
Fair Trade Campaigns

— University at Albany Campaign —

What is Fair Trade?

“Fair Trade is an economic system that provides opportunities for farmers, artisans, and workers to lift themselves out of poverty. It ensures consumers that the goods that they purchase are grown, harvested, crafted, and traded in ways that improve lives and protect the environment.”

Look for products with these logos to ensure the products you buy are certified Fair Trade!



What it means to be a Fair Trade University...

“Fair Trade Campaigns is a powerful grassroots movement mobilizing Fair Trade consumers and advocates across the US to increase the availability of Fair Trade products.”

“Fair Trade Campaigns recognizes towns, colleges, universities, schools and congregations in the US for embedding Fair Trade practices and principles into policy, as well as the social and intellectual foundations of their communities.”

“Fair Trade Colleges & Universities makes your campus a catalyst for change with the support of a nationwide network of students, staff and faculty.”

Who created and oversees the Fair Trade Colleges & Universities program?

“The Fair Trade Colleges & Universities program officially began in 2010, two years after the University of Wisconsin Oshkosh announced Fair Trade status. Today, a Steering Committee of students, alumni, faculty and Fair Trade advocates manages and guides the program, with oversight and support from national staff.”

Have other institutions earned Fair Trade College or University Status?

Yes! Since 2010, over 50 institutions earned Fair Trade status

How will my institution benefit from Fair Trade designation?

“Fair Trade designation provides public recognition of your institution’s commitment to social and economic justice. The Fair Trade Colleges & Universities program also offers students valuable leadership experience designing and implementing a multifaceted campaign.”

Fair Trade Colleges & Universities

110

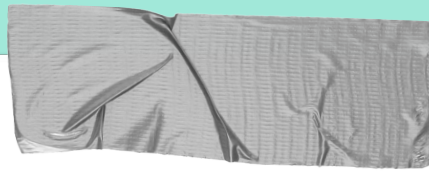
Active Campaigns

996

Advocates

698

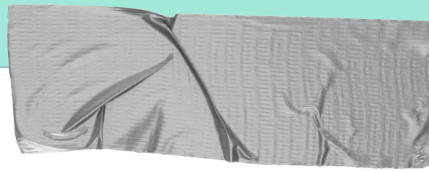
Fair Trade Retailers



Building a Team

Our first goal is completed!

- Minimum of **five** members
- At least **one** non-student member



Reach Out to Campus Outlets

- Work with your food service provider to increase the availability of Fair Trade products on campus

Meet with dining services and bookstore

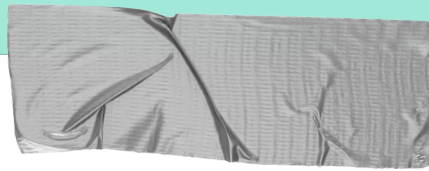
- Minimum of **two** Fair Trade products are available in all campus-owned and operated venues

Dining halls, bookstore, any dining owned and operated by dining services



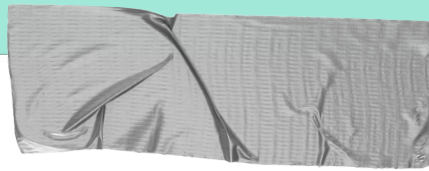
Enroll Offices and Catering

- Work with offices and catering to ensure that Fair Trade products are used in campus offices and departments, and at campus-run meetings and events
Conferences, meetings, etc.
- Minimum of **three** examples
Coffee, tea, chocolate, etc.



Educational Events

- Raise awareness of Fair Trade on your campus through events, curriculum, news coverage, and more
Tabling, club meetings, programs, movie nights
- Minimum of **four** activities is required to meet this goal

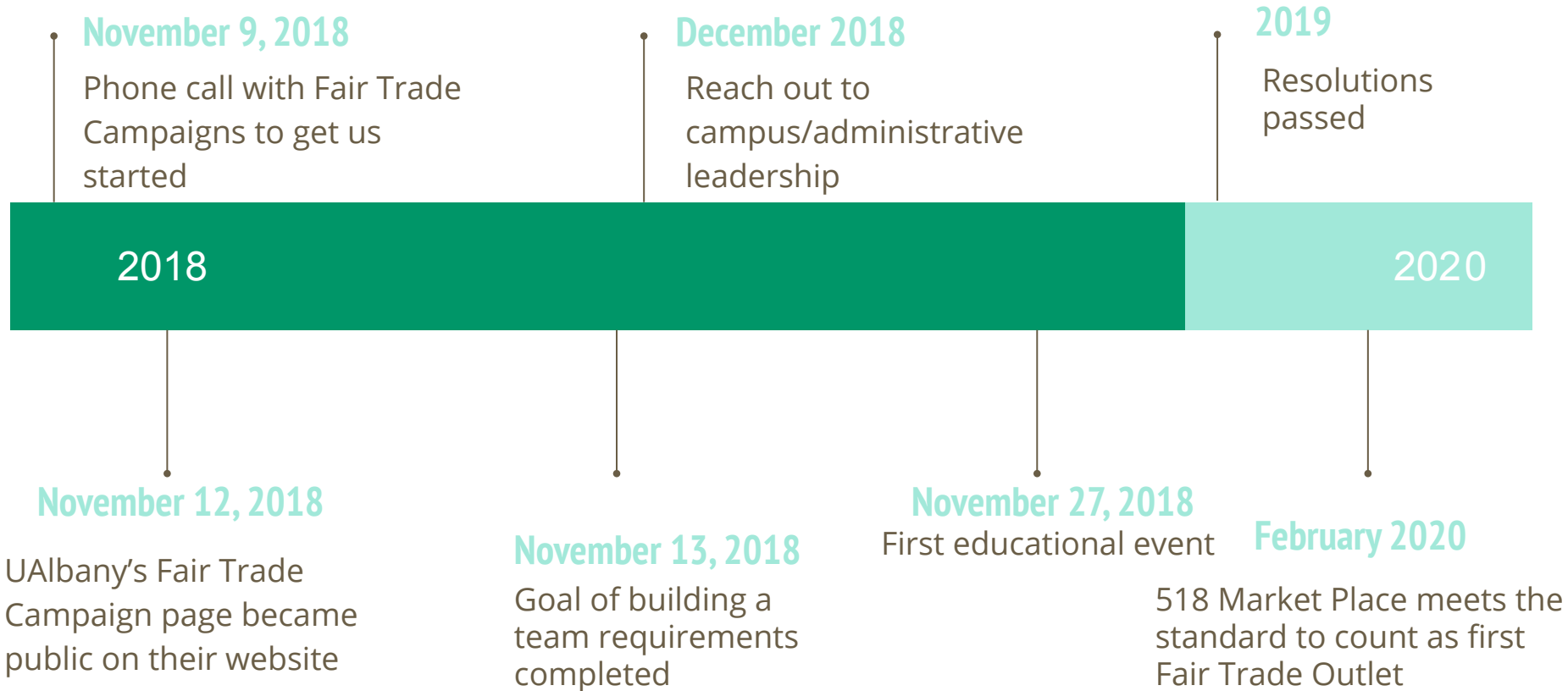


Pass a Fair Trade Resolution

Draw up a resolution that reflects the college's commitment to Fair Trade and pass it through the appropriate decision-making bodies for approval.

For more information on any of the goals of this project, contact ualbanysstop@gmail.com

What SSTOP has done so far...



What you can do...

- Suggest **partnerships** with other campus clubs and organizations for the campaign
- **Support** the campaign by attending our educational events and signing petitions/resolutions to implement Fair Trade products on campus
- Create and help **organize** Fair Trade educational events such as tabling, meeting activities, documentary screenings
- Help **promote** events by sharing our posts or by helping design posters/fliers



Contact
ualbanysstop@gmail.com
with any questions or
comments!