



**FAIR TRADE  
COLLEGES &  
UNIVERSITIES**

# Where's the Fair?

## Back to School Contest

Kick the year off with a bang and energize your campaign – join us from **August 25<sup>th</sup> to September 12<sup>th</sup>** for a photo scavenger hunt!

### This Year's Theme: Chocolate

In the cocoa industry exploitative child labor, low prices paid to farmers, and limited oversight has led to humanitarian and environmental concerns. Luckily Fair Trade cocoa standards support producers and the environment – **we** can help bring about change!

*Get the facts – click [here](#) for a Fair Trade Cocoa 101*

### The Contest

Take fun and engaging photos of people finding chocolate on campus up until **September 12<sup>th</sup>** for a chance to win chocolate for a campus-wide event. When you find Fair Trade chocolate, hold up the green checkmark sign (example to the right), take a photo, post to social media, and celebrate! If the chocolate isn't Fair Trade, then hold up the red sign with an "X".



### How to Enter

Your campaign has from **August 25<sup>th</sup> until September 12<sup>th</sup>** to submit photos using the appropriate hashtags to Twitter, Instagram, and Pinterest. Here's how:

1. **Take photos** Have friends, professors, club members, anyone, and everyone, take pictures of themselves finding chocolate on campus and holding the cut-outs.
2. **Post & Tag** photos to social media ([Twitter](#), [Instagram](#), [Pinterest](#)) using the **#FairChocolate** hashtag
3. **Caption** photos with your Campaign name (for example: Penn State)
4. **Win** awesome prizes! Winners will be announced by September 19<sup>th</sup>.

**Bonus:** You can also take and include photos from Orientation – a great way to recruit members for your campaign!

## Grand Prize

- **A Fair Trade Cocoa Baking Kit for your dream event!**  
...to the campaign that captures the most people in their submitted photos. Heads up: there's enough chocolate here to bake over **600 brownies!**

## Rules

1. Tag all photo entries with the **#FairChocolate** hashtag
2. Tag [@FTCampaigns](#) in your photos
3. Caption photos with your campaign name (for example: Penn State)

## Tips

- **Selfie Exchange:** Incentivize your campus' participation by offering to trade a piece of Fair Trade chocolate for photo evidence. Make sure they're posing with the right prop and chocolate!
- **Cal Lutheran Case Study:** Students at Cal Lutheran were able to get over 650 people participate in their event last year! Read about their tips and tricks. ([Click Here](#))
- **Partner with existing events:** research what's happening on campus and offer to help organize/boost attendance in exchange for incorporation into their event. Or prep and show up outside!
- **Set up in High-Traffic Areas:** Set up a table with samples, a photo booth, and draw attention in a creative fashion
- **Expand your Scope:** Connect with and involve your favorite staff, faculty, administration, and food service providers to allow them an easy way to get involved with Fair Trade. This is a great way to begin building those important relationships!



### Did you know?

*Less than 5% of the world's cocoa is Fair Trade?*

*An estimated 1,817,278 children work on cocoa farms*

*Fair Trade certifies over 42,000 cocoa farmers*

*Get more facts – Click [here](#) for a Fair Trade Cocoa 101*



# Resources

**Tabling:** Use these resources to distribute at events or display on tables.

- [Fair Trade Cocoa 101](#)
- [Fast Facts Quarter Sheets](#)
- [Link to the Cut-Out \(Coming soon!\)](#)

**Ally Resources:** Take your efforts a step further with guides, fact sheets, and petitions created by organizations that have their own cocoa campaigns.

- **Global Exchange**
  - [Fair Trade Chocolate Book](#)
  - [The Dark Side of Chocolate Documentary](#)
  - [Hershey: Raise the Bar on Chocolate](#)
  - [World's Finest Chocolate Campaign](#)
  - [Ghirardelli: Is it Fair or Not?](#)
- **Catholic Relief Services**
  - [Chocolate Project Lesson Plans](#)
  - [Fair Trade Chocolate Overview](#)
- **Green America**
  - [Fair Trade Cocoa](#)
  - [Godiva Petition](#)
- **Make Chocolate Fair**
  - [Factsheet and petition](#)

## FREE Fair Trade Chocolate!

First come first serve. Simply let Parker Townley know that your campaign is committed to participating in our Back to School cocoa event.

**Provide us with a date and address** and we'll send out the chocolate!

**Background Information on the Cocoa Industry and Fair Trade:** This general information helps provide a background on the cocoa industry.

- [Cocoa Barometer](#)
- [Stop the Traffik resources](#)

**Presentation Resources:** These resources will help guide presentations you can give on cocoa.

- [Cocoa PowerPoint \(Coming soon!\)](#)

**Other:** More general information.

- How to: [Create a Facebook/Twitter Page](#)
- Partner Blogs

