



FAIR TRADE SCHOOLS TOOLKIT



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BEFORE you get underway, we want to make sure to connect you with the resources you'll need for your campaign.

So, **FIRST**, register your Fair Trade School campaign online at FairTradeCampaigns.org. Once you've registered, we will reach out to answer questions and help you get started.

And, **SECOND**, don't set out on this journey alone! Don't be shy about getting friends and others to work with you. Share the journey, learn from others' experience, and celebrate your success together!



QUESTIONS?

Fair Trade Communities National Organizer
Suzi Hiza is always up to answer questions
and help you through any difficulties!

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FAIR TRADE SCHOOLS CRITERIA



Goal 1: Build Your 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.

The Goal: The minimum number of committee members needed to complete this goal is five.



Goal 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.

The Goal: The minimum number of examples demonstrating a commitment to Fair Trade education and events is two.



Goal 3: Source Fair Trade Products

Offer Fair Trade products in cafeterias, vending machines, teachers' lounges, or school stores OR regularly include Fair Trade products in events like fundraisers or bake sales.

The Goal: You must have at least two products offered at permanent outlets (cafeteria, cafes, vending machines, etc.) OR four products offered at occasional outlets (bake sales, fundraisers, etc.) each year.

Please note: The three criteria can be done in whatever order makes the most sense to you and your team. We recommend starting with “Build Your Team,” but feel free to proceed as you see fit. And contact the National Organizer if you need support!

GETTING STARTED

Build Your Team

Reach out to people in your school network, such as faculty, teachers or students, who may already have an interest in Fair Trade. Start out by talking to groups that may share common values (e.g. social justice, environmental awareness, anti-trafficking).

Organize an initial meeting with coffee, tea and chocolate. As you begin, ask yourself:

- Who to include? Aim for a diverse representation of members who will eventually bring new groups to the table!
- What resources or groups already exist at school that involve the likes of Fair Trade? Invite them to attend your meeting, or ask to participate in their next event!



[CLICK HERE](#) for best practices for building your team

Commit to Fair Trade Education & Events

Work with teachers and administrators to organize lesson plans, assemblies, and other school-related events. Help students understand Fair Trade and how it fits into their daily lives.

Think about how Fair Trade can fit into your school community through:

- **Lesson Plans:** Different concepts covered throughout school can be directly tied to Fair Trade. For elementary students, teaching the concept of fairness is very important. Some of the pillars of Fair Trade, like fair pay for a day's work, equal opportunities for women to be leaders or for children to go to school, are very closely related to what is already taught in the classroom. Similarly, most High Schools have economics classes and many now have environmental sciences classes, world studies and even food security courses. Fair



For examples of how you can bring Fair Trade into your classroom, [CLICK HERE](#)

Trade can be brought into higher levels of education in a class where these subjects are already covering the basics of fair exchange policies or environmental sustainability.

- **Events:** School events are a great way to educate and have fun with Fair Trade! Consider opportunities to educate the school community about Fair Trade through things like chocolate tastings, film screenings, hosting interesting speakers, and other activities.
 - Think about **preexisting school events** that might have a Fair Trade angle and think about ways you can use your knowledge to bring a Fair Trade perspective to them. Is there a fall or spring festival 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 entirely new.



[CLICK HERE](#) for best practices for education and events

[CLICK HERE](#) for a list of Fair Trade films to show during events

Source Fair Trade Products

Offer Fair Trade products in cafeterias, vending machines, teachers' lounges, or school stores OR regularly include Fair Trade products in events like fundraisers or bake sales.

There are two categories that dictate how food can be made available in schools: **permanent**, which refers to Fair Trade products offered in regular, daily locations; and **occasional**, which refers to products included in temporary events or offerings, such as bake sales or fundraisers. Permanent outlets must have at least two products offered. If you are meeting your team goals 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 the purchaser of the product knows it is Fair Trade.

Before getting started, ask yourself:

- **Who provides the food?** First, identify who supplies food to your school. You may have to work with administration officials to find the right person to speak with about this. Many schools work with a food service company (e.g. Aramark and Sodexo) that provides

food, service and set-up. Vending machines are also often supplied by a third party, so figuring out who that party is and getting them to offer Fair Trade options is another opportunity make products permanently available in your school.

- **Who oversees events?** Occasional events are generally led by a committee of teachers or by an already established group of students at the school. Work with your team to approach these groups to help them identify Fair Trade items for their events and educate them about Fair Trade concepts.
- Are there **other types of Fair Trade products** to explore? Not everything you sell had to be food. There are plenty of Fair Trade clothes and artisan products that you can include. Research the various products certified by Fair Trade USA, Fairtrade America, Fair for Life (through IMO), and the Fair Trade Federation. You can also think about forming a partnership with a local company selling Fair Trade products or exploring whether or not there are any grants available through a food service provider.



[CLICK HERE](#) for best practices for sourcing Fair Trade products

[CLICK HERE](#) for a Fair Trade product list

MAINTAINING MOMENTUM

This section addresses some obstacles that may challenge you, as well as where to go once your school is a Fair Trade School. The point of meeting the three criteria is to have constructed a platform in the community via your school from which you can continually advocate. Remember: Personal initiative lies at the heart of advocacy – take ownership of your responsibilities and work diligently to inspire others to do the same.

Mission Statements

This exercise can be useful whether you are just getting started or moving into the post-declaration phase of your campaign. Developing, and even revising a **mission statement**, is a great way to keep yourself and the team focused and motivated.

Getting Public Attention

Be sure to use the language of your school's mission and stated values to underscore alignment with Fair Trade values. Inspire others with your Fair Trade stories by pitching ideas to your school paper or other local media outlets. If you are a student, ask teachers and staff to help advise your campaign on different tactics and see if they can connect you with someone at school who manages public relations. Then, work with them using the [Template Press Release](#). You can also do your own promotion through social media outlets like Facebook and Twitter. Be bold and share your vision with as wide an audience as possible.

[CLICK HERE](#) for a guide to Facebook Best Practices

[CLICK HERE](#) for a guide to Twitter Best Practices

Audio-Visual Resources

Organize a movie night to educate and build community. When paired with a short presentation or info session, as well as some Fair Trade coffee, tea and snacks, you can really leave an impression on the attendees.

[CLICK HERE](#) for our Fair Trade Book and Film List

Speakers/Producer Visits

Invite speakers to present at your school about Fair Trade. Consider appealing to academics, industry representatives, and Fair Trade farmers or workers to inspire audiences and attract more support. Keep in mind that you may need a budget for this type of activity. Take a look at these [fundraising resources](#) for ideas about ways to raise money to bring a speaker to your school.

BACKGROUND

Fair Trade Background

Fair Trade seeks to enable economic development through equitable trading partnerships. Fair Trade ensures consumers that the products they purchase were grown, harvested, crafted, and traded in ways that improve lives and protect the environment. We recognize third party certification and verification systems because they hold businesses accountable to their commitments, and provide others with a voice.

About Us

[Fair Trade Campaigns](#) began in 2006 as a group of passionate Fair Trade advocates in Media, PA, sought to build on the Fair Trade Towns movement that was rapidly growing across Europe. This movement recognizes and awards Fair Trade status to municipalities of all sizes that reach across the sectors of their community to drive awareness and purchases of Fair Trade. Fair Trade Towns, Colleges, Schools, and Congregations achieve declaration by completing an initial set of goals, and work to deepen their commitment to Fair Trade through sustained engagement year after year.

[CLICK HERE](#) for a presentation on the history of Fair Trade Campaigns

Our Mission

Our mission is to grow a nationwide community of passionate, lifelong Fair Trade advocates. Their commitment will inspire others to support the Fair Trade movement in its efforts to seek equity in trade and create opportunities for economically and socially marginalized producers. Fair Trade Towns, Colleges, Schools, and Congregations embed Fair Trade values and purchases into mainstream business and institutional practices



QUESTIONS?

Contact National Organizer Suzi Hiza at
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