

UBC FAIR TRADE REPORT

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EXECUTIVE SUMMARY

The Opportunity

Since 2004, UBC's Fair Trade Committee has been charged with implementing UBC's Fair Trade Campus Commitment. UBC Food Services and the AMS have both committed to this Commitment by carrying an assortment of Fair Trade products at all their outlets. Recently, UBC was even recognized as Canada's first "Fair Trade Campus". The UBC Fair Trade Committee sees this as an opportunity to grow the Fair Trade product offerings but face several key challenges. Currently, there is no data on their current customer base and there also seems to be a lack of awareness of Fair Trade products.

The Solution

Our team designed and conducted a survey of 100 respondents to learn more about attitudes towards Fair Trade products. We looked at knowledge of Fair Trade certification, awareness of product offerings, barriers to purchasing and current behavior of the campus community. Our strategies and recommendations were formed around the ABC (Affect, Behavioural, Cognitive) model of attitude change which were borrowed from consumer behaviour and social psychology studies. We also offer suggestions on how to implement measure and execute our social marketing plan. Hopefully, our social marketing plan is a good framework for the UBC Fair Trade Committee to better understand their current customer base, assist in increasing awareness for Fair Trade products and be a foundation for further exploration on certain issues.

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COMPANY PRODUCT OVERVIEW

Fair Trade

To begin this report, it is important to distinguish between Fair Trade and Fairtrade. What may seem like a minor difference in spelling convention is actually a key concept to grasp, as mistaking the two terms could result in being misled by deceptive labeling. There are many companies that claim their products are Fair Trade, while at the same time paying their labourers far below minimum wage standards and treating employees poorly. They are able to do this by using their own versions of "Fair Trade" certification, which is nothing more than a designation they have given themselves to make their products look more attractive - a blatant example of greenwashing. The benefit of Fairtrade certification, on the other hand, lies in the requirement of having a third party evaluate a company to ensure it is paying and treating its employees fairly. Fairtrade is a designation that can only be given by FLO International, an organization that has proven to have strict guidelines on what they consider to be Fair Trade. Other reputable third party certifiers include the World Fair Trade Organization, the European Fair Trade Association, and the Fair Trade Federation.

So what exactly does Fairtrade certification guarantee? Exact guidelines vary according to the size of the company and the nature of the work, but in general, FLO International has some key objectives of their standards. These include: ensuring producers receive prices that cover their costs of sustainable production, providing a Fairtrade Premium to be invested in projects that enhance social, economic, and

environmental development and facilitating long-term trading partnerships to enable greater producer control over the trading process.

UBC Fair Trade

On May 5th, 2011 UBC was named as the first “Fair Trade Campus” in Canada, and committed to purchasing coffee, tea, chocolate and tropical fruits only from producers who provide higher social, environmental and pay standards for farmers and workers. Since 2004, the AMS food outlets provide only Fair Trade coffee, and in 2006 UBC food service stores have taken on the same action as well. The university has become a true leader in fair trade purchases, and has set the standards for other post-secondary institutions in Canada.

The UBC Fair Trade Committee has taken on the initiative to create a Fair Trade Week to raise awareness on fair trade and to encourage students to purchase products that meet fair trade standards. According to previous research done by students, a large percentage of surveyed UBC students had neutral feelings about fair trade, and did not have a clear idea of what it actually meant. By increasing awareness of the fair trade concept within students on campus, they will be more inclined to purchase products that are fair trade certified, which can also increase the amount of fair trade products available for purchase on campus. This can potentially have very big implications for the future, as UBC students could have a desire to not only purchase fair trade products now, but also in the future as they have full time jobs and have higher incomes to devote more money to fair trade products if price is a concern.

A big barrier to attending fair trade week for students is time. Many students are busy with other jobs and with their studies, which may prevent them from attending the events that are held during the week. They may also not purchase fair trade goods because they do not actually know which products are fair trade certified and that they are actually sold on campus. Another obvious barrier is price. Fair trade products are more expensive on average, and students generally survive on a tight budget and worry about their financial situations more than the fair trade problem.

UBC students need to understand the implications of fair trade, and the global effects it has on the lives of millions of farmers all over the world. By understanding the significance of the issue, they may devote more of their time and effort to purchasing fair trade products as a result.

SITUATION ANALYSIS

Internal Strength	Internal Weakness
<ul style="list-style-type: none"> • First Fair Trade campus in Canada, leader amongst universities • Food Services and Housing basically have a monopoly on the food options available on campus, students will still purchase whatever is offered, even if at a higher price when given no other choice • Task force consisting of the different departments in university, so cover a lot of ground 	<ul style="list-style-type: none"> • Everyone has different agendas according to their own departments, and have other issues to worry about besides promoting Fair Trade so their focus is diverted • Lack of awareness for Fair Trade product offerings on campus
External Opportunity	External Threat
<ul style="list-style-type: none"> • More product offerings are available in Fair Trade as the concept becomes more mainstream in North America, so more products would be able to be sourced (not just limited to coffee, tea, chocolate) 	<ul style="list-style-type: none"> • Competing interests in other social causes • Other food outlets • Apathy of students • Students have neutral response towards Fair Trade offerings on campus • Many students aren't educated in the meaning of Fair Trade

PROBLEM DEFINITIONS AND GOALS

Since becoming a Fair Trade campus, various organizations including the UBC Bookstore, Sauder School of Business, UBC Food Services, SEEDS and the AMS have come together to raise awareness and encourage purchasing of Fair Trade products on campus.

Despite the committee's efforts in promoting Fair Trade, they continue to face a number of challenges in regards to educating the customers about the concept of Fair Trade, understanding the customers' willingness to support current and new Fair Trade product lines and the increased costs associated with expanding Fair Trade offerings. Thus, the committee is looking to gain more knowledge in terms of the demographics and purchasing criteria of the customer base at UBC in order to develop an appropriate plan to create awareness, encourage purchasing, and educate the consumers about Fair Trade.

Based on our research and evaluation of the Fair Trade committee's marketing needs, our main objectives of this plan are to: 1) achieve a 60% increase in target user awareness within one year, followed by 100% in the following year and 2) create growth in the purchasing of fair trade products by 45% in the next year, followed by 75% in the next five years. We will achieve these objectives by implementing strategies aligned with the ABC (affect, behavioural, cognitive) model of attitude change.

CURRENT MARKET SITUATION

Previous studies have been done by UBC students regarding Fair Trade purchasing behaviour among students and their perceptions of Fair Trade products on campus, but we have to take into consideration that one of their flaws was that their sample sizes were far too small compared to UBC's actual population. However, the most important things these studies found are the following:

1. Most participants did not know about Fair Trade Week.
2. 20% of the survey participants were unaware of how to identify a Fair Trade product.
3. Most respondents claim to have a "mediocre" understanding of what Fair Trade means.
4. 40-50% of respondents knew that UBC offers Fair Trade coffee.
5. Most participants were interested in Fair Trade and wanted to learn more about the initiative.
6. Most students rated the importance of Fair Trade as "neutral" (52% and 37%, respectively), 30% claimed Fair Trade is "important", while 7% and 6%, respectively, claimed Fair Trade was "very important" to them.
7. Most surveyed individuals claimed to be willing to pay a premium for Fair Trade products.

With these results, the students concluded that as a Fair Trade Campus, UBC has a huge responsibility in educating its community about the Fair Trade movement and its importance, and should do more of an effort on eliminating

this lack of awareness of the Fair Trade movement. The impact this change of behaviour could have would be amazing. For example, students could convince Tim Horton's to offer Fair Trade coffee on campus with more demand.

CUSTOMER ANALYSIS AND SEGMENTATION

Segments

We segmented our respondents based on benefits sought for Fair Trade products at UBC. We identified three distinct segments based on our respondents' knowledge on Fair Trade, purchase intentions, and beliefs about Fair Trade products.

The three segments are:

1. Loyalists - Loyalists buy Fair Trade certified products at UBC because they value the positive impacts on those involved. More specifically, they feel like they have a say in where their money goes and they also feel good doing it. They almost always choose Fair Trade products over something that isn't Fair Trade. Most of their purchases are made at different UBC food outlets and at the SUB. While they are not as price sensitive as Knowledge Seekers or Switchers, Loyalists are most concerned about the quality/taste of a product.

2. Knowledge Seekers - Knowledge Seekers want to know what Fair Trade certification is and also its impact. They are the largest segment out of the three mentioned. They are unaware of the current Fair Trade product offerings at UBC and are unsure where to purchase Fair Trade products. Knowledge Seekers are price sensitive and believe Fair Trade certified products cost more than non-

certified products. They will consider trying Fair Trade products but this is dependent on more visible messaging and education.

3. Switchers - Switchers are the smallest segment out of the three mentioned. They are highly price sensitive and will purchase whichever item is the cheaper/cheapest one. They are also concerned with convenience and where a product is located.

Switchers are indifferent to Fair Trade certification and do not seek to learn more about it. They are the least likely to be involved on campus and are not particularly interested in any specific social cause.

Targeting

We are using a concentrated strategy and focusing only on the Knowledge Seekers. They represent the largest segment, highest potential of success and are open to learning more about Fair Trade through education. It does not make sense to target all UBC students because some are already aware/purchasing Fair Trade and some are indifferent to whether a product is Fair Trade or not. By focusing on Knowledge Seekers, fewer resources will have to be used and it will be easier to measure the success of a campaign.

Positioning Statement

FOR knowledge seeking students **WHO** want to learn more about Fair Trade product offerings at UBC **THE Mission Fair Trade** campaign **IS A** marketing initiative **THAT** actively connects Fair Trade student ambassadors to knowledge seekers **UNLIKE** traditional passive campaigns at UBC.

STRATEGY

Through the project outline and primary research results, it was determined that Fair Trade UBC needed strategies to increase user awareness and participation in fair trade products. Borrowing key concepts from consumer behaviour and social psychology studies, strategies were formed around the ABC (Affect, Behavioural, Cognitive) model of attitude change.

AFFECT

Affect plays into a consumer's attitude change by tying in emotional reactions to an idea. Decisions based on affect are related to the person's feelings and do not result from rational examination of issues, nor are they governed by logic. Affectively-based attitudes are linked to an individual's value system and once formed, are difficult to change.

1) Make your advocates into heroes (Packing / Post-purchase)

Drawing from popular social campaigns such as the Pink Ribbon campaign and Kony 2012, marketers have learned that consumers are proud of their participation in social good. Their good deed is shown through public symbolic support, whether by physically sporting a badge or carrying an item or by online sharing via social media. By creating these symbols for consumers, the charitable action is translated into tangible proof and the consumer is able to display and prolong their positive emotions from doing a good deed. The hope is that by associating these feelings of pride and self-efficacy with the social cause, consumers will be motivated to repeat the behaviour.

To make celebrate their customers, UBC Fair Trade can have materials with positive-impact messages available at the time of purchase. These items should be hassle-free and easily recognizable, such as a brightly-coloured coffee cup sleeve for fair trade coffee and tea purchases. Strong, simple messages such as “Today, I fight global inequality” should identify the customer as an advocate for fair trade.

2) Make the intangible tangible (Print / Digital / POSM)

Many non-profit organizations struggle to find a way to make an overseas issue relevant to the local population. An effective strategy that World Vision uses is to personalize the individuals who will be benefitting from the donation by having a Sponsor Child program, allowing philanthropists to choose a child from a specific community to sponsor. This way, an emotional connection is built, and the donor is no longer just throwing money into a void. A relationship is built between the sponsor and their child, with annual reports from the local World Vision representatives and occasionally drawings and letters from the child. By putting a face on the issue, organizations allow individuals to feel more empathy and understanding for strangers halfway across the world.

UBC Fair Trade can easily adapt this personification tactic by collecting information about some of the agriculture partners that campus fair trade products are sourced from. For example, a poster might show a coffee farmer with text such as “Jorge works ten hours a day on the coffee plantation to support his three children through school. Every time you purchase a cup of fair trade coffee, he will receive 150% more profits than from a regular coffee”. A concern with using photographs is that the images should be taken in context, and should not be

exploitative - many non-profit organizations have been slammed for using images unethically to “sell poverty”.

BEHAVIOURAL: ENCOURAGE THE “FIRST STEP”

A consumer’s attitude strongly influences how they act and behave. The behavioural aspect of the model reflects a consumer’s behavioural intentions resulting from affect and cognition; however, it is important to note that intentions do not necessarily result in action.

1) Fair Trade happy hour

Happy hour is a marketing term for a period of the day where drinks are sold at a discount in restaurants and bars - this promotion is meant to increase business on what would otherwise be a slow day. With this strategy, we are recommending that there be a certain day and time of the week where Fair Trade products are sold at a reduced price. However, in addition to increasing business, we believe that with this consumers will actually recognize that they are buying fair trade. This is beneficial because when people are unsure of their attitudes towards a subject, they will look to their current behaviour for clues. If they are already performing actions that are consistent with this attitude, like supporting fair trade coffee, they will infer from their actions that they believe in the attitude to reduce cognitive dissonance. For the non-users, this would act a simple push to purchase and try out a fair trade product.

2) Fair Trade bicycle food carts

This strategy was derived after witnessing the overwhelming success of food

carts throughout the lower mainland in recent years. With this strategy, we are recommending that the Fair Trade committee bring the product to their customers by setting up a bicycle food carts (Figure bike food cart) in various highly accessible outdoor locations around campus. These food carts will only carry fair trade products which gives fair trade an opportunity to stand out from the usual clutter at the SUB, in the bookstore, and other food outlets around campus. We suggest putting the food cart out at least five times a month in addition to bringing it out to campus events. It would be most ideal to set up from 11AM to 3PM as this is generally the busiest time on campus. This approach is intended for busy students, faculty, and staff members who need a quick snack before attending their next lecture, meeting, or whatever it may be.

3) Celebrate the purchase (Ambient / Digital)

Primary research showed that most students on campus are unaware of the availability of fair trade options on campus, and may already be purchasing fair trade without being aware of it. UBC Fair Trade has a chance to create a digital campaign to both drive awareness and to engage new users through social media. Drawing inspiration from the Belgian cable network stunt (“A Dramatic Surprise in a Quiet Square”, where a big red button was installed in the middle of a village square and once pressed, a series of theatrical events would unfold), UBC Fair Trade can launch a similar video campaign. For example, after a student purchases a cup of fair trade coffee, confetti cannons, flashing lights and sirens can go off, with an unfurling banner with the message “You just bought fair trade!” - making it absolutely clear that they had engaged in a behaviour for social good. This ambient

activation can be a one-time thing, and has to be caught on video for online uploading and sharing.

By comically highlighting the ease fair trade consumption, we hope to emphasize just how easy it is to contribute to the cause. With an online video, it is incredibly easy for students to share this information - not only will it be an amusing video of an unsuspecting student getting shocked, but it will carry the message about fair trade.

COGNITIVE - Educate people on what Fair Trade is and its ethical implications

According to the ABC model of attitude formation first proposed by William McGuire, the last component of forming an attitude is cognition (1969). Once a consumer experiences the hedonic effects of a product and forms an emotional evaluation or affect, they then observe their behavior and solidify their beliefs based on how frequently they buy the product or perform the action. Finally, the consumer must be reminded to partake in this behavior, and must exercise cognitive effort in making a positive or negative evaluation (valence) and deciding how strongly they feel about this stance (extremity). For fair trade, this means reinforcing the value of fair trade, and encouraging repeated buying of fair trade products.

1) Education

From our survey, we can deduce that most UBC students perceive fair trade products as expensive (83%), and an alarming number of UBC students think fair trade products are lower quality than non-fair trade products (36%). Although our marketing plan has so far discussed how to convince students to positively evaluate

fair trade products based on hedonic experiences and behavior observation, it is also important to have consumers think hard about why they are buying fair trade, and form good opinions based on high-level cognitive processing. Our recommendation is to start a "Fair Trade Ambassadors" program, wherein a team of volunteers is recruited from the UBC community - primarily first year students looking to gain volunteer experience - to promote Fair Trade on campus. Upon researching current initiatives, we noticed that many promotions - such as Fair Trade Week - feature mostly older adults teaching students about fair trade, while we believe fellow undergraduate students would be able to relate with consumers better and make a more powerful impression. The Ambassadors can operate the Fair Trade food carts, promote contests, set up booths at events, and form word-of-mouth/social media buzz geared at educating UBC students on the prices of fair trade products (which are often lower than perceived), as well as the higher quality and taste. In addition to highlighting key products, handing out free samples would be an important component in the Ambassador portfolio, as this will convince consumers of the quality of fair trade products.

2) Promote environmental benefits

An interesting learning from our survey was that environmental concerns are by far the most important issue to UBC students, as 44% of respondents reported "environmentalism" as the cause they are most passionate about. Thus, if fair trade is going to resonate with this demographic, it needs to highlight the environmental benefits as well as the social benefits of its system of certification. According to FLO's website, "Fairtrade standards include requirements for

environmentally sound agricultural practices," including minimal use of chemicals, safe waste management, and no GMOs. We feel these aspects are crucial in getting consumers thinking about why they are buying fair trade products, and should be promoted much more heavily. This can be achieved through displaying posters that show these benefits, such as a farmer hugging a tree with the words "Fairtrade loves the environment, too!" The Fair Trade Ambassadors should promote environmental benefits in addition to changing consumer perceptions on the price and quality of fair trade products, and Fair Trade Week should be revamped to appear more sustainable, with reusable cups and plates instead of plastic ones, and a larger focus on recycling.

ONGOING IMPROVEMENTS TO CURRENT INITIATIVES

Right now the biggest initiative done by the committee is the Fair Trade Week. This year's activities included:

Tuesday February 12	Wednesday February 13	Thursday February 14	Friday February 15	March 5
<ul style="list-style-type: none"> Contest: Answer the following question for a chance to win a \$100 Gift Card from the UBC Bookstore: Do you plan to buy FairTrade certified Valentine's chocolates? Pick up a cup of Fair Trade Tea or Coffee or chocolate bar at any UBC Food Services, AMS locations or UBC Bookstore 	<ul style="list-style-type: none"> Main Event: Trade Fair inside Henry Angus, Birmingham Lounge Happy Hour: FREE samples, information and products for sale, meet with Fair Trade Vancouver, local Fair Trade vendors. Pick up a Valentine's gift. Lunch & Learn: HA 337: What is Fair Trade? – 2 sessions, 12pm and 1pm Meet Zhena from Zhena's Gypsy Tea, learn the story behind her tea. 	<p>Fair Trade Chocolate for Valentine's at the Bookstore and Sprouts.</p>	<p>EWB Pancake Breakfast at Fred Kaiser Atrium</p> <ul style="list-style-type: none"> Fair Trade Banana and Chocolate Chips pancakes (3) \$3 Bring your own plate \$2 	<p>Flash Mob in the SUB</p>

We want to continue the Fair Trade Week initiative because it is a good event to raise awareness, even though past surveys have mentioned the lack of awareness there is towards the Fair Trade week. Past research has already found that the core

problem is the poor advertising prior to Fair Trade Week and therefore lack of participation in these organized events. We propose to make the event more than obvious for the consumer to learn about Fair Trade and make them feel involved with the Fair Trade Ambassadors. We want students to feel like they are contributing to the common good.

PRODUCT RECOMMENDATIONS

From our survey we have found that the demand for fair trade products can be divided in two: the 65% of Loyalists, who demand other types of Fair Trade products like Vegetables, fruits, jewellery and clothes, while the knowledge seekers on the other hand ask for products that are already available as Fair Trade on campus like coffee - Starbucks coffee specifically - tea and chocolate. Since the knowledge seekers are a huge majority of the consumers, we recommend that awareness has to increase among students, and they have to know what they are supporting every time they buy a coffee on campus and what they are giving up when they decide to go to the competition (Tim Hortons), so as a final recommendation we believe that there has to be a significant change in the way they advertise Fair Trade for new products to be offered and therefore increase sales of these particular products substantially.

MARKETING COMMUNICATIONS STRATEGY

For this campaign, we have developed a media plan from September 2013 – May 2014 (figure Media Plan) which shows the ideal time to implement each suggested media type. In terms of two-way communication, we recommend using popular social media outlets such as Facebook and Twitter. It is important to note that these sites need to be properly managed and updated on a daily basis in order to gain and retain followers – social media management systems like HootSuite are highly recommended for this purpose. We put more focus at the beginning of the school year in September since there are a number of orientation programs and events going on at this time. With so many new students coming in during September, we see this as an excellent opportunity. We would also suggest more emphasis during February – assuming Fair Trade Week will be held around this time. The additional media types during these periods include videos, contests, samples, and event signage. Fair trade print advertisement should be up in various retail/food outlets year round as well.

BEHAVIOURAL FORECAST

There are three components to behavioral forecasting: impact, penetration, and probability. The potential impact of increasing awareness and purchasing of Fair Trade products at UBC is quite huge, given the sheer size of our university. With 56,000 students (including full and part-time), UBC could make strong headway in the movement to get more Fair Trade products available in Canada. In addition, our reputation as a leader in sustainability fits well with the goals of Fair Trade, and

increased support for the certification on campus would translate into an improved global reputation for the institution as a whole. In terms of penetration, or potential increase in uptake of the behavior, we estimate that our plan would result in a 60% increase in target user awareness within one year, and increase sales of Fair Trade products by 45% in the following year. These figures are based on overwhelmingly positive responses from our survey, including the desire to learn more about Fair Trade and willingness to buy other Fair Trade products. Finally, the exact probability of this uptake occurring is difficult to predict, as this would involve complex statistical calculations. However, given these positive responses, in addition to the fact that many UBC students consider “environmentalism” and “global inequality” to be the most pressing social issues, we believe the probability of uptake is high.

ECOLOGICAL FOOTPRINT

The ecological footprint of increased Fair Trade awareness and purchasing is actually negative, meaning less than one planet would be required to sustain this activity. This is partially due to the aforementioned benefits to the environment stemming from Fair Trade certification, including reduced use of chemicals and GMOs. According to coopcoffees.com, “the 99.2% of Fairtrade products that entered the UK by ship were responsible for just .03% of UK food mile emissions and 0.001% of total UK carbon emissions in 2005.” Clearly, Fair Trade goes beyond raising the wages of labourers and farmers in developing countries, and its benefits extend well into the realm of environmental sustainability.

OVERALL PROS AND CONS

Our implementation strategy will definitely help the UBC Fair Trade department with raising awareness about the significance of fair trade and increasing sales of fair trade products within campus. The video our group recommended will catch the attention of UBC students online and spread throughout the campus and also the lower mainland. We want to raise the awareness of fair trade, and get people talking about it and get them interested to learn more about the social issue at hand. We also believe that by allowing students who are hesitant to consume fair trade product an opportunity to do so at a cheaper price, they will be pleasantly surprised at the quality of the products and be more inclined to purchase them at full price in the future. If the Fair Trade department follows up the last two initiatives with a plan to educate students on campus about the social implications of fair trade, it will help them understand why this is such an important issue, and increase their willingness to purchase fair trade products and their awareness level of fair trade even more.

Despite the positive incentives related to our overall strategy, there are always some unfavorable effects to plans. Firstly, it will cost the department money to create a video, sell products at a cheaper price and to educate students around campus. The Fair Trade department will have to invest into this strategy for it to really work. Also, people may associate the discounts of fair trade products to low quality if the whole plan is not explained to UBC students properly.

IMPLEMENTATION, CONTROLS AND EXECUTION

Our plan is to see a big push at the beginning of the semester in September with the video and pins and symbols, and initiatives such as “Fair Trade happy hour” and the Fair Trade food cart operate on a consistent basis throughout the school year to constantly remind people about Fair Trade and the different products available on campus. Advertisements to profile farmers that are benefitting from fair trade and any other educational posters should be visible around campus all year long to emphasize the importance of Fair Trade to students.

At the beginning of the semester, symbols and pins to signify that a person is a Fair Trade supporter should be distributed for 1 week for every Fair Trade coffee that is purchased. This will allow purchasers to know that they bought a Fair Trade good and be proud of their actions, while other people will see those pins everywhere and get curious and try to find more information on Fair Trade and where to purchase Fair Trade products. They will be distributed by servers as they hand out each coffee order, and quickly explain what the pins mean and encourage people to put it on their bags and show it off. We also propose that the fun video to celebrate a Fair Trade coffee purchase be filmed at the beginning of the year and be put on Youtube as soon as possible and advertise it online as much as possible to get people to watch it and talk about Fair Trade with their peers. Film students at UBC who are eager to help out the department promote film Fair Trade should create this video and consult with the Fair Trade Committee in regards to content and the different ways to market it. Advertisements to personify farmers who will benefit from Fair Trade should be created by an advertising agency with the input of the

Fair Trade Committee, and be placed around the SUB and in other busy areas all year long. These posters should be concise and include information that will help people understand the difference they will be able to make by purchasing a Fair Trade product. "Fair Trade Happy Hour" will be operated by Food Services and be placed by the newly created water fountains by the bookstore and in between the Henry Angus building and Koerner Library, where there seems to be the most traffic on campus. It will mainly serve coffee, but also carry other Fair Trade products such as bananas and chocolate bars. Initially, we would like to see the food carts operate on a daily basis, but if sales cannot cover the costs of running the food carts on bad weather days, then they should only be used from September to October, then be utilized again from March to May. We also believe that Fair Trade Week should still continue on an annual basis for a year. We propose that it still occurs in February, but before it happens, the Fair Trade Committee should heavily promote it with posters around the SUB food outlets.

We will measure success with a few different methods. Firstly, we believe that the Fair Trade Committee should conduct a survey to random UBC students on campus and ask them if they know anything about Fair Trade and the university's efforts to promote it to students, before and after the marketing initiatives to see if there were any significant changes in knowledge about Fair Trade. The committee should also measure and track sales, and to see if increases or stays about the same throughout the year.

APPENDICIES

RESEARCH DATA

Do you ever buy Fair Trade products on campus? (graph 1)

#	Answer		Response	%
1	Yes		25	25%
2	Unsure		40	40%
3	No		36	36%
	Total		100	100%

What Fair Trade products do you currently purchase on campus? (Check all that apply) (graph 2)

#	Answer		Response	%
1	Coffee		22	63%
2	Tea		10	29%
3	Chocolate		3	8%
4	Other		0	0%

Where do you purchase Fair Trade products on campus? (Check all that apply) (graph 3)

#	Answer		Response	%
1	SUB		12	60%
2	Bookstore		5	25%
3	Other UBC Food Services outlets (Sauder Exchange, Ike's, etc)		11	55%

Why don't you buy Fair Trade products on campus? (Check all that apply) (graph 4)

#	Answer	Response	%
1	I don't know what Fair Trade is	18	18%
2	Too Expensive	86	86%
3	I don't care if products are Fair Trade	2	2%
4	Lower quality than non- Fair Trade products	36	36%
5	Unable to find Fair Trade products on campus	20	20%

Which of these would make you more likely to buy Fair Trade products on campus? (Check all that apply) (graph 5)

#	Answer	Response	%
1	More knowledge about Fair Trade and its impact	28	28%
2	Lower Price	20	20%
3	Better quality/ taste	50	50%
4	Easier to find	20	20%
5	Better variety of Fair Trade products offered	3	3%

Which of these causes are you most passionate about? (graph 6)

#	Answer	Response	%
1	Environmentalism	44	44%
2	Global Inequality	32	32%
3	Domestic Poverty	16	16%
4	Aboriginal Issues	1	1%
5	Women's Rights/ Feminism	4	4%
6	Other	4	4%
	Total	100	100%

PICTURES



Example of proposed food cart



Current signage above "Blue Chip Cookies" promoting organic and Fair Trade coffee

MEDIA PLAN

Media Type	Sept				Oct				Nov				Dec				Jan				Feb				Mar				Apr				May						
	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	26	
<u>Two-way communication</u>																																							
Facebook																																							
Video Channel																																							
Twitter																																							
<u>One-way communication</u>																																							
Print																																							
Contests																																							
Pins and symbols																																							
Fair Trade Happy Hour																																							
"visit us" company locations - food cart																																							
Campus Events (Fair Trade Week)																																							
Signage																																							

FINANCIAL FORECAST

CAMPUS-WIDE

Hours Breakdown

# of fair trade stores at UBC	21
# of labour units per store unit	3
# of people in entire labour force	63
# of hours all fair trade stores are opened (daily)	1323
Anticipated # of weeks worked per year	50
Total # of hours worked per year	66150

Revenue

Average price of FT item	\$2.00
Estimated turnover per hour	30
Revenue per hour	60
Total Revenue (yearly)	\$3,969,000.00
Revenue per store	\$189,000.00

AFFECT STRATEGY IMPLEMENTATION

Costs

Coffee sleeves	\$400.00
Promo video costs (confetti, banner)	\$150.00
Posters	\$250.00
Total Cost per cart (yearly)	\$800.00

**BEHAVIOUR STRATEGY
FT CART IMPLEMENTATION**

Hours Breakdown

# of fair trade carts	1
# of labour units per store unit	1
# of people in entire labour force	1
# of hours all fair trade stores are opened (daily)	4
Anticipated # of weeks worked per year	12
Total # of hours worked per year	336

Revenue

Average price of FT item	\$2.00
Estimated turnover per hour	15
Revenue per hour	30
Total Revenue (yearly)	\$10,080.00
Revenue per store	\$10,080.00

Costs

Bicycle food cart with cooler	\$1,500.00
Cash register	\$160.00
Hot water dispenser (3)	\$195.00
Paper bags, napkins, cups	\$250.00
Total Cost per cart (yearly)	\$2,105.00

**COGNITIVE STRATEGY
FAIR TRADE AMASSADOR PROGRAM**

Costs

Gifts for Fair Trade Ambassadors at end-of-year gala	\$100.00
Food samples throughout the year	\$250.00
Posters	\$50.00
Volunteer graphic design	\$25.00
Total Cost per cart (yearly)	\$425.00

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