So You're Declared: Now What?

Tracks for Continued Engagement

After campaigns earn Fair Trade Status there's often the same question: *"So, Now what?"*

This resource is meant to provide examples on how to move forward in a clear and coordinated manner after declaration. These strategies and objectives help to ensure that your campaign will continue generating positive impact for farmers, artisans, and workers around the world.

Each focus area was designed with the intention of providing enough options for a full year of advocacy. Keep in mind these are simply examples of potential ways forward; continue where possible with your current efforts and refer to this document when you are in need of new ideas.

Increase Impact

Purchases impact producers, and that impact drives Fair Trade Campaigns. The end goal of education and community efforts is to increase demand and sales – in turn supporting Fair Trade farmers, artisans and workers around the world. This focus area seeks to measure the impact of our efforts and explore new areas for increasing Fair Trade sales. The three distinct avenues for action are:

1) Institutional Purchasing – Procurement Policies

Billions of dollars each year are spent through institutional purchasing in the higher education world. Channeling this purchasing to responsibly sourced goods can have a huge impact. In 2013 Fair Trade Colleges & Universities finished a two-year process to develop policies guiding on-campus purchasing. These policies and purchasing guides empower officials on campus to secure more Fair Trade products.

Do it: Arrange a meeting with a representative from your purchasing office and work with them through the process of establishing an official Fair Trade Purchasing Policy.

Learn up: Fair Trade Colleges & Universities has a wide range of materials to get you going in the right direction. First take a look at the Campaigners' Guide to Procurement here. In addition, when you begin working with a purchasing official, make sure they have access to the Purchasing Guide here.

2) Sales – Measuring Direct Impact

Sales of Fair Trade products can be directly linked to impact for farmers, artisans and workers.

Do it: Reach out to your food service provider and other businesses on campus to conduct an inventory of Fair Trade Sales at outlets across campus. This will provide you with a clear picture of the success of your previous efforts as well as helping to identify areas for future growth.

Learn up: So far Keene State College in New Hampshire has conducted two reports on purchasing efforts on campus. Take a look at their reports **here (2011)** and **here (2012)**.

3) Product Availability/Variety

Once you have identified areas for improvement you can begin to work on getting more Fair Trade products on campus. Explore new product categories, for example apparel and artisan goods.

Do it: Set up a meeting with your Food Service Provider/Bookstore Manager and begin brainstorming ways to get new Fair Trade products into outlets across campus. Offer to help educate about issues associated with new product categories in exchange for piloting Fair Trade in a new location or recipe.

Learn Up: While Fair Trade bananas have spread throughout Europe they've had trouble catching on in the United States. As part of the 2013 Go Bananas Campaign we put together a resource to help overcome challenges and get Fair Trade bananas on campus. Read more **here** and then apply these common lessons to other products (remember to be flexible and creative!)

Education and Awareness

Education efforts help members of your community learn about the impact and benefits of Fair Trade. Make sure you are engaging with your entire community and get creative with your strategies for engagement.

1) Fair Trade in the Classroom

Remember that Fair Trade is a complex topic with roots in many of the major disciplines (sociology, economics, environmental studies, business, international relations, etc).

Do it:

A. Explore your school's course guides and find out if any classes already touch upon Fair Trade. If there aren't, then ask professors teaching relevant topics if they would be interested in developing a Fair Trade component/addition to their course.
B. Host a seminar to bring together faculty from various disciplines for a day to discuss how Fair Trade relates to their field.
C. Finally, to get the word out about your group, consider lightning presentations –presentations designed to inform students about the importance of Fair Trade and your efforts on campus, all within a brief 2-3 minute period at the start of a class.

Learn up: Fair Trade Colleges & Universities has a compiled a number of Fair Trade Syllabi that can be used for courses and seminars, click **here** to get to our resources page and **here** if you are looking for an example presentation on Fair Trade. Meanwhile use **this** animated short video for shorter presentations.

2) Educate Dining Services

Knowledgeable baristas and other front-end employees can help educate others about Fair Trade.

Do it: Meet with your food service provider and ask to present about Fair Trade to their employees. Presentations can be quick or longer. Try to be flexible based on the scheduling needs of the staff.

3) Incoming Students

Each year a new wave of students arrives on campus. Make sure they know about Fair Trade and ensure you are continually developing new leaders.

Do it: Reach out to the planning committee for orientation and see where Fair Trade can fit in. Often time is built in for socials and breaks, see if one can focus on Fair Trade coffee, chocolate or tea and offer to have a booth available explaining the efforts of the university to source sustainable and just products.

Learn up: Take a look at some examples from Cal Lutheran; they have great ideas for reaching out to students and getting freshman involved **here**.

Expand the Movement

Fair Trade Campaigns seeks to embed Fair Trade principles and purchasing within the framework of whole communities. Your campaign can help to build awareness and increase availability not only on your own campus but also within your town, local schools, a wide range of faith-based congregations and near-by colleges and universities.

1) Increase Off-Campus Product Availability

Many students live off-campus, working to make Fair Trade available in areas close to campus can help to include off-campus students and even get faculty and staff excited about your efforts.

Do it: Make a list of near-by cafes, supermarkets and restaurants that could easily carry Fair Trade products. Once you have a list of these stores reach out to managers and explore opportunities to help pair increased Fair Trade availability with publicity for their store and educational events.

Learn up: Fair Trade Towns has a short series of case studies on working with retailers **here**, and a detailed example of how to get a specific product (bananas in this case) on the shelves **here**.

2) Work with Local Schools

Many colleges and universities work with local elementary, middle and high schools in the community. This can be a great opportunity to make sure that students all understand the basic concepts behind Fair Trade (just compensation, treating others with respect, etc). You have the opportunity

to take a leadership role and introduce others in your community to Fair Trade.

Do it: Take note of schools in the area where your institution may already have active after-school programs or in-class programs and offer to help lead a session on global commerce and Fair Trade. Ask friends and faculty if they know of social-justice minded teachers looking to connect complex lessons with everyday decisions. Fair Trade empowers youth because they can readily participate; for example switching candy preferences.

Learn up: Keep lessons on Fair Trade simple and engaging, take a look at sample presentations and lesson plans from the Fair Trade Resource Network **here**. Meanwhile you can find a collection of resources from Fair Trade Campaigns **here**.

3) Reach out and Build new Partnerships on Campus

Always keep on the lookout for new or potentially overlooked allies. Fair Trade relates to numerous academic fields and social causes: help build bridges and unite efforts!

Do it: Draw up a list of faculty and clubs on campus. Note those that you have not partnered with and brainstorm simple ways for them to take part in the Fair Trade movement. Here's a few to get you started: give presentations to student groups and encourage them to use Fair Trade apparel for their club shirts, offer to co-sponsor events, or help to 'Fair Trade' efforts they are already planning.

Learn up: Read about building successful coalitions **here** and strategic partnerships for your campaign **here**.

4) Mentor a New Campaign

In addition to Colleges & Universities there are now Fair Trade **Towns**, **Schools (k-12)**, and **Congregations**. Help incubate another campaign by sharing some of your knowledge and experiences.

Do it: When you hear others in your daily life express an interest in Fair Trade, offer to help them begin an advocacy effort. Also if you see a new campaign spring up on the Fair Trade Campaigns website in your area, reach out and offer to help wherever possible.

Learn up: If your group would like to help mentor new campaigns then contact National Organizer Kylie Nealis at **knealis@fairtradeusa.org**

Fair Trade Campaigns Snapshot

In 2013 Fair Trade Campaigns formed to help synergize existing advocacy efforts between Fair Trade Towns USA and Fair Trade Colleges & Universities. There are now four types of campaigns:

Fair Trade Towns USA:
Began in 2006, with the first Fair Trade Town in Media, Pennsylvania. There are now thousands of Fair Trade Towns across the globe supporting advocacy efforts.

Fair Trade Colleges & Universities (FTCU):
Since 2008 the FTCU movement has spread across the United States and has helped to unite students, staff, dining and administration to advocate for Fair Trade on campus.

Fair Trade Congregations:
Faith-based groups across the country have supported Fair Trade for decades; in 2013 Fair Trade Campaigns developed a system to recognize the efforts of these congregations.

Fair Trade Schools:
Previously part of the Colleges & Universities campaign, Schools have now developed into a full, independent campaign in late 2013.