

Fair Enough? Event Evaluation Summary

How did you hear about the event?

Mailing	Email	Word of Mouth	Website	Other
4	21	15	5	Eventbrite x 2 Fairtrade Foundation x 1

Before attending the event, how would you rate your awareness, knowledge and understanding of fairtrade?

Excellent	Very good	Satisfactory	Poor
5	24	18	1

Before attending the event, how would you rate your awareness, knowledge and understanding of co-operatives?

Excellent	Very good	Satisfactory	Poor	Didn't say
12	12	19	4	1

Now that you have attended the event, how would you rate your awareness, knowledge and understanding of fairtrade?

Excellent	Very good	Satisfactory	Poor
15	29	4	

Now that you have attended the event, how would you rate your awareness, knowledge and understanding of co-operatives?

Excellent	Very good	Satisfactory	Poor
13	25	10	

How would you rate the following?

	Excellent	Very good	Satisfactory	Poor	Didn't Say
<i>The initial info / instructions</i>	8	32	8		
<i>Administration</i>	16	28	4		
<i>The programme</i>	15	28	5		
<i>The venue</i>	25	20	3		
<i>Refreshments</i>	20	25	2		1
<i>Overall content</i>	14	30	4		
<i>Networking opportunities</i>	12	27	7	1	1

Did you feel it was pitched at the right level?

Yes	Too complicated	Too simple	Didn't Say
39	1	3	5

What are the two key things that you will take away from this event?

- Better understanding of co-operatives
- Having the chance to meet the producers, find about the link of co-operatives in Europe and developing countries
- The mismatch between consciousness and behaviour to quote Tim Lang
- The need to facilitate the pace of change, given the 2% of GDP that is accounted for by co-operatives
- To contact LA fairtrade economic development office
- That there is a way for members of the Co-op Group to be actively involved
- Further contacts between own group and others
- Information about setting up co-operatives
- More co-operation between co-operatives
- Raising awareness of the meaning of the word co-operative
- Encourage more co-operation amongst co-operatives
- Members to initiate fairtrade and sustainable improvements and change in their co-ops
- Ownership
- More knowledge of alternative business models
- Some great ideas of how other co-operatives have worked successfully
- Buy more locally
- Look into possibilities to combine fairtrade with organic and eco-friendly produce/products
- Knowledge
- Funding information
- Biological use of our own land as well as in faraway countries
- A greater sense of what a co-op is and how it benefits communities
- Fairtrade is a better way but it is only one part of the solution to the problem
- That it's not easy to start a co-operative development on your own
- That equality of fairtrade is a good thing for all
- How far reaching fairtrade is
- Reinforced sense that being part of co-ops is important and re-inspired us to be more active about promoting fairtrade within our food co-op
- The co-operatives structure
- Address of Fareshares Food Coop – must visit
- Hopefully some new contacts/move banks/so much more to be done
- Challenging of co-ops
- Better understanding of importance of social values throughout production/ distribution chain
- Awareness of the scale of the challenge to co-ops to develop the links with the fairtrade movement
- Challenging of fairtrade and its future
- Ownership by stakeholders
- Finance and investing back into the business
- How can we get the wider public to this sort of event?
- How can we educate the wider public about what a co-operative is?
- Knowledge about the co-operative
- The need for co-operatives to co-operate more with particular reference to the UK retail societies and fairtrade producers and suppliers
- The need to show the world the role of co-operatives
- How Divine, a successful commercial company, helps fairtrade
- Actually engaging in the co-operative movement as a consumer
- Fairtrade needs to be developed within the UK
- Closer relationship between co-op and fairtrade
- Considering co-op alternatives when making every day decisions
- To look at the organisations featured during the day in more detail
- More understanding of what a co-operative is

- How much fairtrade has helped the grower improve their lives and lives of their family and community
- How enthusiastic the participants/attendees are in relation to co-operative/fairtrade
- Finance and ways to invest back into the business
- The cost of certification and its impact on farmers
- More understanding of how individual fairtrade co-ops work
- Contacts x 3
- Inspiration x 3
- Motivation
- Better understanding and insight into fairtrade bananas and peanuts
- A world-wide perspective on co-operatives and fairtrade
- How little others have regarding co-ops and fairtrade
- Hearing from fairtrade producers
- More knowledge of fairtrade and co-operatives
- Calories!
- Forward thinking should include co-ops collaborating 'fairness is about reciprocity'
- Increased knowledge of empathy with fairtrade issues
- The co-op development movement at both local and global level
- Imp. of co-op
- Using co-operative parking/shops, etc more – look into local co-operative group membership
- Investigate more ie poss future development and networking links
- Fairness matters x 2
- London co-ops
- Questions to take back to my employer and ideas
- I will try to buy less foreign import fruit and veg (except fairtrade!)

What, if anything, could have been improved?

- Afternoon timekeeping
- Number of questions from delegates reduced
- Need office managers from co-operatives and decision makers from fairtrade
- Separation of the display area from the main meeting room resulted in very low attendance at the display/market area at lunchtime. It was better in the afternoon but the meeting ended about 30 minutes late
- The amount of time for questions of the key speakers in the morning was very short
- More information ahead to the participants – having a brief package via email – more than just the brief programme and schedule
- Bit hot and dark in the afternoon, difficult to keep awake even though it was interesting!
- More emphasise about other co-ops than those involving food. Compare fairtrade with other similar badges eg Rain Forest Alliance
- Experts from the Fairtrade Foundation?
- More stalls in the market place including selling fairtrade badges etc
- Maybe more examples of co-ops? And more international perspectives
- Q&A session on co-operative development – too much general aspirations and political statements not enough practical discussion and ideas
- There were a couple of co-ops that were dealing with fairtrade and eco-friendliness. I think this could be explored more. Fairtrade isn't really fair if workers are still exposed to pesticides (for instance)
- More networking opportunities
- Sound system was a little hit and miss
- It would have been good to get some basic info about what a social enterprise is and other things that relate to co-operatives, ie CIC, IPS etc
- Hand-outs/notes from keynote speakers

- More practical advice, workshops and talks on the challenges of starting and growing a co-op
- Consideration of the criticisms of fairtrade ie the cost of getting certified?
- I think the section by Rosemary from Malawi could have been better structured. It felt like a very charity type speech rather than focusing on the positiveness of co-operatives
- Maybe the discussion groups should have been divided into smaller groups to give everyone a chance to get involved
- Wonder if the catering was supplied by a co-op?
- Are the bananas in the lunch fairtrade? A speaker talked about trust in the co-op system by transparency and it would have been nice to know where the food came from
- Focus groups on topics
- Sound poor
- Lighting on speakers
- Sometimes couldn't hear speakers
- More information on co-op banks, gas, electricity and phone
- Microphone use

Was there anything covered that you would like to explore in more detail, maybe for a future conference?

- International perspective
- Fairtrade itself
- More fairtrade growers to give presentations
- Directory of co-ops, some form of national communication (bulletin board, etc online)
- Prof Tim Lang mentioned the skills required nowadays to farm, sustainably, ie right soil, right seeds, best product. Wal-Mart do it, we don't. Worried about climate change
- Time set aside for networking
- Linking fairtrade with environmental issues
- Further conferences developing this theme into action
- Can we invite community leaders/librarians/CAB reps, etc to engage more with us? Do they understand what we are about?
- Fairtrade tourism and other industries
- How to affect consumerist/cultural choice(s)
- European co-operatives
- Co-operative financing.
- How to turn on existing business into a co-op
- How do Co-ops fit with the Big Society?
- Potential for food buying co-operatives
- The 'politics of food production' is a key issues - it was touched on a bit
- Talk by our wine buyer Paul Bastard on how the co-operative group works with wine producers to improve the wine as well as ensuring fairtrade
- Simple steps to the legal framework
- Development of C2C – why there isn't enough of it and how can we improve our offer
- Negative sides to fairtrade and co-ops and how it is being addressed (or not) and what the future should hold
- Co-operatives in non-traditional sectors like pharmacy, services, not the usual suspects
- How to become fairtrade and some real stories of people who have done this
- Growing a co-op – practical challenges, specific advice, case studies
- International development for cooperatives (constraints and solutions)
- Setting up my co-operative enterprise with the help of co-operative London society and other co-operative groups
- Co-op funding
- Different projects, works, etc involved/likely to plan for the Co-op Group and beyond, especially for those new to co-op

- What makes a co-op different – stronger theme in main programme

Was there anything not included in the event which you would have liked to see as the topic for a future conference?

- International perspective
- Legal structure, potential and pitfalls
- How to get the general public on board with co-ops and fairtrade. (How to demystify fairtrade to consumers)
- Maybe senior food manager from a large retail consume co-operative to explain what is being done in food stores
- Fairtrade combined with eco-friendly solutions and organic produce/products
- Explanation of Co-operatives UK
- Sustainability of co-ops
- Setting up the legal framework for co-operatives
- Some more basic info on business structure and implications of them
- Co-operative ownership model (democratic structure)
- Co-operation between co-operatives
- Steps in developing! From group bounding to legal status and form
- No voice from Fairtrade Foundation?! Couldn't they provide a speaker? Particularly around question of fees for accreditation!
- Improving and enlarging fairtrade worldwide
- Fairtrade tourism and other industries
- More insights into the empowerment and education part – how to? What happens?
- Fairtrade flowers and roses
- How to educate more people that there is another way
- How can co-ops compete with corporations on public sector contracts? Eg could a co-op manage a prison

Any additional comments:

- Suggest more smaller discussion groups, more focused
- I am a student on the MA in Social Entreprenship (?) at Goldsmith. Very interesting.
- Excellent conference and thank you for making it free to attend, most important to make it available to all co-operatives, rich or poor
- I loved the speakers, it is inspirational hearing real people's stories
- Hope the co-operative supermarket starts stocking Divine and Liberation Nuts
- Need to rethink the culture
- Thank you!
- Very interesting and thought provoking. Tim Lang and Just Change gave excellent talks
- Excellent to have producers – fantastic event!
- I think the programme was very informative
- The lunch was very good and plenty of coffee/tea/water
- Great food and coffee
- Much of the conference was lost as unable to hear due to microphones not being used. So rude to assume all can hear. * Signage could be better – cloakrooms, conference sessions
- Thank you for organising this interesting day
- Is there a glossary of all terms relating to co-operatives?
- Need an event for those wanting to set up a co-operative
- Need an event for those co-operatives who need more inspiration
- Future – social networking and co-operatives
- The presentations were excellent

- Didn't know lots about co-ops so all interesting but if you knew more may have been preaching to the converted a bit.
- Would the co-op help Malawi with investing in better farm machinery, or even oxen? Manual farming seems hard work and also difficult eg sharing of machinery or oxen
- Fairtrade values including making room for those with disabilities *
- Need to get the presence of more co-ops, particular mention of the phone co-op and co-operative energy. These give interested co-operators to trade more with other co-ops
- I found this conference very interesting, I obtained a lot of information about both topics. It has been an eye opener, and hope there are many more conferences about these topics.
- To have people from the different countries to talk to us has much more meaning than just listening to a local speaker on fairtrade. You can emphasise more with the people.
- Thanks for inviting us!
- Great speakers, venue, attendees
- Great event – amazing that it was free to attend!
- Really enjoyed the day
- Very interesting and stimulating
- No, it was a very good, well organised conference – well done!
- Thank you very much – this was an excellent event – keep up the good work!
- The time for questions from the floor is vital. It might be that key speakers could be asked if they were going to be available for more of the day than their actual talks – simply to facilitate access to their expertise.