



# FAIR TRADE SCHOOLS TOOLKIT



# GETTING STARTED

## Included in this document:

1. Fair Trade Schools Criteria
2. Building a Foundation
3. Maintaining Momentum
4. Fair Trade Campaigns Background

**BEFORE** you get underway, we want to make sure to connect you with the resources you'll need for your campaign.

So, **FIRST**, register your Fair Trade School campaign at [FairTradeCampaigns.org](https://FairTradeCampaigns.org). Once you've registered, we will reach out to answer questions and help you get started.

And, **SECOND**, **reach out** to friends, students, and teachers to work with you. Share the journey, learn from others' experience, and celebrate your success together!



## QUESTIONS?

We're here to help! Drop us a line at [admin@fairtradecampaigns.org](mailto:admin@fairtradecampaigns.org)

# FAIR TRADE SCHOOLS CRITERIA



## Goal 1: Build Your Team

Form a teacher and/or student led group to implement the campaign objectives and drive awareness. The committee must have at least two non-student members.

**The Goal:** Recruit at least five committee members, including at least two teachers or staff.



## Goal 2: Commit to Fair Trade Education and Events

By including Fair Trade in lesson plans, curricula and school events like assemblies and fairs, students understand the ways in which Fair Trade fits into their daily lives.

**The Goal:** Host at least two educational activities or events each year.



## Goal 3: Source Fair Trade Products

Offer Fair Trade products in cafeterias, vending machines, teachers' lounges, or school stores.

**The Goal:** Make at least two Fair Trade products permanently available at your school. If permanent sourcing is not possible, products must be offered via occasional outlets (bake sales, fundraisers, etc.) at least four times per year.

**Please note:** The three criteria can be completed in whatever order makes the most sense to you and your team. We recommend starting with “Build Your Team,” but feel free to proceed as you see fit.

# BUILDING A FOUNDATION

## Build Your Team

**Recruit at least five committee members, including at least two teachers or staff.**

Reach out to students, teachers, and staff who may already have an interest in Fair Trade. Start out by talking to groups that share common values (e.g. social justice, environmental awareness, anti-trafficking). As you begin, ask yourself:

- Who to include? Aim for a mix of students, teachers, and staff to help build wide-reaching support for your campaign. Engage students from a range of grade levels to help manage turnover in your committee!
- What resources or groups already exist at school that align with Fair Trade? Invite them to attend your meeting or ask to participate in their next event!
- What are the requirements to make your group a formal student club? Formalizing your group helps ensure longevity, offers greater visibility, and can provide access to additional resources.

## Commit to Fair Trade Education and Events

**Host at least two educational activities or events each year.**

Help students understand Fair Trade and how it fits into their daily lives. Work with teachers and administrators to organize curriculum, assemblies, and other educational events. Think about how Fair Trade can fit into your school community through:

- **Classroom Education:** Fair Trade aligns with topics covered in a variety of subjects and grades. Talk about fair pay or equal opportunities for women to teach concepts of fairness in elementary school classrooms. Bring Fair Trade into higher grade levels in economics, social justice, religion, and other courses.
  - Fair Trade Campaigns developed a set of four lesson plans for Grades 6-12. [CLICK HERE](#) to learn more and download the free resources.
- **Events:** School events are a great way to educate and have fun with Fair Trade! Consider ways to educate the school community through chocolate tastings, film screenings, presentations, and other activities.
  - Think about **preexisting events** where you could incorporate Fair Trade. By tapping into events that are already being planned, you can access more resources and reach a large audience.

**Think big!** Work to reach as many people as possible with the message of Fair Trade. Incorporate Fair Trade into curriculum to ensure ongoing education year over year or participate in school-wide assemblies or events to reach a large portion of the student body.

**For examples of how you can bring Fair Trade into your classroom [CLICK HERE](#)**



## Source Fair Trade Products

**Make at least two Fair Trade products permanently available at your school. If permanent sourcing is not possible, products must be offered via occasional outlets at least four times per year.**

Help your school make the switch to Fair Trade! Work with cafeteria or dining staff or school administrators to find out what products purchased by the school could be switched to Fair Trade. Consider products purchased for the cafeteria, vending machines, teachers' lounge, or school store.

If your school isn't able to make the switch to permanent product sourcing, you can complete this goal with occasional outlets, such as fundraisers, bake sales, or other events. To complete this criteria with occasional outlets, you'll need at least four examples of events where Fair Trade products are offered.

Before getting started, ask yourself:

- **Who provides the food?** First, identify who supplies food to your school. You may have to work with administrative staff to find the right person to speak with about this. Many schools work with national food service companies, like Aramark or Sodexo, to source food for the cafeteria or dining hall. Vending machines are also often supplied by a third party, so figure out who that party is and whether there any Fair Trade options in the products they offer.
- **Who oversees events?** Events are generally led by a committee of teachers or an already established student group. Work with your team to approach these groups to help them identify Fair Trade items for their events and educate them about Fair Trade concepts.
- Are there **other types of Fair Trade products** to explore? Not everything you sell had to be food! Consider Fair Trade apparel for your school bookstore or uniforms, artisan products for fundraisers, or even Fair Trade soccer balls for your school's soccer team. Research the various products certified by Fair Trade USA, Fairtrade America, Fair for Life, and the Fair Trade Federation. [CLICK HERE](#) to learn more about Fair Trade certification and verification organizations.

However you approach this goal, use it as an opportunity to raise awareness about Fair Trade in your school! Post signs identifying the products as Fair Trade and include information about the impact of that product wherever possible. Our [Fair Trade 101 guides](#) provide information about a wide variety of products.



[CLICK HERE](#) for a list of commonly found Fair Trade products.

# MAINTAINING MOMENTUM

This next section provides ideas and guidance on staying active after your school earns Fair Trade designation. By completing the initial three criteria, you and your team will have constructed a strong foundation from which to continue your advocacy.

## Mission Statements

The exercise of writing a mission statement can be useful whether you are just getting started or moving into the post-declaration phase of your campaign. Developing, and even revising, a mission statement is a great way to keep your team focused and motivated. Look at your school's mission statement for inspiration!

## Getting Public Attention

How can you make sure your efforts and accomplishments get noticed? Use our [Press Release template](#) to announce your school's designation. Pitch a story to your school paper or another local media outlet. Find out who manages communications or public relations for your school and ask about opportunities to promote your Fair Trade effort. Be sure to use the language of your school's mission and values to highlight how Fair Trade supports your school's goals. You can also do your own promotion through Instagram, Twitter, or other social media channels. Get creative with your outreach to share your vision with as wide an audience as possible!

## Audio-Visual Resources

Movies and documentaries are an effective way to generate interest in Fair Trade. Organize a movie night to educate and help build community around Fair Trade. Pair the film screening with a short presentation, and some delicious Fair Trade coffee, tea and snacks. [CLICK HERE](#) for a list of Fair Trade books and films.

## Speakers and Producer Visits

Invite speakers give a talk about Fair Trade. Look local and invite the manager or owner of a Fair Trade store, a representative from a Fair Trade brand, or a professor working on labor rights or social justice. Or expand your search and consider inviting a Fair Trade farmer or worker to visit your town!

## Expanding Your Reach

Once you have completed the initial phase of meeting the three criteria and earning Fair Trade School designation, there is a growing list of deeper outreach efforts that you and your team can engage in. We encourage you to try out any of the following activities, or create new ones for your campaign!

- Now that you know how to run a successful Fair Trade School campaign, share your experience with others. Mentor a nearby school through the process of launching their own campaign.
- Continue hosting events and working to make more Fair Trade products available at your school. Meet with administrative staff to explore opportunities to incorporate Fair Trade into curriculum.
- Keep your Fair Trade advocacy going post-graduation! Search the map on [our website](#) to find out if there's a Fair Trade College or University campaign at your future campus. Get involved with an existing group – or start a new campaign when you get to campus.

# FAIR TRADE CAMPAIGNS BACKGROUND

Fair Trade is a market-based approach to alleviating poverty in ways that improve lives, strengthen communities, and protect the environment. Fair Trade offers fair prices and wages to farmers, workers, and artisans, improved terms of trade, and community development funds to invest in education, health care, and other projects to improve their quality of life.

## About Us

**Fair Trade Campaigns** began as Fair Trade Towns in 2006, when a group of passionate Fair Trade advocates in Media, PA, sought to build on the movement that was rapidly growing across Europe. This movement recognizes and awards Fair Trade status to municipalities of all sizes that reach across the sectors of their community to drive awareness and purchases of Fair Trade. Fair Trade Towns, Colleges, Schools, and Congregations achieve declaration by completing an initial set of goals, and work to deepen their commitment to Fair Trade through sustained engagement year after year.

## Our Mission

The mission of Fair Trade Campaigns is to inspire our fellow consumers to support the Fair Trade movement in its efforts to seek equity in trade and promote sustainable development. Fair Trade Towns harness the power of consumers and institutions in the United States to both raise awareness of the benefits of Fair Trade, and leverage their significant buying power to purchase Fair Trade products, thus extending real opportunities of empowerment the enable communities around the world to lift themselves out of poverty.



## QUESTIONS?

Contact Fair Trade Campaigns at  
[admin@fairtradecampaigns.org](mailto:admin@fairtradecampaigns.org)

Find more information at [fairtradecampaigns.org](http://fairtradecampaigns.org)