



**FAIR TRADE
CAMPAIGNS**

Fair Trade Schools

Fair Trade Campaigns is a national effort uniting community and campus advocates across the country that are dedicated to the principles of Fair Trade. We are excited to announce **Fair Trade Schools**, a recognition program for schools, grades K-12, to demonstrate their commitment to Fair Trade. In our globally connected world, the concepts of environmental and economic justice, as well as fair treatment of those less fortunate are imperative for students to learn.

Fair Trade Campaigns is committed to raising awareness of Fair Trade in communities across the country because where we spend our money has ramifications that echo across continents, countries, and communities. By initiating a system of recognition for schools, we seek to engage future generations in making a difference through purchases made themselves, and their institutions.

To be recognized as a **Fair Trade School** in the U.S., the following criteria need to be fulfilled:

- **Build a Team:** A teacher and/or student-lead group should be formed to implement the campaign objectives and drive awareness. Parents can and should be encouraged to participate where appropriate.
- **Commit to Fair Trade Education & Events:** By including Fair Trade in lesson plans, curricula and school events like assemblies and fairs, students understand the ways in which Fair Trade fits into their daily lives. From delivering real-world examples of how fairness can impact those less fortunate, to how Fair Trade fits into traditional and alternative economic systems, including the topic in lesson plans and curricula enables students to gain a deeper understanding of the benefits of Fair Trade.
- **Source Fair Trade Products:** Get a commitment to have Fair Trade products available at school. Whether your school offers products in cafeterias, vending machines or school stores, or regularly includes Fair Trade products in fundraisers, like candy sales or bake sales, providing products that have a positive impact students, faculty and parents are able to make an immediate difference with their purchases.

To get started contact Billy Linstead Goldsmith, National Coordinator, Fair Trade Campaigns at: blinsteadgoldsmith@fairtradetownsusa.org or 267-886-9990. **More resources are available at** www.FairTradeTownsUSA.org/organize/resources/

