

Working with Government

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Claremont, California*

What was your goal when tasked with this criteria?

Our goal was to gain official endorsement of Fair Trade by local government and thereby enhance the visibility and credibility of the Fair Trade movement amongst businesses, organizations and individuals.

What was your strategy?

Our strategy was to build a groundswell of support for Fair Trade in the community by conversations with retailers, presentations to civic organizations and faith communities and by a presence (tabling) at public events such as Earth Day and the 4th of July.

In addition, we wanted to arrange individual meetings with key members of the city government, such as the city manager's office and city council members, in order to make the case for Fair Trade and Fair Trade Towns: explain, answer questions, and address concerns.

What are 3 tips for a group that wants to accomplish this goal?

1. **Partner on a personal level** with well established and trusted community organizations such as faith communities, environmental organizations, anti-trafficking groups and those businesses that share the Fair Trade vision. Your voice and influence grows exponentially.
2. When meeting with a government official, **bring a packet** that contains a brief explanation of Fair



Trade and Fair Trade Towns and, importantly, also lists businesses and organizations that actively support Fair Trade. Let it be obvious that you are not coming as an individual but represent the thinking of a wide spectrum of organizations and interests in the community.

3. In addition to making the moral arguments for Fair Trade, **explain how Fair Trade will help** local business, how Fair Trade Town status will enhance the visibility and attractiveness of the town and how Fair Trade complements and strengthens other efforts valued by the town, for example, a city environmental sustainability program.

What did your campaign achieve?

At a standing room only meeting of the City Council a Resolution in support of Fair Trade received unanimous support from the City Manager's Office and from elected officials across the political spectrum: conservatives, liberals, Republicans and Democrats.

The Resolution promoting Fair Trade is now part of a promotional kit and has proven extremely valuable as Fair Trade Claremont approaches additional businesses and organizations to come on board.

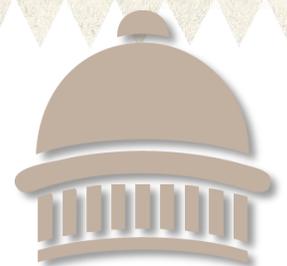
How did you make it fun, engaging and positive for all?

1. We always set up attractive displays of Fair Trade products, from coffee and chocolate to wine and yarn at presentations and public events. This never failed to spark conversations that were lively and gratifying.



When Claremont, CA declared as a Fair Trade Town in April 2012, it was the first Southern California city of its kind. Claremont has remained active in promoting the movement and especially in supporting neighboring towns like Pasadena in achieving official municipal recognition.

Claremont's Facebook presence sets a great example for towns trying to garner recognition from community members and legitimacy from local government. See the ways in which they encourage consumers to buy Fair Trade by spotlighting Fair Trade coffee roasters, artisan retailers, promoting their upcoming meetings and much more! Find their Facebook link on the Fair Trade Towns Claremont page!



2. We established ongoing relationships with activists and leaders in many businesses and civic organizations.
3. Shortly before the meeting of the City Council, we held a Town-Gown “Sweet Justice” party (City of Claremont and Pomona College) with Fair Trade coffee, tea, brownies and chocolate parfaits. Attendees ranged from 18 to 91 years. The common refrain was “Great to celebrate together. Let’s do this again.”

