

Fair Trade Futures: Authenticity and Action

7 November 2009

Säid Business School, University of Oxford

Participants:

The conference will focus on drawing in engaged participants, with high-level and senior figures, active practitioners and campaigners.

Programme Outline:

Below is a timetable for the event. This seeks to provide space for:

Hearing about key discourses around authenticity in Fair Trade - with:

- A keynote speaker
- Four parallel speaker-led slots in the morning and a fifth, focussing on the FT perspective on EPAS, in the afternoon

Hearing about recent practical developments and projects:

- Eight case-studies of recent practical projects using Fair Trade

Convening theoretical and practical discussions around the issues that arise:

- Using an 'open space' method.

09:30	Arrival and Coffee
10:00	Introduction, Setting the Scene and introducing the parallel sessions and their speakers - Alex Nicholls
10:15	Participants move to parallel sessions lasting 50 minutes. Each speaker to speak for 20/30 minutes followed by facilitated Q & A.

10:20	<p>Parallel Session: Strand 1 Chair: Mike McKinley</p> <p>The Economics of Virtue: How can FT continue to grow in the mainstream without being captured by Big Business?</p> <p>Mags Vaughan, Business Director, Traidcraft plc</p>	<p>Parallel Session: Strand 2 Chair: Maranda St. John Nicolle</p> <p>Authenticity, Legitimacy and Certification. What makes FT authentically FT? How does it establish its legitimacy? Mike Gidney, Deputy Director, Fair Trade Foundation</p>	<p>Parallel Session: Strand 3 Chair: Carol Wills</p> <p>Accountability and Impact: How can the voice of producers be more influential in the planning of FT strategy?</p> <p>Ian Barney, Managing Director TWIN and TWIN Trading</p>	<p>Parallel Session: Strand 4 Chair: Tim Davies</p> <p>Global Economic Trends and Sustainability: Dealing with the crisis: How the economic downturn is affecting FT?</p> <p>Alex Nicholls, University Lecturer in Social Entrepreneurship, Skoll Centre, Said Business School, University of Oxford</p>
11:15	Coffee break			
11.45	<p>Action Examples 1 Chair: Alex Nicholls</p> <p>(1) Anne MacCaig, CEO, cafedirect</p> <p>(2) The role of constructive criticism in Fair Trade. Who should listen to it and how should it be fed into the system?</p> <p>Mick Blowfield, Smith School for Enterprise and the Environment, University of Oxford</p>	<p>Action Examples 2 Chair: Maranda St. John Nicolle</p> <p>(1) What role does the campaigning and political dimension of FT have in establishing its legitimacy?</p> <p>Sergi Corbalan FTAO, Brussels</p> <p>(2)What does certification mean in terms of being recognised as legitimately FT?</p> <p>Carry Somers, Pachacuti</p>	<p>Action Examples 3 Chair: Carol Wills</p> <p>(1) Comic Relief</p> <p>Louise Herring, Trade and Enterprise Manager</p> <p>(2) Cooperation for Fair Trade in Africa</p> <p>Joan Karanja, Director</p>	<p>Action Examples 4 Chair: Tim Davies</p> <p>1.All of a Twitter: Using Twitter to maintain support for FT in the UK and make it more public-facing. Tim Davies</p> <p>2.'Fair Tracing - using technology to open up the supply chain' - a presentation on the Fair Tracing project. Dorothea Kleine with Dr Ian Brown or Dr Ann Light</p>

12.40	Chair takes 5/10 minutes to explain what will happen after lunch, to ask for proposals for open space sessions and leaders	Chair takes 5/10 minutes to explain what will happen after lunch, to ask for proposals for open space sessions and leaders	Chair takes 5/10 minutes to explain what will happen after lunch, to ask for proposals for open space sessions and leaders	Chair takes 5/10 minutes to explain what will happen after lunch, to ask for proposals for open space sessions and leaders
12.50	Lunch			
14:00	Keynote speaker - Safia Minney, PeopleTree			
14:25	Introducing Open Space Sessions: Authenticity and Action Alex Nicholls to introduce			
14:30	Strand 5: Fair Trade and Trade Agreements: What is the impact of bilateral and multilateral trade negotiations on Fair Trade? A case study: Fair Trade perspectives on Economic Partnership Agreements with Joan Karanja and Mike Gidney	Open space slots	Open space slots	Open space slots
	Tea and coffee available from 15.00-15.30			
15.15	Open space slots	Open space slots	Open space slots	Open space slots
16:00	Feedback plenary & closing panel discussion with Alex Nicholls in chair			
17:00	Close and Networking reception			

Detail of programme

The Parallel Sessions

These slots offer participants an opportunity to explore key issues in Fair Trade.

- Each parallel session will explore a different 'challenge of authenticity' in contemporary Fair Trade;
- These sessions will consist of up to 30 minutes input by an invited Speaker, and then either Q&A, or facilitated discussion;
- Participants can self-select on the day;

The Action Examples

These slots offer participants an opportunity to hear about recent progress and new ideas in Fair Trade. These are presentations of experiences and projects - rather than academic analysis of issues.

The Open Space Slots

Open Space slots offer a chance for participants to form in depth conversation groups on specific topics. Groups can be asked to fill in a feedback template from their group - allowing themes emerging from discussion to be brought back together in the plenary.

- An open space session starts by inviting people to announce conversations they would like to have during the afternoon. Suggested conversations are written on cards and placed on a schedule of time-slots and rooms by the session chairs during lunchtime.

Anyone suggesting a conversation is committing to starting that conversation off;

The session chairs/ facilitators make sure enough topics are suggested - and seek to make sure the schedule fits the needs of as many people as possible (this may involve merging two sessions, or moving the slots around slightly).

- Participants can then read the schedule that has been created and choose which rooms to go to; A coffee break provides time for people to move between sessions;

Open Space sessions rely on trusting people to find the sessions most relevant to them and owning their own learning and engagement in the day;

Feedback and Plenary

In this slot, key speakers from the open sessions are invited to form a panel to discuss the results of the open space sessions. The chair talks through them, and invites panel members to respond to issues that are arising. Panel members are asked to sum up the questions, challenges or solutions that most interest them as a closing element the day.