



# Fair Trade Campus Report 2025 Saint Mary's University

by Raida Rozana Rashid

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### **Author's Note**

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The opinions and recommendations in this report, and any errors, are those of the author, and do not necessarily reflect the views of Saint Mary's University or the Fair Trade Ambassadors program.

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## Executive Summary

This report assesses the progress of Saint Mary's University (SMU) toward becoming a Fair Trade Campus, documenting achievements to date, challenges faced, and future opportunities for advancing ethical consumption and sustainability on campus.

Fair trade is a global movement focused on transparent, equitable trading partnerships, particularly with marginalized producers in the Global South. By ensuring minimum pricing and environmental sustainability, the fair trade model promotes community empowerment and market stability. SMU's commitment to fair trade aligns with these values and reflects its broader responsibility as an educational institution to lead in social and environmental justice.

SMU received its Bronze Fair Trade Campus Certification in February 2023 after nearly a decade of progress. The certification required the university to meet standards across three categories: Product Availability, Steering Committee, and Visibility and Education. This progress was made possible in part through SMU Dining, whose strong partnership and commitment to fair trade have been central to the university's certification. SMU established a sustainability sub-committee to coordinate efforts and ensure ongoing compliance. The university has also hosted outreach events, maintained a dedicated fair trade webpage, and participated in public celebrations recognizing its dedication.

To achieve Silver Certification, SMU must expand product offerings to include Fairtrade certified fruits or vegetables and a wider range of chocolate products. It must also update its ethical purchasing policies to explicitly reference fair trade and submit annual data reports. The university also needs to publish articles on fair trade in the campus newspaper and host designated events. Strengthening the ambassador program and fostering deeper student involvement are key to meeting these goals. Reaching the highest level, Gold Certification, would require further effort, including the development of formal policies ensuring exclusive use of Fairtrade across departmental spaces and events. Additionally, the university would have to offer Fairtrade certified cotton items in the bookstore, provide staff training, and expand academic integration beyond existing courses.

Despite important and meaningful progress, SMU faces ongoing challenges, including sourcing issues, limited control over external vendors, and frequent turnover in student positions. To address these barriers, the report recommends using orientation to boost awareness, strengthening vendor partnerships, expanding the ambassador program, and improving institutional policies and staffing to ensure long-term success.

Community feedback gathered through interviews and surveys reveals broad support for fair trade, though awareness remains limited. Most students were unfamiliar with the full extent of campus efforts, yet all expressed interest in learning more and called for greater variety in Fairtrade certified products.

Overall, SMU has laid a strong foundation for fair trade engagement and holds significant potential to advance further. Continued commitment, collaboration, and communication will be key to achieving SMU's vision for an ethical and sustainable campus.

## **Fair Trade and the University Today**

Fair trade is more than just a form of trade – it is a global movement grounded in ethical principles, sustainable practices, and social responsibility. At its core, fair trade refers to trading relationships based on transparency, fairness, and respect for social and environmental standards. Buyers in the fair trade system must follow rules, such as paying a minimum price and a Fairtrade premium, which goes directly to partner organizations for community development projects (Coleman and Hopper, 2021; McHugh and Jedrzejczyk, 2021). This framework helps small farmers and workers withstand global price crashes, while providing better economic stability and supporting producer autonomy (McHugh and Jedrzejczyk, 2021).

The roots of the fair trade movement can be traced back to the aftermath of the Second World War, when religious and humanitarian organizations sold handicrafts made by refugees and marginalized communities in the Global South (Low and Davenport, 2006). While handicrafts initially dominated, the movement expanded to include agricultural commodities such as coffee and tea. A key turning point came in 1988 when a Mexican coffee cooperative, the Union of Indigenous Communities of the Isthmus Region (UCIRI) partnered with the Dutch NGO, Solidaridad, to create the Max Havelaar certification (Reed, 2021). This marked a turn toward non-state regulation in fair trade, setting standards for prices, working conditions, and contracts. Certification has helped producers evade exploitative middlemen and connect with ethical buyers, to provide higher incomes and community reinvestment. Max Havelaar's success led to new, international umbrella certification bodies, including Fairtrade International in 1997, and the Small Producers Symbol (SPP) in 2006 (Reed, 2021).

The fair trade movement has always been cross-sectional, driven by NGOs, activists, businesses, and governmental organizations. In Canada, public campaigns and education helped expand demand for fair trade goods, leading to Fair Trade designations for towns, campuses, schools, and workplaces (Reed, 2021). Canada's first Fair Trade Campus was designated in 2011. Such designations influence institutional purchasing policies and help shift consumer expectations toward ethical or solidarity sourcing (Reed, 2021). They can significantly contribute to expanding the Fair Trade market against the tide of conventional business-as-usual.

The Fair Trade Campus program has gained momentum in recent years. It recognizes post-secondary institutions that actively support fair trade through their purchasing policies and educational efforts. Campuses that meet the program's criteria are awarded a Fair Trade Campus designation, with further distinctions such as Silver or Gold for those that deepen their commitment (Fair Trade Programs Canada, n.d.). This initiative allows universities to act as leaders by engaging students and faculty in global social justice and supporting fairer market conditions for producers in the Global South. Saint Mary's University (SMU) has actively participated in fair trade for over a decade, notably through its partnership with Just Us! Coffee Roasters Co-op, Canada's first fair trade and organic coffee roaster. Not long ago, SMU hosted a Just Us! store on campus. Although it was later replaced by Starbucks, the university has

increased the availability of Just Us! Coffee across campus facilities, certified by the SPP, reaffirming its dedication to fair trade and sustainable farmer livelihoods. Additionally, SMU Dining has been a key partner in the university's fair trade certification, ensuring that campus dining services consistently align with fair trade principles. After years of steady progress, SMU earned its Bronze Certification in February 2023 and formally aligned its purchasing practices with fair trade standards.

## **Bronze Certification**

The Bronze Certification is granted to post-secondary institutions that acquire the Fair Trade Campus designation. At Saint Mary's University, the journey towards this certification took approximately 5 to 10 years. To earn this certification, the program requires a Fair Trade Campus to meet specific requirements in three categories: Steering Committee, Product Availability, and Visibility and Education (Fair Trade Programs Canada, 2024).

SMU began its Fair Trade journey by focusing on Product Availability. This category requires all applicable food service locations to offer only Fairtrade certified coffee (Fair Trade Programs Canada, 2024). Applicable food service locations include all dining outlets and venues operated by campus food services/administration, as well as those run by student unions and graduate associations. These locations include, but are not limited to cafeterias, catering services, vending machines (including instant coffee), coffee shops, stores, restaurants, lounges, events, offices, and "We Proudly Brew" outlets. As a result, the campus Starbucks or Tim Horton's are not subject to Fair Trade Campus requirements. Additionally, each location that sells chocolate bars must offer at least one Fairtrade certified option (Fair Trade Programs Canada, 2024). SMU fulfills these requirements by ensuring that all applicable food service locations on campus provide only Fairtrade certified coffee and by ensuring that all applicable snack vending machines include at least one Fairtrade certified chocolate bar. As part of meeting the standards, multiple Fairtrade certified tea options are available wherever tea is served, and all coffee and tea provided at administrative and Saint Mary's University Student Association (SMUSA)-led meetings and events are Fairtrade certified.

While advancing Product Availability, SMU has also met the criteria for Steering Committee. This category entails the formation of a steering committee to ensure ongoing commitment to the designation (Fair Trade Programs Canada, 2024). Among other requirements, the committee must maintain a stable membership of volunteers and administrative representatives, meet at least twice a year to monitor compliance with the requirements, show a commitment to expanding both the range and quantity of Fairtrade certified products available on campus beyond the minimum standards, and encourage student societies to align with Fair Trade Campus criteria (Fair Trade Programs Canada, 2024).

At SMU, these requirements have been addressed through several initiatives. Fair Trade Ambassadors have been appointed to actively raise awareness across campus, and the Global Development Society has been supported in its role of educating students about Fair Trade principles. A significant milestone was reached in 2023, with the establishment of a sustainability sub-committee. This committee comprises faculty, administrative staff, representatives of food

services, members of SMUSA, and Fair Trade ambassadors as student representatives. The ambassadors have been meeting with various units across campus, such as SMU Dining, to collaborate and promote fair trade. Moreover, the sustainability sub-committee meets regularly to review progress and promote continued engagement with Fair Trade initiatives.

SMU has also met the requirements under the Visibility and Education category, which focuses on promoting fair trade awareness across campus. To meet the standards, all locations selling Fairtrade certified products must display clear signage and provide supporting information about fair trade (Fair Trade Programs Canada, 2024). Additionally, the institution must maintain a webpage that states its identity as a Fair Trade Campus (Fair Trade Programs Canada, 2024). Finally, campus administration must participate in at least one public celebration annually to acknowledge and promote the Fair Trade Campus designation (Fair Trade Programs Canada, 2024).

SMU meets these criteria through consistent visibility and outreach efforts. The Colonnade C-store, along with other locations offering Fairtrade certified products on campus, fulfills these standards by prominently showcasing Fairtrade signs and information. Furthermore, the university maintains a dedicated page on its website identifying itself as a Fair Trade Campus and offering resources to inform the campus community about fair trade.<sup>1</sup> Each year, university administration also takes part in public celebrations that highlight SMU's commitment to fair trade values.

## **Silver Certification**

The Silver Certification is the second level of recognition granted to Fair Trade Campuses. To achieve this designation, a campus must meet all the requirements of the Bronze Certification, along with additional criteria in each of the three categories mentioned above.

To move up to the Silver Certification, SMU needs to expand its efforts in the Product Availability category by offering a broader range of Fairtrade certified products. Some of the requirements of this category include serving only Fairtrade certified tea, as opposed to it being one of several options, at required campus locations and providing at least one Fairtrade certified fruit or vegetable (Fair Trade Programs Canada, 2024). The university needs to take additional steps to meet these expectations. Specifically, it needs to work with food services and suppliers to diversify its Fairtrade chocolate selection and ensure consistent availability across campus. Currently, only one brand of Fairtrade chocolate is available, whereas more are required for Silver certification. Moreover, partnering with SMU Dining to introduce Fairtrade certified fruits or vegetables at dining outlets would help fulfill the requirement for fresh Fairtrade produce. These actions would bolster SMU's commitment to ethical sourcing.

Advancing to the Silver Certification in the Steering Committee category requires SMU to expand its administrative and policy efforts. Key requirements include submitting a report on fair trade purchasing data as part of the Annual Renewal Form due by July 1 each year, and developing or revising the university's ethical purchasing policy to specifically mention fair trade

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<sup>1</sup> <https://www.smu.ca/fairtrade/index.html>

products verified by Fairtrade International and the SPP, which is currently not the case (Fair Trade Programs Canada, 2024). While SMU has made progress in coordinating fair trade awareness and engagement through its sustainability sub-committee, further steps are needed to institutionalize its commitments in fair trade. This includes establishing broader, university-wide policies, such as a “Fair Trade Event Policy”, that would ensure Fairtrade certified coffee, tea, and sugar are served at all campus-organized events by students, faculty, staff, and administration (Fair Trade Programs Canada, 2024). Additionally, increased administrative capacity and financial support will be necessary to meet the expanded requirements, especially in areas like policy implementation and data reporting. Meeting these expectations would strengthen SMU’s structural commitment to fair trade and move the institution closer to achieving the Silver status.

Although SMU meets several requirements under the Silver Certification for the Visibility and Education category, some standards still require attention. The requirements for this category include managing and updating a dedicated Fair Trade Campus webpage and at least one affiliated social media account; integrating fair trade and the program itself into annual orientation activities and documents; publishing at least one fair trade-related article each year in the campus newspaper; and hosting at least one designated fair trade event annually (Fair Trade Programs Canada, 2024). SMU is currently meeting the first two requirements through its maintained Fair Trade Campus webpage and Instagram account, and through the inclusion of fair trade content in orientation sessions. However, the remaining criteria are yet to be addressed. Strengthening the Fair Trade Ambassador program would be a crucial step toward meeting these goals, as it would help increase student involvement and encourage more peer-to-peer engagement across campus.

## **Gold Certification**

The Gold Certification is the highest level of recognition available for Fair Trade Campuses. To qualify, a campus needs to fulfill a range of advanced criteria, in addition to meeting all Bronze and Silver standards. Given the difficulty of achieving this certification, it would require SMU to significantly expand its efforts and allocate more resources toward this program.

In order to meet the more advanced Product Availability standards set out for this certification, SMU needs to increase the availability and diversity of Fairtrade certified goods across campus. This includes ensuring that at least five Fairtrade certified chocolate bars are available at all required sales locations and in campus bookstores, and introducing at least one Fairtrade certified cotton item into bookstore inventory (Fair Trade Programs Canada, 2024). To meet these goals, SMU can begin by working with its bookstore suppliers and campus vendors to source a wider selection of certified chocolates and Fairtrade cotton merchandise.<sup>2</sup> These efforts would not only help meet the Gold-level criteria but also reinforce SMU’s commitment to ethical sourcing and sustainable campus practices.

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<sup>2</sup> One option for Fairtrade cotton merchandise is Green Campus Co-op, from which the Global Developments Studies has previously sourced shirts, <https://www.greencampus.coop/>



To meet the Steering Committee requirements for Gold Certification, SMU must take further steps to institutionalize fair trade practices within campus operations and leadership. A key requirement is the development and implementation of a formal “Fair Trade Lunchroom Policy” that mandates the exclusive use of Fairtrade certified coffee, tea, and sugar in all departmental lunchrooms, offices, and lounges managed by faculty, staff, or administration (Fair Trade Programs Canada, 2024). Establishing this policy would require allocating additional staff or resources to ensure campus-wide compliance, while engaging with and providing guidance to individual departments. In addition, at least one steering committee member must present at the National Fair Trade Conference (Fair Trade Programs Canada, 2024). This will involve selecting a representative, preparing a presentation, and securing necessary resources for participation. Meeting these expectations would reflect a deepened administrative commitment and bring SMU closer to achieving this certification.

To meet the Visibility and Education category for Gold Certification, SMU must further integrate awareness about fair trade into its academic and community engagement efforts. This category requires campuses to offer at least one fair trade-focused course or integrate fair trade content into relevant academic programs (Fair Trade Programs Canada, 2024). SMU is already meeting this standard through its course titled “Fair Trade and Free Trade” (GDST 2401) as well as potentially other courses on campus, a list of which would need to be compiled. However, other requirements, such as ensuring that all new and existing food service staff or administration receive frontline fair trade training, and designating at least two campus events annually as official Fair Trade Events, are yet to be fulfilled (Fair Trade Programs Canada, 2024). These standards could be achieved by collaborating with Fairtrade Canada to implement a standardized training module and appointing more Fair Trade Ambassadors to conduct event planning and awareness campaigns. These steps would help embed fair trade more deeply into SMU’s campus culture and fulfill the Visibility and Education standards of Gold Certification.

## **Future Considerations**

While SMU has taken many initiatives to advance fair trade on campus, there are several barriers that slow down progress. One challenge is sourcing Fairtrade certified bananas in large quantities across Atlantic Canada. While bananas are one of the most affordable fruits and could feasibly be offered on campus, difficulties in securing a consistent supply may hinder efforts to meet the Silver and Gold requirements under the Product Availability category, which calls for at least one Fairtrade certified fruit or vegetable to be available at specific locations. Currently, the responsibility of managing and renewing the fair trade certification for the university falls solely on the Director of Housing & Conference Services via his recently assigned chairing of the sustainability committee’s Fair Trade Sub-Committee. With no dedicated staffing or budget for these efforts, bandwidth is understandably limited. A further challenge arises from SMU’s non-exclusive food service contract, which allows some groups on campus, such as the Entrepreneurship Centre, and various SMUSA student societies, to use outside caterers instead of SMU Dining. Since SMU Dining catering aligns with fair trade certification while external providers may not, this creates gaps in campus-wide adherence to fair trade principles. Finally, the process of updating institutional policies to align with fair trade principles can be slow, further delaying progress.

Looking ahead, sustaining the momentum of fair trade at SMU continues to face challenges. One ongoing challenge is visibility. Although considerable efforts are made to promote fair trade on campus, awareness among students and staff remains inconsistent. This is largely due to student turnover each academic year, which entails the movement to be reintroduced and reinforced. A related concern is the continuity of leadership. When current fair trade ambassadors graduate, there is a risk of losing institutional knowledge unless more individuals become involved. Ensuring broad engagement and inspiring a new generation of advocates will be essential in maintaining and expanding fair trade initiatives in the long term.

A range of actionable recommendations can be made to address these concerns. The first few weeks of each semester, which welcomes a large number of new, could be used to introduce a broader audience to fair trade. Moreover, building stronger relationships between the campus community and external partners, such as vendors and fair trade organizations, can enhance coordination and accountability. There is also an opportunity to build on existing initiatives by refining outreach strategies and expanding visibility across campus. Since fair trade at SMU is largely student-led, expanding student involvement and leadership will be key to sustaining and advancing the movement in the years ahead.

### **Insights from the Community**

In order to assess the awareness and perceptions of the SMU community regarding fair trade practices on campus, 10 individuals were interviewed. Each interview began with three open-ended questions aimed at exploring participants' awareness, values, and perceptions related to fair trade on campus, followed by a brief survey to capture general attitudes and engagement patterns. The survey included fifteen questions using a five-point scale, where participants could indicate whether they strongly agreed, agreed, felt neutral, disagreed, or strongly disagreed with a statement. Of the 10 participants, 9 were students and 1 was a university employee. The insights gathered offer a valuable glimpse into how fair trade is understood, supported, and challenged within the community.

Participants expressed varying levels of awareness regarding fair trade on campus. While some (4/10) were able to identify fair trade labels and products, most commonly coffee at the C-store, Sandwich Shack, and the Dockside Dining Hall, more than half of the participants (6/10) had little or no recollection of seeing any fair trade items. One participant observed, "Dockside has big labels of fair trade coffee on their walls," highlighting that fair trade signage is visible in certain areas, even if not widely noticed by the broader student population. This contrast suggests that while fair trade products are present on campus, their visibility and recognition remain limited.

While a few participants were able to clearly define fair trade, the majority (6/10) demonstrated only a vague understanding of the concept or admitted they were unfamiliar with it altogether. Some associated it generally with fairness in economic transactions or support for local vendors, while others had difficulty articulating what fair trade meant beyond the phrase itself. This limited understanding may be linked to the lack of awareness about how fair trade is

represented on campus; the majority of survey respondents (8/10) were neutral or disagreed with being aware of any fair trade ambassador programs or student-led initiatives at SMU. This suggests that efforts to inform students about existing fair trade initiatives remain limited in reach and visibility.

There was a strong consensus that SMU, as a diverse and student-centered institution, should actively support fair trade. In fact, 9 out of 10 respondents agreed or strongly agreed that SMU has a responsibility to offer and promote fair trade products on campus. Many emphasized the university's role in educating students about ethical consumption and setting a positive example through its purchasing choices. However, 7 out of the 10 interview participants stated that SMU needs to put more effort into promoting fair trade on campus. This sentiment was strongly echoed in the survey, where all 10 participants agreed that SMU could do more to promote awareness about fair trade among students. While some interviewees acknowledged existing initiatives such as pop-up booths and student-led events, most felt these efforts were insufficiently visible or inaccessible to the broader student body. Aklema, a student at SMU, noted "I want more options, not just coffee and chocolate. What if I can't eat chocolate or drink coffee? If there are more options, it will cater to more students and get more exposure." This reflects a broader desire for a more visible, inclusive, and engaging approach to fair trade promotion on campus.

Despite the limited awareness and visibility of fair trade on campus, participants demonstrated a strong willingness to learn. Notably, all 10 survey respondents agreed that they would like to learn more about fair trade and how it affects producers globally. This suggests a receptive audience for future educational initiatives and highlights the potential for deepening student engagement through campaigns that connect fair trade choices to global equity and ethical consumption.

## **Summary of Recommended Actions**

### **For Silver Certification:**

- Offer more than one brand of Fairtrade chocolate across campus
- Provide at least one Fairtrade certified fruit or vegetable across campus
- Establish a “Fair Trade Event Policy” that would require Fairtrade coffee, tea, and sugar at all campus-organized events
- Increase administrative capacity and financial support to help implement policies and fulfill reporting requirements
- Publish at least one fair trade-related article per year in the campus newspaper
- Host at least one designated fair trade event annually

### **For Gold Certification:**

- Ensure at least five Fairtrade certified chocolate bars are sold at required campus sales locations and in campus bookstores
- Introduce at least one Fairtrade certified cotton item in bookstore inventory
- Develop and implement a “Fair Trade Lunchroom Policy” requiring Fairtrade certified coffee, tea, and sugar in all departmental lunchrooms, offices, and lounges
- Ensure at least one steering committee member presents at the National Fair Trade Conference
- Allocate staff and resources to enforce policies and support participation
- Ensure all food service staff and administrators receive frontline fair trade training
- Partner with fairtrade Canada to implement training and engage more ambassadors for awareness campaigns
- Designate at least two official Fair Trade Events per year

## Further Information

### Books

Bowes, J. (2011). *The fair trade revolution*. Pluto.

Fridell, G., Gross, Z., & McHugh, S. (Eds.). (2021). *The fair trade handbook : building a better world, together*. Fernwood Publishing.

Hudson, M., Hudson, I., & Fridell, M. (2013). *Fair trade, sustainability and social change*. Palgrave Macmillan.

Raynolds, L. T., & Bennett, E. A. (Eds.). (2015). *Handbook of research on fair trade*. Edward Elgar Publishing.

### Articles

Naegele, H. (2020). Where does the Fair Trade money go? How much consumers pay extra for Fair Trade coffee and how this value is split along the value chain. *World Development*, 133, Article 105006. <https://doi.org/10.1016/j.worlddev.2020.105006>

SFU named Canada's only Fair Trade Gold Campus for 2nd year. (2021, Sep 13). *News Bites – Private Companies*.  
[https://smu.novanet.ca/permalink/01NOVA\\_SMU/jm06ag/cdi\\_proquest\\_wirefeeds\\_2571812471](https://smu.novanet.ca/permalink/01NOVA_SMU/jm06ag/cdi_proquest_wirefeeds_2571812471)

### Videos

Benjamin Conard, “Fair Trade: A Just World Starts with You,” TEDxSUNYGeneseo,  
<https://www.youtube.com/watch?v=xT6TQSxID0Y>

Fairtrade Ireland, “What is Fairtrade?” <https://www.youtube.com/watch?v=g8LC3PJ-7r4>

### Webpages

Fairtrade Canada, <https://fairtrade.ca/>

Fairtrade International, <https://www.fairtrade.net/en.html>

Fair Trade at Saint Mary’s, <https://www.smu.ca/fairtrade/index.html>

Fair Trade Programs, <https://fairtradeprograms.ca/fair-trade-campus/>

Just Us! Coffee, <https://www.justuscoffee.com>

The SPP, <https://spp.coop/?lang=en>

## Appendices

### Appendix 1: Fair Trade Campus Requirements

Fair trade programs. (2024). Fair Trade Campus Application and Renewal Kit.

#### *Steering Committee*

Bronze 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 between July 1st and August 31st 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 from the previous year within the Annual Renewal Form
- Write or revise the campus ethical purchasing policy (or any equivalent document endorsed by a senior campus executive, such as the president or vice-president) to exclusively mention the purchase of fair trade products certified by Fairtrade International and the Small Producers' 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 and tea, as well as one (1) sugar or hot chocolate 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) and tea, as well as one (1) sugar or hot chocolate 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 requirement

- Establish a “Fair Trade Lunchroom Policy” to include the exclusive use of Fairtrade certified coffee and tea, as well as sugar or hot chocolate, 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

### ***Product Availability***

#### Bronze 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 and snacks must be available at required locations selling chocolate bars or snacks and campus bookstores.
- At least one (1) Fairtrade certified sugar or hot chocolate 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 on a regular basis 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 and tea, as well as one (1) sugar or hot chocolate option served at campus meetings run by administration, students, staff and faculty must be Fairtrade certified
- Fairtrade certified coffee (exclusive) and tea, as well as one (1) sugar or hot chocolate option must be used at events organized by campus administration, students, staff and faculty
- All coffee and tea, as well as one (1) sugar or hot chocolate option 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 and snacks must be available at required locations selling chocolate bars and campus bookstores
- At least two (2) Fairtrade certified fruit or vegetable or nuts options must be available on a regular basis 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 one (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 and tea, as well as sugar or hot chocolate 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.

### ***Visibility and Education***

Bronze 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 (Facebook, X, LinkedIn, Instagram, TikTok, Threads, Pinterest, etc.)
- Campus must take part in Fair Trade Month
- 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 (Facebook, X, LinkedIn, Instagram, TikTok, Threads, Pinterest, 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.

## **Appendix 2: Interview Questions**

- 1. Have you noticed any fair trade products or labels on campus? If so, can you describe where, and what they were?**
- 2. What does ‘fair trade’ mean to you, and how important do you think it is for a university like SMU to support fair trade practices?**
- 3. How would you describe SMU’s efforts or commitment to promoting fair trade on campus?**

**PLEASE ANSWER THE FOLLOWING QUESTIONS BY CHECKING THE APPROPRIATE BOX:**

- 1. I have a good understanding of what ‘fair trade’ means.**

Strongly Agree ☐    Agree ☐    Neutral ☐    Disagree ☐    Strongly Disagree ☐

- 2. I am aware that fair trade products are available at SMU.**

Strongly Agree ☐    Agree ☐    Neutral ☐    Disagree ☐    Strongly Disagree ☐

**3. I can identify locations on campus where fair trade products are sold or promoted.**

Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

**4. I have personally purchased a fair trade product on campus.**

Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

**5. I feel there are enough fair trade products available for purchase at SMU.**

Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

**6. Fair trade products on campus are easy to recognize or identify.**

Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

**7. I am aware of any fair trade ambassador programs or student initiatives at SMU.**

Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

**8. I believe SMU is committed to supporting fair trade practices.**

Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

**9. I feel that SMU could do more to promote awareness about fair trade among students.**

Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

**10. Supporting fair trade is important to me.**

Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

**11. I believe purchasing fair trade products supports ethical practices and benefits communities in developing countries.**

Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

**12. I would be more likely to buy a product if I knew it was fair trade certified.**

Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

**13. I believe SMU has a responsibility to offer and promote fair trade products on campus.**

Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

**14. I would like to learn more about fair trade and how it affects producers globally.**

Strongly Agree ☐    Agree ☐    Neutral ☐    Disagree ☐    Strongly Disagree ☐

**15. The cost of fair trade products is a barrier for me when making purchasing decisions.**

Strongly Agree ☐    Agree ☐    Neutral ☐    Disagree ☐    Strongly Disagree ☐