



## FAIRTRADE BUSINESS AMBASSADOR

*Business, retailer or trader who has ENGAGED WITH AND CHAMPIONED Fairtrade campaigns, initiatives, and values*

The Fairtrade Business Ambassador Award recognizes a business, retailer or trader that has engaged with the broader fair trade movement in Canada by engaging with Fair Trade Programs and Fairtrade Canada campaigns. The Fairtrade Champion also works to educate Canadians about ethical business practices and their commitment to Fairtrade certification through events, digital content, or other initiatives.

- i. How have you/they educated about Fairtrade certified products (community events, speaking opportunities, retail or consumer facing events or activations, etc.)? Please describe in detail.
- ii. How do you/they educate your/their organization/internal staff about Fairtrade and the values it espouses?
- iii. Have you/they educated about and promoted Fairtrade through social media, blogging, or videos? Please describe in detail.
- iv. What Fairtrade Canada promotions did you/they participate in (Fair Trade Campus Week, Fairtrade Month, Fair Trade Workplace designation, etc.)? Please list and describe in detail.
- v. Tell us why you/they believe you fit the category for this award (Maximum 200 words). See category description above.