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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 (AQCÉ).

**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. [fairtrade.ca](http://fairtrade.ca)

**The CFTN** is a non-profit 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. [cftn.ca](http://cftn.ca)

**The AQCÉ** is a non-profit organization with the goal to support its members that implement the fair trade values and principals in the province of Québec. [assoquebecequitable.org](http://assoquebecequitable.org)

1.1 ACKNOWLEDGEMENTS

The Fair Trade Campus program would not have been possible without the support of Engineers Without Borders and partners at universities and colleges across Canada.

1.2 ADDITIONAL INFORMATION

The CFTN works with prospective and existing Fair Trade Campus in meeting the requirements for the Fair Trade Campus program. Contact the CFTN at info@cftn.ca or AQCÉ at 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 [cftn.ca/fair-trade-campus-resources](http://cftn.ca/fair-trade-campus-resources)

- Project Plan Template
- Application Form
- Product Availability Template
- Administrative Contract and 1-year Plan
- Renewal Form

Fair Trade Campus designations are awarded based on a joint review by Fairtrade Canada, the CFTN, and the AQCÉ. Applications should be sent to info@cftn.ca or info@assoquebecequitable.org and communications@fairtrade.ca
2.0 FAIR TRADE CAMPUS

The Fair Trade Campus program recognizes colleges and universities demonstrating strong commitment to fair trade. It has a long-term vision of broad awareness and support for fair trade on Canadian campuses and in their wider communities.

2.1 WHY FAIR TRADE?

Farmers and workers in developing countries who grow or make many of the products we buy are often in the weakest position to ensure their earnings are enough to meet their needs. When the prices (or wages) they receive aren't enough, 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 seeks to address this by making principles of fairness and decency mean something in the marketplace, largely by providing valuable information that helps us to make purchasing decisions that match our values. Buying Fairtrade certified products helps to ensure that some of the most disadvantaged producers in 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 UNIVERSITIES AND COLLEGES?

Universities and colleges have a rich history of leadership in developing new ideas and in supporting social innovation. They are more than centres of higher learning, they are also important agents for promoting change in their communities and in the marketplace.

The Fair Trade Campus program seeks to align the values of Canadian universities and colleges with their purchases. It often supports 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 represent 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.
2.3 WHY FAIRTRADE CERTIFICATION?

With so many claims of fairness and sustainability in the marketplace, third-party verification is an invaluable tool to ensure purchases actually connect with these values. The Fairtrade Mark represents the best known and most respected ethical certification system for social sustainability issues. It 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 very farmers and workers meant to benefit from it. This provides an additional level of assurance that the system will continue to have the positive impact it was designed to have.

Because of these high standards, and on the recommendation of civil society representatives, only products certified under the Fairtrade system are considered toward meeting Fair Trade Campus requirements.

3.0 REQUIREMENTS

Fair Trade Campus is a designation awarded to universities and colleges that meet all criteria within three distinct categories

- Steering Committee
- Product Availability
- Awareness and Education
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 commit to the following:

• 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 to the CFTN or AQCÉ 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 university or college VP or their designate
• purchasing or retail manager from the university/college
• 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 committee, provided it meets the necessary requirements and can assume all responsibilities. Typically, sustainability committees are the best candidates to take on this role. For more information on the necessary requirements, contact info@cftn.ca or info@assoquebecequitable.org

ANNUAL REPORT

The annual report should provide a clear idea of how your committee plans to spread awareness of fair trade on campus and the activity that’s occurred in the previous year. Information on submitting an annual report is included in the Fair Trade Campus Renewal Form, found at cftn.ca/fair-trade-campus-resources
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.

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 (While these are not required to fulfill the campus requirements, every effort should be made to encourage the parent brand to offer Fairtrade certified products.)
- 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.
- All locations selling Fairtrade certified products must have ancillary information about fair trade.
- A page on the university/college website must explicitly indicate the university 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 role for the steering committee in increasing awareness and support for fair trade. 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 and the CFTN can provide materials or assist in design upon request (see opposite page for details).

Events

Events should be planned ahead of time and a preliminary schedule of events should be submitted with each annual report to the CFTN or AQCE and Fairtrade Canada. (See section 3.1 for information on submitting an annual report.)

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

Fairtrade Canada will provide promotional materials upon request.

Campuses are encouraged to produce their own celebratory posters, brochures, or materials to help promote the designation. Fairtrade Canada can also assist with content.

Fair Trade Campuses will be provided with specialized artwork to assist their efforts to celebrate fair trade and their newly achieved status.

For more information or to request promotional materials, contact communications@fairtrade.ca

PLEASE NOTE: Any use of the Fairtrade Mark must be approved in advance by Fairtrade Canada.

FAIR TRADE MAGAZINE

The CFTN will provide magazines for campus engagement. Contact info@cftn.ca for information on receiving free copies.

SAMPLE FAIR TRADE CAMPUS MATERIALS AND ENGAGEMENT

UNIVERSITY OF OTTAWA

UNIVERSITY OF WESTERN ONTARIO

QUEENS UNIVERSITY
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.

4.1 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 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
4.2 UNDERSTANDING 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.

4.3 PROMOTING CAMPUS AWARENESS

Designation requires 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

Campus groups are encouraged to use creativity in demonstrating support for fair trade. The goals for these events should prioritize visibility, engagement, and participation.

When organizing events, advocates should establish clear goals to 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 info@cftn.ca or info@assoquebecequitable.org

MEDIA ENGAGEMENT

Working with news media can be a powerful means to 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, universities and colleges 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 to inform other campus and community groups across the country.

Please ensure that the CFTN, AQCÉ, and Fairtrade Canada is 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 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 personalities.
- Media lists should focus on the local community, encompassing print and online publications and personalities.

5.0 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 at cftn.ca/fair-trade-campus-resources
6.0 SUBMITTING AN APPLICATION

Once a campus has met the designation criteria, a steering committee representative will submit a formal application with supporting documentation to Fairtrade Canada and the CFTN or AQCÉ. The application should demonstrate the campus has fulfilled the requirements outlined in Section 3 of this guide.

Submit electronic applications to both communications@fairtrade.ca and info@cftn.ca or info@assoquebece equitable.org, stating that your campus has met all requirements and that you are including a formal application. Fairtrade Canada, the CFTN, and AQCÉ will review the application and provide feedback if necessary. Once approved, your university or college will be formally declared a Fair Trade Campus.

An electronic application form is available for download at cftn.ca/fair-trade-campus-resources

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

7.0 POST DESIGNATION

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

Steering committees should plan goals for

- post-designation engagement
- designation renewal
7.1 PLAN FUTURE ENGAGEMENT
Steering committees should plan to follow through with campus engagement strategies outlined in Section 3.3 of this guide and in accordance with the goals set within the campus application.

7.2 PLAN FOR RENEWAL
Fair Trade Campuses must submit a renewal by July 1 each year. The process provides an opportunity to reflect on past successes, review challenges, and plan for the coming year. Renewals should include

- completed renewal form
- results from an updated campus audit ensuring both availability and visibility have been maintained
- report on activities since previous application
- update on goals beyond minimum requirements
- tentative plans for future events

7.3 BEYOND MINIMUM REQUIREMENTS
Steering committees are encouraged to explore new opportunities to expand campus commitments to fair trade principles. 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 encouraged to formalize their commitment to Fairtrade certified products by reinforcing it within the campus’s procurement policy.

Campus food services procure their goods through requests for proposal (RFPs). Campuses seek providers that can offer services based on terms defined by their procurement policies. The RFP process requires campuses to solicit bids from multiple businesses, where they typically choose suppliers based on who can offer the requested services at the most competitive price. Re-writing a campus procurement policy will ensure that decisions are also based on goals for sustainability rather than cost alone.

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 tea, chocolate, sugar, or juice. For more information on sourcing additional Fairtrade certified products, contact info@cftn.ca or info@assoquebecequitable.org
- 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.
EVENTS
Collaborate with campus clubs and student 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
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

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 availability of Fairtrade certified products on campus, but it’s also an opportunity to encourage companies to improve on a greater scale.

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.