



# FAIR TRADE SCHOOLS TOOLKIT



# TABLE OF CONTENTS

- Fair Trade Schools Criteria

- Getting Started

- Maintaining Momentum

- Background

-Additional Resources



# FIRST THINGS FIRST!!

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

So, **FIRST**, register with the Fair Trade Schools. Once you have registered, we will send you a welcome packet with some suggestions and resources to get you 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 Schools National Organizer Courtney Lang is always up to answer questions and help you through any difficulties!

(530) 536-3178

[Courtney@FairTradeCampaigns.org](mailto:Courtney@FairTradeCampaigns.org)



# 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, school stores **or** regularly include Fair Trade products in fundraisers like candy or bake sales.

**The Goal:** You must have at least two products offered at permanent outlets (cafeteria, cafes, vending machines) and four 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. However, we recommend starting with “Building Your Team”, feel free to proceed as you see fit and contact the [National Organizer](#) if you feel you need more 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 participate in their next event!



- [\*\*CLICK HERE\*\*](#) to reference Fair Trade best practices.
- [\*\*CLICK HERE\*\*](#) for a list of Fair Trade activities to guide 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 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.



**For examples of how you can incorporate Fair Trade into lesson plans, [\*\*CLICK HERE\*\*](#).**

- **Host Fun 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 a list of best practices for education and events.**



## Source Fair Trade Products

Offer Fair Trade products in cafeterias, vending machines, school stores or regularly include Fair Trade products in fundraisers like candy 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 candy-fundraiser sales. 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. Generally, there is a food service company (e.g. Aramark and Sodexo) that provides food, service and set-up for many schools, universities and other places like hospitals and stadiums. Vending machines are often supplied by a third party, so figuring out who that party is and getting them to offer Fair Trade options is another opportunity to make them available.

**[CLICK HERE](#) for a list of short films and documentaries to show during events.**



- **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 Fair Trade items to explore?** Not everything you sell has to be food. 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. 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.



**For a list of best practices from other campaigns, [CLICK HERE](#).**

# 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 local publication. If you are a student, you can get help from teachers or staff to help advise your campaign on different tactics and may be able to put you in touch 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.

## 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 list of short films and documentaries](#)

## Speakers/Producer Visits

Invite speakers to town to speak 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. Fair Trade Schools has [small grants](#), as well as other [fundraising resources](#).



# 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 3rd party certification and verification systems because they hold businesses accountable to their commitments, and provide others with a voice

## About Us:

**Fair Trade Towns USA** 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 achieve five basic criteria (see below) and work to deepen their commitment to Fair Trade year after year.

## Our Mission:

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, Universities and other communities embed Fair Trade values and purchases into mainstream business and institutional practices.



# ADDITIONAL RESOURCES

Click Below for Links



**Resources by Criteria**



**Trips abroad**



**Fundraising**



**Registration**

**Questions?** Contact National Organizer Courtney Lang at (530) 536-3178 or email her at [Courtney@FairTradeCampaigns.org](mailto:Courtney@FairTradeCampaigns.org).