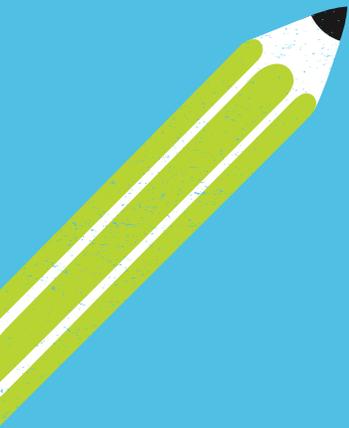




TAKING ACTION FOR FAIRTRADE WITH LOCAL SCHOOLS

Packed full of ideas, advice and case studies, this guide will tell you how the Fairtrade School Awards work and how your Fairtrade Town group can team up with schools in your area to explore trade justice and take Fairtrade further.



RAISING AWARENESS

Learning about trade justice means young people understand how their actions can affect others and how their decisions and voice can make a difference. Young people are inspiring to work with on these issues – they have a strong sense of justice and are often passionate Fairtrade advocates.

Many Fairtrade Town groups are already working with schools to great effect – take a look at the case studies in this leaflet.

Don't forget that first and foremost, students are learners rather than shoppers. It seems obvious but exploring Fairtrade in schools should be focused on being a responsible consumer and understanding how our decisions affect others, tackling issues of fairness and justice, and going further than just recognising the FAIRTRADE Mark.

Children will become the shoppers and decision-makers of the future and carry this learning with them. Helping them to develop an understanding of how trade connects us all is a great way of preparing them for decision-making in their adult lives.

We know that a lot of Fairtrade Town group members are keen to share their knowledge and experience of Fairtrade in schools and we also know that a lot of teachers would welcome a speaker for their students about Fairtrade.

To make this easier, we've put together a simple step-by-step guide to working with schools...



“ IT'S EASY TO JUST SEE A SHINY WRAPPER IN THE SHOPS AND NOT THINK TOO MUCH ABOUT HOW IT GOT TO YOU. I KNOW I NEED TO THINK DIFFERENTLY. PEOPLE DON'T REALISE THAT THERE'S A STORY BEHIND EVERYTHING WE BUY, EVERYTHING THAT GOES IN OUR TROLLEY. NOW I'LL REMEMBER WHEN I'M GOING SHOPPING THAT THERE'S A COUNTRY, A COMMUNITY AND A FAMILY BEHIND EVERYTHING. ”

Tayna, 14, student, London



HERE'S OUR STEP-BY-STEP GUIDE TO WORKING WITH SCHOOLS



1 Use our directory to identify which schools near you are working towards one of the Fairtrade School Awards at schools.fairtrade.org.uk/schools-directory. These are schools that have said they would like to feature on the map.

When teachers sign up to the school awards we ask if they would like to share their details with their local town group. Please email us at schools@fairtrade.org.uk if you would like a list of these contacts for your area (please allow two weeks for us to respond).

2 Call or write to the school – we have a template you can adapt at fairtrade.org.uk/resources-library > Campaigning > Towns Resources.

WHO SHOULD I CONTACT AT A SCHOOL?



This varies between schools and is especially tricky as teachers move from one to another.

If the school is already a Fairtrade School you could address the letter to the Fairtrade Coordinator (you could call the school office first to see who this might be). If the school is not a Fairtrade School then we would suggest contacting the headteacher in a smaller primary school (<300 pupils) and the deputy headteacher in a larger one.

Secondary schools can be very big so contacting the head of geography or head of citizenship is often best. The key is to build a relationship with the school which will make it easier to keep in touch if a teacher leaves.

If you have children or grandchildren in school you could ask their teacher if you can go in and talk about Fairtrade. Or if you have a friend who teaches locally why not ask them if you can visit?



3 Find out what the school would like to get out of your visit. For example, would they like you to get involved with an assembly or lesson? It is also worth finding out:

- How old the students are.
- How many students there will be.
- Whether you will have access to a projector and laptop if you have a presentation.
- Have the students learnt anything about Fairtrade already and if so, what?



4 For simple assembly ideas and a lesson plan go to fairtrade.org.uk/resources-library > Campaigning > Towns Resources. If you would like something more specific please have a look at fairtrade.org.uk/schools or schools.fairtrade.org.uk/otherresources for links to those from Christian Aid, Traidcraft and CAFOD.

5 If the school is already a Fairtrade School, that's great! Why not meet with the Fairtrade Group and discuss their plans? Perhaps you could help them with their ideas or even work together on a community event, such as creating a display somewhere prominent or a Fairtrade fair in a village hall.

CASE STUDY

Taking that year's Fairtrade Fortnight message of 'Change today, choose Fairtrade', Woking Fairtrade Town group gave each local school a large piece of Fairtrade cotton with two of the letters outlined on it and asked them to decorate it (photo left). They stitched them together and got permission to display their creation publicly from the local council.

6 Not a Fairtrade School? Here's your opportunity to speak to them about the benefits of becoming one (see page 9) or take in some free leaflets about the awards to give to teachers. You can order these online at shop.fairtrade.org.uk/schools

FAIRTRADE FORTNIGHT



It's the time of year when schools speak about Fairtrade in their assemblies, teach it in lessons and hold Fairtrade events. Many schools like to invite their local community to join in with their activities and share their learning about Fairtrade.

It's a great chance for Fairtrade Town groups to support schools so get in touch with them to offer support with their planning or ask if they are interested in arranging a community event with your group. They might even want to work with other local schools and your skills and experience could support them.

Some Fairtrade Town groups have held competitions between local schools during Fairtrade Fortnight, such as designing a Fairtrade T-shirt or chocolate bar, with the winning designs being displayed at a prominent location, such as the library or town hall.

CASE STUDY



Kirkcudbright Fairtrade Town group organised a poster competition, inviting primary schools to encourage

the public to choose Fairtrade. It was judged by the manager of the town's Co-operative store which displayed the best entries during Fairtrade Fortnight.

FAIRTRADE FORTNIGHT IDEAS

- **Events:** You could invite a local school's Fairtrade Group to your meetings or send representatives to theirs and work together on a community event.

- **Stalls:** If you run a Traidcraft stall you could offer to attend the school's summer or Christmas fair. Or tell the school how they could run their own Traidcraft stall or tuck shop. Schools can open special accounts with Traidcraft at traidcraftschools.co.uk/run-a-fair-trade-stall
- **Competitions:** You could run a poster competition between local schools.
- **Conferences:** Why not set up a Fairtrade conference for school students in your area? You could use resources from our website to run workshops or email us at schools@fairtrade.org.uk for ideas.

CASE STUDY

The Isle of Man's Fairtrade Town group have run several successful conferences for schools, planning fun days with speakers and workshops. They invite about 70 students (four from each school with an adult accompanying each group) who take part in activities, share their knowledge with other students and take new ideas back to their own schools.

- **Media:** Working with local schools on a conference or community event? Use our online press release template to send to local press to try to get media coverage and spread your message even further. Visit fairtrade.org.uk/resources-library > Campaigning > Towns Resources.

BECOMING A FAIRTRADE SCHOOL

Learning about Fairtrade is great fun and engaging for young people. Becoming a Fairtrade School means joining a worldwide movement. There are three steps in the Fairtrade Schools journey.



A FAIRTRADE SCHOOL:

- Is committed to making trade fair.
- Develops global citizens, who understand their role in a global society and economy, and how they have the power to create change.
- Encourages learners to think critically about the world around them.
- Takes action for Fairtrade in school and the local community.



THE FAIRTRADE SCHOOL AWARDS

At the beginning of 2014 the Fairtrade School Awards changed and instead of just one stage, there are now three: FairAware, FairActive and FairAchiever.



Schools are encouraged to move up through the stages or can choose to stay at whichever suits them. There are several ways that you can help schools to achieve these awards, as outlined below.

Firstly, the school needs to register here: schools.fairtrade.org.uk/fairtrade-schools/become-fairtrade-school

- ➔ Schools can download a certificate and a logo at each stage to use on their website and letterheads.
- ➔ FairAware and FairActive are both self-assessed so teachers (or older students) input the evidence online and once complete can achieve the award straight away. FairAchiever applications use the online system and are assessed by a team of independent assessors.



A FairAware School finds out where our food comes from, about the concept of fairness and how Fairtrade works. They need to carry out:



- Learner and teacher audits for the school to find out what level of knowledge they are starting from.
- A learning challenge – this should be tailored to the knowledge level of the school so for some this may be an introduction to Fairtrade. There are ready-made lesson plans here: schools.fairtrade.org.uk/resources



FAIRACTIVE



A FairActive School takes action for Fairtrade in their school and community. Following on from FairAware, they need to:



- Form a Fairtrade Group.
- Hold a Fairtrade assembly.
- Complete an action plan to show future Fairtrade teaching and activities.
- Put on a Fairtrade event.
- Take a Fairtrade Challenge (see page 8).



ENGAGEMENT OPPORTUNITY

Schools are asked to complete one of a list of Fairtrade Challenges. This includes running a campaign, working with other schools or holding a fundraising event. One challenge is to invite a visitor to talk about Fairtrade so if you are speaking at a school, it is worth mentioning that this can help the school to get their FairActive and FairAchiever Awards.



FAIRACHIEVER

A FairAchiever School embeds Fairtrade and works to raise awareness in the community. They need to:



- Have a Fairtrade policy.
- Review their action plan.
- Use Fairtrade products (eg. in their canteen, tuck shop or in the staffroom).
- Carry out the learner audits again – hopefully this will reflect the learning that has taken place over the course of the Fairtrade School Awards. It will also allow us to collect longitudinal data about the attitudes of young people in the UK towards ethical buying and their understanding of food origin.
- Embed learning about trade justice so that it happens across year groups and is covered through different subjects where possible.
- Take two of the Fairtrade Challenges. This is the same list of challenges as for FairActive so inviting a speaker to the school will help the school to complete their FairAchiever Award





BENEFITS OF BECOMING A FAIRTRADE SCHOOL

Teachers have a lot to fit into their days. Becoming a Fairtrade School can seem like an extra thing to do, so draw attention to the many benefits. For example:

- Teaching about Fairtrade fits different curriculum areas, especially geography and PSHE. You can find more detail on this on our website at schools.fairtrade.org.uk/curriculumlinks
- There are high quality teaching resources available to support teachers.
- Learning about Fairtrade teaches a range of skills, from teamwork and persuasive writing to planning an event or running a tuck shop.
- Becoming a Fairtrade School means joining a worldwide movement, with Fairtrade Schools in Germany, India and Canada, among others.



“Fairtrade campaigning was definitely one of the most fun and rewarding experiences of my school life. I loved the creative

challenge of thinking of new ways to communicate Fairtrade’s values to a range of audiences. We made a series of music videos for assemblies as part of our campaign – the one featuring my teachers dancing in banana suits was a highlight!

‘Working in a team towards a shared goal has helped me make friends of all ages and gain more confidence. I used to be too nervous to talk in front of lots of people, but I saw how positively Fairtrade’s message was received through campaigning – now, I don’t want to stop talking about it at university, in my local town and faith group!’

‘Being awarded Fairtrade status sparked interest in wider sustainable living practices in our local community and made me proud to be part of a school that is committed to bettering the lives of producers and farmers.’

Rima Sonigara, student

ADVICE

- Before your visit, check with the school what facilities you will be able to use. Some schools have projectors or interactive whiteboards in their classrooms and assembly halls, others will not. If you plan to show a presentation, check whether you will need your laptop or a USB stick. Is there internet access or will you need to download any films beforehand? For films on the Fairtrade Schools website you can do this by clicking the 'Download' button next to each film on the Videos page.
- Teachers plan their lessons well in advance so contact schools at the very start of each term (generally this is September, January and April, or for Scotland, August, January and April).
- In many areas, headteachers from different schools meet each term to share knowledge and ideas. You could ask to speak at one of these meetings – you can find information about most of these by putting 'headteachers meetings' and your area into an online search engine. Or ask the school if you could speak at a PTA meeting.
- If a school is keen to stock Fairtrade products then their existing supplier is a good starting point. If they can't offer Fairtrade products then schools can use the National Purchasing Guide to find a supplier: schools.fairtrade.org.uk/fairtrade-schools/investigate-fairtrade-products
- As well as our own resources on the Fairtrade Schools website there are also

some great resources from organisations such as Christian Aid and Traidcraft.

Find a list of links here:

schools.fairtrade.org.uk/otherresources

SAFEGUARDING CHILDREN

Any visitors to schools should never be left alone with young people so it is vital that there is always a teacher in the room with you – the school will be aware of this but please discuss it with them if you have any concerns. You can also get a disclosure document wherever you are in the UK from Disclosure Scotland (this is the equivalent to a CRB check). For details, see disclosurescotland.co.uk

If you are taking photos, please get permission from the school. A lot of schools get a permission form signed for each pupil at the beginning of the school year which says that the parents/guardians are happy for their child to be photographed. If you intend to use photos on your website or in any printed materials please check with the school and get permission in writing.

OTHER AWARDS FOR SCHOOLS

To see how Fairtrade works with Eco-Schools, UNICEF's Rights Respecting Schools, Healthy Schools and the Global Learning Programme, visit schools.fairtrade.org.uk/otherawards

fairtrade.org.uk

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