

# WHAT IS THE FAIRTRADE MOVEMENT?



The Fairtrade Movement is made up of individuals, organizations and networks that share a common vision of a world in which justice, equity and sustainable development are at the heart of trade structures and practices so that everyone, through their work, can maintain a decent and dignified livelihood and develop their full human potential.

# WHAT IS A FAIRTRADE CAMPUS?

- A Fairtrade Campus is committed to promoting the values of the Fairtrade Movement. It means young people understand how trade and our food system works and how we can work together to make it fairer.
- A Fairtrade Campus represents the values of the Fairtrade Movement and raises awareness about issues of gender justice, social equality and environmental conservation among students and the whole campus community.
- Fairtrade Campus is a hub for promoting sustainability, driven by students as changemakers that seek to harmonize social values, driven by professors, students and their peers.
- The programme recognises colleges, universities, and educational institutions that have embedded ethical and sustainable practices through their curriculum, procurement, research, and extra curricular activities.
- The Fairtrade Campus programme with a vast global presence, recognizes higher educational institutions demonstrating strong commitment to Fairtrade, across Canada, Ireland, UK, USA and India.

**A Fairtrade Campus engages students to promote sustainability by supporting Fairtrade. It signifies a commitment to sustainable consumption and production (United Nations Sustainable Development Goal 12)**



**KICK IN THE RIGHT DIRECTION**

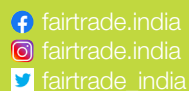


# JOIN THE FAIRTRADE INDIA CAMPUS PROGRAMME

Call all college students and faculty who want to make a difference and champion sustainability on your campus. Bring the Fairtrade movement to your college and become a Fairtrade Campus.

# STEPS OF FAIRTRADE INDIA CAMPUS PROGRAMME:

## JOIN US ON SOCIAL MEDIA:



## CONTACT US:

Email id: [info@fairtradeindia.org](mailto:info@fairtradeindia.org)  
Website: [www.fairtradeindia.org](http://www.fairtradeindia.org)

## REGISTER FOR THE PROGRAMME

### STEP 1

#### BUILD YOUR SUSTAINABILITY TEAM

All it requires is a group of similarly-motivated students and staff who are passionate about making the world more sustainable. A Fairtrade Committee must be formed to ensure continued commitment to the campus programme.

### STEP 2

#### STRENGTHEN SUSTAINABILITY IN YOUR CAMPUS (AWARENESS & VISIBILITY)

Fairtrade Campuses are required to educate about what "Fairtrade" means and what the movement stands for.

### STEP 3

#### CAMPAIGN FOR SUSTAINABILITY

A Fairtrade Campus will participate in at least two campaigns (Fashion Revolution and Fairtrade Week Campaign) in the programme year or organise their own Fairtrade campaigns (offline/online).

### STEP 4

#### SWITCH TO RESPONSIBLE CONSUMPTION AND PRODUCTION

Work to bring a systematic change towards sustainability on your campus. Support the procurement of sustainable Fairtrade Labelled products (at least one) on your campus.

### STEP 5A

#### GET RECOGNISED AND CELEBRATE FAIRTRADE

On completing all the above steps and submitting formal application supported with documentations, Fairtrade India will recognise your campus as "a Fairtrade Campus" and your invaluable contribution to the global Fairtrade Movement.

### STEP 5B

#### POST DESIGNATION - PLAN FOR RENEWAL

The Fairtrade Campus must submit an annual renewal, which provides campuses with an opportunity to reflect on past systematic successes, review challenges, and plans for the coming year.

