



Virtual 2020 National Conference Discussion Questions

Use these questions to host a virtual discussion around the conference sessions with your committee and network! Find all of the session recordings here:

<https://www.youtube.com/user/fairtradetowns>

Building a Team Who Will Help You Raise Money

1. How could fundraising benefit your campaign? What would you do with additional funding?
2. What is your campaign's story or "elevator pitch"? What makes you passionate about Fair Trade? How can you leverage this story to raise money?

Start and Grow Your Fair Trade Business

1. What type of Fair Trade business would you be interested in starting or joining?
2. In what ways can your campaign support Fair Trade businesses near you, especially new and emerging ones, during COVID-19 and beyond?

Fair Trade Advocacy Case Studies

1. How can we utilize sustainable fashion as a way to amplify the movement towards Fair Trade and ethical supply chains?
2. What strategies and best practices from these case studies can you execute via your campaign?

Diversity, Inclusion & Advocacy

1. With COVID-19 showcasing the levels of disproportionate illness and lack of affordable health care in our society, what can we do to alleviate this in communities of color being hit harder?
2. What have you done to foster diversity and inclusion within/through your Fair Trade campaign, local Fair Trade network or community?

Migration & the Coffee Crisis

1. What are some of the challenges that people, farmers included, face in migration journeys in search for better opportunities? How can we raise awareness of migration issues via our campaigns?
2. Coffee is a beverage for many occasions. In what events, meetings or get-togethers on your campus or in your community could your campaign incorporate Fair Trade coffee?

#Activism –Innovations Advancing Digital Advocacy

1. How can advocates that identify as white or Caucasian engage other white or Caucasian advocates online about racial justice and issues of institutional racism and discrimination?
2. Digital advocacy is more important now than ever. Which of the strategies/ideas shared in this session could your campaign utilize to increase digital engagement, especially during COVID-19?

Innovations in Sustainable & Ethical Sourcing

1. What are the principles of Fair Trade enterprises? How are they creating new economies?
2. How can procurement be utilized as a force for good and environmental sustainability? What institutions can your campaign influence to purchase more Fair Trade products?

Advancing Sustainability & Social Responsibility in Los Angeles

1. How can your campaign connect sustainability efforts into your mission to advance Fair Trade?
2. How can individual actions complement the work of larger organizations and help drive policy change in the direction of supporting Fair Trade and social and environmental sustainability?

Self-Care and Community Organizing: Health, Wellness and Black Lives Matter

1. What are the intersections between Fair Trade and the Black Lives Matter movement?
2. How is self-care a crucial component to successful community organizing? In what ways can you and your team practice self-care to avoid burnout, stay engaged and keep momentum going?

A Fireside Chat with Cara Chacon, VP of Social and Environmental Responsibility, Patagonia Inc:

1. How are the roles of large companies and small campaigns different making the global economy more sustainable for both people and the planet?
2. What was most striking to you about Patagonia's commitment to Fair Trade and environmental sustainability? What are some lessons that smaller companies can learn from Patagonia?

Trends in Sustainable Fashion

1. Sustainability involves both "buying better and buying less." How can your campaign embody this motto?
2. The fashion industry is driven by consumer demand. How can your campaign help drive the demand for Fair Trade and sustainable fashion?

From Seed to Shelf - Fair Trade in the Apparel & Home Goods Sector

1. How can your campaign counter the notion that has been spread through the fast fashion industry that clothing should be cheap? How can your campaign promote the benefits of buying Fair Trade apparel?
2. What Fair Trade apparel and home goods products already exist in stores near you and online that you could promote through your Fair Trade campaign?