

- 3) Sell, promote and use Fairtrade products. Have Fairtrade products available for sale and for use at all events. Ensure products are used in staff rooms and student areas. On an annual basis, record and monitor sales of Fairtrade products. Encourage local outlets to provide Fairtrade products
- 4) Make sure the whole school learns about Fairtrade issues through curriculum and wider learning activities
 - * Choose at least 3 curriculum lesson areas e.g. C.S.P.E, Geography, History, R.E, English, Maths, Art + Design, Music and Modern Languages
 - * Have groups from at least 2 different year groups involved
 - * Use other learning experiences, include assemblies, school plays, newsletters, enterprise groups and websites
- 5) Make a commitment to promoting and taking action for Fairtrade in school and the wider community
 - * Plan three whole school activities / initiatives (1 per term including Fairtrade Fortnight)
 - * Take one action to bring the issues into the wider community

Summary:

- * Schools are the heart of community life, and students, through learning and knowledge, are given the ability to develop their own thoughts and opinions about the world.
- * Fairtrade offers students the opportunity to see where they stand in the world and develops them as global citizens, keen to participate in local and global issues in our multicultural society and globalized world.
- * Fairtrade fits in well with the Second Level Curriculum
- * Together we can all make a difference

“It is not the kings and generals who make history, but the masses of the people”

Nelson Mandela.



Websites:

www.fairtrade.ie - www.peopleandplanet.org - www.fairtrade.org.uk - www.tjm.org.uk
www.cafedirect.co.uk - www.fairtradedealing.co.uk - www.traidcraft.co.uk - www.divinechocolate.com
www.bafts.org.uk - www.dubble.co.uk - www.maketrade4fair.com - www.oxfam.org.uk/coolplanet
www.fairtrade.net - www.globaldimension.org.uk - www.co-opfairtrade.co.uk
www.youngcooperatives.org.uk - www.cafod.org.uk/resources - www.globalgang.org
www.bananalink.org.uk - www.deed.org.uk - www.dfid.gov.uk - www.makepovertyhistory.ie
www.chocaid.com - www.dea.org.uk

Resources

For Press Info, assistance or to arrange an interview, contact: Peter Gaynor, Executive Director, Fairtrade Mark, Ireland.
01-4753515 - info@fairtrade.ie - www.fairtrade.ie

For Fairtrade hot drinks and snacks vending machines contact: Gerry Cannon 087-260 3583
info@cannonvending.com - www.cannonvending.com

Make your school **Fairtrade Friendly** CD Rom. The Co-operative College Tel. 0800-0686727 - customerrelations@co-op.co.uk
National Organic Products - Tel. 064-31871 - nationalorganic@eircom.net
Fair Comment - Video or DVD - Fairtrade Mark Ireland - Tel: 014753515 - melanie@fairtrade.ie



Making your School FAIRTRADE FRIENDLY

This guide explains what fairtrade is, shows how we can make a difference and gives ideas for fairtrade activities. It also includes a list of helpful websites and resources.

That's Not Fair!

One in five (1 in 5) of the world's population still lives in extreme poverty. These people lack access to basic healthcare, education and clean water with little opportunity to improve conditions. Small growers and producers, whose lives often depend entirely on the farming of one particular product such as bananas, have been left unable to compete in a world market controlled by large companies.

Hope exists in the shape of Fairtrade.



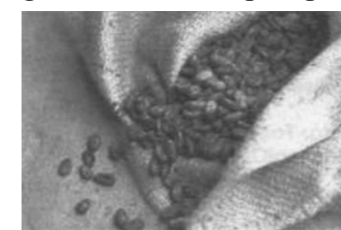
We're all in it together. All the world's a marketplace, and all of us use it, whether we're producers or consumers. In the globalised world of the twenty-first century, trade is one of the strongest ties that bind us. If we don't make trade fair, the poverty and injustice will lead to a build up of resentment that will affect us all. That's why fairtrade should be something everyone thinks about when they get up in the morning. If the developing world had a **one per cent** bigger share of world trade, **128 million** people would be lifted out of poverty. Isn't that a good enough reason?

Chris Martin, 'activist' and singer with Coldplay.

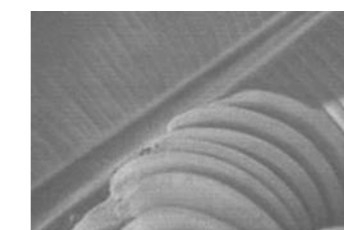
Fairtrade is Fair Play

Fairtrade is all about making sure that the people who grow or make the things we buy get a fair price. It enables us, as consumers, to support decent pay and working conditions for those we rely on, who work on the other side of the world.

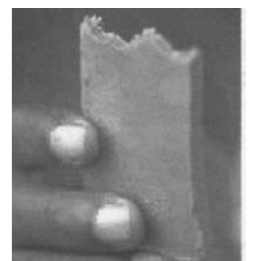
Fairtrade seeks to ensure that small-scale farmers and producers work under safe conditions. It helps producers to develop business skills and supports long-term trading relationships rather than buying goods at the cheapest prices.



Coffee



Bananas



Chocolate.

The Fairtrade Mark is an independent guarantee; it informs consumers that Third World workers and farmers are receiving a fair deal and ensures these Fairtrade standards are maintained:

- * *Stable prices or a minimum wage*
- * *An extra bonus called a social premium to invest in their communities*
- * *Long-term contracts*
- * *No forced or child labour*
- * *Health and safety standards*
- * *Advance payments and credit terms*
- * *Care for the environment with fewer pesticides and more organic cultivation techniques*



Tea Pickers

Make a Difference by supporting Fairtrade

Fairtrade offers students the opportunity to see where they stand in the world and helps them learn and develop as **global citizens**.

Introducing Fairtrade into school activities shows that the school is providing a good foundation of **belonging, self-worth, responsibility and caring for others and the environment**.

By raising awareness and buying products that carry the FAIRTRADE MARK we can all help provide a better deal in a simple and practical way.



The Fairtrade footballs which you can buy in Oxfam FairTrade shops are produced in Sialkot, a small town in Punjab in Pakistan, where thousands of children work in the football production industry.

The supplier of Fairtrade footballs - Talon Sports - is obliged to register all stitchers and their ages, so they can make sure that they are not employing underage workers. They also have to co-operate with unannounced checks of independent controllers.



Here are 5 suggestions for launching Fairtrade in your school

- * Talk to your principal, as his/her support is vital
- * Meet all the staff (teaching and catering) to provide them with relevant information
- * Make it part of your school ethos – organize assemblies with fairtrade issues
- * Ensure teaching staff are aware of curriculum links
- * Set a time scale and targets for your activities and write up an Action Plan

IDEAS For Fairtrade Action

- * Conduct survey at start of the campaign and note results. When you feel Fairtrade targets have been reached according to your time-scale conduct the survey again, note results and observe changes
- * Make a video about your school's Fairtrade Campaign
- * Produce a radio / T.V. advert for Fairtrade
- * Get students to sign a petition to support Fairtrade in school
- * Organize a speaker to visit the school – a student from another Fairtrade school or from a Fairtrade organization
- * Set up a Fairtrade stall with free samples, leaflets and, perhaps at Christmas, Fairtrade gifts and products for sale
- * Include articles on Fairtrade, written by pupils, in school newsletter
- * Show “ Matthew’s Story” from CD-Rom “Make Your School Fairtrade Friendly”

- * Run a Fairtrade competition with Fairtrade prizes! e.g. design packaging for a new Fairtrade product, poster, leaflet or bookmark
- * Run a Fairtrade Coffee Morning for the staff – to encourage them to switch to Fairtrade tea and coffee
- * Visit your local supermarket and carry out a survey – how many Fairtrade products do they stock, and how many brands?
- * Tell parents about Fairtrade – send them a Fairtrade newsletter and a free sample!
- * Organise a Fairtrade Assembly – Explain to other students what Fairtrade is all about
- * Carry out a Fairtrade survey around school, or for homework – how many people recognise the FAIRTRADE MARK? How many know what Fairtrade means?
- * Set up a ‘Fairtrade Trail’ around school – with a quiz sheet and a Fairtrade Prize for the best answers!
- * Include as many Fairtrade products as possible in school lunches – ask the school canteen to help
- * Hold a Fairtrade breakfast or lunch, serving as many Fairtrade products as possible – ask the school canteen to help
- * Set up a Fairtrade Tuck Shop, selling Fairtrade snacks at breaks and lunch times
- * Visit as many different Fairtrade websites as you can find – put together your information to create a Fairtrade exhibition
- * Serve Fairtrade tea/coffee/juice/biscuits at a parents evening, open evening or school performance
- * Produce display material to tell people about Fairtrade – e.g. posters, giant Fairtrade packaging
- * Link up with the local council, or other organisations that support Fairtrade, and hold a community Fairtrade event
- * Have a Fairtrade vending machine installed, so students have a Fairtrade choice
- * Organize an event during Fairtrade fortnight (first 2 weeks in March every year)
- * Participate in school debates on Fairtrade issues

Campaign

To turn your school into an official Fairtrade school:

There are 5 goals to be met to show your school is serious about Fairtrade, not just for this year but for next year and the year after....

- 1) Set up a Fairtrade Steering Group. As well as pupil representatives, the group should have representatives from the teaching and catering staff. They must meet regularly, check progress on how the goals are being met and write a final report.
- 2) Get a Fairtrade Policy Sorted. This is basically an official pledge or statement showing school commitment to Fairtrade. It should include commitment to selling Fairtrade products in the canteen, vending machines and shop and ensure that Fairtrade teas, coffee and biscuits are being served at all meetings and events in school.

Fair measures student survey

10. Knowing that Dubble is made from Fairtrade chocolate, does that make you more or less likely to buy Dubble?

- A lot more likely A little more likely Neither more nor less likely
 A little less likely A lot less likely

D: School food

11. Which of the following types of snacks do you buy at school most weeks?

- Biscuits Chips Chocolate Crisps
 Fruit Soft Drinks Sweets

12. Where do you buy them?

- Canteen School Council
 Tuck Shop Vending Machines

13. If you knew that a snack in the school (in the tuck shop, canteen or vending machines) involved Fairtrade would that make you more or less likely to buy it?

- A lot more likely A little more likely Neither more nor less likely
 A little less likely A lot less likely

14a. Do you think school tuck shops, canteens and vending machines should stock Fairtrade Chocolate?

- Yes No Not Sure

14b. If Fairtrade Chocolate was sold in your school, would you buy it?

- Yes, definitely Yes, probably Not Sure
 No, probably not No, definitely not

E: Campaigning

15. Have you ever been involved in a campaign at school, e.g. collected signatures on a petition, or written letters to an important person?

- Yes No Not Sure

16. Would you like to take part in a campaign at your school for more Fairtrade products?

- Yes No Not Sure

If YES, what sorts of activities would you take part in?

- Petition Stall at fete or other event Fairtrade Debate
 Special Fairtrade Day Writing Letters Fairtrade Assembly or Play
 Any of these

Fair measures student survey

A: Chocolate habits

1. How many bars do you eat in the average week?

- 1 2 3 4 5 6 7 More than 7 None

2. Which of the following types of chocolate do you eat?

- Bounty Aero Crunchie Divine Dairy Milk Dubble Kitkat
 Lion Bar Milky Way Mars Bar Snickers Twix Yorkie Other

B: Fairtrade

3a. Have you ever heard of Fairtrade before?

- Yes No Not Sure

IF NO or NOT SURE, please go to Question 4.

3b. IF YES, where have you heard about Fairtrade?

- At School At Home On TV On the Internet
 In Magazines In the Shops From Friends

4. What do you think Fairtrade is?

Read the following sentences and say whether each one is true or false.

a. It's where people swap things to help each other.

- True False

b. It's where poor farmers in the developing world get a fair price for what they grow.

- True False

c. It's where big companies give poor people in the developing world donations.

- True False

5. There are many kinds of food that can involve Fair trade. Which of the following types of food that we buy can involve Fairtrade?

- Biscuits Cereal Bars Chocolate Coffee Fruit
 Fruit Juice Honey Tea All of these

6. Have you ever bought any of these Fairtrade products?

- Yes No Not Sure

7. Fairtrade products sometimes cost more than other products. How much more would you be prepared to pay for a bar of Fairtrade chocolate?

- Nothing more 1c or 2c more 3c-5c more
 6c-10c more 10c-20c more more

8. Do you think there should be more or fewer Fairtrade products on sale?

- More The same amount Fewer

C: Fairtrade Chocolate

9. Have you ever eaten Fairtrade Chocolate?

- Yes No