

FAIR TRADE TOWNS USA - FAQs

1. What do I need to get a campaign started in my community?

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! Register your campaign to access the support of our staff and our resources.

2. Have other communities earned Fair Trade College or University status?

Since 2006 over 100 communities have started the process of becoming a Fair Trade Town with almost a third having met all five criteria. Meanwhile many more, representing all regions of the US, are well on their way. Visit our [website](#) for a list of Fair Trade Town campaigns.

3. Who created and oversees the Fair Trade Towns USA program?

Fair Trade Towns began in 2006 in the US when the borough of Media, PA followed the example of Garstang in the UK. Today, a **Steering Committee of organizers and Fair Trade advocates** manage and guide the program. Fair Trade USA has raised funds to sponsor the program, and dedicated staff are housed at Fair Trade USA's headquarters in Oakland, CA and Philadelphia, PA.

4. How is FTT funded?

Fair Trade Towns USA is entirely grant funded. Grants have been raised by the resource development staff at Fair Trade USA and managed by the National Coordinator.

5. How will my community benefit from Fair Trade designation?

Earning Fair Trade status demonstrates your community's commitment to social and economic justice. Many towns are looking for ways to differentiate themselves as sustainable.



From LEED certified buildings to Transition Town campaigns, municipalities recognize the allure of sustainability. Tourists and potential residents are looking to spend their resources in a conscientious way. Fair Trade Town status is an excellent way for your town to market itself to this growing consumer demographic.

6. What are the costs associated with a Fair Trade program?

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 town campaigns?

The Fair Trade Towns USA small grant program allows campaigns to get funding for internships, promotional signage, materials, etc.

8. What resources are available?

Fair Trade Towns USA partners with organizations across the US to provide guidance and support. Our 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 advice and work with campaigns when needed.

9. How do you keep the momentum going after achieving Fair Trade Status?

Towns earning Fair Trade status have the responsibility to fulfill and uphold the commitments outlined in their Fair Trade Resolution. Advocates periodically check with town officials to ensure agreements are fulfilled, host educational events and help spread the Fair Trade movement to other communities.

