



REQUIREMENTS SUMMARY

The Fair Trade Town Program recognizes municipalities demonstrating strong commitment to fair trade from its community stakeholders, including local municipal authorities (such as a city council), businesses, community groups, and individual members. It is designed to harness the power of Canadian municipalities where social justice and sustainability are of increasingly important concern.

REQUIREMENT #1: FAIR TRADE TOWN STEERING COMMITTEE

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

- Establish and maintain a balanced membership of volunteers and representatives from affiliated organizations and municipal council or staff;
- Meet a minimum of twice per year to discuss annual goals and assess progress;
- Submit an annual report to the CFTN or AQCE by July 1 that includes a completed renewal form, targets for the upcoming year, and progress assessment for the previous year.

REQUIREMENT #2: PRODUCT AVAILABILITY

A municipality must demonstrate the availability of Fairtrade certified products in proportion to the size of its population. (Consult the Fair Trade Town Action Guide for details on the number of locations required.) Each location must carry a minimum of 2 Fairtrade certified products (from separate product categories) to count toward designation.

REQUIREMENT #3: PUBLIC AWARENESS AND EDUCATION

- There must be a record of media engagement throughout the campaign, including media lists, press releases, and record of any pickup.
- Public events must be organized to showcase fair trade and the Fair Trade Town Program.
- Updates about the designation and information about fair trade must be available to the community through the internet.

REQUIREMENT #4: COMMUNITY SUPPORT

Local community groups, workplaces, and/or schools must support fair trade and the local Fair Trade Town Program in their operations, education programs, or other fair trade activities. The minimum number of community partners required for designation are as follows:

Population	Number of Partners required
< 10,000	7
10,000 – 99,999	10
>100,000	15 (+1 per additional 25,000 citizens)

REQUIREMENT #5: POLITICAL SUPPORT

The local municipal authority must pass a resolution in support of fair trade and the local campaign for Fair Trade Town designation. The resolution must include commitments to:

- amend its purchasing policy to require Fairtrade certification for all coffee, tea, and sugar served by municipal food services managed by municipal administration;
- identifying future goals for sourcing Fairtrade certified products;
- designating a municipal council or staff member to participate in a Fair Trade Town Steering Committee to ensure the municipality's ongoing commitment to its Fair Trade Town status;
- publish Fair Trade Town Program information on the municipality's website



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