



**FAIR TRADE
CAMPAIGNS**

RACIAL JUSTICE ADVOCACY GUIDE

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. In the wake of the recent uprisings and momentum around racial justice and Black Lives Matter, Fair Trade Campaigns is more committed than ever to promoting diversity, equity, and inclusion among our campaigns. Check out the resources available in this guide for more information on the intersection of Fair Trade and racial justice.

GUIDE OBJECTIVE

This guide's purpose is to demonstrate the importance of Fair Trade as a system that has the ability to serve not only producers in the Global South, but as a movement that is well-positioned to contribute to dealing with similar problems of inequity in our own communities and countries here. Our current climate, the emphasis on historical, systemic injustice, and the need for reform right here in the United States has inspired us to broaden our spectrum and apply our Fair-Trade morals and insight to these systems domestically.

We must push ourselves to step outside of our own privileges to address these issues right here in our own country. We will be steadfast in the knowledge that these unequal systems were built upon racism/colorism and persist because of that.



10 STEPS TO ALIGN FAIR TRADE VALUES AND RACIAL JUSTICE

1. Making a commitment to achieving racial equity; focusing on the power and influence of our own towns or institutions to garner change.
2. Creating partnerships within our own communities with minority groups and organizations; by fostering partnership within communities and organizations not normally thought about in the Fair Trade spectrum we allow ourselves the opportunity to start setting the stage for the achievement of racial equity in our very own communities.
3. Developing campaigns with a “collective impact” approach. Our campaigns being firmly grounded in inclusion and equity is extremely necessary. As Fair Traders, with hundreds of campaigns nationally, we should be playing a key role in developing campaigns meant to achieve racial equity, centering community, and ending systematic oppression.
4. Supporting black and minority-owned business, creators and people in your chosen fields. Recognizing the intentional and unintentional biases that negatively impact Black and Brown communities around you.
5. Introducing and fostering new Fair Trade campaigns into urban and often fewer familiar communities and schools.
6. Approaching campus and town administration on prison partnerships and police reform. Making it clear that students and residents want to know about procurement and sourcing procedures and that funds directed towards prison labor is not acceptable.
7. Leveraging our social media platforms and reach to raise awareness of issues as well as the intersection of Fair Trade and racial equity within diverse communities.
8. Countering stereotypes such as Fair Trade being a movement for economically advantaged consumers. Only by broadening our horizons including our entire communities can truly scale Fair Trade as a consumer preference driving impact.
9. Facilitating the launch of at least one Fair Trade school or congregation campaign in a predominantly Black area of your town or city.
10. Checking ourselves: recognizing our unconscious biases and doing something about it. Microaggressions are real and sometimes even more dangerous than overt racism.

WHY DO WE AS FAIR TRADERS CARE?

We are the land of the free and the home of the brave, but as Fair Traders we must acknowledge that those ideals aren't afforded to everyone in this country or world. We pride ourselves on not only recognizing the injustices in other nations but doing something about it. But it seems that we are somehow groomed not to see the injustices right in front of our faces in our own country. Our country and our values just can't afford to turn a blind eye anymore.

It takes intention to seek to understand, and empathize with, being systematically oppressed your entire life while simultaneously living in the greatest and allegedly freest country in the world. We must work to recognize the pain that someone of another race feels - they have families too, they are human as well, they love and are loved as we are. Yet they face daily obstacles, stresses and abuses that many of us never have to consider. Unless we decide to.

We recognize the privileged experienced and gained by not being Black and Brown in this country for the last 400 years. Systematic racism is not only damaging "others" but ourselves as well. Just like the inequality we fight abroad we must also take a position against systemic marginalization and stand against racism and inequality here in the USA-- racism hurts everyone.

WHEN IN RACIAL JUSTICE DISCUSSIONS?

Our commitment to Racial Justice is network-wide. Each of us as advocates and campaigns have a role to play in helping ensure that Fair Trade and Racial Justice is accessible for all. With this in mind, we encourage you to use these simple guidelines when discussing racial justice and inequality in your campaigns, as well as during your work with diverse communities and peoples:

- Treat others and their culture with respect, all cultures have different norms and no one culture is correct or better than the other.
- Seek first to understand, then to be understood – center the importance of understanding other's lived experiences.
- Practice active listening, none of us know as much as we think.
- Be aware of your privilege
- Always remember: Allyship is the ultimate goal. According to the Anti-Oppression Network, allyship is not an identity, but a "lifelong process of building relationships based on trust, consistency, and accountability with systematically marginalized people.