

# Our Recommendations for the Fairtrade Town Initiative

1. Contact the town through an existing network as for example our National Network of Healthy Cities or via a local NGO that already cooperates with the town.
2. Participate in a local event to show that you care about the town, even though you know that the first meeting will have no real result. That means participating in the Day of the earth or a local festival, for example. It is good to google the pictures of the town representatives and address them when they pass your booth. Get them involved in a little game or let them taste a cup of Fairtrade coffee and EXCHANGE contacts!
3. Mention the possible future international cooperation with other world Fairtrade Towns (visits, mutual projects etc.)
4. Offer seminars, exhibitions, Fairtrade breakfasts etc. at a local facility- exhibition hall, library, school or any other event and find THE ONE who will become your "partner in crime" when starting closer cooperation
5. When dealing with higher officials, it is important to lead the conversation/negotiation and not come as a person who asks for something. We are the ones offering what they need! It is important not to let them think that they are the boss.
6. Remind them that by participating in the campaign, they are fulfilling requirements of the Local Agenda 21 and other strategic goals set by the Ministry for the Environment.
7. Cooperate with other key organizations specializing in promotion of fair trade in order to avoid overlapping of Fairtrade Town campaigns and thus confusion among potential participants.
8. Try to also keep in close contact with the towns which do not show much enthusiasm at the very beginning. Things can change and they can become more interested after a while.
9. Never push too hard. If there is really no interest whatsoever or if there have been rather troublesome changes in staff due to elections, then it is not the right time to push the Fairtrade town campaign.
10. Do not be discouraged when those towns, which seemed to be very active, stop being involved at all; it happens.

## Further information

- Ecumenical Academy Prague: [www.ekumakad.cz/](http://www.ekumakad.cz/)
- The Czech Fairtrade Town Initiative: [www.fairtradovamesta.cz/](http://www.fairtradovamesta.cz/)
- The Czech Republic Fairtrade Association: [www.fairtrade-asociace.cz](http://www.fairtrade-asociace.cz)
- The non-governmental organisation NaZemi: [www.fairtrade.cz/](http://www.fairtrade.cz/)

International initiatives / initiatives in other countries: [www.fairtradetowns.org/](http://www.fairtradetowns.org/), [www.fairtrade-towns.de/](http://www.fairtrade-towns.de/), [www.fairtrade.org.uk/get\\_involved/campaigns/fairtrade\\_towns/default.aspx](http://www.fairtrade.org.uk/get_involved/campaigns/fairtrade_towns/default.aspx)

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Author of the recommendations: Jiri Silny

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## Project "Awareness for Fairness"

[www.be-fair.eu](http://www.be-fair.eu)  
Project lead: Berlin State Office of Development Cooperation (LEZ)

Project Coordination:  
BGZ Berlin International Cooperation Agency GmbH,  
Augsburger Str. 33, 10789 Berlin, [www.bgz-berlin.de](http://www.bgz-berlin.de)

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# The Fairtrade Town Initiative



# All about Fairtrade Towns

## What is it all about?

The campaign "Fairtrade Town" is an international initiative, which is about improving the situation of the disadvantaged producers from countries in the global South through Fair Trade. Towns and communities can become active supporters in the process.

It works like this: a lead group formed of town and civil society representatives. Those responsible for the town officially support Fair Trade. In the town, there are a corresponding number of places, where you can buy Fairtrade products. Local non-governmental organisations, schools and churches (which can also achieve certification from the Fairtrade Association)

support the scheme. Local media provide information about Fair Trade. This is how you can gain the title "Fairtrade Town".

The concept of "Fairtrade Town" was developed in Great Britain – and it is worth studying the experiences there. In the meantime there are more than 1100 cities and communities in 23 countries, which have fulfilled the conditions and carry the title of Fairtrade Town. Since 2011, these also include towns in the Czech Republic...



## This is how we did it ...

As part of the project "Awareness for Fairness", the first certified Fairtrade Towns in the Czech Republic have been achieved; many others are now in the process of fulfilling the conditions.

We began with the initiative in 2010. Three Czech organisations decided to transfer the concept to the Czech Republic together. The conditions and the certification procedures were laid down, so that the same clear rules were valid for all. The principles were published on a website and also in printed information material.

The participating organisations established a team together and shared out the tasks.



It proved to be particularly effective to firstly contact towns, which are members of the "Healthy Cities" association. These towns have already proven their interest in ecological and social issues. At association and member events, there are regular opportunities to present Fairtrade and the initiative, to involve the towns in the discussion and to motivate them to cooperate.

## The results so far

As early as in summer 2011, there were surprisingly two cities, which fulfilled all conditions for certification – Litoměřice und Vsetín officially became Fairtrade Towns in September 2011, the first in the Czech Republic.

Even the media – including national television – showed great interest in it.

It was a starting signal with positive effect. At the end of 2012 four towns have already been certified and 8 towns are preparing for certification. Several other towns have expressed an interest.

We regard this development as very successful, and are considering how it can best continue. In order to manage the growing agenda, perhaps also without external project financing, we are planning to charge a fee for the town certification in future (which also includes verification visits). This fee covers some of the costs and at the same time tests the seriousness of the applicant. Other ideas can be found in our recommendations.



## This is how it will continue ...

We have learned from others and are happily ready to pass on our recommendations.

The following recommendations serve this purpose. They are intended above all for actors, who are implementing or planning similar activities. They could be non-governmental organisations or employees from town administrations or delegates.

Our new guideline can help you with this.