

# Case Study:

## 2017 Canadian Fair Trade Network: Connecting and collaborating with local business

FEBRUARY 24-26, 2017

### Creating Opportunities Through Connections.

The 2017 Canadian Fair Trade Network (CFTN) Conference saw leaders from across the country come together to strengthen ties and increase opportunities for collaboration. This included representatives from government, education, First Nations, non-profits, local businesses and many others. The gathering marked the first time the conference was hosted in Atlantic Canada.



**3**

DAYS



**225**

ATTENDEES



**48**

SPEAKERS



**\$268,000+**

DIRECT EXPENDITURES

### Why Nova Scotia?

The Canadian Fair Trade Network recognized the opportunity to strengthen its network by bringing together local and international fair trade champions, leaders and advocates in a region that has a strong emphasis on local engagement, and a keen interest in creating healthy and sustainable communities.

Hosting in Halifax gave attendees the chance to explore our walkable city and experience first-hand some of the local fair trade products available. It also allowed for many opportunities to collaborate by creating an open dialogue with local businesses, government, educational institutions, and cultural groups.

### Where it all comes together

Our convention centre team was eager to host the CFTN Conference, and help connect individuals to share in important discussions and ideas around expanding fair trade in Canada and around the world. We were especially excited to work with the conference organizers to accommodate some important requests that reflected the organization's

“As a network-based organization, we look toward our provincial, regional and local partners to really drive our work.”

Sean McHugh  
Canadian Fair Trade Network



“ Huge thanks to @CFTNetwork, @FairtradeCanada and all the other partners for such a great conference! #LSC2017 #FairTrade

Lynn  
CFTN attendee

goals and contributed to the event's success. CFTN works with companies and organizations whose goals and values align with promoting fair trade and sustainability - that means providing guests with food that is locally grown and meets fair trade requirements. Our organization prides itself in offering a diverse and inspired menu, which means that conference guests were thrilled to see seasonal local foods incorporated in meals, as well as vegetarian and vegan options readily available. We were also delighted to have Just Us! Coffee Roasters Co-op, the first coffee roaster in Canada to become fair trade certified, provide coffee and tea for the conference. Recognizing our client's need to reduce waste and promote sustainability, we ensured there were no disposable items such as water bottles, take-away cups, stir sticks or sugar packets used.

#### *Creating connections.*

Four new fair trade partnerships were made during the conference. Best of all, attendees from across Canada came together to challenge each other to expand the scope and impact of the fair trade standards in Canada and abroad.

#### *Expert opinions.*

Esteemed speakers from near and far were invited to share their thoughts at the conference.

The list included the Canadian Research Chair in International Development, the Mi'kma'ki First Nation, Halifax Mayor Mike Savage, Saint Mary's University and Dalhousie University, as well as representatives from fair trade organizations in Africa and Paraguay. These groups had the opportunity to speak on important topics to help expand the fair trade movement across their networks.



#### *Unique opportunities.*

CFTN is a network-based organization that seeks partnerships to drive their work. Hosting the conference in Nova Scotia provided opportunities to engage with a region that had not been visited but that had many grassroots groups eagerly awaiting the chance to connect with their counterparts across the country.

**Learn more about working with our team to bring your conference to Nova Scotia. >>**