



# Fair Trade Colleges & Universities Roadmap to Permanency Guide

**Suggestions and best practices for Colleges and Universities  
to establish a permanent home on campus.**

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## What is Sustainability?

A sustainable organization has an established presence and purpose on campus, but it is supported by the work of student volunteers. A sustainable campaign may have regular events each semester such as Fair Trade Your Finals and it may even have a funding source.

## What is Permanency?

A campaign with permanency is one that is housed physically on campus in an office or underneath a specific department. For example, a Fair Trade Campaign could be housed under the Office of Ministry or under the Office of Service Learning. When a campaign is housed in a permanent office, it shows that the institution has committed to Fair Trade beyond the student level by dedicating human capital and other resources to it. A campaign needs a permanent home that receives upkeep and maintenance even when students are not around. These campaigns are often more successful as they are more deeply rooted into the institution, its events and its strategic plan.

## Examples of Permanency on Campus

### **UCLA | E3: Ecology, Economy, Equity**

The UCLA Fair Trade Campaign originally began as a sub-committee within the club “E3: Ecology, Economy, Equity,” which is the largest sustainability-focused student group on campus. E3 is home to a number of other sustainability campaigns, such as E-waste, Earth Day Fair and the UCLA Farmer’s Market, so Fair Trade fits into the club’s existing framework relatively easily. Belonging to a group like E3 all but ensured the campaign’s permanency, as small-scale funding, marketing and recruitment all come through the larger E3 community. The campaign’s inclusion in such a wide network of sustainability-minded students has made it easier to connect to faculty, administration and other student groups.

### **Rollins College | Center for Sustainability**

The Center for Sustainability at Rollins College allows students, faculty and members of the community to collaborate on different sustainable initiatives and Fair Trade events. Rollins College carries out Fair Trade initiatives through the Sustainability Program, EcoRollins and the student-faculty Committee on Environmental and Sustainable Issues. All three groups meet on a regular basis in the Environmental Studies building where the members involved in these groups plan different initiatives such as Fair Trade Finals, Fair Trade Valentine's Day and World Fair Trade Day. Having a place to collaborate on different initiatives and organize events helps to implement strong, long-standing programs. Ann Francis is the faculty advisor that oversees campus sustainability initiatives and Fair Trade events, maintains the initiatives year-to-year as students graduate, integrates faculty involvement, connects students with other departments on campus, and helps students to get involved with Winter Park's Fair Trade Towns Campaign. Strengthening connections between the faculty members, students and members of the community establishes permanency in different campaigns and creates an environment where people look forward to regular cornerstone events like Fair Trade Your Finals.

A strong sustainability program on campus includes having a dedicated group of members committed to the shared goal, a designated space on campus to attend regular meetings, and a faculty member overseeing the program performance. Fair Trade and other initiatives flourish when colleges have strong sustainability programs that provide students with the support and resources. Establishing a regular meeting place, such as the library, Environmental Studies building, or coffee shop helps to promote permanency by allocating a central location where members can effectively plan and organize their ideas. Designating a faculty member to advise the members establishes permanency through strengthening networking opportunities and expanding the scope of the program through connecting students with other faculty members and departments on campus. A faculty member also helps to maintain the program's initiatives during the transition of student leadership.

### **UW-Stevens Points | Student Government**

Another approach to establishing permanency for your campaign is to work with your student governance group. This is especially worth consideration as you are likely already working with them to write the Fair Trade policy for your campus. In the case of University of Wisconsin - Stevens Point, the campaign worked closely with the environmental committee of their student government when writing the Fair Trade policy and used it to address permanency and continuity of Fair Trade on campus. The policy highlighted which permanent organizations would incorporate Fair Trade into their agenda each year. They specified a continued group to work on Fair Trade, which included the student sustainability director (an employee of the student government), a representative from a student club and a representative from the sustainability office. Each of these groups agreed to provide a representative each year and now the student sustainability director's job includes the role of organizing the Fair Trade group each year. That group is working on a Fair Trade Fair, which will hopefully become a regular event on campus, furthering the permanency of the campaign at UW-Stevens Point.

## Siena College

Siena College houses Fair Trade in three different locations.

1. The Fair Trade Steering Committee, comprised of students, faculty and administration, receives annual funding from the college to further Siena's commitment to educating and advocating for Fair Trade. The steering committee established itself as the institution's strategic implementers of a campus wide agenda.
2. Siena Students for Fair Trade was approved as a club and receives an annual budget from the Office of Student Activities and Leadership Development overseen by the Student Senate. Each year to continue receiving a budget, the club must submit a Budget Allocation Book projecting the next year's events, estimated revenues and expenses and present this request to the Budget Allocation Committee.
3. The Sr. Thea Bowman Center for Women, a college funded institutional center for gender equality and social justice, incorporates Fair Trade into the majority of their programming as it relates to human trafficking, economic empowerment and human rights.

All three organizations receive a budget each year for programming and educational purposes. An interesting note to include about all three organizations is that they receive their separate budgets from different sources. In the 2017-2018 academic year, the Sr. Thea Bowman Center for Women funded a sustainability intern to address Fair Trade and local food initiatives. The intern also managed a weekly pop-up Fair Trade store on campus offering apparel, food, drink and household goods. All three organizations host their own educational and advocacy events that reach different networks and have slightly different goals. Siena Students For Fair Trade focuses on regular student engagement and education on Fair Trade, the Sr. Thea Bowman Center for Women engages the campus community on gender inequality and social justice by incorporating Fair Trade into their programming and the Fair Trade Steering Committee makes campus wide recommendations and policy changes.

## Best Practices

- Seek out stakeholders with agendas similar to your own to establish a collaborative relationship.
- Engage new partners by showing how Fair Trade touches various issues like sustainability, gender equality, human trafficking, human rights, economic development, social justice and more.
- Integrate Fair Trade into your school's mission and use your campus's commitment to leverage the institution's purchasing power and network to engage with the local and global community.
- Incorporate Fair Trade into the agenda of multiple organizations and offices on campus to ensure continuous support and progress.
- Enroll faculty or staff members to help maintain the campaign in periods of transition. The faculty or staff member is most effective when the students regularly communicate and engage with them.

## Timeline to Permanency

The steps below outline the general steps to finding a permanent home on campus. Since campaigns are all very unique, the chronological order of these steps may not be the same, but the general framework is still there.

### **Power Mapping**

One of the most important steps in establishing permanency is power mapping, a brainstorming technique that generates a list of key offices, decisionmakers and personal connections that can help your campaign. This practice allows you to focus your resources on contacts who are more receptive of Fair Trade.

### **Networking**

Do your best to get to know everyone in the room. Networking gives you the opportunity to have a long list of numbers to call when you need help, have an idea or when developing support for your campaign. It never hurts to expand your network and build new relationships.

### **Collaborating**

Campaigns who collaborate with other organizations save resources and effort while attaining their goals. They are more effective in marketing, outreach and impact. Campaigns should collaborate with as many organizations as possible to make themselves known, and also to establish permanent allies on campus. Collaboration often leads to offices and organizations integrating Fair Trade into their annual agenda.

### **Developing the Approach**

For your approach to be successful it has to be focused and targeted. The most important step in developing a focused approach is to inventory your resources. For example, take some time to figure out:

1. How many students, faculty and administrators are active in your campaign
2. What other organizations have a similar mission or can incorporate Fair Trade to fulfill their mission
3. Are there other nearby campaigns that can provide mentorship, support or collaboration opportunities
4. Who are the Regional Fellows or Fair Trade Campaigns staff available to support your campaign

Bring a large and diverse set of stakeholders to the table when you are developing this approach, to gain their perspective and buy-in and understand their reservations. Try to capture as much data as possible and bring this organized information to the institution's attention so you can prove why you should have a permanent home (i.e. count of student attendance, survey results, etc.).