

## **Principles for Partnership with Fair Trade Campaigns**

### ***Mutual respect***

There are many sectors in the larger sustainability movement as well as many approaches to instigate change. Likewise, there are many potential partners, but they all also have their particular interests to promote, so that it is reasonable to expect that there will be conflicts among some of those interests. If all partners, however, demonstrate mutual respect, there should be ample space for legitimate differences.

### ***Trust***

As in the case above, it is not necessary for partners to agree for there to be trust. Experience has shown that, as people from different backgrounds and sectors actually work together, they learn to trust each other more. Not everybody is willing to join a partnership, however those who do partner with Fair Trade Campaigns will be expected to operate on good faith and maintain a high level of trust with staff and national steering committee members.

### ***Transparency***

Transparency is what fosters greater trust. There are, of course, self-interests, but the partners also have common interests in reducing unfair trade practices. Transparency is crucial in the process of partnership. Transparency is essential, not just for reporting on work product and results, but also for the whole process of building and sustaining partnerships.

### ***Shared benefits and accountability***

It is in everybody's best interest to work for better and more comprehensive advocacy. Shared benefits do not mean identical benefits for everybody, and, indeed, it may be necessary to give up some intermediate benefits for the sake of a larger goal. Partnership calls for a reappraisal of values, but it is always worth the effort in the end.

### ***Two-way value***

The first thing to consider when forming a partnership - "where do I add value and where does my future partner add value?" Note that, with friends who are becoming partners, it is often overlooked as they just share a passion and believe everything will work itself out. Partnerships with Fair Trade Campaigns must have clearly identified value to bring to the partnership.

### ***Ongoing Communication***

Ongoing communications is essential in maintaining a partnership. An expectation should be set for a schedule for communications with regular check-ins with staff and steering committees as needed. This is essential to keep all parties to on the same page and move forward effectively.

### ***Shared vision***

While each partner has its own distinct mission, a shared vision will help like-minded groups set common goals and deliver a common message for change. A shared vision should help clarify where partnership makes sense, and clearly define the goals that both seek to achieve together as a result of partnering.

### ***Coordinated outreach and education***

Create a division of labor with partner as to who shares information or conducts trainings with different target audiences. This will avoid duplication of effort. By pooling outreach methods, knowledge and skills in joint education workshops and campaigns partners will be enabled to expand their work and audiences.