



# FAIR TRADE EVENT PROGRAM

- » *Engage local communities*
- » *Increase visibility of fair trade products*
- » *Champion sustainability*

## FAIR TRADE EVENT PROGRAM

The Fair Trade Event designation recognizes events that demonstrate a strong commitment to fair trade and Fairtrade certified products. To become a designated event, organizers need to submit a completed application form demonstrating compliance with program requirements.

## FAIR TRADE

Fair trade is a market-based system that uses informed consumer support to influence international trade practices toward greater social and environmental sustainability. As a response to conventional trade systems, fair trade aims to build an alternative approach based on mutually beneficial relationships between producers and consumers.

Fair trade is a powerful tool that aims to empower marginalized producers to improve their own living conditions. With the proper resources, capacity, and key relationships, disadvantaged producers can earn their own means to a better life for themselves and their communities.



The Fair Trade Event is a program of Fairtrade Canada, managed in partnership with the Canadian Fair Trade Network (CFTN) and the Association québécoise du commerce équitable (AQCE).

For more information on the program, visit [cftn.ca/fair-trade-event-resources](http://cftn.ca/fair-trade-event-resources) or contact [info@cftn.ca](mailto:info@cftn.ca) or [info@assoquebecequitable.org](mailto:info@assoquebecequitable.org)

# REQUIREMENTS SUMMARY

## Requirement #1: Availability of Fairtrade certified Products

The organizing body must demonstrate availability of Fairtrade certified products in accordance with the product categories served at the event.

- Events serving coffee must serve exclusively (100%) Fairtrade certified coffee. Events serving tea must offer at least 3 Fairtrade certified tea options. Events serving chocolate must offer at least one (1) Fairtrade certified chocolate option.
- In addition to coffee, tea, and chocolate, at least one (1) other Fairtrade certified product must be made available. In the case where an event's primary activity involves a product where a Fairtrade certified option is available, all efforts must be made to source said product as Fairtrade certified.
- Organizers should make every effort to source other Fairtrade certified products where a Fairtrade option is available. This includes bananas and other fresh fruits, beer, cotton, flowers, honey, juice, spices, nuts, rice, sports balls, and wine.

## Requirement #2: Commitment from Partners

Organizers must work to ensure that all event partners (both non-profit and business) are educated about fair trade and what it means to be designated as a Fair Trade Event.

- Organizers must make every effort to work with partners to source, serve, and sell Fairtrade certified products where possible.
- Where applicable, organizers should make every effort to reach out to local advocacy groups who are working on fair trade. (Contact [info@cftn.ca](mailto:info@cftn.ca) or [info@assoquebecequitable.org](mailto:info@assoquebecequitable.org) for contact information)

## Requirement #3: Promotion and Awareness

During the event, organizers must promote awareness and support of fair trade and Fairtrade certified products.

- Information on fair trade and Fairtrade certified products must be made available at the event.
- Fair Trade Event signage must be prominently displayed at the event.
- All promotional materials, including web content must contain mention of Fair Trade Event designation and contain the Fair Trade Event logo.
- Where applicable, the Fair Trade Event designation should be included in any media engagement.

## SUBMITTING AN APPLICATION

The organizing body is responsible for meeting all requirements of the Fair Trade Event designation and for submitting the application. All applications must be signed by a senior member of the organizing body.

Fair Trade Event designations are awarded based on a joint review by Fairtrade Canada, the Canadian Fair Trade Network (CFTN), and the Association québécoise du commerce équitable (AQCÉ). Applications should be sent to [communications@fairtrade.ca](mailto:communications@fairtrade.ca), [info@cftn.ca](mailto:info@cftn.ca), and [info@assoquebecequitable.org](mailto:info@assoquebecequitable.org). Upon approval, an event logo will be provided for use in event promotions and signage.

