



**FAIR TRADE
COLLEGES &
UNIVERSITIES
TOOLKIT**



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BEFORE you get underway, we want to make sure to connect you with the resources you'll need to guarantee success.

So, **FIRST**, register your Fair Trade College or University campaign online at FairTradeCampaigns.org. Once you've registered, we will reach out to answer questions and help you get started.

And, **SECOND**, **reach out** to friends, other students, and faculty allies to work with you. Share the journey, learn from others' experience, and celebrate your success together!



QUESTIONS?

We're here to help! Drop us a line at admin@fairtradecampaigns.org

GOALS FOR BECOMING A FAIR TRADE COLLEGE OR UNIVERSITY



Goal 1: Build Your Team.

The Fair Trade Committee develops and provides leadership for the campaign action plan. Think about who on campus would most help gain traction and sustain the campaign (e.g., students, faculty, administration, and staff).



Goal 2: Reach out to Campus Outlets.

A minimum of two Fair Trade products should be available in campus-owned/operated venues as well as in service contracts where possible.



Goal 3: Source Fair Trade at Events & Meetings.

Serve up Fair Trade coffee, tea and other products in offices, at events and through catering.



Goal 4: Commit to Fair Trade Education.

Host events each academic term that inspire students and faculty to learn about Fair Trade and purchase Fair Trade products. Introduce Fair Trade into classes and publicize your efforts in campus publications.



Goal 5: Pass a Fair Trade Resolution.

Draw up a resolution that reflects the college/university's commitment to Fair Trade and pass it through the appropriate decision-making bodies for approval.

GETTING STARTED

Form a Committee

Reach out to students, faculty and staff who have an interest in Fair Trade, as well as groups that share common values (e.g. social justice, poverty, anti-trafficking). **Organize** an initial meeting with Fair Trade coffee, tea, and chocolate.

As you begin, think about:

- **Who** to include? Aim for a diverse representation of campus interests!
- What resources or groups are already on campus?



Manhattan College in NY formed a diverse Fair Trade Committee to start their campaign. Read about their experience – [CLICK HERE](#).

What's already available? - The Campus Inventory

An inventory catalogues the availability and variety of Fair Trade products on campus. Establishing a baseline lets you see where you're starting from and helps chart your progress. This can serve as a powerful tool for interacting with students, faculty and service providers as you move forward.

Some ideas:

- Have fun with a scavenger hunt after your first meeting—fan out in pairs to gather info.
- Meet with food service providers to find out if Fair Trade is on their radar.
 - [CLICK HERE](#) for a guide to working with dining services on your campus.
- Calculate the potential impact of having Fair Trade products on your campus (**remember:** farmer organizations receive 20 cents towards community development for every pound of Fair Trade coffee sold!)

Organizers at the University of California San Diego surveyed the student body to demonstrate a clear demand for Fair Trade on their campus. Read about their experience - [CLICK HERE](#).



CAMPUS POWER MAPPING

To achieve lasting change, you'll need to work with a range of players and interests. What questions and challenges can you anticipate? How can you build interest in your cause? Who will be your allies? Some of the questions below may help guide your approach as you interact with different interest groups on campus.

How are decisions made on your campus?

Research your institution's history and organizational structure. Create a map to show the positions people hold, their relationships, their responsibilities and decision-making power within these roles.

What factors may motivate people or affect their perspectives?

Everyone approaches an issue like Fair Trade from a different perspective. A person's job title, personal interests and prior experience with student groups are all important to consider. Seek to understand and work through any concerns.



Siena College was more surprised by the student response to the Fair Trade Campaign than that of the Board of Trustees.

[CLICK HERE](#) to read more.

Who should we reach out to?

When forming a Fair Trade committee, organizing events or writing up a Fair Trade Resolution, carefully consider who to involve, taking into account their influence and interest. Remember: you are working with a diverse community, so try to capture as many ideas as possible and make sure your language reflects that diversity.

Who decides which products are purchased?

Most institutions have purchasing policies that guide negotiations and priorities with food service providers and other groups. Ask to take a look at your institution's policy!

What partnerships could help your Fair Trade campaign?

Partnerships with other groups may support your cause. Consider where there is potential and reach out to academic departments, student ministries and volunteer resource centers on campus. Work to build a coalition of interests that share the values promoted by Fair Trade.

Professor Tom Kelly helped mentor students at Creighton University through the journey to become a Fair Trade University. [CLICK HERE](#) to learn about the groups that helped bolster their campaign



NOW WHAT? ADVOCACY BEST PRACTICES

This next section provides helpful hints and addresses obstacles that may challenge you. Remember: personal initiative lies at the heart of advocacy – take ownership of your responsibilities and work diligently to inspire others to do the same.

Mission Statements

What stated principles and values guide your college or university? These are generally called “mission statements” and may fit well with your Fair Trade campaign.

In practice: Be sure to use the language of your school’s mission and stated values to underscore alignment with Fair Trade values.

Customizing your Campaign

Each Fair Trade campaign will encounter a unique set of challenges and difficulties. Here are some things to consider as you develop a strategy for your college or university:

- Is your institution a private liberal arts college or a large public university?
- Do students live on campus or commute?
- Is your foodservice provider contracted (Sodexo, Bon Appetit, Aramark, etc) or self-operated?



Student advocate Sarah DeMartino has led Fair Trade campaigns at two universities. [CLICK HERE](#) to read about her experience tailoring campaigns to match campus dynamics

Getting Public Attention

How can you make sure your efforts and accomplishments get noticed?

In practice: Reach out to campus publications and organize on social media.

Audio-Visual Resources

Movies and documentaries are an effective way to generate interest in Fair Trade.

In practice: Set up a movie night to educate and help build community on your campus. [CLICK HERE](#) for a list of Fair Trade books and films.

Speakers/Producer Visits

Invite speakers to campus to speak about Fair Trade – academics, industry representatives, and Fair Trade farmers or workers can inspire an audience and get more supporters on board. Keep in mind that you may need a budget for this type of activity.

In practice: Organize a Fair Trade panel and invite speakers from various organizations.

Event Ideas

Additional event ideas can be found in our [Fair Trade Colleges & Universities Event Guide](#).

FAIR TRADE COLLEGES & UNIVERSITIES - FAQs

What do I need to start a campaign at my college or university?

Getting started simply requires commitment and energy. Reach out to those who share your passion for social justice, organize a group and embark on the adventure!

Have other institutions earned Fair Trade College or University status?

Since 2008, more than 50 campuses have achieved Fair Trade status. And dozens more are well on their way.

[Visit our website](#) for a list of declared Fair Trade Colleges & Universities.

Who created and oversees the Fair Trade Colleges & Universities program?

The Fair Trade Colleges & Universities program began in 2008 after the University of Wisconsin Oshkosh announced Fair Trade status. Today, a Steering Committee of students, alumni, faculty and Fair Trade advocates manages and guides the program. Fair Trade USA has dedicated staff at its Oakland, CA headquarters who support Fair Trade Colleges & Universities campaigns.

How is Fair Trade Colleges & Universities funded?

Fair Trade USA has raised funds to sponsor Fair Trade Colleges & Universities. Also, in 2011 Ben & Jerry's introduced a new flavor ("Late Nite Snack") and committed the royalties to Fair Trade Colleges & Universities.

How will my institution benefit from Fair Trade designation?

Fair Trade designation recognizes your institution's commitment to social and economic justice. The Fair Trade Colleges and Universities program also offers students valuable leadership experience designing and implementing a multifaceted campaign.

What are the costs associated with a Fair Trade campaign?

While there are no program fees, switching to some Fair Trade products may result in increased costs. Experience has shown that any increase in the cost of Fair Trade products is very modest.

What resources are available?

Fair Trade Colleges & Universities partners with organizations across the US to provide guidance and support. Our [website](#) provides event ideas, media packets, case studies and more. Plus, the program's Steering Committee and dedicated staff are available to offer support and work in partnership with campaigns.

What are the education and outreach requirements?

Participating institutions are encouraged to engage stakeholders about Fair Trade through educational seminars, classes and outreach events.

How do you keep the momentum going after achieving Fair Trade status?

Campuses earning Fair Trade status have the responsibility to fulfill and uphold the commitments outlined in their Fair Trade Resolution. Advocates periodically check with dining groups to ensure agreements are fulfilled, host educational events and may help spread the Fair Trade movement to other campuses.

After earning Fair Trade status, advocates at UC San Diego worked to monitor dining services and continue with education campaigns. [CLICK HERE](#) to learn more.



FAIR TRADE CAMPAIGNS BACKGROUND

Fair Trade is a market-based approach to alleviating poverty in ways that improve lives, strengthen communities, and protect the environment. Fair Trade offers fair prices and wages to farmers, workers, and artisans; improved terms of trade, and community development funds to invest in education, health care, and other projects to improve their quality of life.

About Us

Fair Trade Colleges & Universities in the USA began in 2008 as an initiative to award Fair Trade Status to institutions adopting Fair Trade principles and practices within administrative policy and the social and intellectual fabric of their academic communities. Fair Trade institutions achieve five basic goals (see above) and work to continuously deepen their commitment to Fair Trade.

Our Mission

The Fair Trade Colleges & Universities initiative inspires institutions of higher learning to support equity in trade and promote sustainable development by raising awareness among students, faculty, administration and staff of the benefits of Fair Trade and by leveraging the significant buying power of academic institutions to purchase Fair Trade products. Achieving Fair Trade Status means securing institutional commitment to embed Fair Trade principles and practices within administrative policy and the social and intellectual fabric of academic communities.



QUESTIONS?

Contact Fair Trade Campaigns at
admin@fairtradecampaigns.org

Find more information at fairtradecampaigns.org