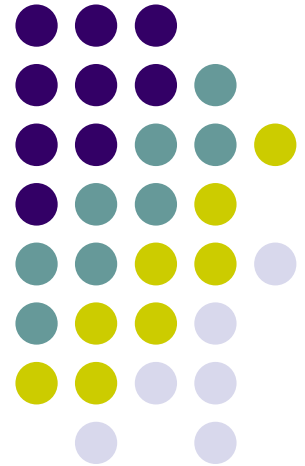


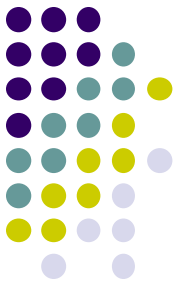
Fair Trade Town Movements

Tatsuya Watanabe

Board Member, Fair Trade Forum, Japan
(Former Chair of Fair Trade Towns, Japan)



What is FTT Movement?

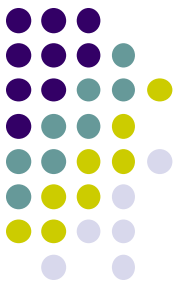


Have key stakeholders in a community
commit to using / selling FT products
on a regular basis

Who are they?

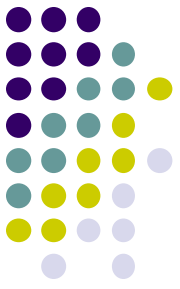
- ◆ **Local Council / Mayor** <political>
- ◆ **Shops / Restaurants, etc** <commercial>
- ◆ **Schools / Religious groups /
Work places** <social>

5 Goals established by FT Foundation (UK)



- 1) **Local council** passes a resolution supporting Fair Trade and agreeing to use Fair Trade products.
- 2) Fair Trade products are readily available in the area's **shops** & served in local **cafés/catering** establishments.
- 3) Fair Trade products are used by a number of local **work places** and **community organisations** (faith groups, schools, universities etc).
- 4) Attract **media** coverage and popular support for the campaign.
- 5) A local Fair Trade **steering group** is convened to ensure continued commitment to its Fair Trade Town status.

Expanding FTT Movement



Born in Garstang, UK, in 2000

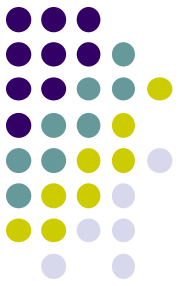


Expanded to **23 Northern** countries
and **6 Southern** countries

**Costa Rica, Brazil, Ecuador,
Ghana, Cameroon, Lebanon**

None in Asia, but to be followed soon by
Korea, India and Taiwan, Hong Kong?

Diversifying Movement



First-comers promote **FT-labeled** prod only



USA promotes, in addition, prod handled by FT Federation members subscribing to **WFTO** principles (+ **IMO**-cert'd prod)



Japan also promotes **non-cert'd “genuine”** FT prod

“Big-Tent” Approach

Additional Goal(s)



- **Belgium**: Local consumption & production of sustainable food
- **Canada**: Ethical & sustainable consumption
- **Netherlands**: Encouragement of CSR within local communities
- **Japan**: Revitalization of local economy
Promote local consumption of local products, collaborate with other community development activities (environmental, social, economic,,)

Goal(s) unique to the South

Active/central role(s) of **producers**