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# Fair Trade Designation

— University at Albany Campaign —

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FAIR TRADE




## FAIR TRADE UNIVERSITIES

This certificate is presented to

### University at Albany

in recognition of its commitment to Fair Trade and international justice and  
the achievement of Fair Trade status in accordance with criteria set forth by  
Fair Trade Campaigns.

March 12<sup>th</sup>, 2021  
Date

  
Billy Linstead Goldsmith  
Director, Fair Trade Campaigns



AUXILIARY  
SERVICES



THE COLLEGE OF EMERGENCY PREPAREDNESS,  
HOMELAND SECURITY AND CYBERSECURITY  
UNIVERSITY OF ALBANY  
State University of New York

# UAlbany Fair Trade Campaign Logo



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**F A I R   T R A D E**

# UAlbany Fair Trade Food Products Logos



FAIR TRADE  
PRODUCT



FAIR TRADE  
PRODUCT



FAIR TRADE  
PRODUCT



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FAIR TRADE  
PRODUCT



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FAIR TRADE  
PRODUCT



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FAIR TRADE  
PRODUCT

# UAlbany Fair Trade Food Products Logos



FAIR TRADE  
PRODUCT



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FAIR TRADE  
PRODUCT



FAIR TRADE  
PRODUCT



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FAIR TRADE  
PRODUCT

# 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!



# Fair Trade

Fair Trade products are made by people who are given a fair livable wage. The products are made free of the slave labor commonly used to make many other products. Fair Trade products are produced to high environmental standards and a portion of the proceeds goes back to communities in developing countries.

# 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 Campaigns 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.”

## Fair Trade and SUNY

UAlbany is the first SUNY university/college to earn this designation. Currently, Binghamton and Purchase are in the process.

# Fair Trade Nationally

We are the 68th college/university nationally to receive this designation!

# How will my institution benefit from Fair Trade recognition?

“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 and Universities

323

Active Campaigns

7,066

Advocates

3,159

Fair Trade Retailers

# Fair Trade Campaigns

- Fair Trade Fellow Holly Francis
- Fair Trade Fellow Arthur Elbthal
- Fair Trade Fellow Justain Connor
- Fair Trade Fellow Travis Brodbeck
- Fair Trade Fellow Suzi Hiza
- Fair Trade Fellow Lily Mason
- Fair Trade Fellow Taryn Lemmon
- Senior Manager Fair Trade Campaigns Kylie Nealis



**FAIR TRADE  
COLLEGES &  
UNIVERSITIES**



**FAIR TRADE  
CAMPAIGNS**



# Building a Team

**Our first goal is completed!**

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

# Main Steering Committee

- Mary Ellen Mallia - Leader of Committee
  - Office of Sustainability
- Roxanne Welch
  - Sodexo and UAlbany Auxiliary Services
- Jeff Kurto
  - Sodexo
- Dennis McCarty, PhD
  - UAlbany College of Emergency Preparedness, Homeland Security, & Cyber Security
- Students Stopping Trafficking Of People (SSTOP) Presidents

# Main Steering Committee

- Marie Rabideau
  - Assistant Dean College of Arts and Science
- Deborah LaFond
  - University Library

# UAlbany Office of Sustainability and Green Scene

- Mary Ellen Mallia
- Brad Hershenson
- Ryan Knight
- Kennie Adeyemi
- Carly Lindsey
- Lexie Zanghi
- Mohamed Jalloh
- Abigail Gerdes





# 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

# Campus Center

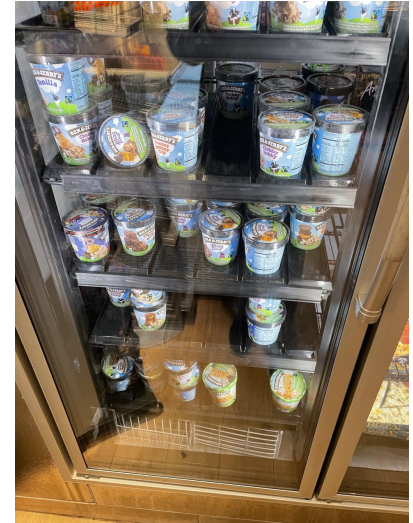
- Fair Trade Pepper and Sugar on Condiments Table
- Several Products in 518 Market Place
  - Ben and Jerry's Ice Cream
  - Green Mountain Coffee\*
  - BarkThins
  - Lily's Chocolate

\*Certain flavors are not Fair Trade

# Flyers In Campus Center



# Photos of 518 Market



# Campus Center



# Sodexo and UAlbany Auxiliary Services

- Roxanne Welch
- Jeff Kurto
- Karley Allis
- Michelle Bowen
- Lauren Mancuso
- Stephen Pearse



[www.albany.edu/uas](http://www.albany.edu/uas)

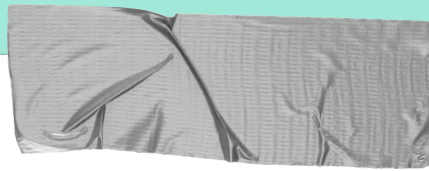


# Enroll Offices and Catering

- **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**

# Offices Committed to Goal

- All of UAlbany is technically committed because Espresso is the default for coffee, tea, and sugar
- These offices expressed special interest
  - Office of Sustainability
  - Dean's Office, College of Arts and Science
  - Advocacy Center for Sexual Violence
  - Center for Leadership and Service



# 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 two activities per semester are required to meet this goal**

# UAlbany Student Orgs. Apart of the Committee

- Students For Sustainability (USS)
  - President: Carly Lindsay
  - Instagram: @UAlbanyS4Sustainability
- Brazilian Student Association
  - President: Rikkana Araujo
  - Instagram: @UAlbanyBSA
- Newman Association
  - President: Julie Jasewicz
  - Instagram: @UAlbanyNewman
- Students Stopping Trafficking Of People (SSTOP)
  - President: Joseph La Barbera
  - Former Presidents: Ashley Davidson, Ali Hansen, and Gabriella Bartley
  - Instagram: @UAlbanySSTOP

# Events We Held

- Fair Trade Student Committee Meetings
- Informationals
- Trivia Game Nights
- Instagram Takeover
- Pumpkin Painting
- Presenting to Different Organizations
- Human Trafficking In the Captial District Panel
- Tabling
- Fair Trade Bake Sales
- Social Media
- CEHC 321 - Human Trafficking
- Dr. McCarty - Guest Speaker Series Honors College



# Pass a Fair Trade Resolution

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

# UAlbany Resolution

- S.1819-148R
- Sponsored by Senator Chair Holdridge
- Senate Vote: 30-0-0
- Introduced: April 10th, 2019
- Date Passed: April 10th, 2019
- SA President Langie Cadesca

# UAlbany Student Association and Senate

- SA Senate
- Senate Chair Bryan Ramsaran
- SA President Damilola Adesanya
- SA Director of Health and Sustainability Monsurat Amunikoro

# UAlbany University Senate

- Date Passed: May 6th, 2019
- Senator Deborah LaFond
- Senator Mary Ellen Mallia
- University Life Council, the University Planning and Policy Council, and the SEC/Executive Committee - Passed April 2019

# United University Professionals (UUP)

- Spring 2019

# Graduate Student Association Resolution

- April 5th 2019

# Keeping Designation

- Host two (2) Fair Trade events per semester
- Student(s) Representatives meet with Fair Trade Campaigns once a semester

# Timeline of Events

- 11/9/2018 - Phone call with Fair Trade Campaigns to get us started
- 11/12/2018 - UAlbany's Fair Trade Campaign webpage became public
- 11/13/2018 - Goal of building team completed
- 11/27/2018 - First educational event
- 12/2018 - Reachout to campus/administrative leadership
- 4/5/2019 - Graduate Student Association Senate and UUP Fair Trade Resolution Passed
- 4/10/2019 - SA Student Senate Fair Trade Resolution Passed
- 5/6/2019 - University Senate Fair Trade Resolution Passed
- 5/9/2019 - Mary Ellen Mallia put in charge of committee
- 2/2020 - Unofficial Fair Trade UAlbany Logo made

# Timeline of Events

- 2/2020 - 518 Market meets Fair Trade standards
- Summer 2020 - Resources Added to Campaign Website
- 9/23/2020 - First Fair Trade Student Committee Meeting
- 2/1/2021 - Aspretto in catering logged
- 2/16/2021 - Resolution Logged
- 2/26/2021 - Official Fair Trade Logo for UAlbany
- 3/11/2021 - Put out Fair Trade Pepper and Sugar
- 3/12/2021 - Officially Fair Trade Designated
- 3/16/2021 - Fair Trade Designation Event

# 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

# UAlbany Values Related to Fair Trade

- **ACCESS** - To enable individuals to pursue learning, research, and service regardless of economic, societal, or physical factors.
- **INTEGRITY** - To be committed to—and expect from all—honesty, transparency, and accountability.
- **INCLUSIVE EXCELLENCE** - To value diversity of all forms, academic freedom, and the rights, dignity, and perspectives of all individuals.
- **COMMON GOOD** - To work collectively and collaboratively to benefit our communities—and create a sustainable way of life on earth.

# UAlbany Priorities Related to Fair Trade

- **DIVERSITY AND INCLUSION** - Are intrinsic to our success
- **INTERNATIONALIZATION** - Increases our visibility and impact across the globe
- **ENGAGEMENT AND SERVICE** - Foster partnerships with reciprocal benefits

# Thank Yous Not Previously Mentioned

- Honors College
- College of Emergency Preparedness, Homeland Security and Cybersecurity
  - Dean Robert Griffin, Vice Dean Jennifer Goodall, Dir. Student Serv. Michael Baumgardner
- President Havidan Rodriguez
  - President University at Albany
- Michael Christakis
  - VP for Student Affairs
- Margaret Hartley
  - Senior Managing Editor, Office of Communications and Marketing University at Albany

# Thank You Not Previously Mentioned

- Gail Butler Kuhlkin
  - Center for Achievement, Retention, and Student Success, Program Coordinator
- Todd Foreman
  - VP Finance and Administration
- Dean Jeanette Altarriba,
  - College of Arts and Science
- Carol Stenger
  - Director Advocacy Center for Sexual Violence
- Mary McCarthy
  - Assistant Director Advocacy Center for Sexual Violence
- Martha Asselin
  - Director, Center for Leadership and Service

# CNN My Freedom Day

- Freedom Project
- Shine a light on modern-day slavery
- Started in 2011
- Schools and Universities
- #MyFreedomDay on social media
- Resources - Organizations, ways to take action, hotline #, etc.

# CNN My Freedom Day

- News articles
  - Traveling the world to unravel the tangle of criminal enterprises trading in human life
  - Amplifying the voices of survivors
  - Holding governments and businesses accountable
- Pledge #3 “Becoming aware of how goods are made. I will take into consideration a company's business practices when buying things like clothes, electronics and chocolate, then make my decisions based on how they treat their workers and the environment.”

# Websites

[Fairtradecampaigns.org](https://fairtradecampaigns.org)

<https://fairtradecampaigns.org/campaign/fair-trade-university-at-albany/>

<https://www.albany.edu/news-center/news/2021-university-recognized-commitment-fair-trade>

# Kahoot

Please open your web browser  
(Safari, Chrome, Internet Explorer, etc.)  
and go to **Kahoot.It** on your cell  
phones or another device and type in  
the game pin #