

Fair Trade at the University of Iowa and Iowa City Community

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

Introduction



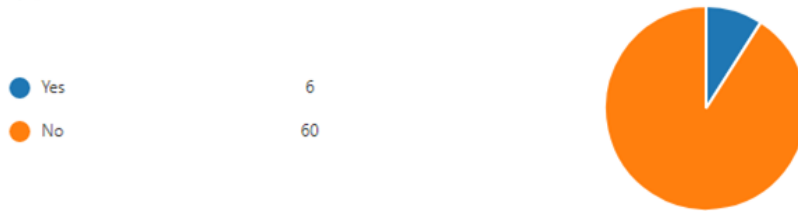
- “Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the 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

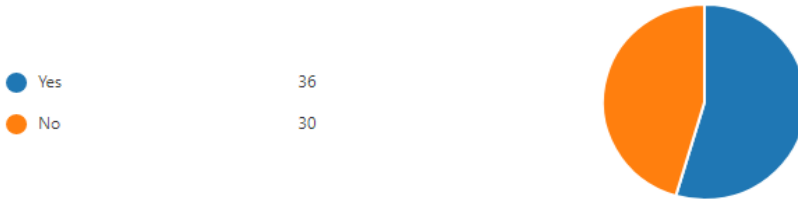
Are you aware of fair trade organizations on campus or in the community?



Are you involved in any fair trade activities?



Do you buy fair trade Products?



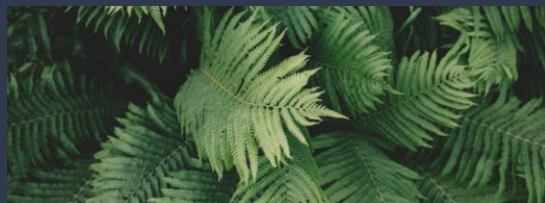
Initial Planning

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



FAIR TRADE

What is Fair Trade?

Fair trade is a global movement made up of a diverse network of producers, companies, shoppers, advocates, and organizations putting people and planet first.

Today's global market enables—often encourages—compromise at the expense of farmers, workers, and fishermen. Through paying laborers ethical compensation for their work primarily in developing countries, us consumers can help those disadvantaged on our world.

How to Make an Impact



Through purchasing products with the Fair Trade certified label (pictured left), you can help save the planet and further equality of individuals all throughout our Earth.



For more information, go to www.fairtrade-certified.org/why-fair-trade
or email fairtradeic@gmail.com

- 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.

Products



- 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 Ulowa, 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 do 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

Works Cited

Sarcauga, Michael. "DEFINITION OF FAIR TRADE."
World Fair Trade Organization, World Fair Trade
Organization, 16 Nov. 2018, [wfto.com/fair-
trade/definition-fair-trade](https://wfto.com/fair-trade/definition-fair-trade).

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