

February 2019

THE LAST ISSUE OF PAM

This is the last edition of the Programme Action Magazine (PAM) because we are moving to an online Soroptimist News magazine which will focus on Programme Action and showcase, to our members and the wider world, what we do.

Working in the [Sustainable Development Goals](#) (SDGs) era, to bring about significant improvements for all by 2030, opens up all sorts of opportunities for us to achieve our aims to help women and girls be the best they can be through inspiring action and transforming lives.

We need to think in terms of the [UN's 5Ps](#) and how our projects fit within these as well as our 3Es (Educate, Enable and Empower) and 3As (Awareness, Advocacy and Action). Our registration with the Charity Commission, as well as our Special Consultative Status at the UN, requires regular reports of our activities and demonstration of the effect we have had during each reporting period.



This relies on our Programme Database for information. I know that many members feel that it is not 'user friendly', the information reported not precise and extracting information is not easy. The Assistant Programme Directors (APDs), Chairman of UK Programme Action Committee (UKPAC) and I, the Federation Programme Action Team (FPAT), will be working on how to develop it and making suggestions to the Federation Management Board during this federation year so that we can launch a more effective record of our PA work at conference in Bournemouth.

One of our ideas so far, apart from relating to the 5Ps, is to enable you to tick more than one SDG or P, 3Es or 3As. As examples:

1. A health project could have elements in SDGs 4 and 6 and thus in P=People and P=Planet;
2. An education project could donate money to an educational programme (e.g. in MERU) which Enables the agency to do the Education whilst Empowering the students;
3. Raising Awareness of trafficking/slavery in your community and gaining signatures on a petition to government (Advocacy) could lead to enabling legislation to protect the victims of such crimes.

Please do let us have your ideas of what would make it all more relevant to you and easier to complete those dreaded Programme Focus Report Forms (PFRFs) as well as extracting relevant information for reports to your club, region, UKPAC, Cluster Group, SIGBI and SI as well as enabling SIGBI to report to the Charity Commission and the United Nations.

I and the Federation Programme Action Team, working with the Federation Programme Action Committee (FPAC), which covers clubs across the whole of SIGBI, look forward to developing this important project so that all your hard work is recognised across Soroptimism and the agencies to whom we have to report.

Carol's article on page 2 highlights the importance of FairTrade and how you can help improve the lives of those helping to produce the chocolate we all love. Think of Easter and all those eggs...



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SHE DESERVES A LIVING INCOME
Carol Infanti - APD Economic Empowerment



This is the theme for [Fairtrade Fortnight 2019](#), which will run from 25th February until 10th March. Fairtrade Fortnight is an action-packed highlight of the year, when campaigners, businesses, schools and places of worship show their support for the farmers and workers who grow our food in developing countries.

The focus of the campaign will be on cocoa, women's empowerment and a living income. It will be a three-year campaign, which will concentrate efforts to go further and faster for farmers to achieve living incomes.

Over the three years of the campaign there will be petitions, pledges and other actions, but to kick things off, the main message to share in your community is simple:

BUY FAIRTRADE CHOCOLATE!

She deserves Fairtrade

Women are central to the cocoa story. Many farmers – both men and women – are underpaid and exploited. That means they can't earn enough for the basic human rights that many of us take for granted, including food, education and housing.

For the women who work in the fields and in the home, it's even worse. They may plant and harvest, look after children, carry water and transport the cocoa beans to market. But despite all that hard work, they are likely to see even less of the money for their crop. They deserve more.

Fairtrade will be featuring the voices of women cocoa farmers at the heart of Fairtrade Fortnight. By recognising those women during Fairtrade Fortnight, we can create a platform for the amazing and inspiring women farmers across the Fairtrade network.

They are leading the way in changing attitudes, behaviours and, ultimately, their communities.

A living income

A living wage is a salary paid by an employer to a worker that covers a basic standard of life. But if you're a smallholder farmer, there's no one to pay you a salary and there are a lot of other factors that come in to play. That's where the concept of a living income becomes useful.



Photo Sean Hawkey - Fairtrade Foundation



A living income (defined by [The Living Income Community of Practice](#)) is calculated as the net annual income needed for a household to afford a decent standard of living for all members of that household. That means you need to earn enough to eat nutritiously throughout the year, drink safe water and access healthcare. This would also allow you to send your children to school, live in a decent home, save for unexpected setbacks and allow the elderly to retire with dignity.

[International Women's Day](#) (8th March) falls during Fairtrade Fortnight – plan an event, bake a chocolate cake to celebrate the achievements of women and raise awareness of more that needs to be done.

I would like to thank all those who have contributed to PAM over the years, to Sue Challoner and Helen Owen and, in more recent years, to Heather Knott who has been our editor, a job she has performed with patience, tact and skill. Thank you, one and all.

Kay Richmond
Director of Programme