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# How to Host A Global Marketplace



## A GUIDEBOOK

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## Planning Your Fair Trade Event

1. Reach out to those who might be interested in planning, like social action or youth groups.
2. Meet to decide on a time, place, and possible theme. Consider which date you think people will be interested in buying gifts, which groups will have tables, what to sell, and next steps.
3. Reserve the location. Add extra time for set-up, brewing coffee, and clean-up.
4. Order products you are selling well ahead of time. Equal Exchange's Interfaith Program guarantees shipping within ten business days.
5. Get the word out, like through bulletins, announcement boards, flyers, and e-mails to groups. Advertise to those outside your congregation through newspapers, Facebook pages, and posting flyers. Share specifics- for example, share the theme, unique gifts they can buy, and any food that will be there.
6. Educate and engage people in the issues. The booth(s) can have educational information displayed, there could be a workshop using an activity modified from Equal Exchange's Win-Win Solutions curriculum, a laptop with a video like Black Gold can be running, or there could be speakers such as nearby farmers and artisans during the event.

## Where to Order Fair Trade Products

### *Partners related to PC(USA)*

#### **Partners for Just Trade (Peru, Cameroon, Egypt)**

Partners for Just Trade is a nonprofit, Christian organization that builds partnerships between artisans and producers living in extreme poverty and conscientious consumers. We address root causes of poverty through fair trade sales, education, solidarity and a commitment to trade justice.

<https://www.partnersforjusttrade.org/>

#### **PalCraft Aid (Palestine)**

Founded by the Rev. Elizabeth Knott and rooted in the peace and justice work of the Presbyterian Church (U.S.A.) since 1993, PalCraft Aid is an all-volunteer, nonprofit ministry of compassion, hope and healing for Palestinians. <http://palcraftaid.org/>

#### **SERRV International**

Enrich your life with beautiful handcrafted items and change the world at the same time. SERRV offers a variety of fairly traded handcrafts and foods from artisan and farmer partners in 35 countries. One of the first alternative trade organizations in the world, SERRV has worked on behalf of the world's artisans and farmers for 60 years. <http://www.serrv.org/>

#### **Zatoun (Palestine)**

Zatoun is a volunteer-run, non-profit NGO which brings Fair Trade extra virgin olive oil from Palestine and other traditional and symbolic items such as za'atar herb mix, lovely soaps and small embroidered accessories. <http://zatoun.com/>

## What is Fair Trade?

Fair Trade is a system of exchange that honors producers, communities, consumers, and the environment. It is a model for the global economy rooted in people-to-people connections, justice, and sustainability.

When you make Fair Trade purchases you are supporting:

### **A Fair Price for Products**

For Fair Trade Certified™ products, a base price for the commodity is set by the international Fair Trade Labeling Organization. The price attempts to cover the cost of production and a living wage to cover the basics of food, shelter, clothing, education, and medical care.

### **Investment in People and Communities**

Many Fair Trade producer cooperatives and artisan collectives reinvest their revenues into strengthening their businesses and their communities.

### **Environmental Sustainability**

Fair Trade farmers and artisans respect the natural habitat and are encouraged to engage in sustainable production methods. Farmers implement integrated crop management and avoid the use of toxic agrochemicals for pest management. Nearly 85% of Fair Trade Certified™ coffee is also organic.

## Economic Empowerment of Small Scale Producers

Fair Trade supports small scale producers, those at the bottom of the economic ladder or from marginalized communities, that otherwise do not have access to economic mobility. Fair Trade encourages and supports the cooperative system where each producer owns a portion of the business has equal say in decisions and enjoys equal returns from the market.

### Direct Trade

Fair Trade importers purchase from Fair Trade cooperatives as directly as possible, eliminating unnecessary middlemen and empowering farmers to develop the business capacity necessary to compete in the global marketplace. The certification also secures long-term, stable relationships between producers and importers

### Fair Labor Conditions

Workers are guaranteed freedom of association and safe working conditions. Fair Trade also encourages women's participation in and leadership of cooperatives. Human rights and child labor laws are strictly enforced.



Information made available by Green America.org  
<http://www.greenamerica.org/>

## Options for Fair Trade Activities

### Fair Trade Potluck Meal:

Serve up some delicious lunch or dinner during your Fair Trade potluck. Friends can prepare dishes at home using Fair Trade recipes and bring them over!

### Fair Trade Jewelry / Handcrafts / Fashion Show:

Don't feel locked in to food or drink products. There are a wide range of Fair Trade artisan handcrafts available, including jewelry, home furnishings, gifts, clothes, art, and toys.

### Fair Dessert Tasting:

Serve up some delicious sweets during your Fair Trade activity. You can even use Fair Trade sugar in your favorite cake, muffin or bread recipes!

### Fair Trade Flower Exhibit:

A selection of Fair Trade Certified flowers is now available at a growing number of retailers, both online and in your neighborhood. Use your event as an opportunity to promote the availability of this exciting new range. Your Fair Trade flower exhibit can simply mean putting together your own bouquet of Fair Trade flowers.

### Fair Trade Coffee Break

Enjoy a brewed cup of Fair Trade coffee with friends or acquaintances during any Fair Trade event.

For more information on items needed for each of these events go to:  
<http://www.fairtraderesource.org/wftd/toolkit/#tools>