

Guidelines for National Fair Trade Towns India

Fair Trade definition

- Fair Trade is a trading partnership, based on dialogue, transparency, and respect, that seeks greater equity in trade.
- It highlights the need for change in the rules and practices of conventional trade and shows how a successful business can put people and planet first.
- It seeks to alleviate poverty in ways that improve lives, strengthen communities, and protect the environment.
- With Fair trade you have the power to change the world every day. With simple shopping choices you can get farmers, Artisans, Factory workers a fair deal. And that means they can make their own decisions, control their future and lead the dignified life everyone deserves

Fair Trade Towns

The core principle of the Fair Trade towns movement is a commitment to a more equitable community development. This initiative is backed by Consumers, Business, Educational Institutes, Local grocery stores, café and restaurants to engage actively in supporting farmers and artisans, awareness raising and campaigning for changes in the rules and practice of conventional trade.

It is a collective movement of the people to bring social equality and environmental sustainability.

Fair Trade Towns acts as a convening space for co-creating alternative pathways forward.

The Fair Trade Town movement was first launched in 2001 in Garstang, Lancashire, under the initiative of Bruce Crowther, a local Oxfam supporter, and the Garstang Oxfam Group. Today we have reached a total of 2022 Fair Trade Towns globally and growing.

Fair Trade product (A Charter of Fair Trade Principles)

“**Fair Trade products** are goods and services that are produced, traded and sold in accordance with Fair Trade principles and, wherever possible, verified by credible, independent assurance systems. All Fair Trade products originate from producers and workers committed to Fair Trade principles. However, in the subsequent supply chain, Fair Trade products are traded and marketed through two distinct but complementary channels: The integrated supply chain route whereby products are imported and/or distributed by organizations that have Fair Trade at the core of their mission and activities, using it as a development tool to support disadvantaged producers and to reduce poverty, and combine their marketing with awareness-raising and campaigning. The product certification route whereby products complying with international standards are certified indicating that they have been produced, traded, processed and packaged in accordance with the specific requirements of those international standards. (e.g. Fairtrade International certified and WFTO)”.

Model Implemented in Fair Trade Towns India

- The “Big Tent” Model
- The “Big Tent” approach is an inclusive model that works to promote and drive sales of a wide-range of Fair Trade products. The “Big Tent” promotes the 2 global Fair Trade movements Fairtrade International and WFTO.
- This approach will support and promote all stakeholder at local and national level. In India, a National Steering Committee (NSC) will represent the grassroots Fair Trade Towns movement as strategic advisors and also play a governance role to ensure the integrity of the overall Fair Trade Towns framework and also ensure that the views of the grassroots are reflected in their wider work.
- Non-certified and other Fair Trade initiatives, including Fair Trade shops are nonetheless important actors in the Fair Trade Towns networks and are frequently involved at local level in the activities of campaign groups and recognized as an important part of the campaigning narrative for Fair Trade Towns, although non-Fair Trade certified products are not a requirement within the goals for Fair Trade Towns.
- One specific area where the NSC holds governance is with regards to what certifications or organizations count as officially Fair Trade for the purposes of the criteria over and above Fairtrade International and WFTO.
- In addition to systems, the NSC contributes to the development of the strategic plan and the direction of the Towns campaign in the country, nominates and selects new NSC members, assists in the delivery of strategic goals and directives, provides regional and network support to Town campaigns across the country and works closely with staff to grow and strengthen the campaign nationally.

Ownership of the campaign

Fair Trade Towns is essentially a people's movement with true 'ownership' at the grassroots. To ensure credibility however, local campaigns have been facilitated by several different national organizations or a coalition. Each national campaign is represented at the international level by a National Fair Trade Towns Coordinator. For the Fair Trade Towns India Anjali Schiavina the CEO of Fair Trade Towns India has been appointed as the National Fair Trade Towns Coordinator. The main task of the coordinator at the international level is not one of management, but one of facilitating mutual learning.

National Fair Trade Towns Steering Committee (Nat. FTT SC)

Abhishek Jani- CEO Fairtrade India Project (Representing Fairtrade International Movement)

Johny Joseph – Director of Creative Handicraft (Representing WFTO)

Main objectives for the National Fair Trade Towns Campaign

1. Inspiring, learning and collecting best practices to use for both established and emerging Fair Trade Town campaigns in order to build a strong national campaign. Empowering and assisting campaigns in other Towns in order to promote awareness of Fair Trade.
2. To develop and protect the concept of Fair Trade Towns while maintaining common ground and an identity based on the five founding goals and additional goals can be created on need base.
3. To encourage campaigns to adopt an inclusive model for Fair Trade Towns and promote better understanding of the 'Big Tent' approach.
4. Building a movement of national Fair Trade Town campaigns that will support policies for fair trade and trade justice in particular by the development of ethical public procurement as well as advocacy for Fair Trade.

These guidelines are focusing on the community's commitment to Fair Trade principles as captured in the [Fair Trade Charter](#):

- Creating the conditions for Fair Trade
- Achieving inclusive economic growth
- Providing decent work and helping to improve wages and incomes
- Empowering women
- Protecting the rights of children and investing in the next generation
- Nurturing biodiversity and the environment
- Enabling inclusive public policies
- Involving citizens in building a fair world

Towards a common concept

The recommendations of the National Fair Trade Towns Steering Committee are:

1. **Name of the campaign:** It is not necessary to use the same name for different Towns campaigns
2. **Use of a logo:** Where possible the National Fair Trade Towns logo should be used in conjunction with the local towns logo (if it has one).
3. **The 5 goals:** In India for any new Town that wishes to join the National Fair Trade Towns family, at least 5 of the 7 goals should be achieved. These goals have been adapted from the globally recognized 5 founding goals to reflect the different contexts in India. Although specific targets may be adapted to suit different situations and Towns campaigns are free to add to the five goals as they feel is appropriate in their own context, but the achievement of five founding goals should not be removed.
4. **Order of the goals:** Achievement of the 5 goals need not follow any chronological order. The towns campaigns can, therefore, use whatever order they prefer
5. **The use of Fairtrade and/or Fair Trade products in the campaign?** There are different approaches to the types of products incorporated within the goals of the Fair Trade Town campaign. Recognizing the different networks, and markets for Fair Trade products, each Town campaign is encouraged to engage with the relevant civil society partner organizations and Fair Trade initiatives in their Town to determine the most appropriate for their situation. A guiding principle should be the need to ensure clear understanding of the Fair Trade Town campaign and avoid excluding key groups from engaging with the Fair Trade Town campaign.
6. **Other minimum guidelines:**
 - There needs to be a non-partisan, a-political coordinating body that works towards Fair Trade Town status, involving different stakeholders of the Fair Trade movement.
 - There should be a local Fair Trade Towns Coordinator who participates in national coordination.
 - There needs to be a renewal process to ensure on-going Fair Trade commitment, at least every 2 -3 years.

The 7 criteria of Fair Trade Towns India

In India for a Town to be recognized as a Fair Trade Town and to join the National Fair Trade Towns family a minimum of 5 of the 7 criteria mentioned below must be fulfilled. There are 3 mandatory criteria that all towns need to fulfill and 2 additional criteria which can be selected based on the local context. These criteria have been designed to create an inclusive platform of producers and consumers based on the global Fair Trade Towns framework.

- 1) Local council passes a resolution agreeing to support and promote Fair Trade through its activity and budget. **(MANDATORY)**
- 2) A local Fair Trade steering group is convened to ensure continued commitment to its Fair Trade Town status. It is formed of various non-partisan, a-political stakeholder, from civic society, NGOs, businesses etc. Once the community is formally recognized as a fair trade town, a 3/5 years roadmap to development must be implemented to ensure continuous progress. **(MANDATORY)**
- 3) Attract media coverage & popular support for Fair trade. **(MANDATORY)**
- 4) Fair Trade products are used by several local workplaces & community organizations (schools, universities, companies, local organizations etc.). The general target for this goal is to initially achieve one institution sourcing Fair Trade products per 10,000 of the population. During the proposal, the NSC expects a credible progress in the first year with a 3 years plan of achieving these targets
- 5) Organize at least one event per year promoting and informing about fair trade. This event must involve at least 10% of the population of the Town
- 6) Fair Trade products are readily available in the area's shops & served in local cafes/catering establishments. Shops must advertise and inform Fair trade through placards, sticker etc... The general target for this goal is to initially achieve one retail outlet stocking Fair Trade products per 10,000 of the population. During the proposal the NSC expects a credible progress in the first year with a 3 years plan of achieving these targets.
- 7) 50% of the crafts and agricultural production of the community is Fair trade and/or follows fair trade principles.

The declaration process :

- When the community has reached at least five of the above criteria, the Towns Steering Committee will do a self-assessment, gather information then send all the evidence to the National Steering Committee. Its members will review the community and declare the Town Fair Trade.
- Once the recognition is achieved, celebrate with all the stakeholders and supporters and communicate about it! Organize an announcement ceremony, install city signpost and have media talk about it; every idea to spread the word that the community is Fair trade is a good idea!
- As mentioned above, the Fair Trade Community must write a 3 years roadmap to development. Every 3 years, the community self-reassesses its commitment, then this is reviewed by the National Steering Committee.

For further information please contact us at fairtradetownsindia@gmail.com