



Form a Fair Trade Committee

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Key Takeaways

- 1) Diversify your committee
- 2) Assign clear roles

Diversify your Committee

At Manhattan College having a well-connected and diverse group on the Fair Trade Steering Committee allowed us to achieve our mission without any one person bearing an undue burden. We worked hard to identify potential allies on campus and represent them early on in the process. Our Steering Committee included:

- 1) **A fair trade intern**, involved with the student group working on fair trade.
- 2) **A Student Government and the Senate intern**. She helped ensure that we knew how those bodies worked and how best to get onto their radar.
- 3) **A third student member**, who was the start of the next generation of students. The Steering Committee chose carefully in adding a new student member, as we wanted to make sure that we could ensure continuity. We chose a freshman with motivation and energy who had been extremely active in the fair trade student group on campus.
- 4) **An administrator**, who was also a Catholic Relief Services Fair Trade Ambassador. Her involvement brought more knowledge of administrative units and hierarchy, as well as access to the Vice Presidents of the college.
- 5) **A faculty member**, who gave us a connection to the Provost, the Center for Learning and Teaching (which we partnered with for a seminar), and more student Senate members through a connection to the student government council relating to faculty affairs.



Assign Clear Roles

We also made sure to provide specific roles to the members of our committee and encourage our interns to actively remind and assist dining services as we moved forward. In the end the examples set by our Committee members helped inspire outside members, such as representatives from dining services, to work more quickly to expand the availability of Fair Trade products on campus.

Some examples of roles and tasks:

- Conduct an on-campus inventory of Fair Trade products
- Manage the Campaign Facebook account
- Initial outreach to dining services
- Establish relationships with targeted clubs

Remember that campaigning for Fair Trade is a shared journey! Empowering others helps to lighten your load, and lead to a more sustainable and more successful campaign.



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Gwendolyn is an Assistant Professor of Economics at Manhattan College in Riverdale, New York. Building upon a very active Fair Trade student movement that had existed on campus since 2007, she helped the college achieve Fair Trade College status in February 2012. After receiving her Ph.D. in Economics from the University of Maryland at College Park in 2001, she moved to New York, where she pursues a research agenda that includes microfinance impact, fair trade modeling and economic pedagogy. She insists that Fair Trade coffee is instrumental in helping her and her husband keep up with their four year old son.

