

FAIR TRADE VANCOUVER LOGIC MODEL DESCRIPTION

The following chart illustrates the Fair Trade Vancouver (FTV) logic model. A logic model describes the key elements of an initiative in a logical sequence, to assist in understanding the strategy underlying the initiative and the pathway that the initiative has been designed to follow to achieve the intended results. The logic model identifies the key strategic activities undertaken by the FTV programming as well as the sequence of direct and intermediate outcomes that are expected to result from these activities.

Fair Trade Vancouver Mission: *To increase awareness and sales of Fair Trade products in Metro Vancouver in order to improve the lives of people in developing countries.*

To achieve this mission, FTV has three main focus areas and all organizational programming and strategic activities fall within one of these areas. The Logic Model therefore is structured to highlight each of the Areas, including:

- 1) Awareness (Credibility)
- 2) Availability; and
- 3) Supporting Resources & Capacity

The **awareness** refers to increasing knowledge and understanding of fair trade products amongst the general public and businesses, and building credibility of fair trade products amongst consumers; the **availability** focus area aimed at ensuring that fair trade products are available and accessible for consumers; and **resources & capacity** focus area refers to obtaining resources and building necessary capacity to implement organizational activities and succeed in achieving fair trade objectives.

As demonstrated in the logic model, FTV implements six major strategic activities. Four of them fall under the awareness focus area, one under availability, and one under resources & capacity. FTV strategic activities are summarized as follows:

1. **Educational campaigns for the general public:** Educational campaigns for the general public comprise activities such as organizing public events and gatherings; producing and distributing educational materials, flyers, banners; participating in exhibitions, street shows, public events etc. it is aimed at increasing awareness of fair trade among the general public in Vancouver.
2. **Educational campaigns for businesses:** Educational campaigns for businesses mainly includes conducting 'lunch and learn' sessions for members of the business community in Vancouver; in order to increase their knowledge of fair trade products and the importance of having organizational policies on purchasing fair trade products.
3. **Online campaigns:** Online campaigns are aimed at using online resources: (e.g., FTV website, facebook page, blogs, email list, etc.) to educate the general public and businesses about fair trade, about the importance of purchasing fair trade products, and to provide instructions on becoming fair trade consumers and suppliers.

4. **PR and media campaigns:** PR and media campaigns include efforts to engage media, celebrities, and public figures in promoting fair trade.
5. **Supply chain development and advocacy:** Supply chain development strategic activity consists of initiatives such as working with suppliers, retailers, and businesses to increase their awareness of fair trade business opportunities and provide instructions how to switch to selling fair trade products. This activity is aimed at ensuring that there is a strong supply chain of fair trade products in Vancouver and consumers have easy access to fair trade products.
6. **Resource development & capacity building:** This strategic activity is supportive to all other initiatives and aimed at ensuring that FTV has necessary resources and capacity to implement other initiatives. It includes recruiting, training and engaging volunteers in FTV activities and initiatives, developing campaign materials and promotional resources, and obtaining financial resources.

In the short term, it is expected that the four campaign strategic activities will result in: public & businesses learning about fair trade and importance of purchasing fair trade products, members of public gaining access to instructions on purchasing fair trade products, and media in promoting fair trade. The supply chain development strategic activity will result in local businesses & retailers learning about FT opportunities and local businesses obtaining instructions on how to switch to fair trade products. The resource development and capacity building strategic activity will result in volunteers joining FTV, and FTV obtaining promotional and financial resources.

In the intermediate (mid) term, The hope is that a high proportion of the general public will purchase fair trade products, will become engaged in the fair trade network and participate in FT activities; more businesses will switch to purchasing FT products and develop FT buying policies; more businesses and suppliers will start selling fair trade products; more volunteers will regularly participate in FTV activities; and more financial and campaign resources will be allocated in FTV programming and activities.

In the long run, the fair trade industry in Vancouver will become prevalent; the Vancouver public will obtain a greater understanding of world poverty and greater connection with people in other countries; volunteers will take leadership roles in FTV management and implementation; and farmers in fair trade product exporting countries will obtain greater economic livelihoods and increased income security.

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