



LEAD HELP PEOPLE BE RECOGNIZED

Individuals are the building blocks of any social movement and the instigators of system-wide change. **AMBASSADORS INSPIRE PEOPLE** by contributing their time and skills to empower others within communities to act and become Fair Trade Ambassadors themselves.

Through your participation, the Fair Trade Ambassador Program supports the livelihoods of global farmers and workers, and is designed to recognize the fair trade leaders of today so that we can create the fair trade leaders of tomorrow.

THE FAIR TRADE AMBASSADOR PROGRAM RECOGNIZES INDIVIDUALS FOR DEMONSTRATING A STRONG COMMITMENT TO FAIR TRADE THROUGH THEIR PASSION, DEDICATION AND ADVOCACY. AMBASSADORS WILL BE GIVEN THE RESOURCES AND SUPPORT TO DEVELOP LEADERSHIP SKILLS, GAIN EXPERIENCE AND BUILD CONNECTIONS WITH NATIONAL NETWORKS.

WITH THEIR KNOWLEDGE AND EXPERIENCE SURROUNDING FAIR TRADE, AMBASSADORS CAN SUPPORT TOWNS, SCHOOLS, CAMPUSES, FAITH GROUPS, WORKPLACES, AND OTHERS ON THEIR JOURNEYS TO BECOME LEADERS THAT CONTRIBUTE TO A MORE SUSTAINABLE AND JUST WORLD.



ASSOCIATION
QUÉBÉCOISE
DU COMMERCE
ÉQUITABLE

REQUIREMENTS

1 - COMPLETE TRAINING SESSION

You are required to attend a Fair Trade Ambassador training session, through the means of a webinar or an in person meeting.

2 - ENGAGEMENT AND OUTREACH

As a Fair Trade Ambassador, you will have numerous opportunities to participate in national fair trade campaigns.

3 - ONGOING COMMITMENT

The Program requires an ongoing commitment of a minimum of one year.

WHAT IS FAIR TRADE

When a **FAIR TRADE AMBASSADOR** is trained, they support 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 much more power to create a better life for themselves and their communities, and enjoy sustainable livelihoods.



← **THESE PRODUCTS CHANGE LIVES**



LEARN MORE

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

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DISCOVER OUR OTHER PROGRAMS!

