

FAIR TRADE TOWNS CRITERIA



Goal 1: Build Your Team

The Steering Committee provides direction for your campaign and is the way that volunteers and supporters can take leadership. The make-up of the committee should reflect the diversity of the community. Think about *who* in your personal network, and the community in general, would most help the campaign gain traction and be sustained.



Goal 2: Reach Out to Retailers

Identifying opportunities for consumers to make a difference with their purchases is a crucial part of Fair Trade Towns. Based on the population size of your town, a certain number of retail locations must sell at least two Fair Trade Products (see below).



Goal 3: Engage Your Town

Getting a commitment from community organizations like schools, places of worship and even offices to serve or use Fair Trade makes an impact in the community. Similar to the Retail criteria, your town will have a certain number of community organizations serving a Fair Trade product based on population size.



Goal 4: Get Some Love from the Media

Gaining recognition in the media is an important way to raise awareness and support for your work. It allows you to broadcast how local action can deliver life changing benefits to farmers, artisans, workers and their communities to a large audience.



Goal 5: Engage Your Local Government

By getting a commitment from your community's governing body (town or city council, etc) you are demonstrating to the entire community the importance of making a difference with your purchases. Community governments are often the largest institutional purchaser in town, and have ability to make a major difference with what they buy.