



Fair Trade Schools

The Three Goals

As described in the document titled, 'Fair Trade Schools Fact Sheet', a Fair Trade Schools campaign is meant to drive awareness and understanding of Fair Trade into the educational and community fabric of a school. In addition, it is important to provide members of the school community an opportunity to make a difference with their purchases by providing Fair Trade products. There are three goals that a school must achieve to be designated as a Fair Trade School as outlined below. Upon earning Fair Trade status, a school is required to submit a report at the end of each school year summarizing the activities and efforts made that year in order to maintain their status as a Fair Trade School.

1. Build a Team

A teacher and/or student-lead group should be formed to implement the campaign objectives and drive awareness. Parents can and should be encouraged to participate where appropriate.

Getting Started: Form a committee of students, administration, and/or parents. Campaigns in Elementary schools will obviously rely more heavily upon faculty and parents, though keeping a student perspective in events and education is still important. Middle and High school level campaigns can draw more heavily from their student body, though there must be a minimum of one teacher or administrator member as part of the committee. This ensures ongoing activity year-over-year. **The minimum number of committee members to complete this goal is five.** Similarly, a committee can be made of predominantly teachers, administrators or parents, though **at least one student is required.**

Pointers: When forming the team, make sure to strive for a mix of grade levels participating. The goal is for a long-term campaign to support Fair Trade. By including, for example, freshmen and sophomores, as well as seniors in a High School campaign, the group is ensuring that it will sustain when the seniors graduate. In the end of the year report, we ask that you detail any changes to your committee, including new points of contact for Fair Trade Campaigns if leadership has changed or graduated.

Have Fun: Don't be afraid to get creative with your committee! If you can, try to include not just staff, students and administration, but guidance counselors, representatives from your food providers, and others in the community. Think about a fun activity to ensure the team has an understanding of Fair Trade as well as how to bring it to the rest of the school.



2. Commit to Fair Trade Education & Events

By including Fair Trade in lesson plans, curricula and school events like assemblies and fairs, students understand the ways in which Fair Trade fits into their daily lives. From delivering real-world examples of how fairness can impact those less fortunate, to how Fair Trade fits into traditional and alternative economic systems, including Fair Trade in lesson plans and curricula enables students to gain a deeper understanding of the benefits of Fair Trade.

Getting Started: Bringing Fair Trade into classrooms and events is an important way to empower students to be conscious consumers. While developing entire lesson plans or curricula may be difficult at first, there are many options that have already been constructed. Consider options on the *Fair Trade in the Classroom* document for some fun games, projects, and mini lessons on Fair Trade to kick-start some ideas! Also, see the 'Have Fun' section below for event ideas. **The minimum number of examples demonstrating a commitment to Fair Trade education and events is two.**

Pointers: When considering how or where to incorporate Fair Trade in the classroom, consider all of the subjects that it can fit into. For example, for elementary school children teaching the concept of fairness is very important. How can some of the core concepts of Fair Trade, like fair pay for a day's work, equal opportunities for women to be leaders or children to go to school tie into that lesson. Similarly, Fair Trade can be brought into higher levels of education. All High Schools have economics classes and many now have environmental sciences classes, world studies and even food security classes. Fair Trade connects with all of these subjects and more. In the end of the year report you will be asked to report on the different ways that Fair Trade has been included in areas of study and events. To maintain Fair Trade School status after meeting the initial goals, each school will need to demonstrate four instances of this each school year.

Have Fun: School events are a great way to educate and have fun with Fair Trade! Consider the opportunity to educate the school community on Fair Trade through things like chocolate tastings, documentary/film screenings or speakers, and other activities. Also consider pre-existing school events that you could participate in and bring a Fair Trade perspective to. Is there a fall or spring festival at your school where you could set up a table and pass out Fair Trade goodies with some information? Does your school do a holiday event that you could bring Fair Trade into? By tapping into events that are already being planned you can make a splash without having to create something totally new.



3. Source Fair Trade Products

Get a commitment to have Fair Trade products available at school. Whether your school offers products in cafeterias, vending machines or school stores, or regularly includes Fair Trade products in fundraisers, like candy sales or bake sales, providing products that have a positive impact students, faculty and parents are able to make an immediate difference with their purchases.

Getting Started: There are two categories of how we consider products to be made available in schools. The first is Permanent. Permanent availability is when Fair Trade products are offered in regular, daily locations. These include cafeterias, cafes, vending machines and school stores. The second is Occasional. Occasional includes things like bake sales or candy-fundraiser sales.

Identifying who provides the food to your school is an important first step, particularly for the Permanent category of availability. For schools that have a cafeteria, a food service provider is often the source of the food served. A food service provider is a company that provides the food, service and set up for many schools, universities and other places like hospitals and stadiums. Some examples of food providers are Aramark and Sodexo, and connecting with a point person from those providers can lead to discussions about what Fair Trade options are already available. Sodexo, for example, already has Fair Trade coffee and cups ready to provide cafeterias.

Vending machines are often supplied by another third party, so figuring out who that third party is and if they sell any Fair Trade options is another opportunity to make Fair Trade products available. Additionally school stores are either run by a company or by the school or school district. By figuring out who is in charge of these locations, you can ensure a productive conversation about including Fair Trade products.

For student Occasional availability like bake sales, one way to ensure Fair Trade items are being used is to appoint a teacher or a committee of teachers to encourage students to use and sell Fair Trade items. Having a mentor to oversee and help students identify Fair Trade items for such events is important in generating more student product awareness and knowledge. We all strive to become more educated consumers, and it's never too early to start!

For Permanent outlets, you must have at least **two products** offered. If you are meeting the goal through Occasional outlets, you must have at least **four per year** in order to complete the goal. In addition, for each product offered, there must be a sign, label or other method of ensuring that those purchasing or using the products know that it is Fair Trade.

Pointers: Make sure that you know what system of Fair Trade you are making available so that you can educate those buying it. If you sold Fair Trade coffee, let us know what brands and what certification is on the product. If you sold Fair Trade cookies at a student bake sale, you can include that in your product list. If you were able to sell Fair Trade apparel to student clubs, organizations, or just to promote school spirit, through a Renaissance Program, that counts as well. Not everything you sell has to be food related! There are plenty of Fair Trade clothes and artisan products that you can include. Some of the Fair Trade organizations and certifications include: Fair Trade USA, Fair for Life (through IMO), Fairtrade America and the Fair Trade Federation.

Have Fun: Think creatively about how you can get products at school. Some schools have a baking or cooking class. That can be a great way to get Fair Trade out to the school community. Other ways can include forming a partnership with a local company selling Fair Trade products, or exploring if there are any grants available through a food service provider or partnering with them to promote the Fair Trade products that they can make available.



Fair Trade in the Classroom

The following is a list of online resources for bringing Fair Trade into the classroom. It is a collection of lesson plans, curricula and presentations that other organizations, teachers and students have found success with. As you move through your campaign, be sure to record any new activities, ideas and successes that you have so that we can add them to our resources and empower even more schools to engage with Fair Trade.

Global Exchange

- <http://www.globalexchange.org/sites/default/files/ChocolateActivityBook.pdf>
- <http://www.globalexchange.org/sites/default/files/ChocolateCurriculum.pdf>

Fair Trade Resource Network

- <http://www.fairtraderesource.org/wp/wp-content/uploads/2009/06/CRS-Chocolate-Lesson-Plans.pdf>
- <http://www.global-ed.org/bananas-unpeeled.pdf>

Equal Exchange

- <http://www.equalexchange.coop/sites/default/files/FairTradeChocolate-Child.pptx>
- http://www.equalexchange.coop/sites/default/files/import/pdfs/downloads/curriculum/EEcurriculum_Aug_2010.pdf
- <http://www.equalexchange.coop/education>

Pro Arte Maya

- <http://teachersguides.proartemaya.org/fairtrade/index.html>

Traid Craft

- http://www.traidcraftschools.co.uk/NR/rdonlyres/D053DD1F-38DE-4A48-8A7B-54196A7D970B/0/schools_game_orange_trading_game.pdf
- http://www.traidcraftschools.co.uk/teaching_learning_resources/Activities_and_games_Commodity_World_Map.htm
- http://www.traidcraftschools.co.uk/NR/rdonlyres/9FB824AF-0A32-4166-AB65-7ABABFBC69BE/0/schools_game_unfair_games.pdf
- http://www.traidcraftschools.co.uk/NR/rdonlyres/9D7E349E-F423-4031-93FD-D871FEDED47F/0/church_game_banana_game.pdf

Global Education

- Fair Trade Chocolate Unit - <http://www.global-ed.org/cu-chocolate.pdf>

