

Abstract

The thesis provides a need assessment of towns, schools and local religious congregations that joined the Fairtrade Towns campaign. It is framed into a broad topic beginning with global issues, going through the concept of fair trade to the subject of this research. The author reflects his approach and explains why the system theory and theory of autopoiesis was chosen as an interpretive framework for analysing data. Having regard to the methods, the thesis uses needs assessment approach. Its interpretive possibilities are later used. The author focuses on the formulation of hypotheses before the implementation of qualitative interviews as the main research method. Final hypotheses served as a guide for research. The author performs analysis of available resources and uses his own quantitative data analysis findings that used confirmatory factor analysis and logistic regression. Qualitative interviews were conducted and thematic analysis was made. Than aforementioned analyses approaches were used too. The needs of subjects that joined the campaign were found out, described and assessed.