Fair Trade at the University of Iowa and Iowa City Community

Joseph Haggerty, Grace Holbrook, Brooklynn Herrera, & Jeren Glosser
Introduction

- “Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South” - World Fair Trade Organization
- Fair Trade at Iowa, UISG, Office of Sustainability, Fair Trade Campaigns for the University of Iowa and for Iowa City
- Relation to Course
  - Social
  - Economic
  - Environmental
Methods

Initial Planning

1. Locating a relevant audience
   a. Prior to the survey as well as for the survey
2. Compiling questions to provoke an engaging conversation about fair trade
3. Finalizing a location to conduct research

Iowa Memorial Union Survey

- Short questionnaire to gauge student awareness of fair trade
- Using our survey as a platform for advocacy and utilizing the opportunity to enhance social capital
- Taking the statistics gathered from the survey to work as an indicator to how informed or uninformed students are in regards to fair trade to distribute to further sources to advocate within their institutions
Challenges

- Getting people that are willing to take surveys can be very challenging. Often times would have to walk up and ask for people to take surveys.

- Advocating for a topic people don’t know a lot about or do not care about can be difficult. We had to really show the benefits that fair trade products brings to a company or individual.

- Figuring out how to make an impact in the fair trade world and the work it is going to take to start to process of helping fair trade grow.
Survey results that were obtained to create a memo that was distributed to Fair trade at Iowa, UISG, Fair Trade Campaigns for Iowa City, Fair Trade Campaigns for University of Iowa, the Office of Sustainability at UIowa, and Ten Thousand Villages.

This memo allowed these organizations and companies to be more aware of how students feel about fair trade products and gives them a better understanding of what they can to encourage people to buy more of these products.

Advocacy via the memo encourages companies to be much more sustainable as fair trade hits all aspects of sustainability.
Actors and Agents

- Sarah Henry - Sustainability Committee Chair for the University of Iowa Student Government (2018-2019)
- Zachary Rochester - Chairperson for campaigns within Fair Trade Campaigns, USA
- Cassidy Bell - Store director at Ten Thousand Villages
- Stratis Giannakouros - Director of the Office of Sustainability at the University of Iowa
- The University of Iowa Student Body