



**AFRICA &  
MIDDLE EAST**

# **Becoming a Fair Trade University**

**African Region**

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## 1. INTRODUCTION

Fair Trade Universities are a network of Universities that actively choose to be part of a movement where young people learn that they have the power to make a difference in their communities and in the world. The "Fair Trade University Campaign" focuses on promoting sustainable development in Universities through campaigns, education drives and events. This is in line with building sustainable communities that have a conscious awareness that their buying and consumption habits impact the local economy and environment.

The focus of the campaign is on fair trade, which is about ways in which we can make a difference in the lives of the people who produce the food we eat and the products we use, by adding our voices to the need to make trade fair while at the same time making informed choices on the products we buy and consume and influencing others to do the same. When farmers, artisans and workers across the community, in our country, and across the world are able to produce in ways that do not harm and endanger our environment and our health and be able to sell on better terms, they have a better opportunity to improve their lives and plan for their future, while guaranteeing all of us and generations come a secure environment and sustainable future.

## 2. WHAT DOES IT MEAN TO BECOME A FAIR TRADE UNIVERSITY?

Becoming a Fair Trade University is an opportunity for the young people and the wider University community to create and inspire change that impacts lives and our planet. It is a commitment by the University and an investment into young minds to promote fair trade and sustainable development, through learning activities and campaigns and showcasing sustainable practices within a community/city/country.

The University commits to a minimum of a 3 stage process in the fair trade University campaign journey.

Stage 1 - Fair Aware

Stage 2 - Fair Active

Stage 3 - Fair Champion

### 1. Fair Aware

Learners engage in a series of activities to learn about basic Fair Trade principles. Activities are made up of monthly sessions which include educational sessions, trips to Fair trade certified producer organizations, interaction sessions with other fair trade Universities and market days. The purpose of this stage is for learners to gain an understanding of the ethos of trading fairly and of adopting sustainable lifestyles. A suitable campaign plan will be designed by the University Fair Ambassador together with a representative of a Fair Trade Network.

This plan is then submitted to the Fair Trade Towns Regional Campaigns Steering Committee (RCSC). Once the RCSC approves the plan - the University can start implementing the campaign plan.

Upon completion of the approved plan - the University will have to submit evidence of completing the campaign plan. After the evidence has been assessed and approved, the University will attain Fair Trade Aware University status. Attainment of this status includes the following for recognition:

- Certificate of completion - Fair Trade Aware;
- Posted on the Regional Fair Trade Towns website as Fair Trade University - Fair Aware;
- Posted on the WFTO Africa and Middle East website and social media platforms as a Fair Trade University - Fair Aware;
- Receive logos to use on University websites, social media platforms, email signatures etc. signifying the University Fair Aware status and;
- Campaign material for the learners to use as they prepare for the Fair Active stage of the fair trade University campaign.

## **2. Fair Active**

Learners start implementing the theory learned in the “Fair Aware” stage by sharing the information and life skills obtained with another university of their choice. Learners are encouraged to develop local campaigns aimed at creating a community of institutions of learning that promote the adoption of sustainable lifestyles. Experiences attained from the local campaigns have to be shared with the body of Fair Trade. This sharing process can be shaped in the form of a published report, multimedia report or research proposal. Where possible - the institutions of learning commit to procuring fair, ethical and sustainable products where options exist. A suitable campaign plan will be designed by the University Fair Ambassador together with a representative of a Fair Network.

This plan is then submitted to the Fair Trade Towns Regional Campaigns Steering Committee (RCSC). Once the RCSC approves the plan - the University can start implementing the campaign plan.

Upon completion of the approved plan - the University will have to submit evidence of completing the campaign plan. After the evidence has been assessed and approved, the University will attain recognition of Fair Active status. Attainment of this status includes the following for recognition:

- A sponsored Media launch by the University to announce its Fair Trade status to the community/city/country. An opportunity must be given to the campaign implementers to present the experiences of their implemented local campaign during the media launch. University administration, Fair Trade Networks representatives,

Media, representatives from other Universities and the department of education and recognized community members will be invited to attend;

- Certificate of completion - Fair Trade Active;
- Posted on the Regional Fair Trade Towns website as Fair Trade University - Fair Active;
- Posted on the WFTO Africa and Middle East website and social media platforms as a Fair Trade University - Fair Active;
- Receive logos to use on University websites, social media platforms, email signatures etc. signifying the University Fair Active status and;
- Campaign material for the learners to use as they prepare for the Fair Champion stage of the fair trade University campaign

### **3. Fair Champion**

After engaging in sustainable lifestyle themed campaigns in the “Fair Active” stage, learners engage in activities that train them to become advocates for sustainable development and trading fairly. Learners engage decision-makers at Local/Provincial government levels to become more ethical/sustainable/fair within a selected fair trade principle area. A suitable campaign plan will be designed by the University Fair Ambassador together with a representative of a Fair Network.

This plan is then submitted to the Fair Trade Towns Regional Campaigns Steering Committee (RCSC). Once the RCSC approves the plan - the University can start implementing the campaign plan.

Upon completion of the approved plan - the University will have to submit evidence of completing the campaign plan. After the evidence has been assessed and approved, the University will attain recognition of Fair Champion Status. Attainment of this status includes the following for recognition:

- Sponsored media interviews on local media channels to announce your achievements as fair trade champions;
- Recognition at the Fair Trade Towns Conference and WFTO summit as a community active Fair Trade University campaign;
- Certificate of completion - Fair Trade Champion;
- Posted on the Regional Fair Trade Towns website as Fair Trade University - Fair Champion;
- Posted on the WFTO Africa and Middle East website and social media platforms as a Fair Trade University - Fair Champion;
- Receive logos to use on University websites, social media platforms, email signatures etc. signifying the University Fair Champion status and;

### 3. HOW DOES A UNIVERSITY BEGIN THE FAIR TRADE UNIVERSITY JOURNEY?

#### 1. i. Formal Commitment by University Management

The journey to becoming a Fair Trade University begins by having a written commitment by the management of the University to show a buy-in at the level of decision-makers, following the initial discussions and consultations between the University and the organization promoting and supporting fair trade campaigns in University.

#### 2. ii. Adoption Fair Trade Commitment/Pledge

The pledge is a commitment by the University to a set of goals and an aspiration to what the University would like to do and achieve in the quest of becoming more sustainable. The University authorities will sign the charter to launch the campaign.

#### 3. iii. Implementation of the campaign plan

A campaign plan should be prepared in consultation between the University and the Fair Trade Network. The University will select a fair trade ambassador (lecturer) who will represent the University throughout the implementation of the campaign in University campaign planning meetings or in regional meetings.

The objectives of the campaign are to

- a) Create awareness among the learners and the wider University community about fair trade, ethical and sustainability/sustainable living
- b) Promote understanding of the social, economic and environmental world around us and offer opportunities for reflection on how our actions can make a real difference in the lives of individuals and communities.
- c) Promote active citizenship, highlighting better understanding of human rights, responsibilities and the value for human dignity.
- d) Provide the learners and the University with practical opportunities to translate ideas into real day to day actions.

The implementation could deploy different strategies appropriate to the University's context – they could include:

- the use of out-of-class or extra-curriculum sessions,
- University open days,
- field visits,
- inter-University exchange programmes/forums,
- competitions,
- events (e.g. market days),
- Community based outreach campaigns,

- complimentary reading/informational materials among others.

Facilitation should be done by experts from Fair Trade Organizations, other guest speakers, and trained facilitators from among the learners and teaching staff.

#### **4. iv. Attainment of Fair Trade Status**

The conferment of a Fair Trade University Status (within the various stages of Fair Aware/ Fair Active/ Fair Champion) will be based on the achievement of the campaign goals through the campaign plan as developed by the University and Fair Trade Network and approved by the Fair Trade Towns Regional Campaign Steering Committee (RCSC).

The RCSC will facilitate an assessment against the agreed campaign plan, and if satisfied, confer a stage associated, Fair Trade Status to the University. The recognition aligned with each stage, as articulated in the section above, will then be awarded to the University upon campaign completion approval by the RCSC.

The University will take part in the annual evaluation every November/December to see if all the goals and activities set out for the year have been completed. This will also be an opportunity to reflect on the past year to identify any challenges and lessons learned.

External review of the campaign and progress toward the achievement of the goals will be reviewed every 3 years to ensure that the University maintains and continues to warrant its Fair Trade University Status.

- **4. IMPLEMENTING THE UNIVERSITY CAMPAIGN PLAN**

The Fair Trade University Campaign programme offers lessons on a wide range of themes associated with the 10 Fair Trade Principles. The engagement sessions are intended to be fun, informative and hands-on and offer learners an opportunity to interact with local producers and businesses in a personal way as they are encouraged to discover and experience the 10 Principles in action.

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**Fig.1 The 10 Principles of Fair Trade**

A representative from the Fair Trade Network Organization will be available virtually for monthly preparations of the theory or activity ahead of the engagement with learners. The participating University will share photos or videos monthly of the activity and progress to add their voice to the online community of Fair Trade University campaigns. The campaign will prepare and participate in the annual Regional Fair Trade University Interaction Day.

The following table is an example of the type of programme that can be offered on a campus.

<b>Sessions:</b>		<b>Materials</b>	<b>Fair Trade Enterprises/Organizations and universities</b>
Session 1 Introduction s	<ul style="list-style-type: none"> <li>- Presentation of the Fair Trade Campus program to interested learners and lecturers</li> <li>- Participants get an overview of the program content.</li> <li>• Participants get to know each other, World Fair Trade Organization Africa &amp; the Middle East</li> <li>• Refreshments</li> </ul>	<ul style="list-style-type: none"> <li>• Press releases</li> <li>- Social Media Posts</li> <li>• Photography</li> <li>• Program banners</li> <li>• Signing on to join program</li> </ul>	



Session 2	<ul style="list-style-type: none"> <li>● Definition of Fair Trade</li> <li>● History of Fair Trade</li> <li>● Why we need Fair Trade</li> <li>● Impact of Fair Trade</li> <li>● Demonstrating how Fair Trade can help workers and farmers meet their basic needs</li> </ul> <p><b>Discussion question:</b> Do you think Fair Trade and ethical buying is necessary?</p>		
Session 3	<ul style="list-style-type: none"> <li>● Guiding principles of Fair Trade</li> <li>● How Fair Trade contributes to SDGs</li> </ul> <p><b>Discussion question:</b> What are some of the inequalities suffered by agricultural workers, farmers and artisans?</p>		
Session 4	<ul style="list-style-type: none"> <li>● Fair Trade enterprises/organizations</li> <li>● How Fair Trade enterprises/organizations are different from conventional businesses</li> <li>● Impact of Fair Trade enterprises/organizations to people and planet</li> <li>● How can the Fair Trade model benefit African economies?</li> <li>● Role of voluntary sustainable schemes</li> </ul> <p><b>Discussion question:</b> How local are the products showcased in the BUY</p>		

	LOCAL campaign in your country		
Session 5	<b>World Fair Trade day celebration - in collaboration with WFTO, Drakenstein Municipality, other local ethical businesses</b>	<ul style="list-style-type: none"> <li>• Photographer</li> <li>• Videographer</li> <li>• World Fair Trade Day banner</li> <li>• Shopping Vouchers</li> <li>• Exhibition booths</li> <li>• Meals</li> </ul>	
Session 6	<ul style="list-style-type: none"> <li>• Purchasing power/decisions</li> <li>• Impact of individual purchasing power to local economies and the environment</li> </ul> <p><b>Discussion question (Debate):</b> Price over Value or is it Value over price - which makes you a more ethical citizen?</p>		
*Session 7	<ul style="list-style-type: none"> <li>• Minimum Wage, Fair Wage &amp; Living Wage</li> <li>• The difference between minimum wage, fair wage and living wage</li> <li>• How Fair Trade helps contribute to better living standards for farmers, workers and artisans.</li> </ul> <p><b>Discussion questions:</b></p> <ul style="list-style-type: none"> <li>• Do you think employers in South Africa pay local living wage? Is it enough to meet basic needs?</li> <li>• Why do farmers, workers &amp; artisans struggle to obtain a living wage?</li> <li>• What can be done to ensure that farmers,</li> </ul>		

	workers and artisans earn fair wages/incomes?		
Session 8	<ul style="list-style-type: none"> <li>• Role of Individuals in engaging institutions and government for Fair policies</li> <li>• Interaction with policy makers</li> </ul>		
Session 9	<ul style="list-style-type: none"> <li>• <b>Field Trip to Fair Trade Enterprises/Organizations</b></li> </ul>		
Session 10	<ul style="list-style-type: none"> <li>• Interactive session with other universities implementing Fair Trade Campus programme around the world</li> </ul>		<ul style="list-style-type: none"> <li>• Kenya</li> <li>• Canada</li> <li>• Germany</li> <li>• UK</li> </ul>