The Religious Mapping of Fairtrade in Leeds

What Fairtrade engagement look like in Leeds, with a specific focus on religious organisations.
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The Religious Mapping of Fairtrade in Leeds
Introduction

- Community Religions Project 1976
- ‘Religious Mapping of Leeds’
  - Thematically specific
  - City wide boundary
Methodology

- Boundaries

Appendix 2: Leeds Metropolitan District Ward Boundaries

The Religious Mapping of Fairtrade in Leeds
Methodology

- Preliminary research
  - Internet searches
  - Community link

- Lines of enquiry
  - Public understanding of Fairtrade
  - Economic factors impact on involvement
  - Community identity and Fairtrade
  - Fairtrade networks inside and outside of Leeds

The Religious Mapping of Fairtrade in Leeds
Methodology

- Semi-structured interviews
- Participant observation
- Online questionnaires
- Social media
Activity

- If you are involved in Fairtrade activity, please write on your post-it note one key reason for your involvement.

- If you are not involved in Fairtrade activity, please write on your post-it note what you think Fairtrade is.
“Fairtrade is a movement for change that works directly with businesses, consumers and campaigners to make trade deliver for farmers and workers. The international Fairtrade system represents the world’s largest and most recognised fair trade system. We are a global organisation working to secure a better deal for farmers and workers.”

- (Fairtrade.org.uk, 2015)
Personal Perceptions of Fairtrade

- Peoples’ definitions of Fairtrade vary
  - Is this something that needs to be unified?
- Motivations for involvement in Fairtrade
  - Faith centred involvement vs. justice centred involvement
- Socio-economic factors
- Christian influences on Fairtrade
Social Class and Fairtrade

- Deprivation and wealth in Leeds is pocketed
- The cost of Fairtrade goods
- Social justice activism and political engagement go hand in hand
- ‘Doorstep’ issues
Fairtrade Communities

- Mainly Christian?
- Strong Christian community support
- In practice, Christian Fairtrade activity is varied
- The involvement of other faiths
- The involvement of business
- Bottom up approach to Fairtrade
Networks

» What are the existing Fairtrade connections?
  o What is the nature of these connections?
  o Intra-religious, inter-religious or secular?

» What does the networking of Fairtrade in Leeds look like when compared to the expectations of the Fairtrade Foundation?
  o Is the Fairtrade Foundation as a whole helpful for creating and improving networks?

» Does Fairtrade work better when groups are interconnected?
Horsforth: A Case Study

- Perceptions
- The impact of social class
Horsforth: A Case Study

- Community identity
- “I hope that placing Horsforth at the centre of a campaign has made a difference... becoming a Fairtrade town will be an added factor in the town’s identity.”
  - (Online questionnaire, Janice Prittlove, 23/03/2015)

- Networks in Horsforth
Conclusion

- Fairtrade activity is pocketed throughout the city, reflecting the diversity within Leeds
- Importance of social justice for both religious and secular involvement with Fairtrade
- Established communities with strong moral values
Further Research Suggestions

- Examine further how non-Christian faiths and organisations engage with Fairtrade
- Analyse the impact of Fairtrade Fortnight on the future of Fairtrade activity
- What can be done to make Fairtrade more accessible to everyone?
Thank you for listening! Any questions?
Bibliography


- Fairtrade Horsforth. 2015. *Congrats to St Margarets School for winning our recent poster competition in Fairtrade Fortnight!* @FairtradeUKEd@FairtradeUKNews. [Twitter]. 26 March. [Accessed 21 April 2015]. Available from: https://twitter.com/HorsforthFTtown/status/581017923730305024

