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Made by Fairtrade

De Fairtrade Gemeente Campagne als impuls voor de Fairtrade markt

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Januari 2012

Rapport 282
Summary

In 2000, on the threshold of the new millennium, the 189 United Nations member states signed concrete, quantifiable and time restricted agreements with the aim of ending world poverty. These agreements were laid down in the millennium development goals. One of the initiatives aimed at attaining millennium goal 8: ‘stimulating fair trade’ is the Fairtrade Gemeente Campagne (Fairtrade Municipality Campaign). This campaign stimulates demand for sustainably produced goods and products and contributes to the visibility and availability of these products at a local level. Municipalities will be recognised as Fairtrade Gemeente when the sales of Fairtrade products have reached an agreed threshold and when the criteria as formulated for the national Fairtrade Gemeente Campagne have been met.

This report first of all tries to give an overview of Fairtrade strategies, describing the development phases within the Fairtrade movement on the one hand and highlighting corporate strategies at the local level on the other hand. This creates a framework for the start to this research project from the Wageningen UR Science Shop: the request from the working group Fairtrade Gemeente Renkum for support in attaining the title of Fairtrade Gemeente Renkum. It was decided to use Renkum as a model case to inspire other municipalities who want to attain the title of Fairtrade Gemeente. In order to support Renkum in its aim of being recognised as Fairtrade Gemeente scenarios, intended to show various options that can lead to the status of Fairtrade Gemeente Renkum, were developed. Based on the chosen scenario a monitoring & evaluation strategy was developed and a long term communication plan was written.

From this project it has emerged that;

1. In the first Fairtrade development phase the emphasis is on forging ‘new relationships’ between producers in the south and consumers in the north. Producers are ‘given a face’ and end products are linked to raw materials. In this early phase Fairtrade focusses on a niche market. These ‘new relationships’ are lost in the second Fairtrade development phase, because the focus shifts towards the mainstream market where personal relations between producers from the south and consumers from the north fade. During the third Fairtrade phase, in which the Fairtrade Gemeente Campagne plays a pivotal role, these ‘new relationships’ get another chance, partly due to the involvement of local businesses in the campaign.

2. Local businesses are the most important stakeholder group when it comes to deciding which products will be available in the shops. They are the key intermediaries between producer & consumer. However, the role of retailers in the Fairtrade Gemeente Campagne has so far been neglected. Three Fairtrade supply strategies that businesses use have been identified in the literature and checked with local businesses in a number of municipalities that are involved with the Fairtrade Gemeente Campagne. They are the sales strategy, the shop strategy and the corporate strategy.

3. The development of scenarios is a clear and effective method to determine together with a municipality how to attain the title of Fairtrade Gemeente. The current situation in Renkum formed the starting point for these scenarios. The quick scan Renkum was subsequently used to define and present possible approaches to success and test them at the local level. A unanimous choice was made in Renkum to create new cooperative links between different stakeholder groups at the local level.

4. Renkum will manage to meet the national criteria to apply for the title of Fairtrade Gemeente. An important success factor in Renkum is the presence of an ambassadors’ network, a support network that represents all important stakeholder groups in Renkum.
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