

**FAIRTRADE AND ECONOMIC
EQUALITY
LONG TERM PLANS**

Version 2.0

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FAIRTRADE AND ECONOMIC EQUALITY LONG TERM PLANS

(1) FAIRTRADE LABEL

Current State

- . Language in chapter vision for trade justice
- . Many vendors already in Waterloo
- . 'Fairtrade Waterloo' has already been in progress for some time
- . Public outreach events
- . Chapter education at general meetings
- . Interaction with Fairtrade Canada

1 Fairtrade Waterloo Certification

- (1) Re-evaluate past results and plan new strategy
- (2) Engage other members of network in strategy
- (3) Start first action items towards certification outlined in plan

2 Fairtrade Network

- (1) Outreach to stakeholders and interested parties to form network
- (2) Facilitate a forum for collaboration and support
- (3) Create co-operative outputs from network members

3 Fairtrade Outreach

- (1) Prep. using messaging platform and FT position paper
- (2) Develop strategic contexts (when, where, what) for public outreach
- (3) Have non-chapter members participate in Fairtrade outreach

2 Fairtrade Campus Certification

- (1) Draft plan with participation from on-campus network
- (2) Design proposal to generate university buy-in
- (3) Execute plan with continued external support

Future State

- . Fairtrade is widely recognized in Waterloo
- . Fairtrade City certification achieved
- . Multiple other advocates from K/W region involved in continued outreach and support
- . Education level remains thorough; standard resources established
- . Fairtrade Campus certification achieved

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(2) EXTRACTIVE INDUSTRIES

Current State

- . Growing chapter interest, many conversations
- . Frequently appears in general meeting education and book club
- . Political engagement at federal level
- . Active dialogue in organization over sponsorship with extractive industries
- . Chapter education at general meetings

1 Chapter Education

- (1) Create repository of information (new and old)
- (2) Invite professor or industry expert for GM
- (3) Share knowledge resources with partner groups

2 National Campaign

- (1) Audit of national interest and involvement; key issues
- (2) Build a connection with other chapters to develop content
- (3) Lead workshops at cross-chapter events

3 Political Engagement

- (1) Audit stance of all major national parties in K/W region
- (2) Start prep for Bill C--323 advocacy; party stances
- (3) Open dialogue with parties on current events

4 Current Events and Issues

- (1) Research events & issues; tune into news sources
- (2) Develop chapter stance to contrast external conversations
- (3) Build connections with external groups

Future State

- . Substantial public outreach and education focus
- . Connected with advocacy groups
- . Connected with other chapters in national movement
- . Researching and promoting Canadian legislation
- . Chapter has position on key issues

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(3) ECONOMIC LITERACY

Current State

- . No major educational resources
- . Some research and chapter activity
- . Fundamental to several other chapter focuses
- . Growing interest in free trade and international policy
- . Chapter education at general meetings

1 Chapter Educational Materials

(1) Create foundational materials (e.g. database)

(2) Have GM with professor; engage to develop resources

(3) Book club has at least one book per term with economic focus

2 Culture of Literacy

(1) GM content has at least one section on economics

(2) Articles and blogs from chapter have econ. analysis

(3) Local groups with economic focus engaged in learning

3 Free Trade and International Regulations Focus

(1) Develop set of past events and parliamentary bills in database

(2) Have MP or other rep attend GM for Q & A or presentation

(3) Choose focus areas and research/create position)

Future State

- . Developed, active education and dialogue
- . Economics topics identifiable in a diverse set of discussions; high literacy
- . Major focus of book club
- . Chapter has knowledge of and position on WTO and current events