

Fair Trade Campus Requirements - Silver/Gold Status

This document outlines the Baseline, Silver and Gold status requirements of the Fair Trade Campus Program, a program that is managed by Fairtrade Canada, the Canadian Fair Trade Network and the Association québécoise du commerce équitable.



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Note on the application process: When applying for Silver status, a campus must show they meet the Baseline requirements within their application, and when applying for Gold status, they must show they meet the Silver and Baseline requirements.

Questions/comments, please email info@cftn.ca, action@fairtrade.ca or info@assoquebecequitable.org

Steering Committee

Baseline requirements:

A Fair Trade Campus Steering Committee must be formed to ensure continued commitment to the local Fair Trade Campus designation.

The committee must:

- Establish and maintain a balanced membership of volunteers and administrative representatives
- Meet a minimum of twice per year to monitor continued compliance with Fair Trade Campus requirements, discuss annual goals and 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 a completed Annual Renewal Form to the CFTN or AQCÉ by July 1 that includes targets for the upcoming year and a progress assessment from the previous year

Silver requirements:

- *Complete all Baseline Steering Committee requirements*
- *Report on fair trade purchasing data within the Annual Renewal Form, due July 1st*
- *Write or revise the campuses ethical purchasing policy to exclusively mention the purchase of fair trade products certified by Fairtrade International and the Small Producer Symbol (SPP)*
- *Discuss the sourcing and selling of fair trade products with all independent businesses and franchises on campus*

Must complete 2/3 of the following Silver Steering Committee requirements:

- *Establish a "Fair Trade Meeting Policy" within campus meeting/event/conference or catering services to include the exclusive use of Fairtrade certified coffee, tea, and one (1) sugar option within meetings organized by administration, student, staff, and faculty*
- *Establish a "Fair Trade Event Policy" within campus meeting/event/conference or catering services to include the use of Fairtrade certified coffee (exclusive), tea, and one (1) sugar option at administration, student, staff, and faculty organized on-campus events*
- *Ensure representation from at least one (1) Steering Committee member at the National Fair Trade Conference*

Gold requirements

- *Complete all Baseline and Silver Steering Committee requirements*
- *Establish a "Fair Trade Lunchroom Policy" to include the exclusive use of Fairtrade certified coffee, tea, and sugar in all individual department lunchrooms, offices, and/or lounges that offer these products to its users (i.e. under the control of campus administration, staff, and faculty)*
- *Ensure at least one (1) Steering Committee member presents in a session at the National Fair Trade Conference*
- *Integrate fair trade procurement and/or Fair Trade Campus standards into Request for Proposals (RFP) requirements when the university goes to market for goods and services*

If applicable, the Steering Committee must include the following*:

Baseline requirements:

- 1 top-level university/college VP or their designate;
- 1 purchasing or retail manager from the university/college;
- 1 purchasing or retail manager from the students' union;
- 1 faculty member;
- 1 student representative.

Silver requirements:

- *1 representative from the university/college hospitality or catering department*
- *1 representative from the university/college sustainability office;*
- *1 university/college food service manager;*
- *1 purchasing manager from the university/college book store.*

Gold requirements:

- *Representation from franchises and/or independent businesses operating on campus.*

**Individuals on the Steering Committee may fill multiple roles, so long as they maintain fluid communication with specified departments.*

Product Availability*

Baseline requirements:

- All coffee served on campus at required locations 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

Silver requirements:

- *Complete all Baseline Product Availability requirements*
- *All tea served on campus at required locations must be Fairtrade certified*
- *At least three (3) Fairtrade certified chocolate bars must be available at required locations selling chocolate bars and campus bookstores.*
- *At least one (1) Fairtrade certified sugar option must be available at required locations (wherever coffee and tea is served)*
- *At least one (1) Fairtrade certified fruit or vegetable option must be available at required locations*
- *At least one (1) Independent business or Franchise operating on campus must offer at least one (1) Fairtrade certified product*

Must complete 2/4 of the following Silver Product Availability requirements:

- *All coffee, tea and a sugar option served at campus meetings run by administration, students, staff and faculty must be Fairtrade certified*
- *Fairtrade certified coffee (exclusive), tea and one (1) sugar option must be used at events organized by campus administration, students, staff and faculty*
- *All coffee, tea and a sugar in lunchrooms, offices and/or lounges under the control of campus- or student-run food services must be Fairtrade certified*
- *At least three (3) different products certified by Fairtrade International or members of Fair Trade Federation and World Fair Trade Organization (relating to handmade items) must be available at campus bookstores*

Gold requirements:

- *Complete all Baseline and Silver Product Availability requirements*
- *At least five (5) Fairtrade certified chocolate bars must be available at required locations selling chocolate bars and campus bookstores*
- *At least two (2) Fairtrade certified fruit or vegetable options must be available at required locations*
- *At least one (1) Fairtrade certified cotton option must be available at campus bookstores*
- *All Independent businesses and Franchises operating on campus need to offer at least (1) Fairtrade certified product*

Must complete 4/8 of the following Gold Product Availability requirements:

- *At least five (5) different products certified by Fairtrade International or members of Fair Trade Federation and World Fair Trade Organization (relating to handmade items) must be available at campus bookstores*
- *All coffee, tea and sugar in individual department lunchrooms, offices and/or lounges not under the control of campus- or student-run food services must be Fairtrade certified*
- *Fairtrade flowers must be available for purchase during annual graduation ceremonies*
- *Campus branded gift chocolate must be Fairtrade certified*
- *One (1) Fairtrade gold grad ring option must be available within campus graduation and alumni mementos*
- *Fairtrade spices must be integrated within campus and student food and drink offerings*
- *At least one (1) Fairtrade certified wine must be offered within at least one (1) annual campus event or dining location*
- *Fairtrade sports balls and/or sports equipment must be integrated into campus athletic programs and services.*

**Product availability requirements mention Fairtrade certified products, but products verified by Small Producer Symbol, World Fair Trade Organization and the Fair Trade Federation are also accepted.*

Locations are generally specified above, but when referring to “required food service locations”, the definition expands within each status:

Baseline requirements:

- All dining outlets and venues run by the campus food services/administration;
- All food outlets run by student unions and graduate associations;
- Locations include but are not limited to; cafeterias, catering, vending machines (including instant coffee)**, coffee shops, stores, restaurants, lounges, events, office, and “We Proudly Brew” outlets

Silver requirements:

- *Food trucks run by campus/student union food services.*

Gold requirements:

- *Baseline + Silver requirements*

**Vending machines are subject to baseline requirements only

Visibility and Education

Baseline requirements:

- 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/college 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

Silver requirements:

- *Post-designation signage materials must be used at all locations. These materials include Fair Trade Campus logos, posters, banners, or campus specific promotional materials*
- *Ensure there is a student sustainability club that works to increase the awareness of fair trade on campus. A club representative must sit on the Steering Committee for support with student visibility and engagement activities*
- *A page on the university/college and student union websites must explicitly indicate the university/college is a Fair Trade Campus, provide information about fair trade and display the Fair Trade Campus logo*
- *Manage and update an independent or campus affiliated Fair Trade Campus webpage and one (1) other social media account (Twitter, Instagram, Snapchat, Facebook etc.)*
- *Campus must take part in Fair Trade Campus Week*
- *Education on the Fair Trade Campus Program and fair trade must be integrated into annual university/college orientation activities and documents*
- *At least (1) fair trade article must be published each year in the campus newspaper*
- *At least (1) campus event per year must be designated as a Fair Trade Event*

Gold requirements:

- *All new and existing campus and student food service staff/administration must participate in front line fair trade training*
- *Manage and update two (2) social media accounts (Twitter, Instagram, Snapchat, Facebook etc.)*
- *At least one (1) fair trade course must be offered at the university/college or fair trade lessons must be integrated into relevant courses*
- *At least two (2) campus events per year must be designated as Fair Trade Events*
- *At least two (2) fair trade articles must be published each year in the campus newspaper*
- *At least one (1) fair trade article must be published each year in the university news or external media channels*
- *Campus wide fair trade polling must be conducted and reported annually to understand the attitudes and knowledge of the campus community.*