



Building Your Team

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What was your goal when tasked with this criteria?

After nearly five years of organizing around Fair Trade, Fair Trade Boston has emerged as an important regional leader within the movement. Since 2008, there has been a broad coalition involving Fair Trade businesses, congregational teams and area university groups that continues to grow and change. Due to the relatively small geographic region represented by Cambridge and Boston, many of the coalition members and institutions have direct connections to both cities, due to work, school, home or place of worship.

What was your strategy?

The campaigns in Boston and Cambridge have helped shifted access to and use of Fair Trade. Fun, innovative events help educate consumers about how Fair Trade is making a difference to small farmers and plantation workers throughout the globe.

What are 3 tips for a group that wants to accomplish this goal?

Create a coalition that is diverse! Fair Trade Boston is composed of groups that are connecting to Fair Trade from a variety of perspectives, including local churches, universities (Northeastern U, Boston U, Boston College, U Mass, etc), local businesses (like Ben and Jerry, Equal Exchange, Ten Thousand Villages, etc.) and community members. Members highlight different perspectives of fair trade, fair trade events ideas and resources. One coalition member who is Chinese connected us with Fair Trade Hong Kong, and with a potential to start Fair Trade China.

Have an anchor organization! In Boston's case, BFJN is the anchor institute that provided critical human capital and operational funding. With people moving in and out, an anchor organization ensures



the stability and sustainability of the fair trade coalition.

A clear and aligned goal and mission of the coalition! A well-aligned goal is critical to attract like-minded people and organizations.

What did your campaign achieve?

Public Education:

- Go Bananas campaign; 2012; developed teaching materials and reached 100s of students from 5th to 8th grade.
- Boston Symposium: Oct 2011; organized a one-day symposium, invited about 10 speakers and attracted 100 registrations; cooperative with MIT Sloan student club.

Engaging and Fun Events:

- Celebrating of Boston as Fair Trade Town with Ben & Jerry, 2010, at Prudential Plaza, attracted hundreds of participants
- Boston Scavenger Hunt, 2012, where stores and cafes participated

How did you make it fun, positive and engaging for all?

Working as a team can be hard. It is important to listen and engage every member of the coalition.



Fair Trade Boston

Boston, Massachusetts is a vibrant Fair Trade city. Officially declared in 2010, Fair Trade Boston includes congregational groups, student leaders, and ethically minded businesses working to alleviate global poverty and promote environmental sustainability.

To engage and educate community members, leaders of the Boston campaign have put on exciting city wide events like the Fair Trade Music Festival. The Boston Faith and Justice Network even published a Fair Trade Guide to Boston that provides consumers with valuable fair trade product information!

