

# WE GO BEYOND ACTION

FAIR TRADE  
**CAMPUS**



# TABLE OF CONTENTS

<b>1.0 ABOUT THIS GUIDE</b>	3
1.1 Acknowledgements	3
1.2 Additional information	3
<b>2.0 FAIR TRADE CAMPUS</b>	4
2.1 Why fair trade?	4
2.2 Why campuses?	4
2.3 Why Fairtrade certification?	5
<b>3.0 REQUIREMENTS</b>	6
3.1 Steering committee	6
3.2 Product availability	6
3.3 Visibility and education	7
<b>4.0 WORKING TOWARD DESIGNATION</b>	8
<b>STEP 1</b> Connect with key stakeholders	8
<b>STEP 2</b> Understand campus services	8
<b>STEP 3</b> Promote campus awareness	9
<b>STEP 4</b> Self-audit checklist	10
<b>STEP 5</b> Submit an application	10
<b>5.0 POST-DESIGNATION</b>	11



**THERE ARE 812,500 FARMERS FROM 445  
COFFEE PRODUCER ORGANIZATIONS IN THE  
FAIRTRADE SYSTEM.**



# 1.0

## ABOUT THIS GUIDE

This guide provides information about the Fair Trade Campus Program, including requirements to achieve designation, how to apply, and how to plan for post-designation. 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).



**Fairtrade Canada** is a national, nonprofit fair trade certification organization and the only Canadian member of Fairtrade International. In collaboration with its sister organizations around the world, it manages the internationally renowned and respected Fairtrade system. [action@fairtrade.ca](mailto:action@fairtrade.ca) [fairtrade.ca](http://fairtrade.ca)



**The CFTN** is a nonprofit organization that works with civil society and industry stakeholders to advance awareness and support for fair trade in Canada. It supports collaboration and best practices within the fair trade movement to increase Canadian commitments to international social responsibility. [info@cftn.ca](mailto:info@cftn.ca) [cftn.ca](http://cftn.ca)



**The AQCE** is a nonprofit organization with the goal to support its members that implement the fair trade values and principals in the province of Québec. [info@assoquebecequitable.org](mailto:info@assoquebecequitable.org) [assoquebecequitable.org](http://assoquebecequitable.org)

### 1.1 ACKNOWLEDGEMENTS

The Fair Trade Campus Program would not be possible without the support of community partners across Canada.

### 1.2 ADDITIONAL INFORMATION

The CFTN and AQCE work with prospective and existing Fair Trade Campuses in meeting the requirements for the Fair Trade Campus Program. Contact the CFTN at [info@cftn.ca](mailto:info@cftn.ca) or AQCE at [info@assoquebecequitable.org](mailto:info@assoquebecequitable.org) with any questions regarding the Program, planning a local campaign, or additional advice and support. Additional resources and template forms can be found at

- [Fairtrade.ca/campus](http://Fairtrade.ca/campus)
- [cftn.ca/fair-trade-campus-program](http://cftn.ca/fair-trade-campus-program)
- [assoquebecequitable.org](http://assoquebecequitable.org)

Fair Trade Campus designations are awarded based on a joint review by Fairtrade Canada, the CFTN, and the AQCE. Applications should be sent to [info@cftn.ca](mailto:info@cftn.ca), [info@assoquebecequitable.org](mailto:info@assoquebecequitable.org) and [action@fairtrade.ca](mailto:action@fairtrade.ca).



## COFFEE IS THE WORLD'S SECOND MOST VALUABLE TRADED COMMODITY

# 2.0

# FAIR TRADE CAMPUS

The Fair Trade Campus Program recognizes colleges, universities, and Cégeps demonstrating strong commitment to fair trade. It harnesses the

leadership and innovation present on campuses to strengthen the fair trade movement across Canada.

## 2.1 WHY FAIR TRADE?

Farmers and workers in the Global South are often in the weakest position to ensure their earnings are enough to meet their needs. When the prices or wages are too low, they are forced to make sacrifices that trap them and their communities in a cycle of poverty. This can happen even when the prices we pay are high, and it translates into insecure livelihoods, environmental degradation, and insufficient access to basic health and social services. In extreme cases it can lead to child labour, human trafficking, and other human rights abuses.

Fair trade addresses this by assigning market value to fairness and decency. Buying Fairtrade certified products helps to ensure disadvantaged producers of the world have access to global markets, creating the means for long-term investment in environmental and labour standards and community development.

## 2.2 WHY CAMPUSES?

Institutions of higher learning have a history of leadership and innovation. They are important agents for promoting change in their communities and in the marketplace.

The Fair Trade Campus Program seeks to harmonize the social values held by students and faculty with the purchases practices of the institution. It often supports sustainable development initiatives that are already underway on campus, and is designed to provide the tools and information needed to further demonstrate their leadership so that others will follow.

Campuses also hold significant buying power. They arrange high-volume food contracts with long-term purchasing commitments. These commitments can raise large-scale demand for Fairtrade certified products, unlocking further access within a community and providing more support for producers around the world. See section 5.0 for more information on food purchasing policies and contracts.



Photo credit: Cégep de Sorel-Tracy



## 2.3 WHY FAIRTRADE CERTIFICATION?

With so many claims to fairness and sustainability in the marketplace, third-party certification and verification is an invaluable tool to ensure purchases actually do connect with these values.

The FAIRTRADE Mark (located at the bottom of this page), monitored by FLOCERT, is the best known and most respected ethical certification for social sustainability issues. This Mark provides an easy and reliable way to know that products have met credible standards that are set and monitored following best practices, public input, and regular audits.

The Fairtrade system is also co-owned by the farmers and workers meant to benefit from it. This provides an additional level of assurance that the system will continue to reflect the needs of the people it serves.



Photo credit: Fairtrade International



THIS   
COFFEE  
BUILDS  
COMMUNITIES

### DESIGNATION NOT CERTIFICATION

FAIR TRADE CAMPUS IS A DESIGNATION THAT ACKNOWLEDGES THE LEADERSHIP OF CANADIAN COLLEGES AND UNIVERSITIES. ONLY PRODUCTS AND PRODUCERS CAN BE CERTIFIED FAIRTRADE.



FAIRTRADE CERTIFIED PRODUCTS CARRY THIS MARK

NOTE: ANY USE OF THE FAIRTRADE MARK MUST BE APPROVED IN ADVANCE BY FAIRTRADE CANADA.

# 3.0 REQUIREMENTS

## 3.1 STEERING COMMITTEE

The Fair Trade Campus Steering Committee is responsible for submitting an application and maintaining compliance to Program requirements. It is also responsible for expanding the presence of fair trade on campus, increasing both availability and visibility of certified products, measuring success, and annually renewing designation.

**A Fair Trade Campus Steering Committee must be formed to ensure continued commitment to the local Fair Trade Campus designation. The committee must:**

- **establish and maintain a balanced membership of volunteers and administrative representatives;**
- **meet a minimum of twice per year to discuss annual goals and to assess progress;**
- **demonstrate an effort to increase the number and type of Fairtrade certified products available on campus beyond minimum requirements;**
- **encourage independent businesses, departments, and societies on campus to meet Fair Trade Campus criteria;**

- **submit an annual report by July 1 that includes a completed renewal form, targets for the upcoming year, and progress assessment for the previous year.**

### MEMBERSHIP

The committee should represent key stakeholders on campus and should aim to foster ongoing co-operation, communication, expertise, and leadership in fair trade. Membership must include (but is not limited to) at least one

- top-level campus VP or their designate
- purchasing or retail manager from the campus
- purchasing or retail manager from the students' union (if applicable)
- faculty member
- student representative

### RESPONSIBILITIES

- monitor continued compliance with Fair Trade Campus requirements
- set annual goals and measure performance
- renew the Fair Trade Campus designation annually

An existing committee may serve as the Fair Trade Campus Steering Committee, provided it meets the necessary requirements and can assume all responsibilities. Typically, sustainability committees are the best candidates

to take on this role. Contact us (see section 1.0) for more information on the necessary requirements.

### ANNUAL REPORT

The annual report should provide a clear idea of how your Steering Committee plans to spread awareness of fair trade on campus and the activity that has occurred in the previous year. Annual reports are due on July 1, and further details can be found in the Fair Trade Campus Renewal Form, found on our website (see section 1.0).

## 3.2 PRODUCT AVAILABILITY

The campus must ensure all food service locations under its direct control, including those operated by caterers and food service companies on their behalf, offer a range of Fairtrade certified products.

- **All coffee served on campus must be Fairtrade certified.**
- **At least three (3) Fairtrade certified teas must be available wherever tea is served.**
- **At least one (1) Fairtrade certified chocolate bar must be available at every location selling chocolate bars.**
- **All coffee and tea served at campus meetings, events, and offices run by campus administration or student unions must be Fairtrade certified.**

# FAIR TRADE CAMPUS IS A DESIGNATION AWARDED TO UNIVERSITIES, COLLEGES, AND CÉGEPS THAT MEET ALL CRITERIA WITHIN 3 REQUIREMENTS:

## REQUIRED LOCATIONS

Required campus locations include all those run by the administration, student unions or associations, and graduate student unions or associations, including (but not limited to)

- cafeterias
- catering
- vending (including instant coffee) machines
- coffee shops
- stores
- restaurants
- lounges
- events
- offices
- “We Proudly Brew” outlets

## REQUIREMENTS DO NOT INCLUDE

- franchises operating on campus (these are not required, although every effort should be made to encourage the parent brand to offer Fairtrade certified products, see section 5.0 for more details)
- businesses that rent space on campus but operate independently
- individual departments lunchrooms and lounges, university clubs and societies, and other locations not directly under control of campus- or student-run food services.

## 3.3 VISIBILITY AND EDUCATION

Fair Trade Campuses are required to communicate the availability of fair trade and to educate campuses about what it means.

- All locations selling Fairtrade certified products must have prominent signage indicating such and ancillary information about fair trade.
- A page on the campus website must explicitly indicate the institution is a Fair Trade Campus and provide information about fair trade.
- Campus administration must participate (at least) annually in a public celebration of its Fair Trade Campus status.

Public engagement and education will be a key focus for the Steering Committee. Ongoing effort should be made to ensure campus consumers be made aware of the certified products available—and why they matter.

## SIGNAGE AND ANCILLARY MATERIALS

Signs and ancillary materials should indicate the availability of Fairtrade certified products and provide information on fair trade. Fairtrade Canada can provide free promotional and digital materials.

## 3.1 STEERING COMMITTEE

## 3.2 PRODUCT AVAILABILITY

## 3.3 VISIBILITY AND EDUCATION

## EVENTS

Events should be planned ahead of time and a preliminary schedule of events should be submitted with each annual report.

Events should be held in visible, high-traffic locations and should prioritize visibility, engagement, and participation.

Fairtrade Canada, the CFTN, and AQCE host numerous campaigns throughout the year. Contact us (see section 1.0) for information and resources for upcoming campaigns and events.

## RESOURCES

Fairtrade Canada provides promotional materials upon request. Fair Trade Campuses will receive specialized artwork to assist efforts in celebrating fair trade and any newly achieved status. Campuses are encouraged to produce their own materials to help promote the designation. For more information or to request promotional materials, contact [action@fairtrade.ca](mailto:action@fairtrade.ca).

## FAIR TRADE MAGAZINE

The CFTN provides magazines for campus engagement. Contact [info@cftn.ca](mailto:info@cftn.ca) for information on receiving free copies.

# 4.0 WORKING TOWARD DESIGNATION

Becoming a Fair Trade Campus will require co-operation, communication, expertise, and leadership. Everyone involved in the process should understand the goals and agree on the strategies used to achieve them.

## STEP 1 CONNECT WITH KEY STAKEHOLDERS

Connecting with campus stakeholders to identify how a Fair Trade Campus designation can be achieved is the first step. Early adopters should seek to work with others from as broad a cross-section of the community as possible, which may include:

- director of ancillary services
- purchasing managers
- director of hospitality services
- executive chefs
- food service provider representatives
- other sustainability committees or administrations
- student union leaders
- other student group leaders
- faculty members
- other administrative staff

### GOALS FOR INITIAL STAKEHOLDER MEETINGS

- introduce fair trade and the Fair Trade Campus Program
- identify questions or concerns
- establish campus-specific goals for success
- identify roles and responsibilities

### POTENTIAL SUPPORT GROUPS

Working with bodies on campus that are more established can help leverage further support. They may also provide information and expertise relevant to future planning.

- sustainability office
- campus senate or board
- student services office
- student union executive
- local groups already promoting fair trade
- other student groups
- catering organizations
- labour unions operating on campus

## STEP 2 UNDERSTAND CAMPUS SERVICES

It's important to understand how a campus sources its food products. Different services require different strategies in sourcing certified products.

There are three common ways a campus or student union typically fulfills its food service needs. Most institutions use a combination of the following:

#### ***Third-party food service provider:***

Campuses working with food service providers need to have these companies source the required Fairtrade certified products. Service providers may already offer a range of certified products, but they may also need to find additional sources.

#### ***In-house or "self-op" food services:***

Campuses that use in-house services will purchase, prepare, and distribute food products through a campus-run administration. In-house food services have the greatest flexibility and are not limited by third-party food service contracts when sourcing Fairtrade certified products.

#### ***Franchises and independent***

***businesses:*** These operations are not required to offer Fairtrade certified products for a campus to achieve designation. However, the campus Steering Committee should encourage these businesses to align with designation principles.





## WORK WITH MULTIPLE PARTIES

Each campus will have a unique arrangement of food service responsibilities and may involve a number of different stakeholders. Some campuses centralize their operations, opting to source food products for multiple campus operations through one, or a few, main channels. Other campuses will source products through numerous channels. Campus advocates should identify and work with these different groups to ensure all designation requirements are met across campus.

## WORKING WITH FOOD SERVICE PROVIDERS

Becoming a Fair Trade Campus does not usually require a change in service provider or an overhaul of existing operations. Rather, campuses are encouraged to work with current providers when pursuing designation. Many suppliers offer a range of Fairtrade certified products and will look for new sources if necessary.

## STEP 3 PROMOTE CAMPUS AWARENESS

Designations require that campuses demonstrate support for fair trade among its stakeholders. A strong community of support will help push for new developments when necessary.

## HOSTING GOAL-ORIENTED EVENTS

Use creativity in demonstrating support for fair trade! The goals for these events should prioritize visibility, engagement, and participation.

When you are organizing events, establish clear goals, as this type of event planning strategy will help overcome the unique challenges faced by each campus in working toward designation. Goals may target specific services, locations, or groups of students, faculty, or staff.

For support in hosting an event, contact us (see section 1.0).

## MEDIA ENGAGEMENT

Working with news media can be a powerful means of spreading awareness and support for fair trade. It may involve working with community and/or campus news organizations.

Once an official designation has been achieved, campuses often have communications or public relations departments that can help communicate a message. However, budding campaigns may need to rely on their own resources to spread the word.

The Fair Trade Campus Steering Committee should plan to work with the campus administration in putting

together formal media engagement around any designation announcement. It is a great opportunity to build recognition for the campus—as well as a means of informing other campus and community groups across the country. Please ensure that we are included in any media planning, as this is the best way to ensure informed and effective communications related to the Program.

Effective media engagement will provide the resources journalists need to report on an event.

- Prepare a formal event with clear messages and photo opportunities. Make sure to tie-in any other timely news and/or key personalities.
- A media advisory should be sent to media outlets two or three days before an event. This will inform the media about the event and encourage them to attend.
- A media release should be sent out on the day of the event, written as a news article (in past tense). Include high-resolution images of previous fair trade events/activities on campus and quotations from key stakeholders.
- Media lists should focus on the local and campus community, encompassing print and online publications and personalities.

# 4.0 WORKING TOWARD DESIGNATION

## STEP 4 SELF-AUDIT CHECKLIST

An initial self-audit will identify the availability of Fairtrade certified products on campus, opportunities for educational signage, and further goals to achieve designation. It provides an opportunity to engage with food service providers about the Program and how they can get involved.

The data collected from an audit will be useful when completing the formal application.

### GOALS FOR CAMPUS AUDIT WILL IDENTIFY

- how campus food services operate—through in-house services, third-party provider, and/or private franchise
- what Fairtrade certified products are available on campus
- what products will need to be sourced
- signage locations (Note: when submitting an application, campuses will be required to include images and descriptions of all visibility commitments.)

An online version of the Availability Template is available on our website (see section 1.0).

## STEP 5 SUBMIT AN APPLICATION

Once a campus has met the designation criteria, a Steering Committee representative will submit a formal application with supporting documentation. The application should demonstrate the campus has fulfilled the requirements outlined in section 3 of this guide.

Submit electronic applications (see section 1.0 for our emails) stating that your campus has met all requirements and that you are including a formal application. We will review the application and provide feedback if necessary. Once approved, your campus will be formally designated.

An electronic application form is available for download on our website (see section 1.0).

### PLEASE INCLUDE THE FOLLOWING WITH YOUR APPLICATION

- Completed Administrative Contract and 1-year Plan
- Official letters from the students' union, and graduate students' union expressing support for being designated a Fair Trade Campus
- A list of Steering Committee members and their positions
- Audit information, including images and descriptions of all visibility commitments
- Descriptions and dates of all events held
- Post-designation plans, including web content, additional communications/publicity, events, and future product availability



Photo credit: University of Calgary

# 5.0 POST-DESIGNATION

Campus designation involves increasing the scope and availability of Fairtrade certified products. While the initial designation is an important achievement, campuses should continue to develop strategies to maintain and increase future engagement with fair trade.

Steering Committees should plan goals for

- post-designation engagement
- designation renewal (with Annual Renewal Form completed by July 1)
- new opportunities to expand campus commitments to fair trade principles beyond minimum designation requirements

## 5.1 ENGAGEMENT

Ensuring fair trade has a presence on campus, through consistent campus community engagement, is essential to a successful long term campaign. Steering Committees should plan to follow through with engagement goals set within the campus application. For reference on fair trade events and campus engagement strategies, please see section 3.3 of this guide.

## 5.2 PLAN FOR RENEWAL

Keep track of your successes so that you're prepared to share them when it comes time to renew your designation. The recognition of your work has a huge impact when it comes to showing demand for fair trade and influencing purchasing decisions, both big and small, of others across Canada. The process also provides campuses with an opportunity to reflect on past successes, review challenges, and plan for the coming year.

Things to keep track of:

- fair trade purchasing data from campus food service locations and student union food outlets
- photos of fair trade events and engagement activities
- any fair trade purchasing amendments

Fair Trade Campuses must submit an annual renewal by July 1. The Fair Trade Campus Renewal Form can be found on our website (see section 1.2).



**THE FIRST WEBCAM WAS INVENTED SO THAT PEOPLE WORKING AT THE COMPUTER LABORATORY AT THE UNIVERSITY OF CAMBRIDGE COULD SEE WHETHER THE OFFICE COFFEE POT WAS FULL.**

# 5.0 POST-DESIGNATION

## 5.3 BEYOND MINIMUM REQUIREMENTS

Campus commitments to environmental and social purchasing, including Fairtrade product selection, greatly influences and contributes to global sustainable development. That being said, Steering Committees are encouraged to explore new opportunities to expand campus commitments to fair trade principles beyond the minimum designation requirements. While Committees are encouraged to explore their own means to further its commitments, this section offers suggestions for future goals.

### WRITE/REVISE AN ETHICAL PROCUREMENT POLICY

Campuses are public authorities, and therefore, follow a set of rules to procure goods and services. The rules are usually set out in a purchasing policy or directive to provide both transparency in the authority's objectives to the outside world and give staff within the authority a mandate on which to act.

Based on the terms defined by campus procurement policies, campuses seek providers that can offer their services. These services are sought through request for proposals (RFPs). The RFP process requires campuses to solicit bids from multiple businesses, where they typically choose suppliers based on who can offer the requested services (outlined in their purchasing policies) at the most competitive price. This being said, if a campus' purchasing policy includes commitments to Fairtrade certified products, Fairtrade businesses will be eligible to submit competitive bids during the campus' RFP process, which will result in an increased quantity and variety of Fairtrade products on campus.

Campuses are encouraged to formalize their commitment to Fairtrade certified products by re-enforcing or re-writing procurement policies.

If the existing policy currently ***supports sustainable development***, by definition the campus can use fair trade and other social and environmental schemes to achieve the policy mandate.

If the existing policy ***does not support sustainable development***, pressure needs to be placed on campus purchasing directors to update the policy to include sustainable development objectives. It is important not to place specific requirements for any private certification scheme in your policy document since procurement policies should be reflective of your commitments to sustainability.

Purchasers within the public authority responsible for achieving policy objectives need to request third party certified fair trade certified products within tender processes. This will ensure that the public authority is acquiring products in accordance with stringent social and environment criteria and meeting policy objectives.







Procurement policies supporting sustainable development should:

- Clearly communicate the sustainable procurement objectives of the authority to the public, staff and suppliers.
- Support requests to suppliers for information on sustainability and the inclusion of sustainability requirements in specifications.
- Be signed by the President/CEO as well as communicated to and receive top level support.

Revising or rewriting procurement policies will ensure that purchasing decisions are based on goals for sustainability rather than cost alone. This is also a sustainable means of ensuring Fairtrade products are brought onto campus, as fair trade purchasing commitments will be institutionalized and followed regardless of food service manager turn over.

For more information on the key role of campus' in supporting Fairtrade through policy, please see our Sustainable Public Procurement Guide on CFTN's website.

## INTRODUCE NEW PRODUCTS

One of the most effective ways for a campus to build its commitment to fair trade is to increase the scope and availability of Fairtrade certified products on campus. As more products are offered in Canada each year, new procurement opportunities will be on-going.

- Increase availability of food products such as bananas, sugar, or spices. For more information on sourcing additional Fairtrade certified products, contact us (see section 1.0).
- Source Fairtrade certified sports balls for your bookstore, intramurals, and sports departments.
- Use only Fairtrade certified cotton for all clothing and apparel.
- Offer Fairtrade certified flowers at convocation.
- Carry Fairtrade gold grad rings.



# 5.0 POST-DESIGNATION

## EVENTS

Collaborate with campus departments and food services along with student clubs and organizations to host events. These could be specific awareness events for fair trade, or they might be events that already occur on campus, but that could use a more sustainable approach.

Consider taking advantage of key campaigns and holidays:

- Fair Trade Campus Week, the last full week of September
- Fairtrade certified flowers for Valentine's day
- Fairtrade certified chocolates for Halloween
- fair trade giveaways at other events hosted throughout the year

## MONITOR CONSUMERS

Consumers can be particular about their products and might have issues with changes to campus food services, but this doesn't mean there aren't other options.

For example, if a food provider says that a fair trade product isn't selling because it's too expensive, consider offering a different product or quantity. Offering smaller chocolate bars can be effective, as quality can be more important than size.

## MAINTAIN AND FURTHER RELATIONSHIPS

The Fair Trade Campus designation is about planning for the future. Turnover in support will be inevitable, so it's important to maintain a strong network of support on campus and with other groups. This will ensure continued dialogue and the sharing of resources that will support future efforts. Commit to building relationships and maintaining communications with others

- student organizations
- community groups
- educational institutions



Photo credit: McGill University  
FAIR TRADE CAMPUS ACTION GUIDE 2016



Photo credit: Memorial University of Newfoundland





## WORK WITH PRIVATE FRANCHISES

While private franchises are not included in the requirements for designation, it's important to keep them engaged and to encourage better practices. Working with these companies can increase the availability of Fairtrade certified products on campus, but it's also an opportunity to encourage companies to improve on a greater scale.

We are continuously engaging with private franchises on a National level to encourage Fairtrade certified product offering. Visit the CFTN website to learn about our current franchise engagement campaigns or contact us (section 1.0) and learn about ways your campus can get involved.

## DEVELOP CURRICULA WITHIN DEPARTMENTS

Educational institutions represent a wealth of knowledge and resources that can be used to further awareness and to extend discussions on social sustainability. Look for ways to engage faculty and staff on issues related to fair trade and to encourage inclusion in campus curricula.



Photo credit: University of Toronto Mississauga



**BUILD YOUR FAIR TRADE COMMUNITY  
AND LEARN ABOUT OUR OTHER  
FAIR TRADE PROGRAMS!**



**FAIRTRADE.CA/CAMPUS  
CFTN.CA/FAIR-TRADE-CAMPUS-PROGRAM  
ASSOQUEBECEQUITABLE.ORG**

**ACTION@FAIRTRADE.CA  
INFO@CFTN.CA  
INFO@ASSOQUEBECEQUITABLE.ORG**