

# FAIRTRADE

# Fortnight

# 2010

22 February – 7 March 2010



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It's Fairtrade Fortnight again! Fairtrade Fortnight is a time to tell everyone you know about the difference Fairtrade makes to the lives of farmers who grow the products we enjoy in the UK. An awful lot has been achieved over the years, by ordinary people with an extraordinary ambition; to transform the lives of millions of farming families in developing countries. Fairtrade is a passionate movement for change, tackling poverty and injustice through trade.



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Fairtrade brings together producers, businesses, communities and individuals to campaign for a fairer trade system. Two billion people – a third of humanity – survive on less than \$2 a day. Unfair trade rules keep them in poverty, but they face the global challenges of food shortages and climate change too.

For this year's Fairtrade Fortnight we're inviting people to join us in The Big Swap. For two whole weeks we'll be asking people to swap their usual stuff for Fairtrade stuff. Their usual bananas for Fairtrade bananas, their usual cotton socks for Fairtrade cotton socks, and most of all, their usual cuppa for a Fairtrade cuppa. And we need lots of people swapping. One million and one in fact. Each and every single swap proves that the people of the UK want producers in the developing world to get a better deal. So whether it's swapping your sugar or organising a community event, each and every action helps raise the issues that affect farmers, workers and their communities all over the world.

## Fairtrade Schools

If you are working towards the Fairtrade Schools Award your school needs to hold an event during Fairtrade Fortnight as part of Goal 5. This guide can help you with some ideas as to how you can get involved with The Big Swap.

Add this insert to your Fairtrade Schools Action Guide, which can be used alongside the Fairtrade Fortnight 2010 Action Guide as it has lots of ideas about how to bring Fairtrade into your school during Fairtrade Fortnight, and beyond.

If you have already been successful in achieving the award, events in Fairtrade Fortnight count towards your renewal and can help you to get the message out to your community.

# 2010 The Big Swap

**This year's Fairtrade Fortnight focus is tea and we need you to encourage tea swapping in as many creative ways as possible. Because however you take your cuppa, it's all the more satisfying knowing that the people who grew and picked it are getting a fairer deal for their hard work.**

## Strictly Fairtrade Tea Dance

Surprisingly, many people still don't know about the difference Fairtrade makes to the lives of farmers in the developing world. Use your Tea Dance to tell your families and community all about Fairtrade. From salsa to ballroom, break-dancing to ballet, tango to disco, we want the nation to slip on their dancing shoes to the rallying cry: Britain, swap your cuppa! Each and every person dancing will prove that the UK wants tea producers to get a better deal. On Saturday 27 February we are hoping there will be as many Fairtrade Tea Dances across the UK as possible, although you might prefer to hold yours on a school day.



- In your school there are sure to be people who already dance, and others who are willing to learn! Get your experienced dancers to put on a demonstration, or ask your local dance school to come and give a lesson.
- Tea dancing can be any kind of dancing, from any culture. You could include dances from producer countries – there may be someone in your local community who can teach a dance from another part of the world
- Dancing can be thirsty work and just like the tea dances of old, it's vital to keep those all-important cuppas brewing. So set out a tea-tasting table where people can find their Fairtrade favourite. Have a range of Fairtrade varieties for people to try. Keep energy levels up by serving Fairtrade biccies, flapjacks and bananas. Don't forget the Fairtrade juices, smoothies and coffee too! Local shops may be able to help with samples.
- Use the tea resources at [www.fairtrade.org.uk](http://www.fairtrade.org.uk) such as films and producer information, to get the message across about Fairtrade whilst people are having a cuppa.
- Turn your school hall into a fabulous Fairtrade Tea Dance hall, ballroom or disco with bunting, balloons, posters, stickers, t-shirts and inflatable mugs with the FAIRTRADE Mark.
- And to keep people firmly on their feet, get local musicians and bands involved too.

## Fairtrade Tea Party

**Everyone loves a tea party and there are many things you can do to make yours the event of the year**

Some ideas for your Fairtrade Tea Party

- You could make your Tea Party a Teddy Bear's Picnic or a Mad Hatter's Tea Party. Go to [www.fairtrade.org.uk/schools](http://www.fairtrade.org.uk/schools) for a quiz to use at your party.
- Invite parents, grandparents and community members to come along and share.
- Make tempting treats from Fairtrade ingredients. Find inspiration at [www.fairtrade.org.uk/products/recipes.aspx](http://www.fairtrade.org.uk/products/recipes.aspx) or see if you can invent your own! You could Swap Fairtrade recipes with each other on the day.
- Make some posters or pictures to display at your tea party to tell everyone how Fairtrade works and why it's important.
- Order resources from <http://online.fairtrade.org.uk> such as bunting and mugs to really get the message across and make your tea party look beautiful.
- You can even get aprons and tea towels made from Fairtrade cotton for your tea ladies and tea men.
- Don't forget to take pictures and use them for your Fairtrade Schools application!





Try out your favourite Fairtrade recipes

## Swap your uniform

Millions of people in the developing world depend on cotton for their income. In fact two thirds of the cotton produced in the world is from developing countries. The price they receive for their cotton is falling and is often not enough for them to support their families. This year the Fairtrade Foundation will be asking schools across the UK to swap their uniforms for Fairtrade cotton uniforms. In the UK we spend £1 billion per year on uniforms so swapping to Fairtrade cotton can make a huge difference to farmers. To find out more about where to get uniforms from go to [www.fairtrade.org.uk/schools/cotton](http://www.fairtrade.org.uk/schools/cotton)

- Check out the schools cotton action guide insert
- Why not use Fairtrade Fortnight as a time to show everyone the Fairtrade cotton uniforms out there. Have a stall in your school during Fairtrade Fortnight to display Fairtrade cotton uniforms and information for people to understand how Fairtrade changes the lives of millions of farmers. You can order resources from <http://online.fairtrade.org.uk/>
- Meet with your head, governors and uniform providers during the fortnight to tell them why changing to Fairtrade cotton uniforms is important to you
- Don't forget it is not just uniforms that are available in Fairtrade cotton but a whole load of different clothes. To find out more go to [www.fairtrade.org.uk/cottonproducts](http://www.fairtrade.org.uk/cottonproducts) You could even organise a fashion show during Fairtrade Fortnight to show everyone the sorts of clothes that are available

## Swapathon

To encourage people to swap to Fairtrade why not hold a swapathon and get family members and the local community to come to the school and swap to Fairtrade. You could swap:

- Fairtrade recipes
- Your favourite homemade cakes, cookies, jams, desserts with Fairtrade ingredients
- Hot tips on where to find your favourite Fairtrade products
- Ideas on how to get more people involved in your Fairtrade campaign

## Swap your School

If your school is already a Fairtrade School, why not swap your Fairtrade Steering Committee with another school for a day. You could share with them your successes and they could see how Fairtrade is embedded in your school.

## Need help?

If you need help with becoming a Fairtrade School or teaching about Fairtrade you can find information about organisations in your area that can help at [www.fairtrade.org.uk/schools/support\\_resources](http://www.fairtrade.org.uk/schools/support_resources)



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## Fairtrade Schools: All You Need to Know

The Fairtrade Foundation have a fantastic resource for schools wanting to become Fairtrade Schools. Included in this DVD is an animation which provides an introduction to Fairtrade for children, introduced by Bernadette and Carlos. The DVD also provides a CDROM of lesson plans and resources.

### Get inspired

Look at what other schools did last year [www.fairtrade.org.uk/schools/news/bestschooleventaward.aspx](http://www.fairtrade.org.uk/schools/news/bestschooleventaward.aspx)

# Margaret Demidecka Fairtrade Award

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for the best  
**Fairtrade Fortnight event**  
in a school



**Worthing High  
School**

## Margaret Demidecka Award for the best Fairtrade Fortnight event in a school

After the success of the Margaret Demidecka Award in 2009, in 2010 there will be a cash prize for the best event in a primary school, and the best event in a secondary school. The prize is £350 for the best entry which the winning school can then use to strengthen the Fairtrade work in school.

Competition was tough last year and the judges will be looking for innovative and interesting ideas that really explore what Fairtrade is. To find out more about last year's winning entries, or to download an entry form go to

[www.fairtrade.org.uk/schools/news/bestschooleventaward.aspx](http://www.fairtrade.org.uk/schools/news/bestschooleventaward.aspx)

The Margaret Demidecka Fairtrade Award was started in 2006 by the Justice and Peace Group, affiliated to Churches Together in Tring, Hertfordshire and was given for the best Fairtrade Fortnight activity in a school in the local area. In 2009 the award merged with the Fairtrade Foundation's own awards for best activity in schools across the UK.

**St Ninian's School,  
Gourock**



[www.fairtrade.org.uk](http://www.fairtrade.org.uk)

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