

The Intersection: Fair Trade

Our Mission

Our goal is to combat poverty and injustice by purchasing products from fair trade cooperatives in developing nations. Most of these cooperatives are made up of people who were living in poverty, or who have been rescued from situations of trafficking. They are now being offered employment making products in order to offer them a new life and a new start. We are purchasing these products to sell in the North American market.

We want to connect North American shoppers with quality, ethically sourced Fair Trade items at a reasonable price. **Our goal is to provide you with an alternative -- products that you want and would buy anyway, but with origins that you can know and trust.** We want products that we can match faces and names and stories to. We want you to know that there are real people who are receiving real benefits for their labour -- ones who were faced with poverty and hopelessness but have now found hope.

More About Us

A major pillar of our business is EDUCATION. We believe that the more that people know about business, particularly trade ethics, the more responsibility they can carry as consumers and even as entrepreneurs and business owners. We are successful at carrying out our business mission, and have the experience and knowledge to share what we know with purpose and confidence.

Our mission & business are driven by our belief in respect & safety for all human life, keeping children in school, and guaranteeing access to water & healthcare - and we believe business can achieve these goals more sustainably than charity!

We find this information is especially crucial for the up-and-coming generations to grasp so that they feel empowered to enact real consumer reformation in their everyday lives.

What We Offer:

1. **We are working on offering “packages” that cover topics like: human trafficking, human rights, ethical business practices, sourcing ethical materials, working in a cross cultural environment, workers rights, and more**

We have reviewed the curriculum on the BC Ministry of Education website, and believe we can provide accredited field trips for classes offered in the fields of Social Studies, Business, and specific areas of study from Grades 7-12

2. **A meeting with course teacher/facilitator prior to field trip to establish content based on specific class curriculum**
3. **Pop-up - we can bring specific items from our store to provide hands-on learning, or we can arrange a Covid-friendly virtual field trip**
4. **Flexibility**
 - a. **Content - we will tailor content according to course, class, etc.**
 - b. **Time - we will tailor content to fit course time allowance - we can work with as little as 30 minutes to as much as 2 hours**

Ways We Meet Core Competencies:

- **Communication** - Communication is a key value of our business and an obvious ingredient of success to any business. From startup until now, we have successfully communicated our purpose as a business and have been able to “*acquire, develop and transform ideas and information, and make*

connections with others to share (their) ideas, express (their) individuality, further (their) learning, and get things done.”

- **Communicating** - we will be able to show students how you can take a passionate idea and communicate it to consumers in a way that calls them to action across different platforms (like social media, conferences, etc). Students will see a concrete visual of how *“Communicating encompasses the set of abilities that people use to impart and exchange information, experiences, and ideas; to explore the world around them; and to understand and effectively use communication forms, strategies, and technologies”* and will see how The Intersection:Fair Trade *“communicates effectively use their skills and strategies intentionally to ensure understanding their audience. They communicate in an increasing variety of contexts, for a variety of purposes, and often with multiple audiences.”*
- **Collaborating** - including local partnerships, we collaborate with 53 vendors from across 17 different nations, all with different cultures, belief systems and languages. We can display *“how effectively combining with others’ perspectives, strategies, and efforts enhances collective understanding, use and impact.”*
- **Thinking** - THINKING is what got our business here in the first place! The Intersection:Fair Trade saw a need and critically found a practical way to fill it. We are constantly researching products, concepts, and stories to grow our business and have an ever-evolving, well-rounded knowledge of fair and direct trade.
 - **Creative Thinking** - The Intersection will show how we used creativity to fill a practical need in our community and in the world. Example: Retail/textiles is an existing idea & industry that cripples human rights around the world - we created a sustainable business model that gives rights back to those who have none. *“A creative thinker reflects on existing ideas and concepts; uses imagination, inventiveness, resourcefulness, and flexibility; and is willing to take risks to go beyond existing knowledge.”*
 - **Critical & Reflective Thinking** - The founders of The Intersection were investigative in researching the textile and labour industry. They did not accept the status quo and thought “There must be another way.” The Intersection will show students how to critically evaluate systems and refine or even redefine them. We also show how a student can use the knowledge gained from observation and research and set a goal to make a difference. *“People who think critically and reflectively are analytical and investigative, willing to question and challenge their own thoughts, ideas, and assumptions and challenge those of others. They reflect on the information they receive through observation, experience, and other forms of communication to solve problems, design products, understand events, and address issues. A critical thinker uses their ideas, experiences, and reflections to set goals, make judgments, and refine their thinking.”*
- **Personal & Social** - The Intersection was founded from the principle that we are responsible to our world through the consumption choices we make. It is driven by our deep personal purpose that moves ourselves and others to action. *“Personal and social competency encompasses what students need to thrive as individuals, to understand and care about themselves and others, and to find and achieve their purposes in the world.”*
 - **Personal Awareness & Responsibility** - As a business set up to empower a person over a corporation, the individual matters more to us than the system. This allows our employees and the humans that source our products to have the space to develop as a person, confident in their rights and their individual person. The consumer audience we reach is also empowered to take personal responsibility for the way they consume. *“A personally aware and responsible individual takes steps to ensure their well-being, sets*

goals and monitors progress, regulates emotions and manages stress, and recognizes and advocates for their own rights.”

- **Positive Personal & Cultural Identity** - The Intersection is able to display how positive personal & cultural identity serves a bigger purpose - how a confident person and business can contribute not only to their own well-being as a consumer, but the well being of their close community and society, and how their choices impact communities they can't even see. *“They exhibit a sense of self-worth, self-awareness, and positive identity to become confident individuals who take satisfaction in who they are and what they can do. They contribute to their own well-being and to the well-being of their family, community, and society.”*
- **Social Awareness & Responsibility**- The Intersection was founded out of social awareness and responsibility. Being aware that your personal consumption affects the well-being of others is what drives our mission. The Intersection's business model provides a concrete example that will help students understand how to take responsibility for themselves, their choices, their community and the broad reaches of the world. *“People who are socially aware and responsible contribute to the well-being of their social and physical environments. They support the development of welcoming and inclusive communities, where people feel safe and have a sense of belonging. A socially aware and responsible individual contributes positively to their family, community, and environment; empathizes with others and appreciates their perspectives; resolves problems peacefully; and develops and sustains healthy relationships.”*

Ways We Can Enact Curriculum In Action:

- **Flexible Learning Environments** - We offer a flexible learning environment that brings a reality to the subject matter at hand. *“Learning can take place anywhere, not just in classrooms. Many schools and teachers create learning environments that explore the use of time and space in creative ways. The integration of areas of learning and technology also have opened the door for teachers and schools to approach the use of time and space in creative ways — ways that adapt to the students' needs and interests.”*
- **Collaboration With Community** - The Intersection is an expert in this community on Fair & Direct Trade in business. We are extremely sensitive to the cultures and communities and people that source our products, and we share their stories with discretion and sensitivity. *It is particularly helpful to co-operate and engage with experts from the community when learning about culture-specific contexts to avoid offence or misrepresentation or appropriation of culture. Cultural appropriation includes use of cultural motifs, themes, “voices,” images, knowledge, stories, songs, drama, and so on without permission or without appropriate context or in a way that may misrepresent the real experience of the people from whose culture they are drawn.*