

## **ATTACHMENT C**

### **FAIR TRADE TOWN PROGRAM - TORONTO**

STATUS REPORT  
TO  
CITY OF TORONTO

January 30, 2013

Submitted by



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Fair Trade Toronto  
3611-5 Mariner Terrace  
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## **FAIR TRADE TOWN PROGRAM**

The idea of a Fair Trade Town was born in the United Kingdom in 1999, when an Oxfam group in the town of Garstang decided to expand their Fair Trade advocacy. The campaign to make Garstang ‘the world’s first Fair Trade Town’ inspired the participation of local activists, gained the support of local storeowners, businesses and town council, and engaged the attention of the local and regional media. It succeeded in significantly raising the awareness of Fair Trade in Garstang, and won the endorsement of prominent politicians, including the Mayor, local MP, and the government minister for International Development.

Canada celebrated its first Fair Trade Town in April 2007 in Wolfville, Nova Scotia, and its fifteenth in Sherbrooke, Québec in February 2011. There has been a lot of interest in the media and from the public, and a number of other communities are currently involved in the campaign. While the Fair Trade Towns’ initiative may be relatively new to Canada, it builds upon an important history of Fair Trade advocacy in this country. The Fair Trade movement in Canada owes its current success to the hard work and creative efforts of countless businesses, community groups, faith organizations, students, unions and NGOs that for years have been raising awareness about Fair Trade issues and working to create greater availability of Fair Trade products. Similarly, campaigning for Fair Trade and ethical procurement has already been active in the handful of cities which have passed ethical purchasing policies or resolutions to draft such policies. Support for Fair Trade has been growing across the country, and now is the time for the City of Toronto to become a Fair Trade Town!

In order to become a Fair Trade Town, The City of Toronto must attain the following 5 goals and commit to a sixth.

### **GOAL 1 : Political Support**

#### Description

The City of Toronto agrees to qualify for and achieve Fair Trade City status as per the requirements of Fair Trade Canada. Fair Trade products are to be available at Toronto City Hall and to be served at meetings and events directly managed by the City of Toronto. A City Staff member must also join the membership of Fair Trade Toronto and the City must promote Fair Trade products at City events.

#### Status

Fair Trade coffee and tea are available at Toronto City Hall at Café On The Square. To promote Fair Trade, the City of Toronto declared May 8<sup>th</sup>, 2012 Fair Trade Day. Mayor Rob Ford signed the proclamation and Councillor Mike Layton read the proclamation to Council. To celebrate the event Fair Trade Toronto was on hand, complete with banana costumes, to serve Fair Trade coffee, tea and chocolate to City staff, Councillors and media staff. Fair Trade Toronto was also included in several Environment Day events serving Fair Trade coffee, tea and chocolate.



## **GOAL 2 : Availability of Products**

### Description

A minimum number of retail stores and cafés, in the City, must carry two or more distinct Fair Trade products. Example; two of coffee, tea, sugar, chocolate etc. The required number of qualifying stores and cafés is prorated to population as stated in the Fair Trade Town Action Guide. For the City of Toronto the requirements are 271 retail outlets and 136 cafes.

### Status

The City of Toronto currently has 273 retail outlets and 155 cafes that sell fair trade products. Fair Trade Toronto is currently in the process of documenting the fair trade cafes in the City of Toronto.

## **GOAL 3 : Community Support**

### Description

Support of diverse community organizations, faith groups, schools and workplaces use and promote Fair Trade products.

### Status

Fair Trade is supported by various non-profit and for-profit organizations in Toronto, including:

- Engineers Without Borders (Toronto Professional Chapter, University of Toronto Chapter, Ryerson University Chapter)
- University of Toronto Social Justice Committee
- Council of Canadians – Toronto Chapter
- First Unitarian Congregation of Toronto
- YMCA
- Catholic School District Board
- Toronto School District Board
- Ryerson International Student Services
- Toronto Food Policy Council
- Social Sparks Foundation
- Ontario Council for International Cooperation
- Fashion Takes Action

## **GOAL 4: Public Education**

### Description

Public events and media coverage are organized to raise awareness about Fair Trade and the Fair Trade Town Campaign.



Status

FTT has organized and participated in a number of events around the City of Toronto since its inception in December 2011. Following is list of some of the events FTT has been involved in:

Date	Event	Number attended	Description
February 11, 2012	Water for the World Training session 1	20	Educated volunteers with Engineers Without Borders-Water for the World Workshops, a program that introduces middle school students to the deeper societal issues surrounding global access to clean water.
February 14, 2012	My Fair Valentine	Online Event	My Fair Valentine is a campaign aimed at providing tools, resources and ideas for consumers looking to express their love through Fair Trade choices this Valentine's Day.
February 16, 2012	Fair Trade Fair by Hart House Social Justice Committee		Educated University students about Fair Trade, FTT and Fair Trade Town campaign in collaboration with the Social Justice Committee at University of Toronto.
February 25, 2012	Water for the World Training session 2	20	Educated volunteers with Engineers Without Borders-Water for the World Workshops, a program that introduces middle school students to the deeper societal issues surrounding global access to clean water.
February 26, 2012	First Unitarian Congregation of Toronto	20	A social justice showcase where members of the church learn about the social justice activities that people at Toronto First are involved in - both within the congregation and in the



			community.
<b>February 28, 2012</b>	Beeton Auditorium, Toronto Reference library	12	Seminar held in collaboration with Engineers Without Borders-Toronto Professional Chapter. Target audience: Adult learners, college and university students
<b>April 13-15, 2012</b>	Green Living Show	37000	Widespread marketing campaign to promote Fair Trade vendors in the City of Toronto. Hosted the Fair Trade Zone at this eco-consumer show, where public engagement activities were held to encourage ethical products consumption.
<b>April 21, 2012</b>	Environment Day with Councillor Wong-Tam	30	Educated community members of Ward 27 about fair trade, FTT and Fair Trade Town campaign. Served Fair Trade coffee and chocolate.
<b>May 8, 2012</b>	City Council meeting	40	Declaration of Toronto's Fair Trade Day. Councilor Mike Layton acknowledged FTT and the Fair Trade Town campaign and read a proclamation stating that Toronto will begin active campaign to join the Fair Trade Towns initiative.
<b>May 27, 2012</b>	Bike with Mike	50	Celebrated bike month with Councillor Mike Layton at the Christie Pits park. Educated community members of Ward 19 about fair trade, FTT and Fair Trade Town campaign. Served Fair Trade coffee and chocolate.



<b>June 13, 2012</b>	Toronto Food Policy Council meeting	35	Educating members of the Toronto Food Policy Council about Fair Trade, FTT and Fair Trade Town campaign.
<b>June 13, 2012</b>	OCIC Annual General Meeting	55	Served Fair Trade coffee and chocolate. Ratified as a member of the Ontario Council for International Cooperation.
<b>June 23, 2012</b>	Environment Day with Councillor Shelley Carroll	50	Educated community members of Ward 33 about fair trade, FTT and Fair Trade Town campaign. Served Fair Trade coffee and chocolate.
<b>July 2, 2012</b>	Meeting with Council of Canadians	10	Educated members of this organization about fair trade, FTT and Fair Trade Town campaign.
<b>July 7, 2012</b>	Environment Day with Councillor Gord Perks	50	Educated community members of Ward 14 about fair trade, FTT and Fair Trade Town campaign. Served Fair Trade coffee and chocolate.
<b>July 20, 2012</b>	Live Green Toronto Festival	30,000	Widespread marketing campaign to promote Fair Trade vendors in the City of Toronto. Educated community members at the Yonge-Dundas square about fair trade, FTT and Fair Trade Town campaign. Served Fair Trade coffee and chocolate.
<b>July 21, 2012</b>	Environment Day with Councillor Maria Augimeri	50	Educated community members of Ward 9 about fair trade, FTT and Fair Trade Town campaign. Served Fair Trade coffee and chocolate.
<b>July 31, 2012</b>	Beads and Beans night	25	Hosted a presentation featuring a Fair Trade producer from Uganda.



<b>August 16, 2012</b>	Farmers market - East Lynn Park	50	Educated community members about fair trade, FTT and Fair Trade Town campaign. Served Fair Trade coffee.
<b>August 31, 2012</b>	Ryerson Community Welcome Fair for International Students	30	Educated new international University students about Fair Trade, FTT and Fair Trade Town campaign. Provided them with opportunities to volunteer with FTT and mingle with the Toronto community.
<b>August 31, 2012</b>	Social Spark's Launch Party	70	Educated University students about Fair Trade, FTT and Fair Trade Town campaign in collaboration with Social Spark, a Toronto-based nonprofit dedicated to inspiring social change and challenging youth to discover and pursue a career in social innovation.
<b>September 8, 2012</b>	Y Green Festival - YMCA	200	Educated community members about fair trade, FTT and Fair Trade Town campaign. Served Fair Trade coffee and chocolate.
<b>September 15, 2012</b>	Tour de Green Belt	800	Educated community members about fair trade, FTT and Fair Trade Town campaign. Served Fair Trade coffee and chocolate.
<b>September 29, 2012</b>	Environment Day with Councillor Paula Fletcher	50	Education of community members of Ward 30 about fair trade, FTT and Fair Trade Town campaign
<b>October 2, 2012</b>	FT educational workshop at William Lyon Mackenzie Collegiate - gr.12s	50	Launch of the FTT's Educational Campaign in collaboration with the Toronto District Schools to educate students (grades 4 to 12) about fair trade policies and impacts.
<b>October 14, 2012</b>	Scotiabank Toronto	5000	Widespread marketing campaign



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### Waterfront Marathon

to promote Fair Trade in the City of Toronto. Represented by 12 runners in 'Fair Trade Certified Banana' costumes at the 5k event.

FTT has been featured in a number of media publications including:

- CBC News
- CP24 News
- The Torontoist
- Now Magazine

### **GOAL 5: Fair Trade Town Committee**

#### Description

A local Fair Trade steering committee meets regularly to ensure continued commitment to Fair Trade promotion and the local Fair Trade Town campaign. This group should be made up of members of the community and include city staff representation.

#### Status

Fair Trade Toronto is a volunteer based organization comprised of professionals from Toronto with a wide array of expertise. The current team comprises of 10 executive team members including:

- Nadia Berger, Co-Executive Director
- Divya Sasi, Co-Executive Director
- Bruce Morton, Public Relations Counselor
- Samantha Rudick, Image Builders - Program Manager
- Piyali Chakraborti, Executive Board Member

This registered non-profit organization was created to promote Fair Trade in the City of Toronto, and unify the efforts of all those in the fair trade community to increase public awareness of how individual choices and actions can advance equality, social justice, and environmental sustainability by promoting a system that respects producers and artisans around the world. Fair Trade Toronto spearheads the Fair Trade Town campaign in Toronto.

### **GOAL 6: Keep The Momentum**

#### Description

Once the City has officially been recognized as a Fair Trade Town, it is important to keep the momentum going. The Fair Trade Town Committee must continue to develop partnerships and





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commitments to annual events to ensure ongoing growth of Fair Trade awareness in the City of Toronto.

### Status

Fair Trade Toronto has established partnerships with organizations such as Engineers Without Borders, The YMCA, The Catholic School Board, The United Church, The Mennonite Church, and social justice groups within most of Toronto's Universities. In 2012 partnerships were added with City Council members, promoting Fair Trade and sustainable consumption at Environment Day events throughout the City. Fair Trade Toronto constantly pursues events with greater visibility. 2012 events included Fair Trade Day at City Hall, Green Living Show, Y's Green Festival, Live Green Toronto Festival, and Toronto ScotiaBank Waterfront Marathon. Preliminary plans for 2013 include collaborative events with ING Bank and Cadbury Chocolate. Additionally, FTT has a significant online presence with 460 Twitter followers, 240 followers on Facebook and 1000 newsletter subscribers. FTT is currently beginning an education campaign led by Ms. Emma Cancelliere, Educational Programmes Manager in partnership with schools in the Toronto School District. FTT will continue to educate the City of Toronto on Fair Trade through various avenues as noted above.

### CONCLUSION

This report was prepared for the use of the City of Toronto staff by Ms. Divya Sasi and Mr. Bruce Morton. As representatives of Fair Trade Toronto, the undersigned allow the use of information in this report for preparation of a Staff Report that will evaluate Fair Trade Town qualification for City Council.

Respectfully,

A handwritten signature in black ink, appearing to read "Bruce Morton".

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A handwritten signature in blue ink, appearing to read "Divya Sasi".

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