

2018 Conference Recap Report

Dates: March 2-4, 2018 | Pre-Conference day March 1

Location: Vancouver, BC



Overview:

From March 1 to 4, we welcomed delegates from across Canada to Vancouver, for our 6th Annual National Fair Trade Conference. We had delegates from all provinces, plus colleagues and speakers from the US, Mexico, El Salvador, Paraguay, and Pakistan. The City of Vancouver provided a welcome, as did Simon Fraser University, our host venue.

We had three keynote speakers, 32 breakout sessions, ran 4 tours, and hosted our Annual General Meeting. A 24-page Delegate Handbook was provided, as well as badges and lanyards. Our 2018 theme, Bold Vision. New Economy. helped set the tone for the conference, and for the sessions and speakers, as throughout the conference we got into numerous heavy, complicated global issues. Three evening events were held, including the Canadian Fairtrade Awards, hosted by Fairtrade Canada.

The Conference logo, many of our promotional materials, and our website was maintained in both English and French. The conference was a complete success, feedback has been very good on all aspects of it.

Table of Contents

Logistics	2
Hotel.....	2
Venue.....	2
Catering.....	2
Product Expo.....	2
Communications.....	2
Registration.....	2
Budget.....	2
Sponsors.....	2
Schedule Overview	3
Breakout Sessions Overview	4
Feedback	5
Testimonials	8

Logistics

Hotel

- Delta Suites Downtown | Room rate \$139/night

Venue

- Simon Fraser University Harbour Centre, Segal Room 1400-1430, Concourse & Teck Gallery Lounge, various breakout rooms

Catering

- Light breakfast, hot lunch, appetizer dinners, snacks and coffee at breaks.
- Menu breakdown: Preferences: 50% meat, 35% Veggie, 10% Vegan, 5% Gluten Free.
- Dairy & alternatives: Cream, Milk, Soy & Almond milks offered
- In-kind:
 - Ethical Bean coffee
 - Four O'clock tea
 - Tega tea
 - Traditional Medicinals tea
 - Camino sugar

Product Expo

- Two tables setup in main room | Products on display from: Ethical Bean, Doi Chaang, Canterbury, Tega, Traditional Medicinals, Volo Athletics, Camino
- Flower bouquets on main tables from Florists Supply

Communications

- 24-page Delegate Handbook, Badges & Lanyard, Posters (Welcome, Sponsors, Schedule)

Registration

- 315 people were registered for the event

Budget

- Revenue total: \$67,213.68 | Breakdown: \$39,000 Sponsorship, \$20,414.21 Ticket sales, \$7,799.47 Grants & Other Contributions
- Expense total: \$60,247.44 | Breakdown: \$38,331.14 Venue, Catering & A/V, \$8,475.39 Travel, \$5,716.20 Accommodation, \$5,275.59 Thursday/Friday evenings, \$2,449.12 Communications (print, photography)

Sponsors

Partner



Platinum



Funded by the
Government
of Canada



Gold



Silver



Bronze



BOLD VISION. NEW ECONOMY | 6TH NATIONAL FAIR TRADE CONFERENCE | MARCH 2-4, 2018, VANCOUVER

VISION AUDACIEUSE. NOUVELLE ÉCONOMIE | 6^e CONGRÈS NATIONAL DU COMMERCE ÉQUITABLE | 2-4 MARS 2018, VANCOUVER

Schedule Overview

Pre-Conference | March 1

- Registration table open at SFU: 10:00 – 8:00pm
- Ethical Bean & Discovery Organics Tours: 10:30-11:45
- Ethical Bean & Discovery Organics Tours: 12:30-1:45
- CFTN Annual General Meeting, SFU: 3:30-5:00
- Opening night social, Shebeen Whiskey House: 6:00-9:00

Conference Day 1 | March 2

- Registration table open at 7:30
- Breakfast served 8:00-9:00
- Welcome notes: 9:00-9:45
 - Mike Allan & Rita Steele as emcees
 - Mark McLaughlin, SFU
 - Councillor Raymond Louie, City of Vancouver
- Keynotes: 9:45-10:45
 - Julie Francoeur, Fairtrade Canada
 - Xiomara Paredes, CLAC
- Break: 10:45-11:15
- Breakout sessions: 11:15-12:30
- Lunch: 12:30-1:45 - Origin Trip Photo Exhibit
- Breakout sessions: 1:45-3:00
- Break: 3:00-3:30
- Breakout sessions: 3:30-4:45
- Fairtrade Canada members meeting: 5:00-6:00
- Evening Event: 5:00-9:00 – Steamworks

Conference Day 2 | March 3

- Registration table open at 7:30
- Breakfast served 8:00-9:00
- Welcome notes: 9:00-9:15
- Keynotes: 9:15-10:15
 - James Milligan, Volo Athletics
 - Ali Imran Shabbir, Ali Trading
- Break: 10:15-10:45
- Breakout sessions: 10:45-12:00
- Lunch: 12:00-1:15 - FT Fashion Showcase
- Breakout sessions: 1:15-2:30
- Break: 2:30-3:00
- Breakout sessions: 3:00-4:15
- Evening Social Event: 7:00-10:00 - Canadian Fairtrade Awards, hosted by Fairtrade Canada, SFU Segal Building

Conference Day 3 | March 4

- Registration table open at 9:00
- Breakfast served 9:15-10:15
- Welcome notes/closing: 10:15-10:30
- Break: 10:30-10:45
- Breakout sessions: 10:45-12:00
- Lunch: 12:00-1:15
- Breakout sessions: 1:15-2:30

Breakout Sessions Overview

Friday, March 2nd

- 11:15 - 12:30: Breakout Sessions:
 - How Change Happens
 - Supply Chain Transparency: Producers and Suppliers
 - The 2030 Agenda: The Sustainable Development Goals (SDG's)
 - Fair Trade 101
 - The Food Trade Game: Interactive Learning
- 1:45 - 3:00: Breakout Sessions:
 - Fair Trade Programs 101 – An Overview of the Fair Trade Grassroots Movement
 - Supply Chain Transparency: Brands
 - Mobilizing to Promote Climate Justice – Where Fair Trade Fits In
 - Fairtrade Certification: Understanding Processes, Systems, and Auditing
 - Youth Leadership, World Shops, and Civic Engagement
- 3:30 - 4:45: Breakout Sessions:
 - Authentic Brand Marketing
 - Fair Trade Schools: Finding Allies and Sharing Resources
 - Promoting Sustainable Coffees in Canada
 - A Look at Labels: The State of Third-Party Certifications

Saturday, March 3rd

- 10:45 - 12:00: Breakout Sessions:
 - Starting and Growing a Fair Trade Business
 - Public Engagement and Social Change
 - Gender, Canada's Newly Launched Feminist International Assistance Policy, and Fair Trade
 - Textiles and Clothing Roundtable
- 1:15 - 2:30: Breakout Sessions:
 - Deepening Relationships with Producers
 - Fair Trade Campuses: The Power of Campaigns
 - Sustainable Public Procurement: Aligning Values, Mitigating Risks and Shifting Markets
 - Living Wage/Living Income: New Developments in Fairtrade
- 3:00 - 4:15: Breakout Sessions:
 - Overseas Mining
 - Fair Trade Towns: Developing Strategies for Long-Term Engagement
 - NAFTA Negotiations and Canada's "Progressive" Trade Agenda
 - Sports Balls

Sunday, March 4th

- 10:45 - 12:00: Breakout Sessions:
 - Food Service, Distribution, and Marketing Fair Trade Products
 - Engaging Elected Officials: Strategies and Best Practices
 - Introducing a Modern Slavery Act in Canada
- 1:15 - 2:30: Breakout Sessions:
 - Fair Trade Handmade in Canada
 - Traditional International Development and Transitioning to Solidarity
 - Technology and Fair Trade

Feedback

Survey Monkey sent out on Thursday, March 14 | Closed on Tuesday, March 20 | 65 Responses

1. The Most Valuable Aspects of the Conference were:
 - a. **Networking, discussion**
 - b. Meeting new people, the energy
 - c. Focused nature of delegates, the **diversity** of delegates, involving businesses, academics, non-profits, advocates, etc.
 - d. The **sessions**, the variety and **diversity** of topics, focused topics
 - e. Strong **speakers**, informed, intelligent, knowledgeable
 - f. The CFTN's strategy, and how the conference topics linked with it
 - g. Getting a greater sense and understanding of the Canadian Fair Trade movement

2. Feedback on logistics
 - a. Overall Feedback
 - i. Food was great, healthier options
 - ii. Met dietary restrictions
 - iii. Venue was perfect
 - iv. Good drink options
 - v. Great hotel, good location and rate
 - vi. Delegate handbook was great
 - b. Recommendations for 2019
 - i. Catering
 1. Encourage people to bring their own coffee cup
 2. Sweets! chocolate and deserts
 3. More snacks at breaks
 4. Less food at evening events, or earlier start, ensure people know if there is "dinner"
 5. Start evening events shortly after the day-schedule ends, for those not in hotel
 6. Food needed on tours
 - ii. Content & Schedule
 1. **Outcomes** for each session should be a goal, maybe even reported back to the plenary
 2. **Solutions** based, or at least to end sessions with
 3. Tangible **actions** or next steps needed
 4. **More workshops**
 5. More discussion
 6. Consider: pre-conference Thursday, Full conference Friday and Saturday conference.
 7. Bring tradeshow back
 8. More promotion of lunch time events needed
 9. Plenary or keynote speakers for all-days
 10. Canadian indigenous representation needed
 11. Icebreaker or maybe facilitated networking brought in
 12. What to expect from the sessions would be helpful: lecture, panel, discussion, workshop
 13. Pre-reading would be useful
 14. List sessions as beginner, intermediate and advanced
 15. list all speakers Twitter handle, to take the conversation online
 16. New voices, year to year and session to session
 - iii. Logistics
 1. Larger breakout rooms needed
 2. Registration open day of only, no need for pre-conference registration
 3. Additional seating needed for evening events
 4. "Conference office" and/or space to prep needed

5. More formal thank you's done, keynotes, session speakers, etc.
- iv. Communications
 1. Encourage people to return their lanyards for re-use
 2. Consider digital Delegate Handbook
 3. Colour code badges based on business, food service, student, etc.
 4. More media engagement needed
 5. More marketing and promotion needed
 6. PowerPoint slides uploaded to CFTN Website afterward
 7. Conference photos shared on CFTN Website afterward
 8. Setup a continuing dialogue system of some kind
 9. Create "opt-in" system so that people can share their contact info
3. Keynote Speaker Recommendations for 2019
 - a. Brad Hill, Fairtrade Strategy Manager, The Co-operative Group, United Kingdom
 - b. Roberto Arturo Lopez, COAGRICSA, Honduras
 - c. Rüdiger Meyer, CEO, FLOCERT
 - d. Safia Minney, People Tree
 - e. Iris Munguia - COLSIBA
 - f. Jacqui McKay – Bananalink
 - g. Santiago Paz of NORANDINO
 - h. Byron Cruz to speak about the rights of Migrant Labour workers
 - i. Speaker from Maquita in Ecuador
 - j. David Lepage, Buy Social Canada
 - k. A systems thinker, like David Peter Stroh
 - l. Katherine Hayhoe - Climate Scientist
 - m. Kimberly Gibbons from Ontario Council for International Cooperation
 - n. Fair Phone people
4. Breakout Session Ideas for 2019
 - a. All
 - i. "Cross Canada update"
 - ii. What's the next big push for the fair trade movement in Canada
 - b. Business
 - i. Entrepreneurial training – strategy, marketing, distribution, etc.
 - ii. Social media
 - iii. Media – how to engage and get noticed
 - iv. Retail and consumer education
 - v. Distribution – GFS and Sysco
 - c. Advocacy
 - i. Grassroots activism – skills needed to engage big biz
 - ii. Campaigns – Pushing big retail adoption
 - iii. Tim's fair trade day of action
 - iv. How to convey messages of ethical consumption, every day, all the time
 - v. Fair trade jeopardy
 - vi. Ideas for impactful events
 - vii. Letter writing campaigns
 - viii. Federal engagement campaigns
 1. National Action plan on business and human rights
 2. National action plan on business and transparency
 3. Modern Slavery Act

- ix. Fair Trade Nation or Fair Trade Province Standards
- x. Linking fair trade to other social movements
- d. Academic
 - i. Political economic theory
 - ii. Systems change, and system thinking
 - iii. Canada's DFI and funding Canadian fair trade businesses, impact investing
 - iv. Canadian policy on labeling and consumer protection. Harmonizing national fair trade standards
 - v. De-Growth, Overconsumption and general sustainability
 - vi. Child labour, child protection, child inclusion
 - vii. Solidarity
 - viii. Migration
 - ix. Gender
- e. Topical
 - i. Climate Change
 - ii. Regenerative organics
 - iii. Clothing, slow/fair fashion
- f. Fair trade
 - i. Auditing and process at origin
 - ii. Small producers versus large scale estates
 - iii. Fair trade premium use
 - iv. Farming and youth
 - v. Labour Rights, ILO, Abroad and at home.
 - vi. Mass balance and the FSP's – what it means to producers. Product traceability
 - vii. Fair trade 101 – case studies and impact
 - viii. Farmer struggles and benefit of FT to them
 - ix. Farmer voice in fair trade - Producers as business partners in global supply chains
 - x. Improving fair trade
 - xi. Labels, what they all mean
 - xii. Canada compared to the rest of the world, a look at Europe

Testimonials

Thanks for organizing such a great event. The compliments you received, and the standing ovation were entirely appropriate and very well deserved! Such great work.

-Gavin Fridell, PhD, Canada Research Chair & Associate Professor in International Development Studies

It was nice to come and see people. Great to see the work continue to expand and push for changes. Thank you for all your efforts!

-Councillor Andrea Reimer, City of Vancouver

It was our pleasure, as always. You and your team did an amazing job at organizing sessions that were comprehensive and thought provoking. I learned so much and had tons of ideas to bring back to our team here. The Fairtrade 101 sessions were also very useful for new people at Camino and who are new to Fairtrade. Congrats on yet another great conference. The standing ovation on Sunday was well deserved.

-Shannon Devine, La Siembra Co-operative (Camino)

The conference was very educational and inspiring. The location was also excellent. Very proud Sodexo was a sponsor organization this year in support of driving fair trade forward. We are looking forward to working together more in the future.

-Meaghan Beck, PMP. Manager, Corporate Responsibility. Will Vice Chair. Sodexo Canada Ltd.

Thanks, you folks outdid yourselves once again, I'm really happy I was able to take part. I definitely think we successfully energized another 'generation' of Aramarkians towards the movement.

-Michael Yarymowich, Aramark Canada

It was a wonderful experience being in Canada and attending this conference. Good to see so many people trying to help the factory workers, incredible. I want to thank you for inviting me, and also your kind hospitality and arrangements. Again, I would like to add that it was something special for me. I have made so many friends in this short time, James, Andrea, Adri, Kyle and yourself. A big THANKYOU !!!!!!! Kind regards and hope to see you soon sometimes in the future.

-Ali Imran Shabbir, Ali Trading, Sialkot, Pakistan

I really enjoyed the weekend. I came home excited each day from being surrounded by like-minded people, who are passionate and trying to make a difference. I also heard in several panels how important your event was for internal discussions to try to hammer out differences, so, as you know, you are serving an important purpose.

-Andy Hira, SFU Professor

It was so nice to be a part of the CFTN conference! I really appreciated the experience, and especially all of the great people in attendance, and hope that there can be further collaboration between the FTF, CFTN, and Fairtrade Canada in particular.

-Chris Solt, Executive Director, Fair Trade Federation

Thank you for putting together such a great conference, I met such inspiring people! Stay in touch!

-Vera Belazelkoska, Ulula (Stakeholder Engagement for Responsible Supply Chains)

Congratulations on a very informative, fun and well-coordinated conference. It was our pleasure to attend. We learned a lot and hope to pass this on to our audiences.

-Ashleigh Erwin, Manager, Communications and Engagement, Sustainability Office | Simon Fraser University

You put together an awesome conference! Honestly, the tone was optimistic and connected, with lots of great conversations. I was happy to be a part of it. Fair trade and co-ops have so much overlap that I hope we stay in touch for future events.

-Erin Hancock, Manager of Communication and Partnership, Co-operative Management Education, Sobey School of Business at Saint Mary's University

Thank you again for the opportunity you gave me to attend the conference. It was really good and informative. It was a great opportunity for me to learn about the fair trade movement in the Canadian context. The three things which struck me in particular about the conference were: 1) The focused clarity the participants I came across had about their engagement with fair trade. Each one seemed to know exactly where they fit into the fair trade movement and why they want to be involved. 2) The diversity of the participants was really amazing – businesses, academics, students, CSOs.... This is a good base of people from which fair trade can continue to launch and implement broad-based change across society. 3) The dynamic nature of the CFTN's strategy which appears to be abreast of key contemporary issues in the development debate. This was demonstrated in some of the themes covered in the conference like 'Living Wage', 'Modern Slavery', 'Supply Chain Transparency', 'World Trade' agreements and their implications (NAFTA etc..). These topics were of particular interest to me personally and I hope I will have opportunities to remain engaged in the conversation one way or another.

-Yohannes Tesfamichael, Fair Trade Winnipeg