair trading system can earn more income, develop knowledge networks, access support and have a greater say in their future. More than 2 million Fairtrade farmers and workers in over 1,800 producer organisations are part of the global Fairtrade system. These farmers and workers are located across Africa, South America, and Asia and the Pacific. In each of these regions, a dedicated Fairtrade Producer Network allows farmers and workers to share knowledge, access expert support and feedback on how to improve Fairtrade further. Some 47 percent of all Fairtrade farmers produce coffee, but there are also a huge number of other Fairtrade products ranging from the well-known bananas, chocolate and cotton to Fairtrade gold, flowers and shea butter.

Dozens of Fairtrade organisations based in countries across the world are part of our global effort. And Fairtrade International ties all of our work together, setting social, economic and environmental standards for the farmers, workers and companies involved in a product's supply chain.

It is the job of FLOCERT, an independent organisation, to check that the Fairtrade Standards have been met. To reassure shoppers this has happened, we license the use of the FAIRTRADE Mark on products and packaging.

The benefits of Fairtrade have stretched across the world. The extra income generated by Fairtrade sales has seen families sending children to secondary schools and universities for the first time, maternity clinics being built in areas that previously had none and farmers investing in sustainable organic methods.

But so much of this simply wouldn't have happened without the campaigning work that's helped make Fairtrade an Awarded Superbrand and a fixture on supermarket shelves in the UK and around the world. If we keep growing and strengthening demand for Fairtrade, we can do even more.



'We experienced very difficult times when we weren't in Fairtrade. It was very worrying to have children and know you couldn't provide the opportunity for the life they deserve.'

Foncho Cantillo, banana farmer, Colombia

Image: Foncho Cantillo, banana farmer, Colombia. Photo credit: Chris Terry.

WHY WE NEED YOU MORE THAN EVER

So much has changed since Fairtrade arrived in the UK. Businesses now know they have a part to play in creating a more sustainable future and customer demand has forced companies to take sustainability seriously.

Fairtrade campaigners and local grassroots actions have raised awareness of unfair trade and realised incredible achievements nationally and internationally. Their activities have boosted the growth in Fairtrade product sales and awareness, and influenced shopping habits across the UK.

But for every success, there is a challenge, and a need to evolve. Climate change has accelerated the challenges for farmers and workers, as it disproportionately hits small-scale farmers in Africa, Asia, Latin America and the Pacific, even though they have done the least to cause the climate crisis. The climate crisis was caused by centuries of exploitation of people and planet by the world's wealthiest. The highest-earning 10 percent of people are responsible for 50 percent of global emissionsⁱⁱ. But it's the

communities already facing extreme hardship due to unfair trade who are feeling the worst effects of climate change and do not have the income to cope with the challenges it brings.

We've seen a welcome shift in focus for world governments, with billions of pounds being promised to tackle climate change. But without addressing trade policy and tackling the structural issues in supply chains that deny farmers and workers their human rights, no approach can really be sustainable.

Businesses have changed too. Corporations have grown across the globe, and the technological revolution means we're more connected to those in other nations than ever. Businesses are also now more connected to their supply chains and more aware of the impacts of how they do business than ever before – but as consumers and citizens, we need to make sure their actions match their words.

ii, Our World in Data: <https://ourworldindata.org/contributed-most-global-co2>

Being a Fairtrade campaigner is a powerful action. Together we can raise awareness of the issues of unfair trade, and demand fairer trade deals for the farmers who supply us with so much of our food. We can ask the public to choose Fairtrade to support farmers and workers right now and raise their voices as they speak out for climate justice. Together we can hold companies and governments to account, making sure they deliver on their responsibilities, and convince more people to choose Fairtrade so more farmers and workers can drive positive change in their communities.

'Over the years, the UK-wide network of Fairtrade campaigners and the astonishing power of their collective action has made the invisible exploitation of farmers and workers visible.'

'Every single social media post, petition signature, local event, school presentation and media story helps weave the values of fair trade into our society and influence decision-makers to step up and drive the change that is needed.'

'With the urgent challenges of food security, the cost of living crisis and the climate emergency, the power and voice of Fairtrade campaigners is needed now more than ever.'

Michael Gidney, Chief Executive,
Fairtrade Foundation



BECOMING A FAIRTRADE CAMPAIGNER



There are lots of ways to get involved as a Fairtrade campaigner, whether that means joining a group or taking action on your own.



Image: Ebrottie Tanoh Florentin, cocoa farmer from Côte d'Ivoire. Photo credit: Peter Caton.

Fairtrade Communities



In April 2000 the people of Garstang declared their small market town in Lancashire the world's first Fairtrade Town. Garstang has since inspired more than 650 Fairtrade Towns, Cities, Villages, Islands, Boroughs, Counties and Zones throughout the UK that have committed to becoming Fairtrade Communities.

Being a part of the Fairtrade Communities scheme involves teaming up with a group of at least three people to support each other and keep up momentum while organising local activities. There may already be an existing community group local to you, or you can create a new group that wants to take up the cause of fair trade locally. Once you have gathered your fellow campaigners, you can commit to being a Fairtrade Community by filling in our online Commitment form, telling us what you've already been up to and what you've got planned. Fairtrade Communities can also earn special digital badges for their local activities by logging on to our [online Community Space](#) and telling us about what they are doing in specific 'Action Areas'. More on this below!

Fairtrade Communities help put a commitment to a fairer future at the heart of their local communities. When Fairtrade Communities around the UK come together, organise and take action, they create spaces where support for trade justice can grow so loud that it cannot be ignored.

HOW TO SIGN UP

[Visit our Fairtrade Communities webpage](#) for more information about becoming a campaigner in our Fairtrade Community scheme. You can sign up and log in as a Fairtrade Community member on the [Community Space online platform](#).



Fairtrade Places of Worship



Faith groups and agencies were some of the earliest supporters of the fair trade movement as it grew in the 1960s. They joined producers in actively working towards a new form of trade to replace exploitative practices and poverty in colonised and formerly colonised nations.

Today, churches, mosques, synagogues and other Places of Worship across the UK remain at the heart of Fairtrade's success. By using and promoting Fairtrade products and encouraging public conversation about trade justice, so many Places of Worship have put their faith into action.

Fairtrade Places of Worship use Fairtrade products wherever possible and spread the word on trade justice within their wider congregation and community. Operating at a local level within their religious communities, these groups work together to drive support for trade justice.

HOW TO SIGN UP

[Visit our Fairtrade Places of Worship webpage](#)

for more information about becoming a campaigner in this area. You can sign up and log on to the [Places of Worship online platform](#), where you can download your certificate to display with pride.



Fairtrade Schools



Fairtrade Schools support learning about fair trade and global issues at all key stages and levels, from nursery through to secondary school.

Schools can work their way through three award stages: FairAware, FairActive and FairAchiever. As they move through the levels, schools are supported by a wealth of online teaching resources that fit different curriculum areas – especially Geography, Citizenship and PSHE. Each award criteria includes a number of different audits which show us how you've integrated Fairtrade into your school, as well as the chance to take part in learning challenges. Once schools have achieved an award, it is valid for two years.

Our Fairtrade Schools Awards encourage students to explore their understanding of the social and environmental impacts of their decisions, giving them the opportunity to take real action for local and global change throughout their education.

HOW TO SIGN UP

[Visit our Fairtrade Schools website](#) for more information about becoming a campaigner in this community. You can sign up and log in as a Fairtrade Schools member on the [Fairtrade Schools Award online platform](#) to complete your Fairtrade award and to gain your Fairtrade FairAware, FairActive and FairAchiever Awards and certificates.



Fairtrade Universities and Colleges



Since the launch of our scheme in 2017, over 50 UK colleges and universities have taken part and become Fairtrade-awarded institutions!

The Fairtrade University and College Award is conducted in partnership with [Students Organising for Sustainability UK](#) (SOS-UK). SOS-UK is a charity that support students and wider society to learn, act and lead for environmental justice. Together, our partnership works with cohorts of institutions for two years at a time to complete an award. Accreditations are then awarded and remain valid for two years, until the next audit date.

With their passion for change, creative ideas and drive for innovation, students enrolled in the Fairtrade Universities and Colleges scheme are an integral part of our campaigns. By working together to support Fairtrade, students and institutional leaders (such as lecturers, student unions, senior management, and procurement and environmental leads) can have a hugely positive impact by highlighting the inequalities of the global trade system to thousands of their educational peers each year.

HOW TO SIGN UP

[Visit our Fairtrade Universities and Colleges webpage](#) for more information about becoming a campaigner in this community. You can sign up and log in as a Fairtrade University and College member on the [SOS-UK website](#) between September and January each year.



INDIVIDUAL ACTION THAT BACKS OUR FAIRTRADE CAMPAIGNING

There's so much you can do as an individual campaigner, whether that's learning about key Fairtrade issues online, taking action on the latest campaigns or joining in with our campaign webinars.

For example, in 2022, our network of campaigners made sure every single MP in the UK heard that their local community cares about Fairtrade and climate justice. Showing politicians there is deep-rooted support for a fairer future across the whole of the UK is key to convincing them to take real action.



HOW TO SIGN UP

[Get our 'latest news' email](#), or follow us on social media on [Facebook](#), [Twitter](#) and [Instagram](#) to hear about opportunities to sign petitions, contact your local politicians and spread the word online and offline.

INTRODUCING THE FAIRTRADE ACTION AREAS



As you can see, there are many ways to use your power as a student, consumer, activist or community member to support Fairtrade. And we love to hear about Fairtrade campaigners getting creative.

To make it as simple as possible to get started, check out our 5 Action Areas. Each Action Area is a crucial part in our joint effort to build a fairer future for trade and a potential way your group can get involved with Fairtrade campaign. We've included ideas under each Action Area that you can try out for yourselves.

Fairtrade Communities can earn special community badges for any campaigning linked to a particular Action Area. Log in to the Community Space to find out more and start collecting badges for your community.

Ready to get stuck in? Check out our five Fairtrade Action Areas...



Action Area 1: Boosting Fairtrade



This area is all about consumer action. That is, encouraging the purchase and use of Fairtrade products. This action is at the core of Fairtrade and many grassroots campaigners will be well versed in campaigning this way.

Fairtrade inspiration

Farmers and workers are often not even able to earn a living income or living wage – because the price they receive for their produce is far too low. But people choosing Fairtrade products is a proven way of driving up incomes.

To contribute to this Action Area, you can encourage local retailers, businesses and shoppers or your own local social network to buy, stock or use Fairtrade products. For example, it could mean you are taking part in ongoing actions or campaigns led by the Fairtrade Foundation to drive awareness and purchase of specific Fairtrade commodities where we know that farmers and workers need more Fairtrade sales. For Fairtrade campaigners, this could be achieved by increasing access to Fairtrade products locally by holding a regular Fairtrade stall at a local market, church or event.



'My plea is that we all buy Fairtrade cocoa. So we cocoa farmers, no matter where we come from, can earn a fair share.'

Lucy Iwenewaq, Fairtrade cocoa farmer, Ghana.

Photo credit: Chris Terry.

Action Area 1: Boosting Fairtrade

We are
**Boosting
Fairtrade**



Ideas for Boosting Fairtrade

- Set up a stall at your local farmers' market or craft fair to sell Fairtrade items.
- Use and stock Fairtrade in your local community hall and meetings.
- Encourage local schools, places of worship, colleges and universities to use and stock Fairtrade.
- Encourage a local business to stock and use Fairtrade for their staff and customers.
- Explore some of our lesser-known products. For example, do your local florists and jewellers know about Fairtrade flowers and Fairtrade gold?
- Create a directory of local stores your community can buy Fairtrade from.
- Encourage your social networks to choose Fairtrade.
- Check out the [Current Campaigns webpages](#) for the latest actions for Boosting Fairtrade.
- Check out the [Boosting Fairtrade stories on our webpages](#) to see what other campaigners have been doing.



Image: Lucy Iweneqa, Fairtrade cocoa farmer, from Ghana. Photo credit: Chris Terry.

Action Area 2: Connecting Fairtrade



Working collectively makes us more powerful and makes our voices harder for those who can drive change to ignore. More than ever, we need to bring the social justice movement together. And so this Action Area is about expanding your impact and shaping the wider movement by networking and partnering with other individuals and groups in Fairtrade and beyond.

Fairtrade inspiration

Fairtrade farmers often work together in co-operatives, making decisions together and supporting each other. Campaigners can also come together to connect and work collectively.

To contribute to this Action Area, campaigners can actively connect with other groups across the Fairtrade grassroots network, sharing your ideas, successes and learnings from your own campaigning. This might mean working with the National Campaigner Committee to share ideas and strengthen Fairtrade campaigning in the UK.



Mauro da Silva, Fairtrade coffee farmer from Brazil. Photo credit: Rodrigo Santos/Matthew Algie.

It could also mean you are networking with other groups, individuals and partnerships outside Fairtrade to take action together on issues such as climate change and broader social justice. Many campaigners have had lots of success encouraging other groups such as local schools, universities, colleges and churches to join the Fairtrade movement. Or you could join up with other social justice groups such as local food projects or environmental movements to show how trade justice fits into the wider social justice space.

Action Area 2: Connecting Fairtrade

We are
**Connecting
Fairtrade**



Ideas for Connecting Fairtrade

- Connect with local schools, places of worship, colleges, universities and Fairtrade communities to make your group even stronger or support new groups to become Fairtrade.
- Connect with other campaigners in your area who have similar values, for example eco and trade justice groups, to share ideas, learn from each other and campaign together.
- Look out for any large local manufacturing companies, plus football or sports clubs in your area that you could connect with.
- Check out the [Current Campaigns webpages](#) for the latest actions for Connecting Fairtrade.
- Check out the [Connecting Fairtrade stories on our webpages](#) to see what other campaigners have been doing.



'I love working with coffee, and I see a lot of future, yes. There have always been setbacks. Inputs, climate change, everything. But together we will learn to overcome these difficulties.'

Mauro da Silva, Fairtrade coffee farmer from Brazil
Photo credit: Rodrigo Santos/
Matthew Algie.

Action Area 3: Fair trade Changemakers



This Action Area is about growing political support for fair trade locally. We know that the government and decision-makers are often driven to action not by big organisations, but by the demands of their local constituents and community members.

Fairtrade inspiration

Fairtrade farmers have already shown their expertise by taking steps to tackle climate change – for instance by planting trees and moving to greener farming methods. However, all this costs money: they urgently need the financial support promised by richer, higher polluting nations.

To contribute to this Action Area, you could be working with your local council or government representative to help create the structural changes needed to make trade fairer. This might include seeking local authority support through a council resolution to support Fairtrade procurement, and scoping opportunities for further local procurement work through building a relationship with them.

It can also mean your campaign group is developing a relationship with your local parliamentary representative (e.g. your MP, MSP, MLA or MS, or councillors). You could invite them to meetings or events and encourage them to join any relevant Fairtrade groups or committees such as the All-Party Parliamentary Group (APPG) for Fairtrade.

You might also be campaigning to convince local politicians to back specific policy change. This could involve sharing advocacy actions started by the Fairtrade Foundation or other relevant organisations.

Action Area 3: Fair trade Changemakers



'What we are looking for is climate justice. As producers, we know we produce the least greenhouse gases, but we also get the least profit from those processes. So, the companies who go on to emit much more gases should understand this. They should not be exploiting us.'

Andrés González, Fairtrade sugar farmer, from Paraguay, speaking at the COP26 UN Climate Summit. Photo credit: Fairtrade Foundation

Ideas for Fair trade Changemakers

- Invite your local representative to an event that you are hosting to engage them in local Fairtrade activity.
- Connect with your local council representatives about passing a council resolution that supports Fairtrade in your area.
- Connect with your local MP and suggest that they join the Fairtrade APPG.
- Make sure you're signed up to Fairtrade's ['latest news' email](#), to keep up to date with petitions and political lobbying activity.
- Check out the [Current Campaigns webpages](#) for the latest actions for Fair trade Changemakers.
- Check out the [Fair trade Changemaker stories on our webpages](#) to see what other campaigners have been doing.

Action Area 4: Fairtrade Ambassadors



Being a Fairtrade Ambassador is about deepening your own and others' understanding of how fairer trade supports wider social change such as climate justice and global power balance.

Fairtrade inspiration

To achieve climate justice, we need to address the global power imbalance. Richer nations bear a historic responsibility for carbon emissions: the poorest half of the global population are responsible for only around 10 percent of total global emissions, while 50 percent of these emissions can be attributed to the richest 10 percent of people.ⁱⁱ

To contribute to this Action Area, you could be learning individually or together in your group about the history of trade and our role within it, as well as how this links to the climate crisis and other global and social issues. When you're ready to, you might want to host presentations and talks locally or run other events focused on trade and/or climate justice. This might include running your own knowledge-sharing events about why fairer trade is a vital part of building social justice and how it fits into this bigger dynamic.

You might also be offering your knowledge at other local events or in churches, schools or workplaces. You can do this virtually or in person. Being a Fairtrade Ambassador can also mean that you are talking to your local media for interviews or coverage on these topics, inviting them to events that you are hosting.



Image: Ebrottie Tanoh Florentin, cocoa farmer from Côte d'Ivoire. Photo credit: Peter Caton.

Action Area 4: Fairtrade Ambassadors

We are
Fairtrade
Ambassadors



Ideas for Fairtrade Ambassadors

- Learn more about some of our key campaign areas, such as: [living income](#) and [climate justice](#).
- Speak to your local community by holding an informational stall at your local farmers' market or craft fair.
- Organise events and talks in your local community by using PowerPoints from the [Resource Library](#).
- Speak to your local newspaper or radio station to get publicity.
- Check out the [Current Campaigns webpages](#) for the latest actions for Fairtrade Ambassadors.
- Check out the [Fairtrade Ambassador stories on our webpages](#) to see what other campaigners have been doing.

'Climate change is a problem. It's not only happening on a global scale. We, the farmers, have to live with it every day.'

Ebrottie Tanoh Florentin, cocoa farmer from Côte d'Ivoire. Photo credit: Peter Caton.



Action Area 5: Fairtrade Influencers



This final Action Area is about growing support for fairer trade in the digital space and deepening the understanding your social media network has of how fair trade supports wider social change.

Fairtrade inspiration

Fairtrade coffee has been the backdrop to Hugo Guerrero's life. Hugo, who has followed in the footsteps of his Fairtrade farmer parents to grow the crop for our cups in Peru, went on to university after school, his higher education partly paid for from Fairtrade Premium. He's now using his knowledge to help his fellow farmers.

'Within the university I learnt many things that I can replicate and put into practice in the countryside... And in this way I have the power to improve production within my community.'

Hugo Guerrero Nevaca, coffee farmer from Peru.

To contribute to this Action Area, you could be using your own social media account or a dedicated channel to create and share information that helps others to understand how important trade is in the wider issues of social and climate justice. This could include amplifying actions and petitions, sharing Fairtrade products and stories, or sharing short films and messages from farmers, particularly during times like Fairtrade Fortnight or Great Big Green Week.

It can also mean using social media to connect with others and work together to share the Fairtrade message.

Action Area 5: Fairtrade Influencers

We are
Fairtrade
Influencers



Ideas for Fairtrade Influencers

- Set up a social media page or website for your group.
- Share Fairtrade-themed social media posts and messages online.
- If you are a campaigner group involved in the Fairtrade Communities Scheme, opt in to feature on our Fairtrade Community Map, so others can find you.
- Check out the online [Digital and Social Media Guide](#).
- Check out the [Current Campaigns webpages](#) for the latest actions for Fairtrade Influencers.
- Check out the [Fairtrade Influencers stories on our webpages](#) to see what other campaigners have been doing.



Image: Hugo Guerrero Nevaca, coffee farmer from Peru. Photo credit: Eduardo Martino.

THANK YOU

We're so grateful to the Fairtrade campaigners who keep the movement going and continue to advocate for a fairer trade system. We couldn't do it without you. You help to make sure that the future is fair.

If you have any more questions about campaigning with Fairtrade, please check out our campaigner FAQ webpage, and if your question isn't answered there, please email hello@fairtrade.org.uk.

We'd love to hear from you.

fairtrade.org.uk

Fairtrade Foundation,
Unit 5.07, The Loom,
14 Gower's Walk,
London, E1 8PY

Registered charity no. 1043886
A company limited by guarantee,
registered in England and Wales no. 02733136