Attachment B:
Fair Trade Town Requirements Summary

The Fair Trade Town program recognizes municipalities demonstrating strong commitment to fair trade from its community stakeholders, including local municipal authorities (such as a city council), businesses, community groups, and individual members. It has a long-term vision for awareness and support of fair trade, and has been designed to address the needs and opportunities available from a range of different communities, large and small, across Canada.

Requirement #1: Fair Trade Town Steering Committee

- A local Fair Trade Town Steering Committee must be formed to ensure continued commitment to the local Fair Trade Town designation. The committee must commit to the following:
- establish and maintain a balanced membership of volunteers and representatives from affiliated organizations and municipal council or staff
- meet a minimum of twice per year to discuss annual goals and to assess progress submit an annual report to the CFTN or AQCÉ by July 1 that includes a completed renewal form, targets for the upcoming year, and progress assessment for the previous year

Requirement #2: Product Availability

A municipality must demonstrate the availability of Fairtrade certified products in proportion to the size of its population. (See page 7 of the Fair Trade Town Action Guide for details on the number of locations required.) Each location must carry a minimum of 2 Fairtrade certified products (from separate product categories) to count toward designation.

Requirement #3: Public Awareness and Education

- There must be record of media engagement throughout the campaign, including media lists, press releases, and record of any pickup.
- Public events must be organized to raise awareness about fair trade and the local campaign for designation.
- There must be an online resource for the community that provides information on fair trade and any developments that occur within the community.

Requirement #4: Community Support

A number of local community groups, workplaces, or schools must support fair trade and the local Fair Trade Town campaign in their operations, through education programs, or through other awareness-raising activities. The minimum number of community partners required for designation are as follows:

- If population is less than 10,000: 7
- If population is between 10,000 and 99,999: 10
- If population is 100,000 or more: 15 + 1 per additional 25,000 citizens

Requirement #5: Political Support

The local municipal authority must pass a resolution in support of fair trade and the local campaign for Fair Trade Town designation. The resolution must include commitments to:

- amend its purchasing policy to require Fairtrade certification for all coffee, tea, and sugar served by municipal food services managed by municipal administration
- identifying future goals for sourcing Fairtrade certified products
- designating a municipal council or staff member to participate in a Fair Trade Town Steering Committee to ensure the municipality's ongoing commitment to its Fair Trade Town status
- publish campaign/designation information on the municipality's website