



**FAIR TRADE  
COLLEGES &  
UNIVERSITIES  
TOOLKIT**



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# FIRST THINGS FIRST!!

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

So, **FIRST**, register with the Fair Trade Colleges & Universities Campaign. Once you have registered, we will contact you and send a welcome packet with some ideas and suggestions to get you 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?



Fair Trade Colleges & Universities National Organizer Parker Townley is always up to answer questions and help you through any difficulties!

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# GOALS FOR BECOMING A FAIR TRADE COLLEGE OR UNIVERSITY



**Goal 1: Form a Fair Trade Committee.** 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: Make Fair Trade products available on campus.** 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: Use Fair Trade products in University offices, meetings and events.** Offer Fair Trade coffee, tea, sugar and other products whenever possible.

**Goal 4: Commit to Fair Trade education, awareness-raising and growth of Fair Trade on campus.** 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: Develop a Fair Trade Resolution** which incorporates the commitments outlined in sections 1-4 above, and get it approved by appropriate governing bodies.

# 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 already are on campus?

**Manhattan College in NY formed a diverse Fair Trade Committee to start a 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.
- 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 at 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. Read more -[CLICK HERE](#).**

- **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.

For years Anne Kelly has worked with a diverse array of groups to promote Fair Trade. [CLICK HERE](#) to learn about the importance she places on forming coalitions.



- **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. Learn about the groups that helped bolster their campaign - [CLICK HERE](#).

# NOW WHAT?

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.



**Creighton University’s Mission states: “Service to others, the importance of family life, the inalienable worth of each individual, and appreciation of ethnic and cultural diversity are core values of Creighton,” Be it resolved that Creighton University makes a commitment to Fair Trade.....**

## 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. Read about her experience tailoring campaigns to match campus dynamics - [CLICK HERE.](#)**



# 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 outlets like facebook and Twitter. Need an example? Check out the Fair Trade Colleges and Universities Facebook - [\*\*CLICK HERE!\*\*](#)

## 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 Fair Trade Films List\*\*](#)

## 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.

[\*\*CLICK HERE\*\*](#) for a list of Fair Trade retailers you can invite to campus for speaking events or product demonstrations.

## Event Ideas

Additional event ideas can be found within [\*\*this presentation.\*\*](#)



# 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.



# FAIR TRADE COLLEGES & UNIVERSITIES - FAQS

## **1. 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!

## **2. Have other institutions earned Fair Trade College or University status?**

From 2008-2012, over a dozen institutions have achieved Fair Trade status. Meanwhile dozens more, representing all regions of the US, are well on their way. [\*\*Visit our website\*\*](#) for a list of Fair Trade Colleges and Universities.

## **3. Who created and oversees the Fair Trade Colleges and Universities program?**

The Fair Trade Colleges and Universities (FTCU) 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 FTCU campaigns.

## **4. How is FTCU funded?**

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

## **5. 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.



## 6. 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.

## 7. Is funding available to campus campaigns?

Modest grants for internships, promotional signage, materials, etc., are at times available.

## 8. What resources are available?

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

## 9. What are the education and outreach requirements?

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

## 10. 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 achieving Fair Trade Status, advocates at UC San Diego worked to monitor dining services and continue with education campaigns. Learn more - [CLICK HERE](#).**

# ADDITIONAL RESOURCES

## Click Below for Links



### **Curricular Toolkit**

(class outlines available online)



### **Trips abroad**



### **Grant Opportunities**

Contact National Organizer Parker Townley for more information



### **Registration**

**Questions?** Contact National Organizer Parker Townley at (510) 844-1665 or email him at [ptownley@fairtradeusa.org](mailto:ptownley@fairtradeusa.org)