



**FAIR TRADE  
COLLEGES &  
UNIVERSITIES  
TOOLKIT**



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**BEFORE** you get underway, we want to make sure to connect you with the resources you'll need to guarantee success.

So, **FIRST**, register your Fair Trade College or University campaign at [FairTradeCampaigns.org](http://FairTradeCampaigns.org). Once you've registered, we will reach out to answer questions and help you get started.

And, **SECOND**, **reach out** to friends, other students, and faculty allies to work with you. Share the journey, learn from others' experience, and celebrate your success together!



## QUESTIONS?

We're here to help! Drop us a line at [admin@fairtradecampaigns.org](mailto:admin@fairtradecampaigns.org)

# FAIR TRADE COLLEGES & UNIVERSITIES CRITERIA



## Goal 1: Build Your Team

The Fair Trade Committee develops and provides leadership for the campaign action plan. Think about who on campus would most help gain traction and sustain the campaign, including students, faculty, administration, and staff. A minimum of five members, including at least one non-student, is required to meet this goal.



## Goal 2: Reach out to Campus Outlets

Work with your food service provider to increase the availability of Fair Trade products on campus. Ensure a minimum of two Fair Trade products are available in all campus-owned and operated venues.



## Goal 3: 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. A minimum of three examples is required to meet this goal.



## Goal 4: Commit to Fair Trade Education and Events

Raise awareness of Fair Trade on your campus through events, curriculum, news coverage, and more. A minimum of four activities is required to meet this goal.



## Goal 5: 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.

**Please note:** The above criteria can be completed in whatever order makes the most sense to you and your team. We recommend starting with "Build Your Team," but feel free to proceed as you see fit.

# GETTING STARTED

## Build Your Team

Reach out to students, faculty, and staff who may have an interest in Fair Trade, as well as groups that share common values, such as social justice, poverty, anti-trafficking, and sustainability. Schedule an initial meeting, and offer Fair Trade coffee, tea, chocolate, or other treats to encourage attendance!

As you begin, think about:

- Who to include? Aim for a diverse representation of campus interests! Work on getting campus decision makers involved early, like dining, sustainability, or administrative staff.
- What resources or groups are already on campus? Approach a like-minded student group or campus department about taking Fair Trade on as a project. Find out what resources are available to student groups, from meeting and event space to funding.



**Manhattan College formed a diverse Fair Trade Committee to start their campaign. [CLICK HERE](#) to read more.**

## What's already available? The Campus Inventory

An inventory catalogues the availability and variety of Fair Trade products on campus. Establishing a baseline lets you see where you're starting from and helps chart your progress. This can serve as a powerful tool for interacting with students, faculty, and service providers as you move forward.

- Have fun with a scavenger hunt after your first meeting. Fan out in pairs to gather information.
- Meet with food service providers to find out if Fair Trade is on their radar. Work with dining staff to identify the campus-owned and operated outlets, and what Fair Trade products are available.
  - [CLICK HERE](#) for a guide to working with dining services on your campus.
- Calculate your campus's impact! Farmer organizations receive 20 cents towards community development for every pound of Fair Trade coffee sold.

**Organizers at UC San Diego surveyed the student body to demonstrate a clear demand for Fair Trade on their campus.**

**[CLICK HERE](#) to read more.**



# Summary of Onboarding Resources

Fair Trade Campaigns has developed dozens of resources to help your campaign succeed. Below, we've rounded up our top tools to help you establish a new campaign on your campus. Visit our [Resource Library](#) for additional toolkits, case studies, guides, and more!

## [Sustainable Leadership 101](#)

Steps and suggestions for recruiting new members, managing leadership turnover, and campus power mapping.

## [Campus Advocacy for Long-Term Impact](#)

Case studies and best practices for how to successfully ensure Fair Trade has a long-term impact on your campus.

## [Setting Goals and Objectives for Your Campaign](#)

Best practices on setting goals, objectives, and timelines.

## [Source Fair Trade Products on Campus](#)

Solutions to common obstacles that may arise when working through Goal 2, plus tips for building a successful relationship with campus dining.

## [A Guide to Working with Dining Services on Your Campus](#)

Suggestions and best practices for how to successfully partner with dining services on campus, including specific information and resources for working with Aramark, Sodexo, Bon Appétit, and Chartwells (Compass Group).

## [Fair Trade Product List](#)

Use this list of commonly available Fair Trade products to get started with sourcing.

## [Navigating Fair Trade Product Labels](#)

Learn more about the four Fair Trade labels recognized for Fair Trade Campaigns' designation program: Fair Trade USA, Fairtrade America, Fair for Life, and the Fair Trade Federation.

## [Fair Trade Colleges and Universities: Event Guide](#)

Steps and suggestions for planning fun, educational Fair Trade events at your college or university, plus bonus tips for successful summer planning.

## [Fair Trade Resolution Template](#)

Use this template to draft a Fair Trade Resolution for your campus. Draft resolutions must be submitted to Fair Trade Campaigns staff for approval before completing Goal 5.

# CAMPUS MAPPING

To achieve lasting change, you'll need to work with a range of players and interests. What questions and challenges should you anticipate? How can you build interest in your cause? Who will be your allies? Use the questions below to help guide your approach as you interact with different interest groups on campus.

## How are decisions made on your campus?

Research your institution's history and organizational structure. Create a map to show the positions people hold, their relationships, their responsibilities and decision-making power within these roles.

## What factors may motivate people or affect their perspectives?

Everyone approaches Fair Trade from a different perspective. A person's job, interests and prior experience with student groups are all important to consider. Seek to understand and work through any concerns.



**Siena College was more surprised by the student response to the Fair Trade Campaign than that of the Board of Trustees.**

[CLICK HERE](#) to read more.

## Who should we reach out to?

When forming a Fair Trade committee, organizing events or writing a Fair Trade Resolution, carefully consider who to involve, taking into account their influence and interest. Remember: you are working with a diverse community, so try to capture as many ideas as possible and make sure your language reflects that diversity.

## Who decides which products are purchased?

Most institutions have purchasing policies that guide negotiations and priorities with food service providers and other groups. Reach out to your Sustainability or Procurement Office and ask to take a look at your institution's policy.

## What partnerships could help your Fair Trade campaign?

Partner with other groups to support your cause. Consider where there is potential and reach out to academic departments, student ministries and volunteer resource centers on campus. Work to build a coalition of interests that share the values promoted by Fair Trade. To get started, use the power mapping template in our [Sustainable Leadership 101 guide](#).

**Creighton University used strategic partnerships to support their campaign.** [CLICK HERE](#) to read more.



# MAINTAINING MOMENTUM

This next section provides ideas and guidance on staying active after your campus earns Fair Trade designation. By completing the initial five criteria, you and your team will have constructed a strong foundation from which to continue your advocacy.

## Mission Statements

The exercise of writing a mission statement can be useful whether you are just getting started or moving into the post-declaration phase of your campaign. Developing, and even revising, a mission statement is a great way to keep your team focused and motivated. Look at your school's mission statement for inspiration!

## Getting Public Attention

How can you make sure your efforts and accomplishments get noticed? Use our [Press Release template](#) to announce your school's designation. Pitch a story to your campus paper or another local media outlet. Find out who manages communications or PR for your school and ask about opportunities to promote your Fair Trade effort. Be sure to use the language of your college's mission to highlight how Fair Trade supports those values. You can also do your own promotion through Instagram, Twitter, or other social media channels. Get creative with your outreach to share your vision with as wide an audience as possible!

## Audio-Visual Resources

Movies and documentaries are an effective way to generate interest in Fair Trade. Organize a movie night to educate and help build community around Fair Trade. Pair the film screening with a short presentation, and some delicious Fair Trade coffee, tea and snacks. [CLICK HERE](#) for a list of Fair Trade books and films.

## Speakers and Producer Visits

Invite speakers give a talk about Fair Trade. Look local and invite the manager or owner of a Fair Trade store, a representative from a Fair Trade brand, or a professor working on labor rights or social justice. Or expand your search and consider inviting a Fair Trade farmer or worker to visit your town!

## Expanding Your Reach

Once you have completed the initial phase of meeting the five criteria and earning Fair Trade designation, there is a growing list of deeper outreach efforts that you and your team can engage in. We encourage you to try out any of the following activities, or to create new ones for your campaign!

- **Inspire others.** In addition to the Colleges & Universities program, Fair Trade Campaigns also has designation programs for Towns, K-12 schools, and congregations. Think about where you and your team already have connections and reach out about mentoring a new campaign.
- **Deepen your commitment.** Explore opportunities to incorporate Fair Trade into curriculum. Meet with dining and catering staff about increasing product availability. Work with campus administrators to develop a [procurement policy](#).
- **Stay active.** Keep your Fair Trade advocacy going with tips from our [post-graduation advocacy guide](#).

# FAIR TRADE COLLEGES & UNIVERSITIES FAQs

## **What do I need to start a campaign at my college or university?**

Getting started simply requires commitment and energy. Reach out to those who share your passion for social justice, organize a group and embark on the adventure! Register your campaign to access the support of our staff and our resources.

## **Have other institutions earned Fair Trade College or University status?**

Since 2010, more than 50 campuses have achieved Fair Trade status. And dozens more are well on their way.

[Visit our website](#) for a list of declared Fair Trade Colleges & Universities.

## **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.

## **How is Fair Trade Colleges & Universities funded?**

Fair Trade USA has raised funds to sponsor Fair Trade Colleges & Universities. Also, in 2011 Ben & Jerry's introduced a new flavor ("Late Nite Snack") and committed the royalties to Fair Trade Colleges & Universities.

## **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.

## **What are the costs associated with a Fair Trade program?**

There are no program fees, and any increased cost caused by switching to Fair Trade products is very modest.

## **What resources are available?**

Fair Trade Colleges & Universities partners with organizations across the US to provide guidance and support. Our [website](#) provides event ideas, media packets, case studies and more. Plus, the program's Steering Committee and dedicated staff are available to offer support and work in partnership with campaigns. Fellows and Leadership Team members offer additional coaching and support in our established Regional Networks.

## **What are the education and outreach requirements?**

Participating institutions are encouraged to engage stakeholders and students about Fair Trade through events, curriculum, and signage.

## **How do you keep the momentum going after achieving Fair Trade status?**

Campuses earning Fair Trade status have the responsibility to fulfill and uphold the commitments outlined in their Fair Trade Resolution. Advocates periodically check with dining groups to ensure agreements are fulfilled, host educational events and may help spread the Fair Trade movement to other campuses.

# FAIR TRADE CAMPAIGNS BACKGROUND

Fair Trade is a market-based approach to alleviating poverty in ways that improve lives, strengthen communities, and protect the environment. Fair Trade offers fair prices and wages to farmers, workers, and artisans, improved terms of trade, and community development funds to invest in education, health care, and other projects to improve quality of life.

## About Us

**Fair Trade Campaigns** began as Fair Trade Towns in 2006, when a group of passionate Fair Trade advocates in Media, PA, sought to build on the movement that was rapidly growing across Europe. In 2010, the U.S. program grew to include Fair Trade Colleges & Universities. Fair Trade Campaigns now has designation programs for Towns, Colleges & Universities, K-12 Schools, and Congregations.

The Fair Trade Colleges & Universities initiative inspires institutions of higher learning to support equity in trade and promote sustainable development by raising awareness among students, faculty, administration and staff of the benefits of Fair Trade. The program also works to leverage the significant buying power of academic institutions to purchase Fair Trade products. Achieving Fair Trade Status means securing institutional commitment to embed Fair Trade principles and practices within administrative policy and the social and intellectual fabric of academic communities.

## Our Mission

The mission of Fair Trade Campaigns is to inspire our fellow consumers to support the Fair Trade movement in its efforts to seek equity in trade and promote sustainable development. Fair Trade Towns harness the power of consumers and institutions in the United States to both raise awareness of the benefits of Fair Trade, and leverage their significant buying power to purchase Fair Trade products, thus extending real opportunities of empowerment the enable communities around the world to lift themselves out of poverty.



## QUESTIONS?

Contact Fair Trade Campaigns at  
[admin@fairtradecampaigns.org](mailto:admin@fairtradecampaigns.org)

Find more information at [fairtradecampaigns.org](http://fairtradecampaigns.org)