

## Taflen Cymru Masnach Deg #005 Cynnal Digwyddiad

Mae digwyddiadau yn gyfle ardderchog i godi ymwybyddiaeth am Fasnach Deg ac i ennill cefnogaeth leol ar gyfer gweithgareddau eich grŵp. Maent hefyd gyfle i gael sylw gan y cyfryngau, cefnogaeth ar gyfer eich cais Tref Masnach Deg a ffordd o recriwtio pobl newydd i'r grŵp. Mae'r daflen hon yn rhoi gwybodaeth ddefnyddiol i'w gofio wrth drefnu digwyddiad.

### Cwestiynau i'w hystyried...

- ▶ Pwy yw'r gynulleidfa darged?
- ▶ Beth yw pwrpas y digwyddiad? (codi arian/codi ymwybyddiaeth/ cyhoeddusrwydd)
- ▶ Beth yw'r bachyn i ddenu pobl yno? (siaradwr da/ bwyd am ddim ayyb)
- ▶ Pwy fydd yn eich cynorthwyo i'w drefnu? (A oes unrhyw gyfleoedd i weithio mewn partneriaeth?)
- ▶ Sut fyddwch chi'n hyrwyddo'r digwyddiad?
- ▶ Beth yw'r gyllideb?
- ▶ Beth yw'r amserlen? (mae'n syniad da gwneud cynllun gydag amserlen)

### Cyhoeddusrwydd

Mae cyhoeddusrwydd da yn hanfodol i ddenu pobl newydd i'r digwyddiad. Sicrhewch eich bod yn ysgrifennu datganiad i'r wasg sy'n dal sylw, a ffoniwch eich papur lleol i weld os oes modd iddynt ei hysbysebu. Yn aml bydd ganddynt dudalen digwyddiadau cymunedol. Neu meddyliwch am ffordd o ddal sylw o *flaen llaw* a fydd yn tynnu sylw'r wasg ac yn eich galluogi i roi cyhoeddusrwydd i'ch digwyddiad.

### Beth yw'r costau?

Cofiwch ystyried:

- Lleoliad
- Lluniaeth
- Cyhoeddusrwydd
- Costau siaradwyr ayyb
- Unrhyw offer arbennig e.e. taflunydd ayyb

### Iechyd a Diogelwch

Os fydd y cyhoedd yn eich digwyddiad mae'n ddoeth, er nad yn hanfodol, buddsoddi mewn Yswiriant Atebolrwydd Cyhoeddus. Mae Yswiriant Atebolrwydd Cyhoeddus yn eich amddiffyn os fydd aelod o'r cyhoedd yn cael ei anafu neu eiddo yn cael ei niweidio. Bydd rhai lleoliadau yn gofyn i chi gael yr yswiriant cyn caniatáu i chi gynnal digwyddiad yno. Mae Yswiriant Atebolrwydd Cyhoeddus bellach ar gael gyda chymhorthdal yr Ymddiriedolaeth Masnach Deg. Mae'r costau'n amrywio rhwng £25 a £110 ar gyfer yswiriant blwyddyn (yn dibynnu ar faint poblogaeth eich tref) [http://www.fairtrade.org.uk/get\\_involved/campaigns/fairtrade\\_towns/support\\_resources\\_and\\_activities.aspx](http://www.fairtrade.org.uk/get_involved/campaigns/fairtrade_towns/support_resources_and_activities.aspx)

Mae'n arfer da cynnal asesiad risg cyn y digwyddiad. Mae hyn yn golygu sylwi ar beryglon posib e.e. pobl yn baglu dros wifrau, a nodi pa fesurau y gallwch eu gosod er mwyn lleihau'r perygl e.e. tapio gwifrau i'r llawr. Mae gan Cymru Masnach Deg batrwm asesiad risg y gallwch ei lwytho i lawr o'n gwefan [www.masnachdegcymru.com](http://www.masnachdegcymru.com)

### Gwneud eich digwyddiad yn gynhwysol

Dylai digwyddiadau fod mor hygyrch ag sy'n bosib i ystod eang o bobl gan gynnwys rhieni a phlant ifanc, pobl ag anabledd a phobl hŷn. Mae'n syniad da cynnal asesiad o'r digwyddiad a gweld os oes unrhyw ffordd y gallwch ei wneud yn fwy hygyrch e.e. drwy ei gynnal mewn man hygyrch o ran trafndiaeth gyhoeddus, neu ddarparu meithrinfa. Cadarnhewch bod mynediad a pharcio addas i bobl ag anabledd (a pheidiwch â dibynnu ar air y lleoliad, sicrhewch eich bod yn gweld gyda'ch llygaid eich hunain!)



*Cynhadledd Cymru Masnach Deg, 2009*

### Stoc

Mae digwyddiadau yn gyfle da i werthu nwyddau Masnach Deg, a gall gynorthwyo i godi arian ar gyfer eich grŵp.

Mae nifer o siopau annibynnol Masnach Deg yn cynnig telerau gwerthu neu ddychwelyd ar eu nwyddau. Am eich siop Masnach Deg agosaf ewch at wefan Cymdeithas Siopau Masnach Deg Prydain [www.bafts.org.uk](http://www.bafts.org.uk)

Neu gallwch fod yn Fasnachwr Teg Traidcraft. Gallwch archebu dewis eang o fwyd a chrefftau gan dderbyn gostyngiad 10% - 15% ar eich archeb. Byddwch hefyd yn derbyn eitemau hyrwyddo am ddim megis posteri, bagiau papur a chiwbiau arddangos [www.traidcraft.co.uk](http://www.traidcraft.co.uk)

Mae Tearcraft hefyd yn cynnal cynllun tebyg, neu'n medru eich cysylltu gyda chynrychiolydd Tearcraft lleol [www.tearfund.org](http://www.tearfund.org).

### Awgrymiadau defnyddiol

- Cofiwch dynnu lluniau o'ch digwyddiad fel tystiolaeth i gefnogi neu adnewyddu eich cais Tref Masnach Deg.
- Peidiwch â dibynnu ar eich arlwywyr i sicrhau eu bod yn defnyddio nwyddau Masnach Deg e.e. bananas Masnach Deg. Gallwch osgoi unrhyw broblemau drwy ofyn iddynt lofnodi cytundeb yn eu hymrwymo i ddefnyddio nwyddau Masnach Deg (anfonwch e-bost at [info@fairtradewales.com](mailto:info@fairtradewales.com) am enghraifft o gytundeb).
- Dosbarthwch ffurflenni gwerthuso, gan gynnig ysgogiad i bobl eu dychwelyd e.e. bar o siocled. Bydd y ffurflenni gwerthuso yn rhoi adborth defnyddiol ar gyfer y flwyddyn nesaf.
- Cadarnhewch nad yw'r dyddiad yn gwrthdaro gydag unrhyw chwaraeon neu ddigwyddiadau lleol eraill.
- Sicrhewch fod gennych gynllun wrth gefn. Beth os na fydd y prif siaradwr yn ymddangos? Oes rhywun all neidio i'r adwy?

## Fair Trade Wales Factsheet #005 Running an Event

Events are a great opportunity to raise awareness of Fair Trade and to gain local support for your group's activities. They also offer opportunities for media coverage, support for your Fairtrade Town application and a way to recruit new people to the group. This factsheet will give some helpful information to bear in mind when organising an event.

### Some questions to think about...

- ▶ Who is the target audience?
- ▶ What is the purpose of the event? (fundraising/ awareness raising/ publicity)
- ▶ What is the hook to get people there? (a good speaker/ free food etc)
- ▶ Who will help you organise it? (Are there any opportunities for partnership working?)
- ▶ How will you publicise the event?
- ▶ What is the budget?
- ▶ What are the timescales? (it's a good idea to make a plan with a timetable)

### Publicity

Good publicity is vital for getting new people to your event. Make sure you write a attention grabbing press release and ring up your local paper to see if they can advertise it for you. Often they will have a listings page of community events. Alternatively you might want to think of an attention grabbing stunt *before hand* that will attract the attention of the press and enable you to publicise your event.

### What are the costs involved?

Remember to budget for:

- Venue
- Refreshments
- Publicity
- Expenses for speakers etc
- Any special equipment e.g. projectors etc

### Health and Safety

If the public are going to be at your event it's wise but not essential to invest in Public Liability Insurance. Public Liability Insurance protects you if a member of the public is injured or property is damaged. Some venues will require that you hold the insurance before allowing you to hold an event with them. Public Liability Insurance is now available subsidised from the Fairtrade Foundation. The costs vary from £25 to £110 for a year's insurance (dependent on the size of the population of your town) [http://www.fairtrade.org.uk/get\\_involved/campaigns/fairtrade\\_towns/support\\_resources\\_and\\_activities.aspx](http://www.fairtrade.org.uk/get_involved/campaigns/fairtrade_towns/support_resources_and_activities.aspx)

It is good practice to carry out a risk assessment before the event. This is just where you identify any potential hazards e.g. people tripping over wires, and identify what measures you can put into place to decrease the risk e.g. taping wires to the floor. Fair Trade Wales has a template risk assessment that you can download from our website [www.fairtradewales.com](http://www.fairtradewales.com)

### Making your event inclusive

Events should be as accessible as possible to a wide range of people including parents with young children, disabled people and elderly people. It's a good idea to carry out your own assessment of the event and see if there's anyway you can make it more accessible e.g. by holding it somewhere easily accessible by public transport or providing a creche. Make sure that you check the disabled access and parking (and don't rely on what the venue says as they want to ensure you go with them, make sure you see them with your own eyes!)



*Fair Trade Wales Conference, 2009*

### Getting stock

Events are a good opportunity to sell some Fair Trade products and could help raise funds for your group.

Many independent Fair Trade shops offer sale or return goods. To find out your nearest Fair Trade shop visit the website of the British Association for Fair Trade Shops [www.bafts.org.uk](http://www.bafts.org.uk)

Alternatively become a Traidcraft Fair Trader. Here you can order a wide selection of food and crafts and receive a 10% - 15% discount on your order. You will also receive free promotional items such as posters, paper bags and display cubes [www.traidcraft.co.uk](http://www.traidcraft.co.uk)

Tearcraft also run a similar scheme or could put you in contact with a Tearcraft rep in your area [www.tearfund.org](http://www.tearfund.org).

### Helpful tips

- Remember to take pictures of the event to provide evidence to support your Fairtrade Town application or renewal
- Don't rely on your caterers to ensure they are using Fairtrade products e.g. Fairtrade bananas. Avoid any problems by asking them to sign a contract committing them to using Fairtrade goods (email [info@fairtradewales.com](mailto:info@fairtradewales.com) for a sample contract).
- Give out evaluation forms and offer an incentive for people to return them e.g. a bar chocolate. The evaluation forms will give really useful feedback and learnings for next year
- Double check that the date doesn't clash with any major sporting or other local events
- Make sure you contingency plan. What will you do if the main speaker doesn't turn up? Is there someone who could jump in and take over?