



**FAIR TRADE  
TOWNS USA**

# Working with Workplaces

*Ways to engage and enroll  
workplaces in your campaign.*

Workplaces are increasingly looking for ways in which they can be involved in improving the world, and demonstrate that they care about and support not only their workers, but those who labor to provide us with the products we consume. By committing to offer Fair Trade products, a business can align its impact and social footprint with its mission, and express their values and ideals through their workplace purchases.

Fair Trade offers workplaces an opportunity to extend their social, economic, and environmental leadership through their commitment to the long-term development of farmers and workers who produce the coffee, tea, and sugar they use. Engaging local workplaces in your campaign helps demonstrate to local government that Fair Trade is a positive for businesses as well as the other sectors of the community. It also enables those businesses to demonstrate their belief in worker empowerment, social, and environmental sustainability, while helping millions of farmers and workers around the world lift themselves out of poverty.

## Tips for starting a conversation with workplaces

1. **Identify** anyone on your team who would like to bring Fair Trade into their workplace. It is always easier to connect to a workplace through an employee.
2. **Determine** who the best person to approach would be. Many workplaces get their coffee, tea and other products through an office supply company. Find out who makes those orders and who decides what to purchase.
3. Figure out **what goods** the workplace currently offers. Discover what goods they use, and do some research on what items they could switch to. The more work you do in advance, the less work they will have to do, making a switch much more likely.
4. Offer to **give a presentation** to the workplace and its leadership.
5. Connect Fair Trade to the **mission** of the business. Most companies and businesses have a mission statement. If you can connect Fair Trade to that you can help co-workers and managers recognize how Fair Trade fits with their values and mission.

## Resources for Working with Workplaces:

**Responsible Purchasing Network** – All kinds of information on ethical purchasing for workplaces:  
[http://www.responsiblepurchasing.org/purchasing\\_guides/all/index.phpv](http://www.responsiblepurchasing.org/purchasing_guides/all/index.phpv)

**Office Supply Companies** – Since many offices get the coffee, tea, etc that they use from office supply companies, below are some links to the Fair Trade options from the most popular of those companies.

**Staples:** [http://www.staples.com/fair+trade/directory\\_fair+trade](http://www.staples.com/fair+trade/directory_fair+trade)

**Office Depot:**

<http://www.officedepot.com/catalog/search.do;jsessionid=0000gieXhsFF0YZn0nVhSIV2bAl:17h4h7dc6?Ntt=fair+trade>

**Office Max:**

<http://www.officemax.com/catalog/search.jsp?freeText=fair+trade&search.x=0&search.y=0&searchText=Search+by+Keyword+or+Item+%23>

**Green Mountain Coffee** - GMC has a program dedicated to small businesses:  
<http://www.greenmountaincoffee.com/forbusiness>

**Fairtrade Foundation** – Established Fair Trade Workplaces campaigns:  
<http://www.fairtrade.org.uk/work/>

**Fair Trade Association of Australia & New Zealand** – Another country with Fair Trade Workplaces campaigns: <http://www.fta.org.au/fair-trade-workplaces.html>

**See something missing?** If you are aware of other religious/denominational Fair Trade resources, please let us know so we can add it to the list. Contact Billy Linstead Goldsmith at [billy@fairtradetownsusa.org](mailto:billy@fairtradetownsusa.org).