

Canadian Fair Trade Network – September 29-30, 2018 | In-Person Board Meeting Minutes

Time: 8:30am to 5:00pm Saturday, September 29 | 9:00am to 4:00pm on Sunday, September 30

Attendees:

- **Board Members Present:** Avery Gottfried, Bev Toews, Eileen Chen, Eric St Pierre, Erin Bird, Fouzia Bazid, Ivy McKee, Kenneth Boddy, Keslyn Ayow James, Rita Steele, Tabatha Sanders
- **Board Member Regrets:** none
- **Board Members Absent:** none
- **Advisory Council Members:** Zack Gross, Robert McKinnon
- **Staff:** Sean McHugh, Sarah Heim
- **External:** Julie Francoeur (Fairtrade Canada), Pippa Rogers (Fairtrade Canada), Loic de Fabritus (AQCE)

SATURDAY, SEPTEMBER 29, 2018

Attendees: Avery, Bev, Eileen, Eric, Erin, Fouzia, Ivy, Julie, Kenneth, Keslyn, Loic, Pippa, Rita, Robert, Sarah, Sean, Tabatha, Zack – 18 people

Location: Impact Hub (Event Room), 123 Slater St, 6th Floor, Ottawa, ON K1P 5H2

Time: 8:30am to 5:00pm

Minutes:

***Meeting called to order at:** 9:06pm pacific daylight time

#	Time	Item	Action	Leading	Timeline
1	9:00 – 9:05	Meeting Agenda a) Review and Approve b) Ivy motioned to approve and Keslyn seconded. All in favour. Approved at 9:10am.		Erin	
2	9:05 – 9:10	Meeting Minutes a) Review and Approve Minutes from our last meeting, August 22 b) Rita motioned to approve and Ivy seconded. All in favour, meeting minutes approved at 9:10am.		Erin	
3	9:10 – 9:20	Introductions a) Who's who. Introduction done by everyone in the room		Erin	
4	9:20 – 10:00	Overview of Bigger Picture, a Global Look. a) New Fair Trade Charter: Joint exercise with WFTO and FT International. Will do a joint press release between FTC, AQCE and CFTN next week. Good general look at FT, helpful resource to answer basic questions. Might be useful to shorten it. Number of logos endorsing it is great. A bit more about FT in the Global North. b) Fairtrade International strategy & Annual report: <ul style="list-style-type: none"> ○ 2012 change in governance of FTI: farmers became 50% on board. ○ Four main pillars: <ul style="list-style-type: none"> - creating more impact for FT producers/farmers (selling more FT and delivering better services to them) especially with focus on coffee, cocoa, sugar, tea - living wage and living income - gender equity (leadership schools for women being started and reviewing decision-making process and how to empower women) 		Sean, Pippa	

- climate change (scaling projects in both mitigation and adaptation through financial and educational funds)
- o Fairtrade Sourcing Ingredients (FSI): Until now, minimum threshold to have FT mark on it was 20%. A lot of companies interested in sourcing one ingredient but not the others, especially with sugar and cocoa. Producers ask how they can sell more. Pilot project introduced a few years ago in Germany. Cocoa sales increased from 5 to 35 tonnes. In 2017, FTI decided to expand this to all products in all countries except for bananas and coffee, which can't be sold as stand-alone partly Fairtrade certified products (only in milkshakes etc.). Still waiting to see how it picks up before making any decisions on what this means for our program designations.
- c) Leading NFO activities, such as Sweden. etc.
 - o Greater appetite to share editorial calendars. Joint work being done to share content and marketing pieces across NFOs. 2019 calendars being organized to try to increase collaboration and synthesis. Big push to get media attention on the coffee crisis. Some success in the UK, Switzerland and France. France will be launching a report on coffee pricing and sustainability next week.
 - o Banana campaign: NFOs working on getting bananas into retail stores (more access to the market), including very successful campaigns in the Netherlands and Germany.
 - o Make website more user-friendly and more of a resource hub. FTC currently looking at user data. FT Australia did a presentation on this.
 - o Christmas campaigns in Europe.
 - o Belgium has their FT Week in mid-October with a focus on living income.
 - o International Marketing and Communications Team will be revamped across FT International to become more aligned as a group. Bringing in more producer networks, creating an international strategy but leaving space for individual markets. Next meeting in Bonn in November.
- d) Campaign ideas:
 - o Fashion Revolution done in the UK (could be coupled with Fashion Week somewhere)
 - o It would be helpful to have series of webinars/trainings for people to join the campaigning – this could work with the Ambassador program who could join ready-made campaigns. Creating standard volunteer resources also for Fair Trade Towns.
 - o Simple toolkits are key. More educational resources.
 - o Patagonia mini-documentary series – coupled with a call to action is a good messaging
 - o Always tying it back to the SDGs and specific objectives within the list

- Impact reporting and progress reports – make sure we don't forget working and reaching out to businesses, governments,... Identifying key influencers and having a strong ask.
- e) FTAO: Advocacy Efforts in EU
 - Directive on sustainable procurement. A lot of learning for us here.
 - Linkages to the SDGs
 - Trade Fair. Live Fair. Hoping to bring this to North America (with FT America and USA). Six focus areas:
 - i. Research and information gathering work;
 - ii. Media and social media awareness campaigns in targeted EU markets;
 - iii. Monitoring of relevant EU and national policy developments and advocacy influencing the EU and national/local policy makers;
 - iv. Awareness raising activities directed towards private sector companies to highlight the role they play in advancing the SDGs through changes to their corporate practices;
 - v. Managing a sub-grant facility for innovative multi-country partnerships between LAs and CSOs; and
 - vi. Capacity-building of European CSOs dealing with fair or sustainable consumption and trade.
- f) Modern Slavery Legislation in UK, Australia, France, etc.
 - Canada: working group looked into this for the past year. Modern slavery itself is a larger legal definition. Report still hasn't come out but were told it will be in two weeks. World Vision as partner as they have heavier lobbying presence in Ottawa. Government has 180 days to act on it. Idea is to use these 180 days to rally and make noise.

Break 10:00-10:15

6	10:15 – 10:30	CFTN Strategic Plan Check In	Sean
		<ul style="list-style-type: none"> a) Where are we at: <ul style="list-style-type: none"> ○ Pillar 1: Support the grassroots movement. <ul style="list-style-type: none"> - Fair Trade Towns: 26 designations - Fair Trade Campuses: 34 - Fair Trade Schools: 21 – Bev's school is hosting the 2019 Unesco schools conference - Fair Trade Events: 43 this year - Magazine and Conference both going well ○ Pillar 2: Ensure Integrity in Fair Trade <ul style="list-style-type: none"> - a few steps taken, more to be done - Academic Research (nothing formal there yet) ○ Pillar 3: Nurture Fair Trade Business <ul style="list-style-type: none"> - origin trips going well, more to do ○ Pillar 4: Engage our Elected Officials <ul style="list-style-type: none"> - Policy priority areas: sustainable public procurement, official development assistance spending, consumer protection, trade policy and agreements, fair trade nations standards 	

7	10:30 – 11:00	<p>Recap of items discussed on Friday’s staff operational meeting</p> <ul style="list-style-type: none"> a) Program growth, ambassador, schools, campaigns, renewals b) More alignment in program management, building out a centralized resource hub, trying to be in touch with each other about brands and companies to push (positively) and where the dialogue is at. c) Core Focuses: <ul style="list-style-type: none"> o Training and education o Resource Hub o Business/brands campaigns o Edgy Campaigns o Advocacy o Decentralization – regional leads, ambassadors 			
8	11:00 – 12:00	<p>Short Term Operational goals</p> <ul style="list-style-type: none"> a) Many of the operational items within the program section of our strategic plan have been completed. What’s next? <ul style="list-style-type: none"> o Arguments for fair trade as opposed to direct trade (FTCW will be putting out more opinion pieces and research on this issue). o Reviewing specific logos and clarify the reasons why we support FTC o FTC engaging with the six MPs sitting on the committee. How can we link the different departments in government working on issues that overlap but doing so in silos. Also reach out to trade advisors. Hudson MP could also be interesting to reach out to – share the resources. o Appetite in programs to engage with MPs etc. Towns might not be all at the same stage. Schools could work on this (fits into curriculum). o Be more present at the general conference of the CCIC o Look into partnering with Trade Facilitation Office (TFO) b) Designations goals: <ul style="list-style-type: none"> o Towns: add population target. Having active committees is more important than designated towns. 30 designated towns, 50 active. o Campus: maybe merge with schools as educational institutions o Keep metrics or increase for events and workplaces o Faith groups: maybe have more ambassadors reach out to them c) Developing a resource hub <ul style="list-style-type: none"> o New product in area email announcement o Quotes of prominent supporters o Event ideas and planning support 		Sarah/Pippa	
Lunch 12:00-1:00					
9	1:00 – 2:15	<p>Long Term Movement Goals</p> <ul style="list-style-type: none"> a) What are the next big things for the movement to rally around and work on. Advocacy campaigns? <ul style="list-style-type: none"> o More dialogue with other labels/certifiers (e.g. FT USA) o Advocacy Fund could be used as seed money for projects (e.g. provide suggestions for what people could use it for), entrepreneurship programs (e.g. how 		Kenneth	

		<p>to become a FT business,...), could partner with start-up hubs and training programs municipally</p> <ul style="list-style-type: none"> ○ Modern Slavery – both grassroots and grasstops (can be both at provincial and federal) <p>b) Fair Trade Province bodies, tied to provincial councils, such as Fair Trade BC? Fair Trade Regions? Provinces or Nation?</p> <ul style="list-style-type: none"> ○ FT region: in QC there are groupings of municipalities <p>c) Where and how does the Handmade sector fit it?</p> <ul style="list-style-type: none"> ○ Goals are collaboration with other organizations/certifiers, growing market access ○ Increase market access for Indigenous handmade products ○ Strategies in how to lift the sector: Handmade Guide, include on website, opportunity to offer online products (workshops through FTF) ○ Look into trade barriers <p>d) FTC goals/impact measures:</p> <ul style="list-style-type: none"> ○ Mark recognition and trust (next survey in 2019) ○ Understand more about FT consumers (demographics) ○ \$5.5 million in FT premiums through Canadian market sales per year. Objective to double this number in five years. ○ Replace Cadbury with a low-price FT chocolate bar for campus settings etc. – 2019 ○ Be more proactive on the media front 		Sarah, Zack	
				Robert	
10	2:15 – 2:45	<p>Partners</p> <p>a) Who are the partners that will help us achieve our goals? Look at non-profit partner, businesses and certifiers/member bodies, current and potential. What goals do we set together?</p> <ul style="list-style-type: none"> ○ Reach out to world trade centers in bigger cities ○ Rotary Club (might be better for towns?) – Interact (International Action – youth division of Rotary) ○ Boy and Girl Guides/ Scouts ○ Lions Club ○ Amnesty International (maybe contact campus groups) – connect on the Modern Slavery front ○ Oxfam (Canada or QC) → public engagement in Canada and support for farmers in the South ○ Chambers of Commerce ○ B-Corp ○ UNAC ○ Big Brothers Big Sisters ○ YMCA ○ One Young World ○ Me to We ○ MPs – send them on Origin Trips <p>General note to Board: If interacting with any companies, feel free to get in touch with Helen at FTC to ask for further information and know how to frame dialogue.</p>		All	Next Board meeting
Break 2:45-3:00					
11	3:00-4:30	<p>Funding</p> <p>1. Where will funding come from? Operational 2. Growth 3. Project</p> <ul style="list-style-type: none"> ○ Works well if it is a timely ask on advocacy front ○ Bev will talk to Co-operators Insurance – still needs a clear ask 		Sean	
				Bev	

	<ul style="list-style-type: none"> ○ How to pitch jointly with FTC and AQCE (e.g. pitch for Origin Trips and Producer Trips to be funded) ○ Check in with Public Engagement Branch (within Global Affairs Department) that might offer some insights ○ Consumer Affairs Canada – funding possibilities there ○ Tap into our business network and make more direct asks to get introduced to potential sponsors/donors ○ Scotia Bank (only Canadian bank in South America) – their new international program focuses in on youth ○ Offer universities a possibility to voluntarily donate – make it part of application and renewal program (to test the ground) – maybe add in a benefit (like a staff presentation when donating) ○ Donate miles to a non-profit? (Kenneth can ask EWB office) ○ Get sponsored students to the Conference and offer them an Ambassador training for them to return as “added value” for universities 			Next Board meeting
	<ul style="list-style-type: none"> ○ Consumer Affairs Canada – funding possibilities there ○ Tap into our business network and make more direct asks to get introduced to potential sponsors/donors ○ Scotia Bank (only Canadian bank in South America) – their new international program focuses in on youth ○ Offer universities a possibility to voluntarily donate – make it part of application and renewal program (to test the ground) – maybe add in a benefit (like a staff presentation when donating) ○ Donate miles to a non-profit? (Kenneth can ask EWB office) ○ Get sponsored students to the Conference and offer them an Ambassador training for them to return as “added value” for universities 		Kenneth	Next Board meeting
	<p>2. Capacity – Hire new Grant Writer</p> <ul style="list-style-type: none"> ○ go to pros and ask them for contacts & networks 			

*Recess for the day at 4:20pm.

SUNDAY, SEPTEMBER 30, 2018

Attendees: Avery, Bev, Eileen, Eric, Erin, Fouzia, Ivy, Kenneth, Keslyn, Rita, Sarah, Sean, Tabatha, Zack – 14 people

Location: Impact Hub (Event Room), 123 Slater St, 6th Floor, Ottawa, ON K1P 5H2

Time: 9:00am to 4:00pm

Agenda:

*Call Meeting to Order at 9:22am

#	Time	Item	Action	Leading	Timeline
12	9:15 – 10:30	<p>Governance & Membership</p> <p>a) Appointment of Mireille Saurette & Fouzia Bazid to Board</p> <ul style="list-style-type: none"> ○ Ivy motioned to accept both members, and Kenneth seconded. All in favour. Mireille Saurette and Fouzia Bazid are now members of the Board. <p>b) 2018 Annual Report:</p> <ul style="list-style-type: none"> ○ Get in touch with FTC to get more accurate numbers on procurement ○ Some call to action and makes it clearer how people can get involved ○ Report on how much of Canadian population currently has potential to be engaged through our programs ○ Updates on any new projects/advocacy pieces <p>c) 2019 Annual General Meeting (AGM)</p> <ul style="list-style-type: none"> ○ Thursday, February 28th 3:30-5:00pm Novotel ○ Agenda: Bylaw update. Direction: Strategy and advocacy goals ○ Something for debate/discussion to attract people ○ Board members who are up for re-election: Avery, Eric, Ivy, Keslyn, Mirielle, Fouzia ○ Work on by-laws development (can be strengthened) 		Avery	
				Kenneth	
				Erin	

		<ul style="list-style-type: none"> o Plan a 15-20min discussion on a specific topic to really make members feel engaged d) Launch of new CRM – KEELA (Database) <ul style="list-style-type: none"> o Push Newsletter, Membership & Donations o Could have a “non-member member price” for Conference or some preference system for members to induce membership (or maybe give members discount on chocolate) – this could also take place through the trade fair o Include membership on Conference sign-up form e) Member Engagement <ul style="list-style-type: none"> o Renewing membership in new system: what kind of membership do we want? <ul style="list-style-type: none"> i. Offer online ordering discount codes upon sign up. Such as Villages or Doi Chang, ii. Offer add-on items such as bags or t-shirts o Plan to send: <ul style="list-style-type: none"> i. Audited financial statements ii. Annual Report iii. AGM Notice: sign up members there as well 		Eileen: members recruitment strategy)	Next Board meeting
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Break 10:30-10:45

13	10:45-12:00	<p>Committee Check-Ins: Leads and Timelines</p> <p>a) Finance</p> <ul style="list-style-type: none"> o Monthly process: track all expenses. Toward end of month, excel file goes to bookkeepers, then all gets processed out through TelPay. Hoping to have bookkeepers give us monthly reports. o Review of current balance sheet, 2018 Financials o Audited financial statements for 2016 & 2017 o Projected Budget for 2019: make it per area of expense (e.g. conference, OT,...) based on this year’s expenses o Organizational Sponsorship – Who, Process: Sean to make a list of different labels, standards, potential companies etc. Make it an ongoing agenda item for Board meetings. o Who to bring out for Conference this year: large credit union (Alterna), Boeing?, talk to John from FTC about this, Galleries du Chocolat. Maybe focus on the co-op angle? City of Ottawa: have a fund for non-profits. Try to get universities to send their students (not for free). Get in touch with St Paul’s Uni in Ottawa and to universities in Montreal, Universite de Sherbrooke. Look into National Capital Region to see if they have any funds, Business Improvement Association? o Look into government funds and joint applications with FTC + AQCE (SDGs being big focus right now). o Summer funding from Federal government for interns – maybe partner with regional organizations like CCIC to have regionally focused interns. <p>b) Human Resources</p> <ul style="list-style-type: none"> o Contracts with employees – Avery, Bev, Kenneth o Transition and succession planning <p>c) Chapter System:</p> <ul style="list-style-type: none"> o Mix of champions and funding 		Avery	
				Sean	
				Kenneth, Bev, Avery	Next board meeting
				Erin	

		<ul style="list-style-type: none"> d) Integrity: Direct trade, FT USA, RFA, etc.: Sean will be working on an overview of values/principles to explain why certain standards may or may not be supported for the programs. Issue of where power sits. Would be good to be part of a coalition to avoid standing alone with our opinion. e) Research 			Next Board Meeting
Lunch 12:00 – 1:00					
14	1:00 – 3:00	<p>Operational Check In</p> <ul style="list-style-type: none"> a) Designation Programs b) Magazine <ul style="list-style-type: none"> o Looking for ideas: coffee crisis, how FT fits into Canadian politics (Ivy), Zack will do book reviews, end cycle of FT products (similar to waste piece), learning more about the importer side (difficulty to import avocados due to their fragility,...), cosmetics, why’s of handmade sector struggling – linking to online shopping, growth of FT in Costco, companies leaving FT (e.g. Sainsbury’s) and show readers decision-making is more complex, sharing of best practice, brand journalism, designation stories, modern slavery legislation update, shipping and sustainability, piece on veganism and connect it to FT c) Conference – Ottawa 2019 <ul style="list-style-type: none"> o Committee, Theme, Sponsorship, Registration, Invitations, Content: Keynote speakers & Sessions, Day of action o Offer French sessions too o Invite potential donors and sponsors to the Conference. Board could take care of keynotes / “important” guests to improve the relationship. o Have name tags with extra recognition for sponsors of Conference (make sure it’s clear why they donated) and maybe for Board members and CFTN members also. o Ivy will look into donation possibilities for Conference o Producer representation: reach out to Bridgehead o Activities in between sessions: SDGs wheel (all SDG marketing materials available on UN site for free), photo exhibition (e.g. showing each part of the cotton supply chain), silent auction, spoken words poetry (on human rights?), activity with Indigenous folks highlighting common interests on FT front, virtual reality glasses d) Trips to Origin 		<p>Sarah Sean</p> <p>Sean</p> <p>Ivy</p>	<p>Next board meeting</p>
Break 3:00 – 3:15					
15	3:15- 3:45	<p>Big Picture/Long Term</p> <ul style="list-style-type: none"> a) Sustainable Procurement Canada b) Trade Fair. Live Fair. Conference 2020 c) Vision 2050 		Sean	

*Adjourned Meeting at 3:30pm. | Departure