Introduction

College and coffee go hand in hand. Whether it's waking up for that 7am history lecture, staying up late to study, or meeting friends for a relaxing break, our college days are fueled by coffee. Do you ever stop to think about the stories and lives of the people behind the coffee in your cup?

Every year, millions of people around the world fall into poverty. The majority are families in rural farming communities, many of them growing the very coffee that sustains your education. Fair Trade helps lift up these communities by enabling them to build successful businesses. And you can help.

You may not be aware of it, but you have amazing power to create change not only with your individual choices but in the decisions of your university. Choosing Fair Trade coffee is only the first step. There are hundreds of Fair Trade products available to consumers—as well as to your university or college—and purchasing them contributes to better livelihoods for the hardworking people in the developing world who produce them. In addition to coffee, Fair Trade cocoa, sugar, tea, bananas, fresh fruit, gifts, clothing, greeting cards, bags, sports balls, and much more are available to help schools around the United States go Fair Trade and take concrete action to support thousands of families in communities around the world.

In 2008, the University of Wisconsin (UW) Oshkosh became the first in the United States to be recognized as a Fair Trade University. UW Oshkosh’s commitment to Fair Trade was an effort “to do its part toward ending trade injustices that result in millions of people living in poverty.” As this sentiment echoes across campuses nationally, universities, colleges, and high schools can join the Fair Trade movement to promote social justice and economic empowerment for farmers, workers, artisans and their families in Africa, Asia, Latin America and the Caribbean.

Fair Trade universities, colleges and schools harness the power of higher education to raise awareness among students, faculty and staff about the benefits Fair Trade offers to small-scale producers and workers. The goal of the campaign is to embed Fair Trade principles within administrative policy and the social fabric of the academic community. One key element of the campaign is to ensure that Fair Trade products are sold and served at university-owned and operated outlets.

With Fair Trade, you can make a difference! Stay awake with Fair Trade coffee. Bring Fair Trade products to campus. Help your school become a Fair Trade University, College or High School. It's a great way to support economic and social change in communities that desperately need our support.
Criteria for Becoming a Fair Trade University/College/High School

1. **Form a Fair Trade Committee.**
The Fair Trade Committee includes students, faculty, and representatives from a variety of campus organizations. The Committee has responsibility to:
   - Hold regular meetings as appropriate to the school’s schedule;
   - Oversee a Fair Trade University campaign action plan;
   - Develop a Fair Trade University Advisory Board when appropriate;
   - Monitor the progress of the Fair Trade University campaign and policy implementation;
   - Submit an annual progress report to the national Fair Trade University governing body.

2. **Make Fair Trade products available in university-owned/operated outlets as well as included in service contracts wherever possible.**
   - Each outlet must offer a minimum of two Fair Trade products, such as coffee, tea, sugar, clothing, gifts.
   - In cases where this is not possible, a plan should be developed to introduce Fair Trade products in a timely manner.
   - Product availability should be publicized and promoted appropriately.

3. **Use Fair Trade products at university meetings, events hosted by the university and in university offices.**
   - Offer Fair Trade coffee, tea, sugar, and other products in faculty lounges, at special events, and in administration offices.

4. **Develop a Fair Trade Resolution and Fair Trade Procurement Policy.**
   - The procurement policy can apply to food and beverages, sports balls, clothing and uniforms, musical instruments, etc.
   - The resolution and policy must be approved by appropriate student, faculty, and administration governing bodies (sample resolutions and policy statements will be available in the Fair Trade Universities Resource Guide).

5. **Commit to Fair Trade education, awareness-raising and growth of the Fair Trade campaign.**
   - In order to maintain momentum, it is recommended that the university community complete at least two activities per semester/trimester or one activity per quarter related to Fair Trade education, awareness-raising, and growth of the Fair Trade University campaign. This includes inclusion of the subject of Fair Trade in class curricula, seminars, etc.
   - Campus publications and other media should provide coverage of the campaign.

Each institution will develop its campaign according to the academic schedule, structure of the school, and campus culture. Fair Trade institutions become part of a growing national network of organizations promoting the values and benefits of Fair Trade and contribute to the growth of the global Fair Trade Movement.

For more information: [www.fairtradeuniversities.org](http://www.fairtradeuniversities.org) or [info@fairtradeuniversities.org](mailto:info@fairtradeuniversities.org)