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How to Implement a Fair Trade College/University Campaign

A Guide for Chartwells Higher Education Staff



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Testimonial from Chartwells Staff



What is Fair Trade Colleges & Universities?

Fair Trade Colleges & Universities, part of Fair Trade Campaigns, currently works with over one hundred college and university campuses across the U.S. to raise awareness of Fair Trade and increase purchasing of Fair Trade products on campus. Increasingly, higher education institutions across the U.S. are seeking to source socially responsible products that deliver economic, environmental and social impacts. Implementing a Fair Trade campaign at your account is a great way to not only meet Chartwells' sustainability commitments and increase Fair Trade sourcing, but also to partner with students to help your campus meet their sustainability goals.

Chartwells and Fair Trade Colleges & Universities

As of May 2019, there are over fifteen Chartwells accounts across the U.S. that have Fair Trade campaigns, including eight that have earned the Fair Trade College/University designation. You can view the full list of accounts [here](#) and learn more about each accounts' Fair Trade campaign, including Fair Trade certified products offered on campus, by searching for their page [Fair Trade Campaigns' website](#). In October 2018, [Chartwells announced a major commitment to sourcing Fair Trade](#), switching to Fair Trade certified coffee and tea at all of their higher education accounts across the U.S. In addition, Chartwells plans to pursue Fair Trade status in partnership with all of their higher education accounts, according to the criteria set by Fair Trade Campaigns, beginning with an initial cohort of campuses in fall 2019. To get started earning Fair Trade status for your account, please review this toolkit and listen to this [recording of an onboarding call with Chartwells accounts](#).

Goals Towards Becoming a Fair Trade College/University

There are five goals that campuses must achieve to become a designated Fair Trade College/University. These goals aim to strengthen collaboration between staff and students, generate positive impact for farmers and workers around the world through sourcing of Fair Trade products, educate the campus community about Fair Trade and secure a commitment from campus administration to source and promote Fair Trade. Sustainable leadership for long-term engagement and ensuring that Fair Trade has a lasting presence on campus are key.

Build Your Team

The goal: Recruit at least five committee members, including at least one non-student.

One of the first steps you should take when establishing a Fair Trade Campaign on your campus is building a strong and diverse team. Consistent student involvement is key to any successful Fair Trade campaign, particularly one spearheaded by dining. Students can help generate support among the student body for dining sustainability initiatives, increase event turnout and provide volunteer support. Does your office have a student intern position? If so, consider dedicating some of their hours to supporting your campus' Fair Trade campaign. Student groups that focus on Fair Trade or other sustainability/social justice issues make natural allies as well.

- [Campus Advocacy for Long Term Impact Guide](#)
- [Campaigner's Guide: Sustainable Leadership](#)
- [Sustainable Leadership 101](#)

Reach out to Campus Outlets

The goal: Ensure at least two Fair Trade certified products are available in all Chartwells-operated venues on campus, plus the bookstore.

By sourcing more Fair Trade products, your campus has an opportunity not only to leverage its purchasing power to generate positive impact for farmers and workers around the world, but to also meet Chartwells' sustainability goals. For each Fair Trade product sold, a portion goes to farmers and workers in the form of Community Development Funds. Fair Trade Campaigns recognizes Fair Trade products certified by one of four third party verified systems ([Fair Trade USA](#), [Fairtrade America](#), [IMO Fair for Life](#) and the [Fair Trade Federation](#)).

Chartwells has several Fair Trade certified products available through their purchasing playbook. It's especially important to ensure that the products you're offering on campus have corresponding signage so that the campus community knows that the products are Fair Trade, what Fair Trade means and why it's important. Fair Trade USA has story cards, cup sleeves, table tents and other promotional materials available to order [here](#). In addition to campus dining owned & operated venues, the campus bookstore must also be included in the scope. You should work with your campus bookstore manager to identify readily available Fair Trade certified products, as well as products that might already be available in the bookstore. A sample of commonly found Fair Trade certified products on college campuses, including in campus bookstores, can be found below.

- [Fair Trade Product & Labels List](#)
- [Fair Trade Products for Bookstores](#)
- [Navigating Fair Trade Labels](#)
- [Chartwells' Purchasing Playbook](#)
- [Chartwells' Sustainability Goals](#)

Enroll Offices and Catering

The goal: Provide at least three examples of offices, departments, meetings and/or events that used Fair Trade products via campus catering.

Offering Fair Trade products at campus offices/departments and institutional meetings and events through catering services is a great way to make an impact on the campus community and guest visiting the institution. Chartwell's Fair Trade commitment makes selecting Fair Trade coffee and/or tea the default option through catering easy, and utilizing marketing resources to help raise awareness of the switch helps raise the profile of that commitment. In addition, consider large-scale events on campus where Fair Trade products can be offered. For example, sustainability fairs, new student orientation and commencement.

Commit to Fair Trade Education and Events

The goal: To drive awareness of Fair Trade on campus, at least four educational activities must be completed each academic year.

Raising awareness about Fair Trade on campus through events and education ensures that the campus community understands what Fair Trade means and why it's important. It's also a great way to promote dining's sustainability commitments. Aim to host events in high-traffic areas on campus such as dining halls and cafes. Each fall and spring, Fair Trade Campaigns offers a program called Fair Trade Finals where campuses can sign up to receive free promotional materials and Fair Trade product samples. [Sign up for our newsletter](#) to get involved. Student partnership and participation are particularly important in driving awareness and attendance.

- [Fair Trade Colleges & Universities Event Guide](#)
- [Fair Trade Finals Program Overview](#)
- [Fair Trade Film & Book List](#)
- [Fair Trade 101 Factsheets](#)

Pass a Fair Trade Resolution

The goal: Pass a resolution in support of Fair Trade through the appropriate decision-making bodies on campus.

The final step towards becoming a Fair Trade College/University is developing and passing a Fair Trade Resolution through campus administration. Consider partnering with another body on campus, such as the Student Government Association or Sustainability Office to co-sponsor a resolution and bring to administration. Ensure that you have strong student support and involvement throughout the resolution process as they are crucial stakeholders in moving the resolution process forward.

- [Sample Resolution Template](#)

Testimonial from Chartwells Higher Ed Staff

“Quinnipiac Dining touches the lives of nearly everybody on campus in some way daily. This exposure and our resources make dining services a perfect department to organize a Fair Trade campaign. Our resources include corporate marketing and product sourcing support. Our management team, with the help of the student interns, made the process easy to understand and attainable. The Fair Trade University goals complement our sustainability platform. The Fair Trade campaigns experience has been very educational and positive. We look forward to spreading the Fair Trade message to our campus and influencing next generations purchasing decisions!”

- Leean Spalding

Director of Dining Services, Quinnipiac University



Contact Information

At Fair Trade Campaigns:

Kylie Nealis, Campus and Community Engagement Manager

Office: (510) 844 1403

kylie@fairtradecampaigns.org

At Chartwells Higher Education:

Laura Lapp, VP Sustainability and Wellness CHE

Office: (847) 986-4162

Cell: (773) 484-6244

Laura.lapp@compass-usa.com

Courtney Bryant, Sr. Marketing Director Strategic Accounts and East Division

Cell: (979) 595-8650

Courtney.bryant@compass-usa.com