



International Fair Trade Towns Campaign report 2025



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Int. FTTC Steering Committee**





A FAIR TRADE CAMPAIGNER'S JOURNAL

Not in my Lifetime



Bruce Crowther

Fair Trade Towns Initiatives Worldwide

4931
in 27 countries



Towns & Cities
1723



Schools
1894



Universities
259



Faith Groups /
Places of Worship
796



Communities
259

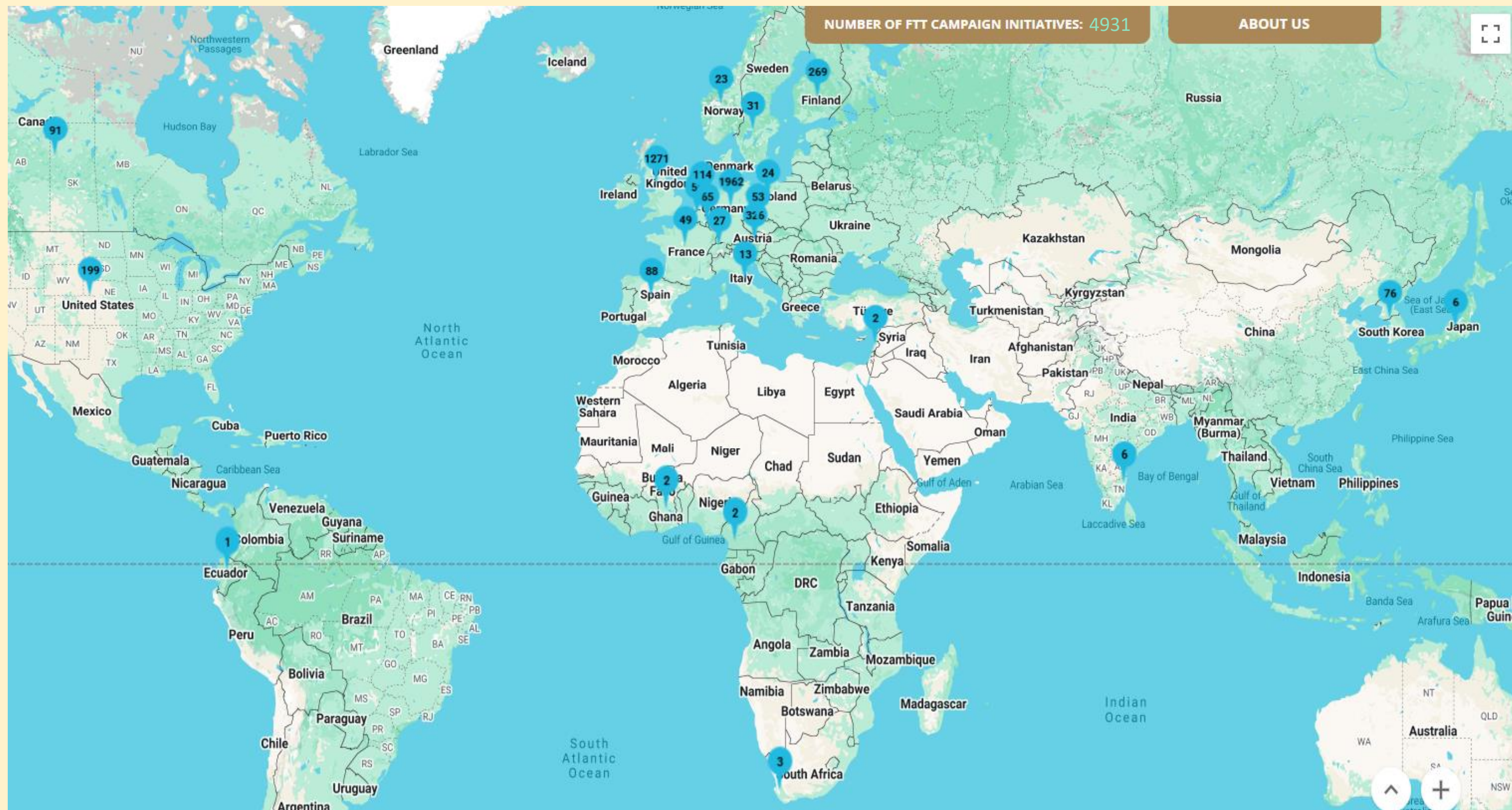


Regions
4



Nations
1

FTT Campaign 2025 snapshot



The countries with the most vibrant campaigns

Country	Total number of initiatives					
	326	231	95			
	226	226				
	91	16	18	46	11	
	269	15	5	9	240	
	1962	914	999	49		
	114	55	54	5		
	76	16	6	2	1	51
	1271		506	40	517	208
	199	47	52	73	27	

Inspiring achievements 1

Mass public events

- ❑ Austria - “Fair Breakfast” on World Fair Trade Day 80 groups including FTT, FT schools, world shops.
- ❑ Sweden - successful participation in the “Fair Fika” traditional tea time in cafés.

Sustained institutional commitment

- ❑ Belgium (Flanders) - Fair-O-Meter: 167 of the 280 new local councils confirmed their commitment as a Faire Gemeente for the next two years.
- ❑ Germany – 900+ towns and almost 1000 schools , in the process of labelling the first Fairtrade "Bundesland" (federal state).



Inspiring achievements 2

Education & youth engagement

- ❑ Canada – 10th National Fair Trade Conference, gathering more than 200 activists + International Fair Trade Schools webinar on the occasion of World Fair Trade Day, with more than 60 participants from 10 countries education hub;
- ❑ Poland – EU-funded global education projects connected with FT Schools campaign.

Policy & procurement

- ❑ France – territorial food projects and procurement policy. Overall, +25% growth in 2024 in sales of fair trade products.
- ❑ Norway - Fairtrade capital Oslo organized great campaign which increased their FT purchasing to 80% FT bananas and only (100%) FT coffee.



Inspiring achievements 3

Network development

- ❑ Luxembourg - redesign of our Fairtrade Gemeng program, participation rate of Fairtrade Gemeng in the Fairtrade Weeks (30/38).
- ❑ South Africa – diverse activity model: Launch of Fair Month & Fair local markets, Fair business corners in 18th libraries.

Advocacy

- ❑ UK over 12k signatures asking UK gov for responsible business legislation and climate finance, Over 600 local activations for Fairtrade Fortnight 2024, 1000 letters sent to local MPs, 130 MPs pledged support for Fairtrade.



Main challenges:

- ❑ Shifts in politics and budget cuts.
- ❑ Not enough young volunteers around.
- ❑ People don't know much about Fair Trade.
- ❑ Resources are pretty tight for organisations.



Ways to grow:

- ❑ Connecting Fair Trade with local food and climate efforts.
- ❑ Boosting collaboration between towns and schools.
- ❑ Growing digital tools and platforms.
- ❑ Adding Fair Trade to public buying.
- ❑ Coaching and supporting new leaders.



FROM LOCAL ACTION TO GLOBAL JUSTICE



Thank you for your attention!
www.fairtradetowns.org



**INTERNATIONAL
FAIR TRADE TOWNS
CONFERENCE 2025**

**EDINBURGH
30-31 AUGUST**