



## FAIRTRADE BUSINESS LEADER

*Business, retailer or trader who has shown LEADERSHIP in carrying Fairtrade values and connecting with ethical shoppers.*

The Fairtrade Business Leader Award recognizes a business, retailer or trader OR and individual in your organization that has demonstrated a deep-rooted commitment to the values of ethical business practices and fair terms of trade. Through integrating sustainable trade practices and the three-pillar model into their business, the Fairtrade Business Leader stands as an example and inspiration of ethical business leadership.

- i. How long have you/they been selling/promoting Fairtrade certified product(s) in Canada?
- ii. How does Fairtrade fit into your/their organization's vision, mission, values and strategy? Please describe.
- iii. Please explain what it means to your/their organization to sell Fairtrade certified product(s).
- iv. In what ways have you/they demonstrated leadership, inspiring and motivating others to support Fairtrade? Please describe.
- v. Tell us why you/they believe you fit the category for this award (Maximum 200 words). See category description above.