



# Post-Declaration Toolkit

## Fair Trade Colleges & Universities

After campaigns earn Fair Trade Status there's often the same question: "So, now what?"

This resource offers examples of how to move forward in a clear and coordinated manner after declaration. These strategies and objectives help to ensure that your campaign will continue generating positive impact for farmers, artisans and workers around the world.

Each focus area was designed with the intention of providing enough options for a full year of advocacy. Keep in mind these are simply examples of potential ways forward; continue where possible with your current efforts and refer to this document when you are in need of new ideas.

### Increase Impact

Purchases impact producers, and that impact drives Fair Trade Campaigns. The end goal of education and community efforts is to increase demand and sales – in turn supporting Fair Trade farmers, artisans and workers around the world. This focus area seeks to measure the impact of our efforts and explore new areas for increasing Fair Trade sales.

#### 1. Institutional Purchasing – Procurement Policies

Billions of dollars each year are spent through institutional purchasing in the higher education world. Channeling this purchasing to responsibly sourced goods can have a huge impact. In 2013 Fair Trade Colleges & Universities finished a two-year process to develop policies guiding on-campus purchasing. These policies and purchasing guides empower officials on campus to secure more Fair Trade products.

**Do it:** Arrange a meeting with a representative from your purchasing office and work with them through the process of establishing an official Fair Trade Purchasing Policy.

**Resources:** Fair Trade Colleges & Universities has a wide range of materials to get you going in the right direction. First take a look at the [Campaigners' Guide to Procurement](#). In addition, when you begin working with a purchasing official make sure they have access to the [Purchasing Guide](#). Review our [Model Procurement Policy](#) and [Model Supplemental Procurement Policy](#) to help develop a policy for your campus.

#### 2. Sales – Measuring Direct Impact

Sales of Fair Trade products can be directly linked to impact for farmers, artisans and workers.

**Do it:** Reach out to your food service provider and other businesses on campus to conduct an inventory of Fair Trade sales at outlets across campus. This will provide you with a clear picture of the success of your previous efforts as well as helping to identify areas for future growth.

Looking for more ways to keep your campaign active and increase your impact?

Check out our [Advocacy for Long-Term Impact Guide](#).

### 3. Product Availability and Variety

Once you've identified areas for improvement you can begin to work on getting more Fair Trade products on campus. Explore new product categories, like apparel and artisan goods.

**Do it:** Set up a meeting with your Food Service Provider or Bookstore Manager and begin brainstorming ways to get new Fair Trade products into outlets across campus. Offer to help educate about issues associated with new product categories in exchange for piloting Fair Trade in a new location or recipe.

**Resources:** Find new Fair Trade certified products from [Fair Trade USA](#), [Fairtrade America](#) or [Fair for Life](#), or search business members of the [Fair Trade Federation](#). Use our [101 guides](#) to educate your community about the impact of Fair Trade products.

## Education and Awareness

Education efforts help members of your community learn about the impact and benefits of Fair Trade. Get creative with your outreach strategies to make sure you engage your entire community.

### 1. Fair Trade in the Classroom

Remember that Fair Trade is a complex topic with roots in many of the major disciplines (sociology, economics, environmental studies, business, international relations, etc).

**Do it:** Explore your school's course guides and find out if any classes already touch upon Fair Trade. Ask professors teaching relevant topics if they would be interested in developing a Fair Trade component for their course. Consider hosting a seminar to bring together faculty from various disciplines to discuss how Fair Trade relates to their fields. To help get the word out about your group, consider lightning presentations – a 2-3 minute presentation at the start of a class to inform students about the importance of Fair Trade and your efforts on campus.

**Resources:** For a classroom presentation or film screening, take a look at our [Fair Trade 101 playlist](#) or [Fair Trade Film and Book List](#).

### 2. Educate Dining Services

Knowledgeable baristas and other front-end employees can help educate others about Fair Trade.

**Do it:** Meet with your food service provider and ask to present about Fair Trade to their employees. Presentations can be a quick introduction to Fair Trade or a more in-depth discussion. Be flexible based on the scheduling needs of the staff.

**Resources:** Find suggestions and best practices in our [Guide to Working with Dining Services](#).

### 3. Incoming Students

Each year a new wave of students arrives on campus. Make sure they know about Fair Trade and ensure you are continually developing new leaders.

**Do it:** Reach out to the planning committee for orientation and see where Fair Trade can fit in. Often time is built in for socials and breaks, see if one can focus on Fair Trade coffee, chocolate or tea and offer to have a booth available explaining the efforts of the university to source sustainable and just products.

## Expand the Movement

Fair Trade Campaigns seeks to embed Fair Trade principles and purchasing within the framework of entire communities. Your campaign can help to build awareness and increase availability not only on your own campus but also within your town, local schools, other nearby colleges and more.

### 1. Increase Off-Campus Product Availability

Many students live off-campus. Working to make Fair Trade available in areas close to campus can help include off-campus students and even get faculty and staff excited about your efforts.

**Do it:** Make a list of near-by cafes, supermarkets and restaurants that could easily carry Fair Trade products. Once you have a list of these stores reach out to managers and explore opportunities to help pair increased Fair Trade availability with publicity for their store and educational events.

### 2. Work with Local Schools

Many colleges and universities work with local elementary, middle and high schools. This can be a great opportunity to make sure students understand the basic concepts behind Fair Trade. You have the opportunity to take a leadership role and introduce others in your community to Fair Trade.

**Do it:** Take note of schools in the area where your institution already has active after-school or in-class programs and offer to help lead a session on Fair Trade. Ask friends and faculty if they know of social justice minded teachers looking to connect complex lessons with everyday decisions.

**Resources:** Keep lessons on Fair Trade simple and engaging. Draw from this collection of [classroom resources](#) or use our [Fair Trade Lesson Plans](#) for more in-depth education.

### 3. Build New Partnerships on Campus

Always keep on the lookout for new or potentially overlooked allies. Fair Trade relates to numerous academic fields and social causes: help build bridges and unite efforts!

**Do it:** Draw up a list of departments, offices and clubs on campus. Note those that you have not partnered with and brainstorm simple ways for them to take part in the Fair Trade movement. Offer to co-sponsor events or help to 'Fair Trade' efforts they are already planning. When reaching out to potential new allies, be sure to adjust your messaging to highlight how Fair Trade relates to their specific interests.

**Resources:** Read about building successful coalitions [here](#) and strategic partnerships for your campaign [here](#).

### 4. Mentor a New Campaign

In addition to Colleges & Universities, Fair Trade Campaigns has [designation programs](#) for Towns, K-12 Schools and Congregations. Help inspire and support another campaign in your community.

**Do it:** When you hear others in your daily life express an interest in Fair Trade, offer to help them begin an advocacy effort. Also, if you see a new campaign spring up on the Fair Trade Campaigns website in your area, reach out and offer to help wherever possible.

**Additional Resources:** Learn more about collaborating with other Fair Trade campaigns [here](#) and read case studies from successful collaboration [here](#).