The Fair Trade Communities University Guidelines consists of minimum requirements, progress goals, and suggested actions. Minimum requirements must be met in order for the university to receive their initial Fair Trade Communities recognition. In order to maintain their Fair Trade status and ensure the ongoing growth of the programme, the university must then meet the specified progress goals. The suggested actions are not necessary for obtaining recognition, but the university is encouraged to pursue these additional suggestions as a means of broadening the influence of fair trade products and principles within the university, as an organisation and as a broader community.

While these guidelines are intended to be comprehensive, FTAANZ recognises that local circumstances vary greatly and parties that are interested in becoming involved in the Fair Trade Communities programme, but have concerns regarding the requirements are encouraged to contact us directly to discuss further options. Minimum requirements are not meant to be overly demanding; the focus of the programme is on deepening processes through long term involvement once organisations are involved and making significant changes relative to the size and capabilities of the organisation.

1. Minimum Requirements:

1.1 The Student Union (SU) and University Council (UC) - or other governing body as appropriate - pass a resolution in support of fair trade. The resolution should state that the SU and UC support the principle of fair trade and will create a fair trade policy to facilitate meeting the minimum requirements for Fair Trade Universities. A member of the SU executive and a representative of the university could each be allocated primary responsibility for implementing this policy, and could participate in the Fair Trade Steering Group (see requirement 1.2).

1.2 A Fair Trade Steering Group is established. This group should meet at least once a semester to reflect on progress made and to decide how best to achieve further minimum requirements and/or progress goals. The group could include representatives from the university authority, the SU executive, relevant student groups (e.g. fair trade group), campus caterers and on-campus business/cafes.

1.3 Fairtrade Certified products are made readily available at reasonable prices in as many on-campus retail outlets as possible. Outlets would only be expected to make Fairtrade available if they currently stock a non-Fairtrade product for which there is a Fairtrade alternative. In order to ensure that these Fairtrade Certified products are as accessible as possible, outlets should not increase prices beyond that which reasonably reflects the additional cost of the product.

1.4 Fairtrade Certified coffee and tea are the default option at all UC and SU meetings and in some university / SU offices and departments. Usually a 50% minimum of department kitchenettes is required.
1.5 Fair trade is promoted within the university. For example, articles/notices could be included in the student newspaper and on the university website, posters placed on noticeboards, stickers placed in cafe windows, information sheets left in staff rooms and student gathering areas etc, in order to publicise fair trade and inform staff, students and visitors of the principles behind fair trade.

2. Progress Goals

2.1 The Steering Group makes a commitment to ensure other Fairtrade Certified products are used in other areas as soon as possible, such as Fairtrade Certified cotton shirts/t-shirts for university promotions or events, Fairtrade Certified sports balls in recreational centres or Fair Trade handicrafts for fundraising and corporate gifts.

2.2 An event is held for Fair Trade Fortnight in May each year, such as a Fairtrade morning tea, or other promotional event.

2.3 There is a growth in the number of retail outlets stocking Fairtrade Certified products on campus and a growth in the number of University departments using Fairtrade Certified tea and coffee.

3. Progress Reporting

3.1 When lodging their application for Fair Trade University accreditation, the university should present a proposed timeline for the achievement of progress goals, together with relevant reasoning.

3.2 An annual report should be prepared by the Steering Group with the assistance of the university, outlining the progress goals that have been achieved together with any other information relevant to their Fair Trade University programme. FTAANZ will then assess these progress reports when considering the university’s ongoing Fair Trade University status.

4. Suggestions

4.1 Educational campaigns are organised to develop staff and students’ understanding of the issues around trade and poverty and promote further commitment to fair trade.

4.2 University clubs and associations are also encouraged to use Fairtrade Certified products where possible; for example using Fairtrade Certified cotton in uniforms, or Fairtrade Certified sports balls in local sporting clubs.

5. Costs of participation in the Fair Trade Communities programme:

5.1 In some cases, Fairtrade Certified products are generally a little more expensive than their conventionally traded counterparts due to fairer prices being paid to developing country producers.
5.2 An administrative fee is charged by FTAANZ to Universities to become an Associate Member of FTAANZ.

5.3 Staff time for implementing policies and sitting on the Steering Group.

Further Information
For more information about fair trade or Fair Trade Communities, please visit the FTAANZ website at www.fairtrade.com.au or www.fairtrade.org.nz.

To discuss this further, please contact FTAANZ at:

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