

# FAIRTRADE GOOD GOVERNANCE POSTER GUIDELINE

This tool is an A2 size poster featuring the basic information to be included in a producer organisation's constitution: general information, objectives, membership, meetings, income generation and accounts, governance bodies, decision making, and dissolution and disputes. The information is presented in 8 graphic chapters describing each of these subjects.

## HOW TO PLAY

10 people can play. Players must interpret the stories in each graphic chapter of the poster, identifying the main elements of each story.

## USE

The poster can be used to support small producers to conduct trainings and awareness-raising activities among members, and to facilitate the development and approval of constitutions at the member level. Its overall aim is to help small producers to understand and raise awareness within their organisation on the main components to be included in the constitution of a small producer organisation.



## GUIDANCE

strip  
01

**GENERAL INFORMATION:** The illustrations in this chapter represent four details that must be included in the first chapter of the constitution: name and trade name, location, number of members and the purpose of the organisation.



## FAIRTRADE STANDARD

### YEAR 0 CORE

You must follow your own rules and regulations such as a constitution, by-laws and internal policies, including those for election, membership processes and a delegate system (if applicable).

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02

**OBJECTIVES:** The illustrations in this chapter show the general objectives of the organisation. In this case they are “to sell members’ crops to export markets”. The illustrations also shows the kind of services the organisation will provide to members (such as technical support and financial services), and the values of the organisation, in this case democracy, equality and equal opportunity. These services are provided in order to achieve the objectives of the organisation.



### YEAR 0 CORE

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## GUIDANCE

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03

**THE MEMBERSHIP:** The illustrations in this chapter describe five main points regarding the membership. Firstly it describes the requirements for membership, including the rules and regulations members must abide by. It then shows the procedures for entering into membership in the organisation. It stipulates how much the membership fee is (if there is a membership fee), what the rights of members are, and what the responsibilities of members are, such as participation in the organisation.



## FAIRTRADE STANDARD

### YEAR 0 CORE

It needs to be clear who is a member of your organization. Therefore, you must have written rules to determine who can become a member and you must keep a record of your members.

You must follow your own rules and regulations such as a constitution, by-laws and internal policies, including those for election, membership processes and a delegate system (if applicable).

You must not discriminate against members or restrict new membership on the basis of race, colour, gender, sexual orientation, disability, marital status, age, HIV/AIDS status, religion, political opinion, language, property, nationality, ethnicity or social origin. You must not discriminate regarding participation, voting rights, the right to be elected, access to markets, or access to training, technical support or any other benefit of membership.

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04

**MEETINGS:** The illustrations in this chapter describe the main procedures to be followed when calling and carrying out meetings. The chapter depicts how often certain meetings, such as Annual General Meetings and Board meetings, must be held. It describes the quorum for each of these meetings and the manner in which the notice for these meetings must occur, including the notice period. It also describes the way in which members can call extraordinary general meetings when they have an issue they want to discuss with the General Assembly.



### YEAR 0 CORE

You must hold a General Assembly at least once a year.

You must inform your members in good time when the General Assembly will take place.

Minutes of the General Assembly must be taken and signed by the president of the Board and at least one other member and must contain a list of participants of the General Assembly.

You must present the annual report, budgets and accounts to the General Assembly for approval.

The General Assembly must meet at least once a year.

## GUIDANCE

strip  
05

**INCOME GENERATION AND ACCOUNTS:** This chapter describes how an organisation plans to generate income, such as through sales, membership fees and assets. It includes the cost of membership fees and the process the organisation will use to be accountable and transparent. It stipulates who is responsible for financial duties in the organisation and who the signatories are on the organisation's accounts.



## FAIRTRADE STANDARD

### YEAR 0 CORE

You must present the annual report, budgets and accounts to the General Assembly for approval.

You must have administration in place with at least one person or committee who is responsible for managing the administration and book keeping.

You must keep records and books that are accessible to all members.

You must have a bank account with more than one signatory, unless it is not possible.

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06

**GOVERNANCE BODIES:** This chapter is depicted as a building that only holds together when all parts are working together. The bottom level is the General Assembly, the highest decision making body, who when meeting quorum and in consensus, makes decisions on the direction and objectives of the organisation. The next level, the board, oversees the decisions made by the General Assembly by guiding the management team on how to implement these decisions. The management team, as a separate level, implements the activities under the direction of the board.



### YEAR 0 CORE

The structure of your organization must have:

- a General Assembly as the highest decision making body where all major decisions are discussed and taken
- equal voting rights for all members in the General Assembly
- a Board chosen in free, fair and transparent elections

You must have administration in place with at least one person or committee who is responsible for managing the administration and book keeping.

You must follow your own rules and regulations such as a constitution, by-laws and internal policies, including those for election, membership processes and a delegate system (if applicable).

## GUIDANCE

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07

**DECISION MAKING:** The illustrations in this chapter describe how members have equal voting rights; how the Annual General Meeting can only make decisions when quorum is reached, and that the board needs to have a quorum of 50% plus one to make decisions. The organisation is using a delegate system because of the high number of members and their dispersed locations. The delegate system enables the General Assembly to make decisions on behalf of all members.



## FAIRTRADE STANDARD

### YEAR 0 CORE

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- equal voting rights for all members in the General Assembly
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strip  
08

**DISSOLUTION AND DISPUTES:** This chapter describes the organisation's process of disputes and dissolution. The illustration depicts under what circumstances the constitution allows for dissolution, for example if quorum has not been met at consecutive Annual General Meetings or if an extraordinary general meeting is called and the members call for and approve (with the appropriate quorum) the organisation's dissolution.

The illustration also depicts the process of resolving disputes. If a member has a dispute, he or she should discuss the matter in the following order with the following parties until the dispute is resolved: the manager, the chairperson, the General Assembly, and finally the local tribunal.



### YEAR 0 CORE

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# ACTIVITY GUIDELINE

**METHOD:** Group Discussion, Brainstorming, Presentation

**MEDIA:** Fairtrade Good Governance Poster

**DURATION:** 2 hours

## **PROCEEDING:**

Ask participants to organise into groups, and to interpret the story described on the first strip of the poster, giving 10 minutes for discussion.

After 10 minutes, collect on a flipchart the interpretations given by each group.

When all the ideas are collected, present the story described on the relevant strip, making connections where possible to the ideas proposed by the attendees.

Cover each of the stories in the poster, following the same procedure described above.

Present a couple of stories of successful cooperatives, using videos or written profiles.

To close the activity, distributing the poster among attendees and invite them to share the story with their families and friends.

To finalise the activity, run a friendly competition between groups based on the Good Governance Quiz. Then, summarise the main concepts covered during the activity, using the PowerPoint presentation Good Governance Poster. The session should be a conversation around the chapters presented in the poster, giving participants the opportunity to ask questions and contribute with their own ideas and knowledge.

The trainer may use this presentation, when relevant, to summarise all the concepts discussed through the poster. Please refer to the Good Governance Training document for further information on each of the concepts covered by this tool and its presentation.

## **SUPPORT DOCUMENTS AND WORKSHEETS**

- Powerpoint Presentation Good Governance Poster
- Good Governance Quiz

