



# Anticipate Obstacles

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## Overview

Many campaigns have worked hard to educate students, host events and build support on campus only to find opposition when seeking to institutionalize Fair Trade commitment. Anticipate the concerns of important stakeholders before you approach them. **Research** the people and organizations you will be working with, **acknowledge** concerns and **respond** with well-reasoned replies supported by factual evidence

## Case Study: Siena College – Professor Shannon O'Neil

“At Siena College we thought that our greatest challenge would be getting a resolution passed by the college's Board of Trustees. Instead, it was the Student Senate that had the most resistance to passing our Fair Trade resolution.

They were concerned that becoming a Fair Trade College would increase student fees or that Dining Services would not offer Snickers bars in ‘Lunch to Go,’ or that all student clubs would have to order Fair Trade t-shirts.

In the end we were able to demonstrate through talks with Sodexo that Fair Trade Status would not increase student fees, that Snickers would still be offered, and that the resolution did not affect t-shirt purchasing. **We also talked about our mission as it related to economic justice and solidarity with the poor and marginalized.** We were able to allay the fears of the Student Senate and directly address their concerns.

Post-declaration we have had more clubs and organizations order sweat-free t-shirts and use Fair Trade products at events, ***not because they were forced to do so, but because they are more aware of our Fair Trade Status and what Fair Trade stands for.***”

