

WHAT IS FAIR TRADE

When a **FAIR TRADE CAMPUS** is designated, it supports fairer conditions and better prices for people in the Global South who grow and make our products: whether it's the coffee we drink, the cocoa in our chocolate, or the cotton in our t-shirts.

It's a market-based system that uses consumer support to influence international trade practices, and is a powerful tool for change. When you buy fair trade products, farmers and workers have more power to create a better life for themselves and their communities, and enjoy sustainable livelihoods.



Photo credit: Fairtrade International



The Fair Trade Campus is a Program of Fairtrade Canada, managed in partnership with the Canadian Fair Trade Network (CFTN) and the Association québécoise du commerce équitable (AQCE).

LEARN ABOUT OUR OTHER FAIR TRADE PROGRAMS!



For more information, go to:
w: fairtrade.ca e: action@fairtrade.ca

w: cftn.ca e: info@cftn.ca

w: assoquebecquequitable.org
e: info@assoquebecquequitable.org



ASSOCIATION
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ÉQUITABLE



CREATE MEANINGFUL CHANGE

ENGAGE IN INTERNATIONAL DEVELOPMENT

CONTRIBUTE TO A MORE SUSTAINABLE WORLD



The **FAIR TRADE CAMPUS PROGRAM** recognizes colleges, CEGEPs and universities demonstrating strong commitment to fair trade from its stakeholders, including the administration, the food service providers, and the student unions and associations.

It aims to mobilize students to promote awareness and support for fair trade and the people whose livelihoods and communities depend on it.



Young people have always been on the cutting edge of social change. With their rich history of leadership and innovation, **CAMPUSES ARE CROSSROADS OF NEW IDEAS**. Your campus has the opportunity to improve the lives of global farmers and workers through the purchase of fair trade products.

A Fair Trade Campus encourages community building and collaboration. By joining the fair trade global movement, your campus will become a beacon of social justice and sustainability that students can participate in and be proud of.



Photo credit: Carleton University

Here are the **STEPS TO BECOMING A FAIR TRADE CAMPUS**. Refer to our Fair Trade Action Guide for more detailed information.

1 - STEERING COMMITTEE

A Fair Trade Campus Committee must be formed of both volunteers and administrative representatives to ensure continued commitment to the Fair Trade Campus designation.

2 - PRODUCT AVAILABILITY

A campus must demonstrate the availability of Fairtrade certified products at all food service locations under the campus' control including those operated by caterers and food service companies.

3 - VISIBILITY AND EDUCATION

There must be events and activities organized to communicate the availability of Fairtrade certified products and educate the campus about what fair trade means.



Photo credit: Concordia University



Photo credit: Université de Sherbrooke

“
I'M INSPIRED AND PROUD TO KNOW THAT MY
CAMPUS IS A SOCIAL JUSTICE LEADER
”

- a student