

# Camden Fairtrade Network Action Plan

January 2013 – December 2014



**Fairtrade status declared: September 2004**

**Fairtrade status renewed: December 2008, February 2011**

## 1. The Council

<p><b>Overall aim</b></p> <p>Maintain and improve Camden Council support for Fairtrade, including practical commitments to use Fairtrade products wherever possible.</p>	
<p><b>Planned activities</b></p> <ul style="list-style-type: none"> <li>• Work with Camden Council to make Fairtrade Fortnight a visible celebration and promotion of Fairtrade in the borough.</li> <li>• Improve CFN webpages on Camden Council website.</li> <li>• Review Camden Council's procurement policies for possible improvements</li> <li>• See if we can influence Camden's Local Strategic Partnership</li> <li>• Publically celebrate the tenth year anniversary of Camden declaring as a Fairtrade Borough in Autumn 2014</li> <li>• Work with Camden Council to get Fairtrade information into schools and libraries.</li> </ul>	
<p><b>Targets / Actions</b></p> <ul style="list-style-type: none"> <li>• Put up our three Fairtrade Fortnight banners on railings on Camden Gardens, Goldington Gardens and St Pancras Church.</li> <li>• Update CFN webpages on Camden Council website and integrate with Green Camden webpages</li> <li>• Review Camden Council's procurement policies for possible improvements</li> <li>• Work with new Councillors after the May 2014 elections to put together a tenth anniversary of Camden's Fairtrade status resolution for Autumn 2014 / Fairtrade Fortnight 2015</li> </ul>	<p><b>When?</b></p> <p>Feb 2013 and Feb 2014</p> <p>Summer 2013</p> <p>Summer 2014</p> <p>Summer 2014</p>

## 2. Products and Shops

<p><b>Overall aim</b></p> <p>Raise the profile of Fairtrade products and increase the range available in shops and establishments around Camden.</p>
<p><b>Planned activities</b></p>

<ul style="list-style-type: none"> <li>• Group window sticker excursions to particular Camden neighbourhoods: <ul style="list-style-type: none"> <li>○ We visit each neighbourhood as a group, all dressed in our finest Fairtrade gear.</li> <li>○ We start/continue conversations and build relationships with shops in each neighbourhood.</li> <li>○ We encourage them to put Fairtrade window stickers up.</li> <li>○ We record our conversations and window stickers afterwards.</li> <li>○ We add shops to the Green Camden Fairtrade online map, as appropriate.</li> <li>○ One steering group person is contact for each neighbourhood, aiming to check around the shops before each CFN meeting.</li> </ul> </li> </ul>	
<b>Targets / Actions</b>	<b>When?</b>
<ul style="list-style-type: none"> <li>• Window sticker excursion to one Camden neighbourhood</li> </ul>	Summer 2013
<ul style="list-style-type: none"> <li>• Window sticker excursion to one Camden neighbourhood</li> </ul>	Autumn 2013
<ul style="list-style-type: none"> <li>• Window sticker excursion to one Camden neighbourhood</li> </ul>	Summer 2014
<ul style="list-style-type: none"> <li>• Window sticker excursion to one Camden neighbourhood</li> </ul>	Autumn 2014

### 3. Flagship Organisations

<b>Overall aim</b>	
Target a few key diverse flagship organisations in Camden and work with them to promote Fairtrade, using their influence and contacts to make more of an impact across the community.	
<b>Planned activities</b>	
<ul style="list-style-type: none"> <li>• Cultivate relationships and collaborate with flagship organisations: <ul style="list-style-type: none"> <li>○ Try and work with one organisation from each of a spread of categories: unions, education establishments (schools, colleges, universities), BME organisations, businesses, supermarkets, cafes, shops, faith groups, libraries, etc.</li> <li>○ Be clear what we can offer: talks, stalls, community benefit, etc.</li> <li>○ What we'd like them to do? Use and offer Fairtrade products, put Fairtrade in newsletters, help publicise events, host a CFN event for staff or public, join our steering group, etc.</li> </ul> </li> </ul>	
<b>Targets / Actions</b>	<b>When?</b>
<ul style="list-style-type: none"> <li>• Brainstorm list of influencers who we can work with. We've already suggested The Guardian, Kings Place, Acland Burghley Secondary School, The Bloomsbury Colleges, the NUT, Climate Change Alliance, Chamber of Commerce.</li> </ul>	Spring 2013
<ul style="list-style-type: none"> <li>• Identify named contacts for key influencers that we want to work with.</li> </ul>	Spring 2013
<ul style="list-style-type: none"> <li>• Collaborate with a flagship organisation.</li> </ul>	Spring 2014 and Autumn 2014

### 4. Networking

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<b>Overall aim</b>	
Get better at networking, make and keep track of our contacts, build up our newsletter database, and recruit new supporters and volunteers.	
<b>Planned activities</b>	
<ul style="list-style-type: none"> <li>• Maintain spreadsheets of key contacts and summary of their commitment to Fairtrade.</li> <li>• Ensure that we give people the opportunity to sign up to the CFN email list at events.</li> <li>• Update and reprint CFN flyer and distribute to venues around Camden.</li> <li>• Update CFN webpages on Camden Council website, including adding option to sign up to our email list.</li> <li>• Take the opportunity to put up CFN flyers in each neighbourhood when we visit, e.g. at libraries, community centres, etc.</li> </ul>	
<b>Targets / Actions</b>	<b>When?</b>
<ul style="list-style-type: none"> <li>• Decide what information we are going to store about contacts/organisations and who will keep it up to date. Update lists on Dropbox.</li> </ul>	Spring 2013
<ul style="list-style-type: none"> <li>• Update and reprint CFN flyer.</li> </ul>	Spring 2013
<ul style="list-style-type: none"> <li>• Update CFN webpages and add email list sign up option.</li> </ul>	Summer 2013
<ul style="list-style-type: none"> <li>• Brainstorm list of key places round Camden and distribute CFN flyer around them.</li> </ul>	Autumn 2013

## 5. Media coverage

<b>Overall aim</b>	
Attract coverage and popular support for Fairtrade through effective use of local press and social media.	
<b>Planned activities</b>	
<ul style="list-style-type: none"> <li>• Make sure that every event is advertised through event listings, and other places, through our networks, local media, etc.</li> <li>• Make sure we take a good quality photo at each event and send out with a press release about it after every event we do.</li> <li>• Familiarise ourselves, build relationships, and look for opportunities to engage with local media. e.g. scan the papers for opportunities to send in letters, or article suggestions relating to Fairtrade and consider sending in letters and organising events around key dates like World Poverty Day.</li> <li>• Compile PR spreadsheet with key contacts and steering group member responsible for each.</li> <li>• Share responsibility for maintaining our Facebook and Twitter profiles among steering group members. Ensure our contact lists include information about whether we're connected on Facebook/Twitter.</li> </ul>	

<b>Targets / Actions</b>	<b>When?</b>
<ul style="list-style-type: none"> <li>• Compile PR spreadsheet with papers, contacts, steering group member responsible for monitoring and disseminating information, etc. Create list on Dropbox.</li> </ul>	Summer 2013
<ul style="list-style-type: none"> <li>• Run Facebook/Twitter familiarisation session for steering group members.</li> </ul>	Summer 2013
<ul style="list-style-type: none"> <li>• Get at least one letter each year into Ham &amp; High or Camden New Journal</li> </ul>	2013 and 2014
<ul style="list-style-type: none"> <li>• Get at least one story on to an online blog in each year</li> </ul>	2013 and 2014

## 6. The Steering Group

<p><b>Overall aim</b></p> <p>An effective Steering Group meets regularly to lead ongoing action for Fairtrade in Camden.</p>	
<p><b>Planned activities</b></p> <ul style="list-style-type: none"> <li>• Steering Group meets regularly to monitor progress against our Action Plan and draws up a new Action Plan in two years.</li> <li>• We take part in Fairtrade Fortnight and other opportunities coordinated by the Fairtrade Foundation or Fairtrade London Campaign.</li> <li>• We continue to recruit and welcome new members to the steering group.</li> <li>• We will pause from time to time and celebrate what we've achieved!</li> </ul>	
<p><b>Targets</b></p> <ul style="list-style-type: none"> <li>• Steering Group meets at least four times and plans at least one event.</li> <li>• Steering Group meets at least four times and plans at least one event.</li> </ul>	<p><b>When?</b></p> <p>2013</p> <p>2014</p>