

WE DO GOOD ACTION AGAIN

FAIR TRADE
TOWN



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THERE ARE 179,000 SMALL-SCALE FAIRTRADE COCOA FARMERS ORGANIZED INTO 129 SMALL PRODUCER ORGANIZATIONS AROUND THE WORLD.



1.0

ABOUT THIS GUIDE

This guide provides information about the Fair Trade Town Program, including requirements to achieve designation, how to apply, and how to plan for post-designation. The Fair Trade Town is a Program

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



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. action@fairtrade.ca fairtrade.ca



The CFTN is a nonprofit 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. info@cftn.ca cftn.ca



The AQCE is a nonprofit organization with the goal to support its members that implement the fair trade values and principals in the province of Québec. info@assoquebecequitable.org assoquebecequitable.org

1.1 ACKNOWLEDGEMENTS

The Fair Trade Town Program would not be possible without the support of community partners across Canada.

1.2 ADDITIONAL INFORMATION

The CFTN and AQCE work with prospective and existing Fair Trade Towns in meeting the requirements for the Fair Trade Town Program. Contact the CFTN at info@cftn.ca or AQCE at info@assoquebecequitable.org with any questions regarding the Program, planning a local campaign, or additional advice and support. Additional resources and template forms (application form, project plan, product availability, municipal contract and renewal form) can be found at:

- Fairtrade.ca/town
- cftn.ca/fair-trade-town-program
- assoquebecequitable.org

Fair Trade Town designations are awarded based on a joint review by Fairtrade Canada, the CFTN, and the AQCE. Applications should be sent to info@cftn.ca, info@assoquebecequitable.org and action@fairtrade.ca.



THE COCOA INDUSTRY IS WORTH APPROXIMATELY **110** BILLION ANNUALLY

2.0

FAIR TRADE TOWN

The Fair Trade Town Program recognizes municipalities for demonstrating strong commitment to fair trade through community stakeholders, including local municipal authorities (such as a city council), businesses, community groups, and individual members. It promotes awareness and

support for fair trade, and has been designed to address the needs and opportunities available from a range of communities, large and small, across Canada. As of 2016, more than 1,800 communities in 28 countries have been recognized.

2.1 WHY FAIR TRADE?

Farmers and workers in the Global South developing countries are often in the weakest position to ensure their earnings are enough to meet their needs. When the prices or wages are too low, 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 addresses this by assigning market value to fairness and decency. Buying Fairtrade certified products helps to ensure disadvantaged producers of 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 MUNICIPALITIES?

Municipalities are social communities where knowledge and resources can come together to achieve a shared vision. Engaging with fair trade is a way for municipalities to work towards a more just and sustainable world.

Being informed is the first step towards more ethical purchase decisions. Community groups and affiliated stakeholders are crucial resources in providing information about the importance of fair trade.

Municipalities also represent significant buying power. They arrange food contracts for high volumes and long-term purchasing commitments. These commitments can raise large-scale demand for fair trade, unlocking further access within a community and providing more support for developing communities around the world. See section 5.0 for more information on food purchasing policies and contracts.



Photo credit: Fair Trade Vancouver

2.3 WHY FAIRTRADE CERTIFICATION?

With so many claims to fairness and sustainability in the marketplace, third-party certification and verification is an invaluable tool to ensure purchases actually do connect with these values.

The FAIRTRADE Mark (located at the bottom of this page), monitored by FLOCERT, is the best known and most respected ethical certification for social sustainability issues. This Mark 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 farmers and workers meant to benefit from it. This provides an additional level of assurance that the system will continue to reflect the needs of the people it serves.



Photo credit: Kate Fishpool



THIS 
CHOCOLATE
CHANGES
LIVES

DESIGNATION NOT CERTIFICATION

FAIR TRADE TOWN IS A DESIGNATION THAT ACKNOWLEDGES THE LEADERSHIP AND COMMITMENTS OF CANADIAN MUNICIPALITIES. ONLY PRODUCTS AND PRODUCERS CAN BE CERTIFIED FAIRTRADE.



FAIRTRADE CERTIFIED PRODUCTS CARRY THIS MARK

NOTE: ANY USE OF THE FAIRTRADE MARK MUST BE APPROVED IN ADVANCE BY FAIRTRADE CANADA.

3.0 REQUIREMENTS

3.1 STEERING COMMITTEE

A Fair Trade Town Steering Committee must be formed to ensure continued commitment to the local Fair Trade Town designation. The committee must:

- establish and maintain a balanced membership of volunteers and representatives from affiliated organizations and municipality council or staff;
- meet a minimum of twice per year to discuss annual goals and to assess progress;
- submit an annual report by July 1 that includes a completed renewal form, targets for the upcoming year, and progress assessment for the previous year.



COCOA SEEDS WERE USED AS A CURRENCY DURING THE AZTEC EMPIRE.

Typically, a Fair Trade Town Steering Committee is comprised of both active community volunteers and a group of leadership members. Community volunteers can meet regularly to carry out daily operations, while the official Steering Committee is required to meet twice per year to review and set annual targets.

ANNUAL REPORT

Include a clear idea of how your committee plans to spread awareness of fair trade and of Fairtrade products within the community and the activities that have occurred in the previous year.



Photo credit: Fair Trade Hudson

3.2 PRODUCT AVAILABILITY

A town must demonstrate the availability of Fairtrade certified products in proportion to the size of its municipality's population. Each location must carry a minimum of 2 Fairtrade certified products from separate product categories to count toward designation. For details on the number of locations required, consult the next page.

Eligible locations should carry a minimum of 2 products from separate product categories. For example, a location carrying Fairtrade certified coffee and tea products would qualify whereas; a location carrying only a selection of coffee products would not qualify. To know what Fairtrade products are available in Canada, visit fairtrade.ca.

REPORT AVAILABILITY

To demonstrate achievement, you need to submit the product availability template that includes the following information:

- store names and locations where Fairtrade certified products are sold
- list of Fairtrade certified products sold for each location, including brand names
- contact information of selling location (phone number/email)

The product availability template is available on our website (see section 1.0).

THE FAIR TRADE TOWN DESIGNATION IS AWARDED TO TOWNS THAT MEET ALL CRITERIA WITHIN 5 REQUIREMENTS:

- 3.1 STEERING COMMITTEE
- 3.2 PRODUCT AVAILABILITY
- 3.3 PUBLIC AWARENESS AND EDUCATION
- 3.4 COMMUNITY SUPPORT
- 3.5 POLITICAL SUPPORT

RESEARCH PRODUCT AVAILABILITY

There are ways of acquiring product information that don't require an army of volunteers walking city streets to visit every business. A key strategy is to work with companies and local distributors to gather information on where Fairtrade certified products are sold within your community. Many companies and their distributors will be happy to share information on where to find Fairtrade certified products, especially if it helps inform consumers. Be sure to identify any restrictions on how a business wants this information shared.

WORK WITH BUSINESSES

When you've identified that a business in your community offers Fairtrade certified products, see if they would be willing to help promote fair trade. Businesses can often offer great support in engaging and educating a community through communications and events.

Fairtrade Canada offers free, in-store promotional materials, however, businesses often require helpful guidance and support from local community members.

Town population	Retail and grocery locations	Restaurants, cafés, and other food service locations
< 2,499	1	1
2,500 < 4,999	2	1
5,000 < 7,499	3	2
7,500 < 9,999	4	2
10,000 < 14,999	5	3
15,000 < 19,999	6	3
20,000 < 24,999	7	4
25,000 < 29,999	8	4
30,000 < 34,999	9	5
35,000 < 39,999	10	5
40,000 < 44,999	11	6
45,000 < 49,999	12	6
50,000 < 54,999	13	7
55,000 < 59,999	14	7
60,000 < 64,999	15	8
65,000 < 69,999	16	8
70,000 < 74,999	17	9
75,000 < 79,999	18	9
80,000 < 84,999	19	10
85,000 < 89,999	20	10
90,000 < 94,999	21	11
95,000 < 99,999	22	11
100,000 < 109,999	23	12
110,000 < 119,999	24	12
120,000 < 129,999	25	13
130,000 < 139,999	26	13
140,000 < 149,999	27	14
150,000 < 159,999	28	14
160,000 < 169,999	29	15
170,000 < 179,999	30	15
180,000 < 189,999	31	16
190,000 < 199,999	32	16
200,000 <	33 + (1 per additional 10,000)	17 + (1 per additional 20,000)

3.0 REQUIREMENTS

3.3 PUBLIC AWARENESS AND EDUCATION

- Keep a list of all media engagement throughout the campaign, including media lists, press releases, and record of any pickup.
- Organize public events to raise awareness about fair trade and the local campaign for designation.
- Create an online resource for the community that provides information on fair trade and any developments that occur within the community.

Public engagement and education plays a key role in increasing awareness and support for fair trade. Reporting on these successes also helps legitimize your organization in your community.

MEDIA ENGAGEMENT

The Steering Committee needs to maintain a record of media engagement documents and a list of media outlets that have been engaged throughout the Fair Trade Town designation campaign. This does not require pickup from these news sources, but be sure to include clippings of any news coverage. Initial media engagement strategies should be submitted to the CFTN or AQCE with the Steering Committee's initial project plan (see section 4.0 on Working Toward Designation for details on submitting a project plan).

EVENTS

Submit a campaign schedule, including public events, with the Steering Committee's initial project plan. Community groups should aim to host and/or participate in a variety of events that may include:

- participating in a Fairtrade Canada, CFTN, or AQCE campaign;
- participating in existing annual community events;
- organizing and hosting your own fair trade event.

Fairtrade Canada has free promotional materials available at fairtrade.ca

ONLINE ENGAGEMENT

Online resources for your campaign can take a number of different forms and may evolve with your organization. Facebook, Twitter and Instagram offer easy means for getting involved online, and developing a dedicated website can offer more capability and legitimacy. If your local campaign has been taken on by an existing community group with its own website, this can also be a resource for housing your group's resources. These resources should promote fair trade and list where to find Fairtrade certified products in the community. Contact us (see section 1.0) for web templates and content suggestions.



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3.4 COMMUNITY SUPPORT

Local community groups, workplaces, or schools must support fair trade and the local Fair Trade Town campaign in their operations, through education programs, or through other awareness-raising activities.

The minimum number of community partners required for designation is as follows:

- If population is less than 10,000: 7
- If population is between 10,000 and 99,999: 10
- If population is 100,000 or more: 15 + 1 per additional 25,000 citizens

The Steering Committee must be able to demonstrate that it has support from local groups. This helps gain the support of local municipal authorities and other potential partners. Aside from local businesses and schools, a community group may refer to other non-profit organizations, faith groups, chamber of commerce, or other potential partners.

SHOWING SUPPORT

Different community groups may offer different types of support, and proof of support may be submitted in various ways. This includes, but is not limited to:

- A letter outlining support for fair trade and the designation campaign
- Web content posted on the affiliated group's web page
- Photos of participation at an event supporting fair trade
- Other collaboration materials

RESOURCES

Fairtrade Canada provides promotional materials upon request. Fair Trade Towns will receive specialized artwork to assist efforts in celebrating fair trade and any newly achieved status. Community groups are also encouraged to produce their own materials to help promote the designation. For more information or to request promotional materials, contact action@fairtrade.ca.

FAIR TRADE MAGAZINE

The CFTN provides magazines to help with community engagement. Contact info@cftn.ca for information on receiving free copies.



Photo credit: Fair Trade Olds

3.0 REQUIREMENTS

3.5 POLITICAL SUPPORT

The local municipal authority must pass a resolution in support of fair trade and the local campaign for Fair Trade Town designation. The resolution must include commitments to

- amend its purchasing policy to require Fairtrade certification for all coffee, tea, and sugar; served by municipal food services managed by municipal administration;
- identify future goals for sourcing Fairtrade certified products;
- designate a council or staff member to participate in a Fair Trade Town Steering Committee to ensure the municipality's ongoing commitment to its Fair Trade Town status (see Fair Trade Town Steering Committee requirement for details);
- publish campaign/ designation information on the municipality's website.

The Steering Committee will need to work with local authorities to arrange municipal commitments to city purchasing. Food services managed by municipal administrations may vary but often include community concession services and parks and recreation. Services not directly under the control of the local authority are not included in this requirement and typically include: local fire departments, law enforcement, schools, and other private operations. While these services may not be under direct administrative control, these operations may be effective targets for future goals.

FUTURE GOALS

Future goals for sourcing Fairtrade certified products may include, but are not limited to

- reporting on the implementation of fair trade policies
- sourcing Fairtrade certified products beyond the required categories of coffee, tea, and sugar
- expanding policy and operations for fair trade purchasing to other departments within the city

More information on Fairtrade certified products and a list of companies selling Fairtrade products in Canada can be found at fairtrade.ca.

WORKING WITH MUNICIPALITIES

Many municipalities already have sustainability initiatives in place and will welcome the opportunity to work with engaged community volunteers. To ensure good relations, and to make your initiative more attractive to municipal leaders, be sure to acquaint yourself with any existing initiatives and their goals.



Photo credit: Fair Trade Toronto



CHOCOLATE HAS BEEN CONSUMED AS A LIQUID, NOT A SOLID FOR 90% OF ITS ANCIENT HISTORY.

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MUNICIPAL APPROVAL PROCESS

For a local authority to approve an initiative, such as supporting a Fair Trade Town initiative and committing to purchasing Fairtrade certified products for city operations, a formal process will need to take place. While this process may vary among municipal authorities, the following is typical in communities that are governed by a regional body such as a city or town council.

When submitting an application, submit documentation of each motion passed by the local council.

1. Council proposal - A councillor will need to make a recommendation to the local council authority that the Fair Trade Town Program and the commitments required by the municipality be evaluated.

2. Staff evaluation and report - If supported by the council, a committee or staff member will evaluate the proposal and write a staff report. The report should evaluate the operational feasibility in meeting and maintaining support for the five Fair Trade Town requirements and include proposed amendments to existing municipal purchasing policies.

3. Senior management evaluation - The staff report should be submitted to a senior management committee for evaluation. If approved, it will proceed back to the local council for a final decision on the proposed policy and operations.

4. Council approval - The local council should vote on two separate motions:

- a motion to become a Fair Trade Town and support the efforts in meeting and maintaining commitments to the five Fair Trade Town requirements
- a motion to approve a new purchasing policy or policy revision that outlines commitments to purchasing exclusively coffee, tea and sugar certified by Fairtrade Canada and carrying the FAIRTRADE Mark for all food services managed by the municipal administration

If these motions are approved by a majority (51%) of council authorities, the municipality will have passed a policy to meet the requirements in becoming a Fair Trade Town.



4.0 WORKING TOWARD DESIGNATION

STEP 1 GET IN TOUCH

- Send us an email (see section 1.0) to let us know that you're planning a Fair Trade Town campaign in your community

The CFTN or AQCE can offer a number of planning and engagement tools that may help during the initial stages of your campaign. We're keen to work with you in developing effective strategies within your town.

STEP 2 PLAN YOUR CAMPAIGN

- Submit a project plan

As your first major task, put together a comprehensive plan for your campaign. It is important that you be well-versed not only on issues of fair trade, but also on your community. Do initial research and networking to help you confidently speak about your campaign and why it's a great fit for your community.

Create a comprehensive project plan: we are there to help you!

Your project plan should include:

- Member names of your local municipal authority (e.g. city councillors), including contact information

- Sustainability initiatives already taking place in your community
- Preliminary list of business locations offering Fairtrade certified products
- Preliminary list of businesses that don't offer Fairtrade certified products but may be good targets for engagement
- Potential community partners, including contact information and potential strategies for engagement
- Local media outlets, including contact information
- Community events you may want to participate in, including locations and contact information
- Potential venues to host events and meetings
- Initial plan for online communications
- Initial list of Steering Committee members and the roles they intend to take on
- Rough timeline for achieving designation, including completion dates and strategies for implementation
- Contact information

Because each community is unique, the requirements for becoming a Fair Trade Town are designed to accommodate a range of municipalities. Submitting a project plan will allow you to identify specific goals for your community—and will allow us to identify issues early on. It will also help in planning your campaign and tracking progress throughout.

It is recommended that you use the Fair Trade Town Project Plan Template to complete this step available on our website (see section 1.2).

STEP 3 GET IT DONE

- Complete the tasks and goals identified in your project plan

You should now have a clear idea of what your goals are for your campaign, and the steps required for achievement. These goals may change as you work through them. Work closely with us in managing these!

Some keys to success:

- collaborate with the CFTN, AQCE, and Fairtrade Canada
- ask lots of questions
- celebrate milestones

STEP 4 APPLICATION

- Submit a Fair Trade Town Application with supporting documentation

Once you've achieved all of your proposed goals, it's time to submit a formal application (see section 1.0 for our emails). See the application template on our website (see section 1.2).

5.0 POST-DESIGNATION

Town designation is the formal recognition of a long term effort to increase the scope and availability of Fairtrade certified products offered in the community and grow awareness and support for fair trade. While initial designation is an important achievement, the 1-year plan submitted with your application can help guide you through your town's first year of designation.

Steering Committees should focus fair trade engagement goals around:

- post-designation engagement
- designation renewal (with Annual Renewal Form due on July 1)
- new opportunities to expand municipal and community retail commitments to fair trade principles beyond minimum designation requirements

5.1 ENGAGEMENT

Ensuring fair trade has a presence in your town, through consistent community engagement, is essential to a successful long term campaign. Steering Committees should plan to follow through with engagement goals set within the town application. For more information on Fair Trade Town events and community engagement strategies, please contact us (see section 1.0).

5.2 PLAN FOR RENEWAL

Keep track of your successes so that you're prepared to share them when it comes time to renew your designation. The recognition of your work has a huge impact when it comes to showing demand for fair trade and influencing purchasing decisions, both big and small, of others across Canada. The process also provides towns with an opportunity to reflect on past successes, review challenges, and plan for the coming year.

Things to keep track of:

- fair trade purchasing data from municipal and communal food service locations
- photos of fair trade events and community engagement activities
- any fair trade purchasing amendments

Fair Trade Towns must submit an annual renewal by July 1. The Fair Trade Town Renewal Form can be found on our website (see section 1.2).

5.3 BEYOND MINIMUM REQUIREMENTS

Town commitments to environmental and social purchasing, including Fairtrade product selection, greatly influences and contributes to global sustainable development. That being said, Steering Committees are encouraged to explore new opportunities to expand community commitments to fair trade principles beyond the minimum designation requirements. While committees are encouraged to explore their own means to further its commitments, this section offers suggestions for future goals.

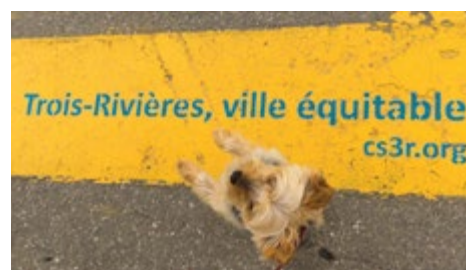


Photo credit: Mario Groleau

5.0 POST- DESIGNATION

WRITE/REVISE AN ETHICAL PROCUREMENT POLICY

Municipalities are public authorities, and therefore, follow a set of rules to procure goods and services. The rules are usually set out in a purchasing policy or directive to provide both transparency in the authority's objectives to the outside world and give staff within the authority a mandate on which to act.

Based on the terms defined by municipal procurement policies, towns seek providers that can offer their services. These services are sought through request for proposals (RFPs). The RFP process requires municipalities to solicit bids from multiple businesses, where they typically choose suppliers based on who can offer the requested services (outlined in their purchasing policies) at the most competitive price. This being said, if a municipal purchasing policy includes commitments to Fairtrade certified products, Fairtrade businesses will be eligible to submit competitive bids during the town's RFP process, which will result in an increased quantity and variety of Fairtrade products at municipal food service locations.

Towns are encouraged to formalize their commitment to Fairtrade certified products by re-enforcing or re-writing procurement policies.

If the existing policy *currently supports sustainable development*, by definition the municipality can use fair trade and other social and environmental schemes to achieve the policy mandate.

If the existing policy *does not support sustainable development*, pressure needs to be placed on municipal purchasing directors to update the policy to include sustainable development objectives. It is important not to place specific requirements for any private certification scheme in your policy document since procurement policies should be reflective of your commitments to sustainability. Purchasers within the public authority responsible for achieving policy objectives need to request third party certified fair trade certified products within tender processes. This will ensure that the public authority is acquiring products in accordance with stringent social and environment criteria and meeting policy objectives.

Procurement policies supporting sustainable development should:

- Clearly communicate the sustainable procurement objectives of the authority to the public, staff and suppliers.
- Support requests to suppliers for information on sustainability and the inclusion of sustainability requirements in specifications.
- Be signed by the President/CEO as well as communicated to and receive top level support.

Revising or rewriting procurement policies will ensure that purchasing decisions are based on goals for sustainability rather than cost alone. This is also a sustainable means of ensuring Fairtrade products are brought into your community, as fair trade purchasing commitments will be institutionalized and followed regardless of employee turn over.

For more information on the key role of municipalities in supporting Fairtrade through policy, please see our Sustainable Public Procurement Guide on CFTN's website.



INTRODUCE NEW PRODUCTS

One of the most effective ways for a town to build its commitment to fair trade is to increase the quantity and variety of Fairtrade certified products in your community. Have your Steering Committee offer Fairtrade procurement support to municipal food service locations and community retail outlets. As more Fairtrade products are offered in Canada each year, new procurement opportunities will be on-going.

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 the availability of Fairtrade certified products in your community, but it's also an opportunity to encourage companies to improve on a greater scale.

We are continuously engaging with private franchises on a National level to encourage Fairtrade certified product offering. Visit the CFTN website to learn about our current franchise engagement campaigns or contact us (section 1.0) and learn about ways your town can get involved.



Photo credit: Mike Beedell for Fair Trade Chelsea



**BUILD YOUR FAIR TRADE COMMUNITY
AND LEARN ABOUT OUR OTHER
FAIR TRADE PROGRAMS!**



**FAIRTRADE.CA/TOWN
CFTN.CA/FAIR-TRADE-TOWN-PROGRAM
ASSOQUEBECEQUITABLE.ORG**

**ACTION@FAIRTRADE.CA
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