



**FAIR TRADE
COLLEGES &
UNIVERSITIES**

Fair Trade Colleges & Universities

Strategies and Case Studies: Meeting the 5 Goals

Use these resources to guide your efforts for meeting the five goals needed to earn Fair Trade Designation.

Goal #1 – Build Your Team

- **Customize Your Campaign (click to open)**

Tips from Penn State

Identify ways to obtain funding and secure resources on campus. Also has creative ideas for getting students involved, especially on commuter campuses!

- **Building Coalitions (click to open)**

Build connections to strengthen your campaign. Learn how to partner for events and identify groups with missions and values that align with Fair Trade.

- **Diversify Your Committee (click to open)**

Tips from Manhattan College

Gives examples of the type of students, faculty, or other people associated with your college or university to include as part of your committee.

- **Strategic Partnerships – House Your Movement (click to open)**

Tips from Creighton University

Learn the importance of partnerships and which type of organizations to reach out to.

Goal #2 – Reach out to Campus Outlets

- **Surveying for Support – Demonstrating Fair Trade (click to open)**

Tips from UCSD

Often advocates have to overcome school bureaucracy and working with their food service providers to get Fair Trade products to campus. Here are some steps and suggestions to combat such challenges.

Goal #3 – Fair Trade in Offices and Catering

- **Institutional Purchasing and Procurement (click to open)**

This guide can help your campaign pass a fair trade purchasing policy.

Goal #4 – Fair Trade Education

- **Link to Fun and Fact Filled Events Presentation (click to open)**

Tips from Manhattan College

A presentation about different types of Fair Trade events that will help get your creative juices flowing!

- **Events Best Practices (click to open)**

Want to promote an event? Check out this document to learn best practices of utilizing social/local media to spread the word.

- **Fair Trade Curricula (click to open)**

A list of course syllabi. See how different schools have explored the principles of Fair Trade in the classroom.

Goal #5 – Pass a Fair Trade Resolution (and beyond!)

- **Sample Resolution (click to open)**

Use this sample resolution word document to customize an official resolution for your college or university.

- **Maintaining Momentum – Life After Declaration (click to open)**

Tips from UCSD

So you've become a Fair Trade University, now what? UCSD outlines how they have maintained their efforts as an active participant in the Fair Trade movement.

