

Volume 2, Issue 1
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Fair Trade Synergy

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The CSFTN encourages the submission of a wide range of articles, event listings, commentaries, discussion pieces, book reviews, personal stories, prose, poetry, artwork, photographs, amongst other items that relate to Fair Trade issues.

Send submissions to Ian Hussey at csftn-recce@care2.com



Canadian Student Fair Trade Network  **Réseau étudiant canadien pour le commerce équitable**

Our mission is to facilitate the growth of local, regional, national and international Fair Trade education and advocacy initiatives through supporting collective communication and resource sharing.

The Canadian Student Fair Trade Network Version 2.0

(We haven't published an issue of *Synergy* for eight months so it is hard to know where to begin). 2006-2007 is the second year of operation for the CSFTN. We've been busy organizing ourselves, events and campaigns for the coming year, networking and building our reach, contributing to action guides, and giving presentations.

In June, the end of our inaugural year was marked by the first national meeting of the Cdn movement. At the

symposium, *Fair Trade: People, the Planet, and Profits* - organized by the CSFTN, the Cdn Association for Studies in Co-operation (CASC - a big thank you to Darryl Reed and JJ McMurtry), and the Society for Socialist Studies (SSS) - we were honoured and humbled to have Francisco Vanderhoff Boersma of UCIRI as the keynote speaker. Franz is truly inspiring and down-to-earth.

Beginning with discussions at the

symposium, the CSFTN drafted a guiding document which outlines our governance structure and plans for the coming year and beyond. The document shows we have reached a much higher level of organization than we had a year ago when we started this journey. If you would like a copy of it, email Ian Hussey at csftn-recce@care2.com

We are currently constructing a new website.

Advocating for an ethical purchasing policy at an educational or governmental institution will take time, perhaps two or three years.

It's a negotiation and a partnership between "stakeholders." Learn the lingo.

Think, act, and communicate tactically;

do research in advance with an objective and an audience in mind; don't waste people's time. Build a case with a coalition with documents and demonstrations, a diversity of tactics.

Sustain action aimed at sustained effect.

Engage people, use the media.

Change it; become it –

SPEAK OUT!

Share your notes, email csftn-recce@care2.com



activist resources

TransFair Canada's *A Student Guide to Fair Trade Activism*:

www.transfair.ca/en/education/highschool/makeadifference

Équiterre's *Guide d'action pour un commerce équitable*: www.equiterre.org/equitable/guide/index.php

Maquila Solidarity Network's *Is Fair Trade a good fit for the garment industry?*

www.maquilasolidarity.org/resources/codes/pdf/Discussion%20Paper%201.pdf

McMaster University's *Fair Trade Purchasing Policy for University Suppliers and Licensees*:

www.mcmaster.ca/policy/fairtrade.pdf

McMaster University's *Ethical Trade and University Purchasing Policies: McMaster University's 'No Sweat' and 'Fair Trade' Purchasing Codes*: www.mcmaster.ca/purchase/labour%20code/finalmacsweatarticle.pdf

Trent University's *Fair Trade Purchasing Policy for Apparel at Trent University*: www.trentu.ca/admin/sweatshop

Global Exchange's *Fair Trade Action Pack*:

www.globalexchange.org/campaigns/fairtrade/FairTradeActionPack.pdf

Global Exchange's latest report on chocolate and child slavery:

www.globalexchange.org/campaigns/fairtrade/cocoa/chocolatereport05.pdf

Global Exchange's *Make Your City a Fair Trade Zone*: www.globalexchange.org/campaigns/ftzone

A sample press release from Global Exchange:

www.globalexchange.org/campaigns/fairtrade/cocoa/CharliePressRelease.html

Results Canada's media email directory: www.results-resultats.ca/resources/medias/default-en.asp

Campaigns, 2006-2007

~Halloween, International Youth Month for Fair Trade, December Holidays, Valentine's Day, Easter, National Fair Trade Weeks, and World Fair Trade Day. All of these campaigns are annual events, and all are international events except National Fair Trade Weeks.

HALLOWEEN, FAIR TRADE STYLE (OCTOBER 17-31, 2006)

Don't be tricked by your treats! Switch to Fair Trade chocolate this Halloween!

This Halloween, join the Canadian Student Fair Trade Network (CSFTN) and Fair Traders across Canada and beyond in promoting Fair Trade, working to eliminate child labour and to alleviate poverty in cocoa and sugar producing nations. Handout Fair Trade chocolate this Halloween; include information on Fair Trade with your Halloween treats; talk to your friends, family, children, and neighbours about Fair Trade and encourage them to join us in working toward a more equitable future. Email csftn-recce@care2.com for further details. Also, surf the site of our partner, Global Exchange, www.globalexchange.org.

INTERNATIONAL YOUTH MONTH FOR FAIR TRADE (NOVEMBER 1-30, 2006)

This November, the first edition of this international event will be held and will focus on youth actions for Fair Trade. It is one of the results of a discussion initiated by Équiterre during the first International Convergence for Fair Trade Education (organized by Artisans du Monde, in France, in February 2006 with delegations from 18 countries). Inspired by *Fair Trade Days*, "Car Free Day", "buy nothing day" and other similar events, its goal is to encourage youth to create local actions linked to global awareness-raising in order to speak to other youth about Fair Trade.

These local actions could be:

- An information stand
- A sampling of Fair Trade products
- A conference, a debate, or a training session
- An exhibit
- The printing and distribution of informative pamphlets
- A craft sale
- A letter writing campaign to politicians, student union executives, school administrators, or store owners
- An article in a school and community newspaper
- A special Fair Trade radio program
- An original idea that will make you stand out!

The main characteristic of these local actions is that they be youth coordinated and targeted. These actions will be listed internationally in a unified calendar (grouped by country and by city). This calendar will be available at <http://www.equiterre.qc.ca/en/equitable/novembre/> in mid-October.

Activities in Canada are already in preparation (in collaboration with TransFair Canada and the Canadian Student Fair Trade Network (CSFTN)). Preparations are underway in France as well. We are looking for partners who will organize events and collect information on local activities in their region of Canada in order to develop the local calendar. If you are interested, please contact Carle Bernier-Genest, project manager for Équiterre, cbg@equiterre.qc.ca.

FAIR TRADE DECEMBER HOLIDAYS (NOVEMBER 13-DECEMBER 1, 2006)

Give globally thoughtful gifts this holiday season. Spread holiday cheer and Fair Trade this year!

Join the Canadian Student Fair Trade Network (CSFTN) and Fair Traders around the world in making a global difference this holiday season by buying all Fair Trade gifts for your friends, loved ones, and co-workers. Include information on Fair Trade with your presents so the recipients know just how special a gift you have given them. Nothing says "this gift is from the heart" better than a Fair Trade gift! So help us spread holiday cheer this year by spreading the message and practice of Fair Trade! Email csftn-recce@care2.com for more details.

VALENTINE'S FAIR TRADE DAY (FEBRUARY 1-14, 2007)

Fair Trade is lovely! Let that special someone know you care by giving them a Fair Trade Valentine this year.

Join the Canadian Student Fair Trade Network (CSFTN) and Fair Traders around the globe in spreading the love Fair Trade style this Valentine's Day. Buy that special someone a Fair Trade gift and card this Valentine's Day; show them how your love can have a global impact! Email csftn-recce@care2.com for further details.

FAIR TRADE EASTER (MARCH 25-APRIL 8, 2007)

Every bunny loves Fair Trade! Make Easter sweeter for cocoa and sugar producers by buying Fair Trade chocolate!

Join the Canadian Student Fair Trade Network (CSFTN) and Fair Traders around the world this Easter in spreading the principles and practice of Fair Trade, working to eliminate child labour, and helping to alleviate poverty in cocoa and sugar producing countries. Give Fair Trade chocolate, gifts, and cards; hold Fair Trade chocolate hunts; talk to your friends, family, children, and neighbours about Fair Trade and joining us in working toward a just future. Email csftn-recce@care2.com for more details. Also, surf the site of our amigos, Global Exchange, www.globalexchange.org.

NATIONAL FAIR TRADE WEEKS (MAY 1-15, 2007)

Each year, the Canadian Student Fair Trade Network (CSFTN) actively participates in National Fair Trade Weeks (NFTW). This national campaign brings together Fair Trade activists, commercial actors, non-governmental organizations, and local governments to promote Fair Trade and make it more visible through a variety of colourful and dynamic events. 2007 will mark the 6th anniversary of NFTW and 10th anniversary of TransFair Canada (www.transfair.ca), one of the main organizers of NFTW. **Look out for a very special 2007 edition!**

World Fair Trade Day (May 12, 2007)

World Fair Trade Day (WFTD www.wftday.org/english/index.htm) is celebrated every second Saturday of May, and is endorsed by the International Fair Trade Association (IFAT www.ifat.org), the global association of Fair Trade Organisations (FTOs), comprised of over 300 organizations from over 70 countries around the world. Email details of your WFTD activities to csftn-recce@care2.com by **April 20th**. The Canadian Student Fair Trade Network (CSFTN) will then produce a national calendar of all WFTD events and post it on our website.

Fair Trade: Bridging Communities, Building Understanding

The Canadian Student Fair Trade Network (CSFTN) and the Society for Socialist Studies (SSS – www.socialiststudies.ca) are pleased to announce that we are jointly organizing a second international Fair Trade symposium at the 2007 Congress of the Humanities and Social Sciences (www.fedcan.ca) at the University of Saskatchewan.

Dates to be confirmed soon: either June 1st – 3rd (Friday – Sunday) or May 31st – June 2nd (Thursday – Saturday).

The symposium will be a multi-faceted event which will bring together activists, businesses, co-operatives, producers, civil society organizations, faith groups, unions, academics, and community members to attend and participate in multimedia presentations, research paper sessions, roundtables, and semi-structured, open discussion periods.

If you are interested in presenting at the symposium please submit the following information IN THE ORDER INDICATED as soon as possible (proposals submitted after Wednesday, February 28, 2007 will not be entertained). Early submissions will be much appreciated as they will ease the organizing process. Presentations can be submitted and presented in English, French, or Spanish. We will do our best to provide translation services.

Presentation proposal format (please include ALL of the information requested in the order indicated):

Title:

Presenter(s) name(s):

Email address(-es):

Affiliation(s) (if applicable):

Mailing address(-es):

Fax(-es):

Phone(s):

Description (100 words maximum please):

Submit proposals in **one** of the following ways to Ian Hussey of the CSFTN:

* By email (**preferred**): csftn-recce@care2.com; please use the subject line: "Fair Trade Symposium Proposal".

* By regular mail: Ian Hussey, University of Victoria, Department of Sociology, P.O. Box 3050, Victoria, B.C., Canada, V8W 3P5

* By fax: 250-721-6217; please use the subject line: "Attention Ian Hussey: Fair Trade Symposium Proposal".

Registration

The Congress Secretariat will organize registration for all participating associations and independent research groups as well as for the Congress as a whole, and will maintain accounts for each participating association. Registration fees for 2007 are as follows:

- \$ 40 for students, retired and unwaged delegates who register by 31 March 2007;
- \$ 60 for students, retired and unwaged delegates who register after 31 March;
- \$ 60 for post-doctoral students;
- \$100 for delegates registering by 31 March 2007 (i.e. businesses and NGOs); and
- \$150 for delegates registering after 31 March (i.e. businesses and NGOs).

Delegates will be able to register by mail, fax and electronically via our secure server. Registration begins on January 15, 2007 (see www.fedcan.ca for details).

Accommodation

The Congress Secretariat has already booked a large block of residence and hotels rooms for the Congress. They have tried to select hotels close to the campus with a variety of styles and prices and have negotiated significant discounts for Congress delegates. A complete listing of hotels will be posted on the Congress website (www.fedcan.ca) in the fall.

Vendor Fair

We are currently investigating the possibility of organizing a vendor fair at this year's symposium. For more details email csftn-recce@care2.com.

Canadian Student Fair Trade Network

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It's hip to be fair!

Fair Trade Association of Canada, a proposal

In August, 2004, Ian Hussey and Jodie Creaser founded the Canadian Fair Trade Network (CFTN), a pan-Canadian umbrella-organization which facilitated communication and collaboration amongst Fair Traders across the country and beyond. They co-coordinated the CFTN for the last two years; however, Jodie recently left the network to pursue other career opportunities and Ian has turned his focus to student Fair Trade education and advocacy efforts. But, instead of putting the CFTN to rest, the CSFTN's Executive Committee has a proposal for the Canadian Fair Trade movement for how the CFTN could evolve into the Fair Trade Association of Canada (FTAC), a guiding body for the national movement which would exceed the capacity of the CFTN to facilitate communication, resource sharing and collaboration.

If the FTAC is to be the guiding body of the national movement, it will necessarily be structured in a different manner than the CFTN. It will need to be open and democratic in nature, and to not lose sight of the local and regional pictures. The idea is to create a regrouping of actors from the national movement who can speak for the various facets of the movement in ways broader than occurred through the CFTN. Hence, membership in the FTAC will need to be truly open and representative in order to maintain an overall commitment to consensus-building. A diverse representation of TransFair Canada licensees and International Fair Trade Association (IFAT) members will be required in order to actually represent Canadian Fair Traders. Canadian Fair Traders face the challenge of strengthening the linkages and the collaborations between one another, often across great distance, and frequently while speaking to the specific products or commodities that they are each passionate about. They do not often sit at a table together and figure out where the common ground between all of their education and advocacy efforts lies, where the synergies are, and what kind of collaborations they could undertake. The FTAC would be a venue in which such meetings and discussions amongst others could occur. The CSFTN estimates that it will take two years to make the FTAC fully functional. We think that the Fair Trade symposium, *Fair Trade: Bridging Communities, Building Understanding*, scheduled for June, 2007 at the University of Saskatchewan is an excellent opportunity to start an organic process of building the FTAC. The idea of the FTAC has been discussed with many of our partners working in various facets of the movement. The initial response was very positive.

If you would like to become involved with the government and management of the CSFTN on a voluntary basis, then email a cover letter (1-page max.) and a resume (2-pages max.) to csftn-recce@care2.com

Please indicate the executive or committee position you are seeking.



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