

AGENDA

4. International Fair Trade Towns Conference 5th -6th November 2010, Bonn, Germany



5th November 2010

10-11 a.m.: **REGISTRATION in the Youth Hostel Bonn**

11 a.m.: **WELCOME AND INTRODUCTION TO THE CONFERENCE (Kathrin / Germany)**
Head of the boards and directors from TransFair Germany, FLO and FLO-Cert

11.15 a.m.: **PLENARY SESSION**

Overview of the international lessons learnt from Fair Trade Towns campaigns

- **UK / Bruce Crowther:** Fair Trade Towns in the UK and worldwide
- **Sweden / Emma Rung:** Statistics about short and long term impacts/outputs
- **Fair Trade in the South & East: Tadeusz Makulski / PL & NN**
- **UK / Hannah Reed and F / Gaelle:** Results from the last Fair Trade Towns Conferences

12.30 p.m.: **LUNCH BREAK**

2.00 p.m.: **WORKSHOP SESSIONS OF DAY 1 (including a 30' minute coffee break)**

Workshop 1 „Opportunities to campaign together to make trade fairer“
(Hannah / UK)

- For example, influencing the EU
- Twin Town links (see some examples enclosed)
- Bonn and Oxford are twin towns!
- Internat. Events like Banana world record, breakfast tables

Workshop 2 “Nord-South-Cooperation“ (Melanie / Ireland)

- Responsibility for the partners in the South
→ e.g. Blantyre / Malawi will produce a „Partnership Tea“ for Twin Town Hannover
- Build on direct links between FTTs and Producer groups
→ Example of Melanie from Ireland: annual 'Best Town' winning a visit to a Producer Group: 'Kinsale Fairtrade Town' visited Fairtrade producer group in Malawi; one of the members hassd started up his own Fairtrade Confectionary business using the sugar from the Producer group in Malawi

- There's quite an interesting project currently being planned by the Marketing Team in the UK called 'Window in to Malawi'. It will enable producers to 'tell their story' directly and provide a window in to their lives with a film diary they create themselves. It would be good to think how campaigner actions and 'diaries' could be shared in the same way, allowing producers a 'window in' to grassroots campaigning at this side of the movement!

Workshop 3 „Best Practice“ (Kathrin / Germany)

- Every participating country should bring its Best-Practice-Example like leaflets, pictures, etc.
→ Results to be presented in stalls for the whole plenum

4.00-5.00 p.m.: **LORD MAYORS FROM VARIOUS GERMAN FAIRTRADE TOWNS**
Presenting their results and engagement

6.00 p.m.: **TRANSFER TO THE TOWN HALL / BONN**

6.30 p.m.: **DECLARATION OF THE CITY OF BONN AS FAIRTRADE TOWN**

- Speech of the Mayor of Bonn Jürgen Nimptsch
- Speech of the Spokeswoman Susanne Walia
- Handing over of the certificate by head of the board from TransFair Germany

6th November 2010

9.00 a.m.: **WELCOME AND PRESENTATION OF THE RESULTS OF DAY 1**
Melina Choo / Netherlands & Kathrin Bremer / Germany

9.30 a.m.: **SHORT WORKSHOPS ON THE 5 CRITERIA /
Best practice and sharing of ideas**

Criteria 1: Local council resolution (NN Spain & NN / Italy):

Criteria 2: Availability of fair trade products (NN)

Criteria 3: "Fair Trade Schools / Universities / Companies" (Melinda Choo / Netherlands & Hannah Read / UK)

Criteria 4: Media coverage (NN)

Criteria 5: Steering group (NN)

In some countries: Criteria 6: FT Parish, Cooperation with local producers, responsible consumption (NN & Tadeusz Makulski / Poland)

11.00 a.m.: **WORKSHOP SESSIONS OF DAY 2 (including a 15´ minute coffee break)**

Workshop 1: “Short and long term impacts/outputs/results of the FTT-campaign” (Emma / Sweden)

- Development of the fair trade public procurement,
- Consumption of the public sector,
- Public awareness, activities
- Media coverage

Workshop 3: “Social media / Online strategies” (Maren Richter & Daniel Caspari / Germany)

- Facebook, twitter & Co
- Online buyers guide, see examples:
- From the UK – South West Purchasing Guide!
www.fairtradesouthwest.org.uk/uploads/resources/3_pdf.pdf
- www.fairtradetown-frankfurt.de; www.fairtrade-duesseldorf.de/

12.30 p.m.: **LUNCHBREAK**

14.30 p.m.: **SUMMARIES OF THE WORKSHOPS**

Done by the moderators

16.00 p.m.: **CONFERENCE SUMMARY AND PERSPECTIVES**

Bruce Crowther + Kathrin Bremer

17.00 p.m.: **GOODBYE!!!!!!!!!!!!!!**