

# 2019 Conference Recap Report

**Dates:** March 1-2, 2019 | Pre-Conference day February 28

**Location:** Ottawa, Ontario

## Overview:

From February 28 to March 2, we welcomed delegates from across Canada to Ottawa, for our 7<sup>th</sup> Annual National Fair Trade Conference. We had delegates from all provinces, plus colleagues and speakers from the US and the UK. Elder Monique Manatch, Member of the Algonquins of Barriere Lake welcomed us to their traditional territory. MP John McKay provided a welcome from the federal government.



We had two keynote speakers, 24 breakout sessions, ran 1 tour (bridgehead Roastery), and hosted our Annual General Meeting. A 20-page Delegate Handbook was provided, as well as badges and lanyards. Our 2019 Shaping Our Future, helped set the tone for the conference, and for the sessions and speakers, as throughout the conference. Two evening events were held, including a tradeshow (Friday) and the Canadian Fairtrade Awards, hosted by Fairtrade Canada (Saturday).

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## Logistics

### Hotel

- Novotel Ottawa | Room rate \$149/night

### Venue

- Shaw Centre | Canada's Meeting Place | 55 Colonel By Dr, Ottawa, ON K1N 9J2 | Plenary room #214 | Breakout rooms: #209, #210, #211, #212 | Rideau Canal Atrium
- Offsite: Lowertown Brewery

### Catering

- Light breakfast, hot lunch, appetizer dinners, snacks and coffee at breaks.
- Menu breakdown: Preferences: Meat, Veggie, Vegan and Gluten Free options provided.
- Dairy & alternatives: Cream, Milk, Soy & Almond milks offered
- In-kind: Bridgehead coffee (one break), Four O'clock tea, Tega tea, Camino sugar & chocolate bars

### Tradeshow

- 16 Tables: Just Us, Camino, Equifruit, Ethical Bean, Tega Tea, Green Campus Co-op, etik & co, Ten Thousand Villages, African Bronze Honey, Fairtrade Canada, Results Canada, Fair Trade Ottawa Equitable, ONE, Fair Trade: A Human Journey Book Table, Canadian Foodgrains Bank, Public Services & Procurement Canada
- 3 food stations, passed appetizers and 1 bar

### Communications

- 20-page Delegate Handbook, Badges & Lanyards, Posters (Welcome, Sponsors, Schedule)

### Registration

- 200 people were registered for the event

### Budget

- Revenue total: \$61,009.39 | Breakdown: \$33,750 Sponsorship, \$21,313.39 Ticket sales, \$5,946.00 Other Contributions
- Expense total: \$71,111.39 | Breakdown: \$13,560 Venue, \$28,998.78 Catering, \$7,210.76 A/V, \$4,113.85 Travel, \$4,902.80 Accommodation, \$7,223.34 Lowertown Brewery, \$2,258.61 Communications (print, photography), \$2,543.25 Keynote Speakers

### Sponsors

#### Platinum



#### Gold



#### Silver



#### Bronze



## Schedule Overview

### Pre-Conference | February 28

- Bridgehead Roastery Tour Drop-in (Tour started at 10:00)
- CFTN Annual General Meeting, Impact Hub: 3:30-5:00
- Camino hosted an evening dedicated to cocoa at their warehouse, 5:30-9:00
- Casual drinks | Location: The Albion Rooms (Novotel Hotel Restaurant) 8pm onwards

### Conference Day 1 | March 1

- Registration table open at 7:30
- Breakfast served 8:00-9:00
- Welcome notes: 9:00-9:45
  - Kori Liversage & Kenneth Boddy emceed
  - Elder Monique Manatch, Member of the Algonquins of Barriere Lake
  - MP John McKay
  - Fair Trade Ottawa Equitable
- Keynotes: 9:45-10:45
  - Jennie Coleman Introduction
  - Brad Hill (keynote)
- 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
- Tradeshow: 5:00-8:00

### Conference Day 2 | March 2

- Registration table open at 7:30
- Breakfast served 8:00-9:00
- Welcome notes: 9:00-9:15
- Keynotes: 9:15-10:15
  - Introduction by Gavin Fridell
  - Maude Barlow (keynote)
- Break: 10:15-10:45
- Breakout sessions: 10:45-12:00
- Lunch: 12:00-1:15
- Breakout sessions: 1:15-2:30
- Break: 2:30-3:00
- Breakout sessions: 3:00-4:15
- Evening Social Event: 6:00-12:00 – Canadian Fairtrade Awards, hosted by Fairtrade Canada, Lowertown Brewery



## Breakout Sessions Overview

### Friday, March 2nd

- 11:15 - 12:30: Breakout Sessions:
  - Crash Course on Fair Trade & Designation Programs
  - Mindfulness in an Age of Burnout
  - Retailing Fair Trade: From Niche to Mainstream
  - Trade 101: Beyond Comparative Advantage
- 1:45 - 3:00: Breakout Sessions:
  - Global Update: What's Working & What Can We Learn From
  - The Anatomy of a Campaign
  - Taking Your Business Deeper, Embedding Ethics Into Everything You Do
  - Bananas, Bananas, Bananas!
- 3:30 - 4:45: Breakout Sessions:
  - Fair Trade Schools
  - Handmade, Fair Trade in Canada
  - Federal Government Procurement: Myth busting, How to Become a Supplier, and Social Procurement Initiatives
  - Climate Change is Everyone's Business: Working Towards Positive Impact on a Daily Basis

### Saturday, March 3rd

- 10:45 - 12:00: Breakout Sessions:
  - Fair Trade Towns
  - Living Wage/Living Income
  - Fairtrade Apparel: Closer Than We Might Think?
  - Trade Policy: Embedding Sustainability & Fairness
- 1:15 - 2:30: Breakout Sessions:
  - Fair Trade Campuses
  - MP Engagement, Campaigning and Getting Legislation Passed
  - Social Media Workshop
  - Official Development Assistance: Recommendations from the FT Movement
- 3:00 - 4:15: Breakout Sessions:
  - Franchise Engagement Workshop
  - Cocoa: From Bean to Bar
  - Modern Slavery – Human Rights Due Diligence Legislation
  - Fair Trade and E-Commerce: The Basics of Online Sales and Digital Marketing

