

FAIR TRADE @ ROOSEVELT UNIVERSITY



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What is Fair Trade?

- Fair Trade Certified™ products are “made with respect to people and the planet.” (Fair Trade USA)
- Three Core Beliefs:
 - Producers have the power to set their own prices with consumers
 - The current world trade practices that promote unequal distribution of wealth between nations
 - Buying products from producers in developing countries at a fair price is a more efficient way of promoting sustainable development than through charity and aid. (Linton 2012)

Why Does It Matter?

- Promotes “safer & healthier working conditions, protects the environment, enables transparency, and empowers communities to build strong & thriving businesses.” (Fair Trade USA)
- Farmers and workers are paid fair, have secured rights, and can support themselves and their families
- Can afford education, healthcare, and practice sustainable or otherwise “green” farming practices
- Builds better trading conditions, a stable economy, and promotes sustainable farming. (Fair Trade USA)

Pre-Planning

- What does “Fair Trade” mean to us?
- What does RU have already that is Fair Trade Certified?
- How do we make an impact?
- How do we get people to know about and care about our issue?



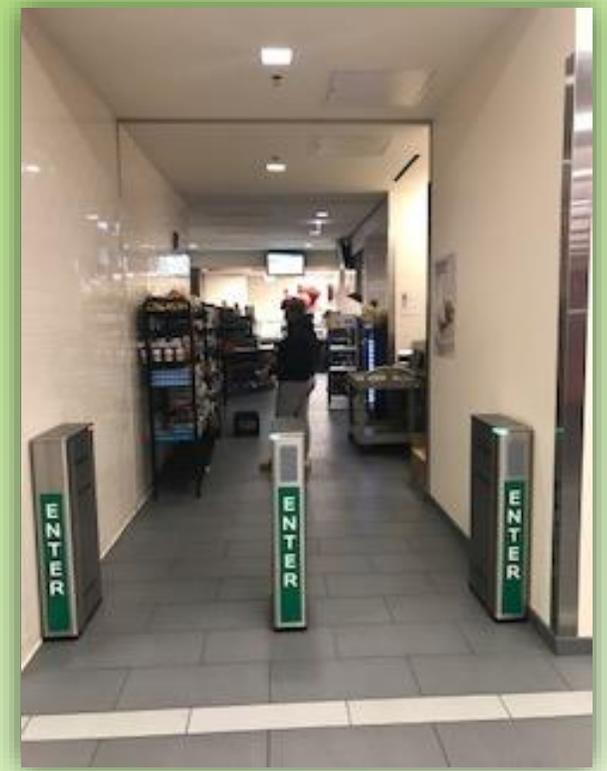
Project Plan

1. New Fair Trade T-shirt

- Research ordering and development
- Contact head of bookstore for additional information
- Work with bookstore to implement a design

2. Increase Fair Trade items in the dining center

- Research potential items (peanut butter cups, drinks, chap-stick, etc.)
- Contact head of the dining using connections
- Work with dining to implement at least one Fair Trade item from potential item list





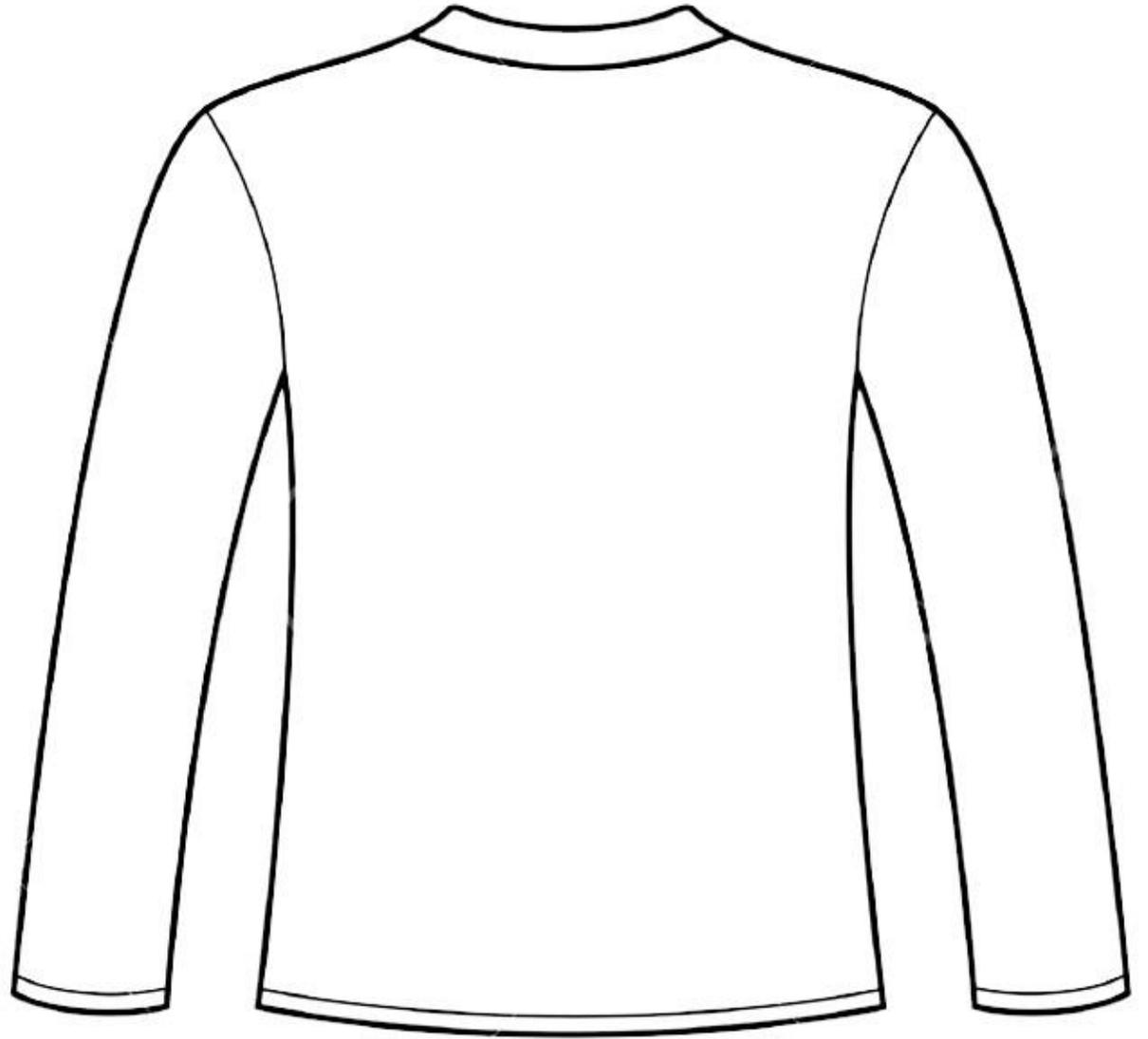
RU Green

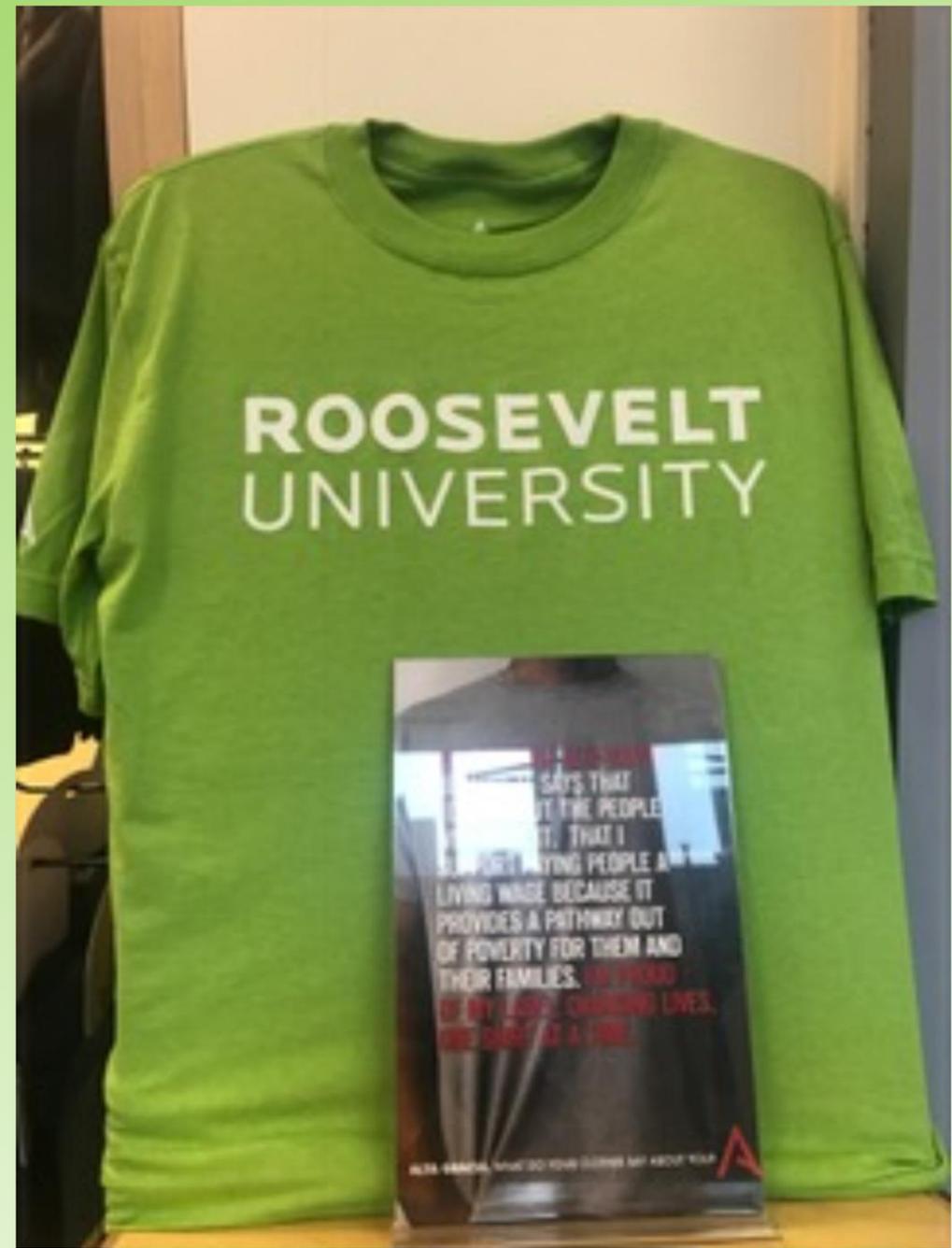
- Student run organization
- Built on advancing the progress of sustainability at the university and in the community
- Gets students involved on campus
- RU Green kick-off event

Action

1. Add new Fair Trade T-shirt to the bookstore
 - Met up Geo, head of the bookstore
 - Adding a T-Shirt proved more difficult than we intended
 - The idea became complicated so we forfeited it, but the bookstore was more than happy to accept our design and try to push it themselves







Fair Trade At Roosevelt

Fair Trade Definition

A movement whose goal is to help producers in developing countries to get a fair price for their products so as to reduce poverty, provide for the ethical treatment of workers and farmers, and promote environmentally sustainable practices.

Some products sold in the university:



Benefits:

Creates opportunities for education, jobs, and well-being

Supports safe & empowering working conditions

Fair wages & no child labor

Protects the environment



De-Stress Event!!!

When: April 26th

Where: WB Lobby

Time: 11 AM - 3 PM

Hosted by:

University Bookstore

Partnered blindfolded coloring competition

Have Fun and Win:

A Fair Trade certified T-shirt etc.

Snacks provided!

Action (cont.)

2. Increase Fair Trade items to the dining center

- Met up with Bill Reich, head of dining services
- We asked if it was possible to add any of the Fair Trade items we searched online
- Bill's plan to increase the dining center's Fair Trade inventory and he was planned on contacting the distributors for dining services
- The distributors' list and our list opened up more options



Action (cont.)

- Bill chose to test run organic dark chocolate bars that were Fair-Trade certified
 - Priced \$5 each and displayed at front coffee counter
 - Sold out quickly
- He plans to restock soon and ship in a new beverage in the summer
- Our course of action is to promote these products, including those already being sold



What We've Learned

- Add new items to the university is a slow process primarily because we need to get approval from several higher-ups
- When people such as Bill and Geo, in the position they are in, are more than willing to push for Fair Trade, the process becomes a lot less strenuous
- Adding Fair Trade items show our students first hand examples of what Roosevelt's social justice mission emphasizes
- Room for improvement to add more Fair Trade items

Sources

- "Fair Trade USA." What Is Fair Trade? Fair Trade USA, 2017.
Web. 18 Apr. 2017. <http://fairtradeusa.org/what-is-fair-trade>
- Linton, April (2012). Fair Trade from the Ground Up. University of Washington Press. ISBN 978-0-295-99172-6.