

# Taking action for FAIRTRADE...

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## ...with local schools

**Welcome to your one stop guide to making contact and working with schools in your area on Fairtrade.**



**Packed full of ideas, information and case studies, this guide explains how the Fairtrade School Award helps learning and action and how your group can work with schools in your area to take Fairtrade further.**



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## For students and teachers

### Fairtrade for students:

Learning about Fairtrade helps young people understand how their actions can affect people in the wider world, and how they can make a difference to the lives of others with their decisions and their voice. Young people have a strong sense of justice, of what's right and what's wrong, and often become the most passionate advocates for Fairtrade. Buying Fairtrade is something they have the power to do right now, not just when they 'grow up'.

### Fairtrade for teachers:

Teachers often enjoy teaching about Fairtrade, if they have the right information. Fairtrade makes a very good, contained topic with a problem, a solution and an active component that motivates the class. There are many excellent resources available that can be used to teach about Fairtrade (see page 7), which make Fairtrade an effective, accessible subject to deliver against curriculum aims, not an onerous extra! In addition to looking at Fairtrade through the lens of social and economic sustainable development, there are many links with key concepts in Citizenship, Geography, Personal, Social, Health and Economic Education (PSHE), Religious Education (RE) and Modern Foreign Languages. Fairtrade can even help bring subjects like English and Mathematics to life, as the case study from East Sheen on page 3 shows.



## National Curriculum

## Focus On

There are many areas of the National Curriculum that teaching about Fairtrade supports, within specific subject areas or cross curriculum dimensions, aims and values. These are just some examples of how Fairtrade fits with some cross curriculum dimensions:

### Global Dimension and Sustainable Development

“issues of poverty, inequality...economic and environmental damage present major challenges for society”

“global learning and education for sustainability...can make learning more relevant to [young people's] lives and have a positive impact on engagement and achievement”



“Exploring the challenges faced by society...can lead to an understanding that both action and inaction have consequences and that everyone has a role to play in building global understanding and a sustainable future”

### Creativity and critical thinking

are crucial aspects of learning that should permeate the curriculum and the life of the school.

### Possible approaches to cross curriculum dimensions:

“developing the ethos of the school around a dimension”

For more information go to [curriculum.qca.org.uk](http://curriculum.qca.org.uk)

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## National Curriculum

### Case Study

#### How East Sheen Primary School used Fairtrade to do a Maths project

Pupils in East Sheen School wanted more of their local shops to swap to Fairtrade. They devised a survey and presented certificates to the shops and cafés selling the most Fairtrade products, planning to follow up with a visit one year later to check on their progress. Through the project, the school created great links in their community while raising awareness about Fairtrade. They were also able to develop their numeracy skills through the survey, establishing how many Fairtrade products were available and how much shop owners understood about Fairtrade. Information was collected using a grid created by the pupils and data was analysed and presented to the whole school in a number of different formats, including tables, pie charts and narratives.



#### Other awards

The Fairtrade Schools Award will also help meet the requirements of other initiatives and awards, such as Sustainable Schools and Eco-Schools.

#### Eco Schools

Eco-Schools is an international award programme that offers schools a framework to embed sustainability principles into the school. The award is structured around nine topics and several have cross over with Fairtrade. The Global Perspectives topic, for example, 'seeks to ensure that pupils also consider the environmental, social and economic impacts of the decisions that they make through this process, on the local and global community, in the future as well as for the present'.

[www.eco-schools.org.uk](http://www.eco-schools.org.uk)

## Focus



## Getting started

**Schools are often large and always very busy places. They receive lots of mail every day from companies and services so 'cold contact' letters may not reach the person who's interested in what you have to say. Try these top tips to reach the right person!**

### Letters

When writing to schools, try writing to the Fairtrade Steering Group directly. The best way to engage schools is to engage pupils and get them to take Fairtrade forward. Contacting pupils may be difficult and good alternatives include addressing letters to the Head of Citizenship/PSHE or the Head of Geography.

### Governors

The Board of Governors can be a great place to start with a school. Their support is needed to progress work on becoming a Fairtrade School and they can also help to get Fairtrade on the school's agenda. Try the school's website or prospectus for Governors' names and contact details. Alternatively, try addressing your letter to the chair or clerk to the governors.

### Advisors/Advisory Teachers

While each LEA (Local Education Authority) works slightly differently, they all have advisors that work closely with schools in their area on specific subject areas. The best advisors to target on Fairtrade are for Citizenship and PSHE, which is where Fairtrade sits for many schools. If there are LEA advisors for School Effectiveness and School Improvement, or people who have a remit for global or international education, they may also have a strong interest in Fairtrade. LEA advisors may meet regularly with groups of teachers from different schools and also often lead on events in their area. Most will have established channels of communication with schools in their area and while it will take a little research to find the right person in your LEA, this is often a link worth making.

### The Fairtrade Schools Support Network

There are organisations around the UK that work closely with the Fairtrade Foundation to support schools in embedding Fairtrade into the curriculum. They have good links with schools and often are already involved in Fairtrade Towns. Find out about organisations in your area by going to [www.fairtrade.org.uk/schools/support\\_resources/local\\_support](http://www.fairtrade.org.uk/schools/support_resources/local_support)

## Case Study

### Working in partnership with a Development Education Centre

#### A Cumbrian Case Study

Cumbria Fair Trade Network (CFTN) has been working with Ambleside-based Cumbria Development Education Centre (CDEC) for four years. CFTN is an alliance of two dozen Fairtrade / Fair Trade groups spread around the county. CDEC is a small, but highly regarded Development Education Centre, with a team of very experienced workers, one of whom has a particular brief for Fairtrade.

To strengthen CDEC's Fairtrade activities CFTN's Coordinator joined the board in 2007. Out of the relationship have come several small but worthwhile projects. These have included one in 2009 with four Carlisle schools and a hugely successful Fairtrade Schools Conference in Keswick involving 90 students and 22 schools in early 2010. With Fairtrade Foundation funding to CDEC for support work with schools, work has begun with a cluster of primary schools in central Lakeland and another Fairtrade Schools Conference in West Cumbria has been planned.

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## Events and activities

### Fairtrade Fortnight

There's huge interest in inviting speakers into schools, especially during Fairtrade Fortnight, and the Fairtrade Foundation receives lots of requests, only a small number of which can be met. Fairtrade Fortnight is a good time to offer to speak to local school or to get schools involved through making your events as easy and appealing to schools as possible.

### Case Study

#### Getting schools involved through Fairtrade Fortnight

##### Burgess Hill Variety Show

It all started back in 2009 with a meeting between the Burgess Hill Fairtrade Steering Group and the head teacher from a local school. The school wanted to create a musical about coffee but weren't sure about going it alone. From that meeting, the Fairtrade Town group decided to try and involve all the schools in the first Fairtrade Fortnight Burgess Hill Variety Show. Each school created a five minute piece and pupils came up with some amazing performance ideas from a reenactment of the Lion King to African drumming and dances. More than 200 people attended the event, learnt a little more about Fairtrade and pupils had great fun creating and performing their pieces.

[www.burgesshillfreedomfestival.com](http://www.burgesshillfreedomfestival.com)

##### Global Weeks/Off-timetable Weeks

Many schools will have a week of globally focused activities, often in the summer term (around late June/ early July time). Schools leave the timetable to one side and often have a variety of speakers or different activities, another good opportunity to get schools interested in Fairtrade.

##### Fairtrade Stall

Offering the school a Fairtrade stall at open days or the summer fête can also be a great way of sparking interest in Fairtrade. Materials like the Schools Action Guides, leaflets and posters can all be ordered free of charge from the Fairtrade Foundation <http://online.fairtrade.org.uk>

##### Out of School Clubs

Many schools have an Out of School club and offering activities at these can also be a good way to get pupils excited about Fairtrade and then infecting the school!

##### SACREs

SACREs (Standing Advisory Councils on Religious Education) are responsible for advising Local Education Authorities on RE (Religious Education). Many schools will cover Fairtrade in RE, and there are certain crossover points, especially around Harvest for example. Approaching the SACRE may help to get information into schools and contacts within schools. You should be able to find info about your local SACRE through your local authority's website.

### Case Study

#### Using events to involve schools

##### Poster competition to celebrate five years of Horsham Fairtrade Town

To celebrate five years as a Fairtrade Town, the Horsham group ran a poster competition for schools. They worked with Horsham District Council, who provided book tokens as prizes, and with the local newspaper who printed copies of the prize-winning posters and a picture of the prize winners. Both also nominated judges to help pick the winning designs in four age categories. Winning designs were made into posters and about 200 copies were displayed across Horsham. The Steering Group felt that making the event feel 'official' and gaining positive publicity helped them reach many more schools. Top tips include contacting people directly in the schools and being flexible around the schools' timescales.



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## FIVE GOALS

for the Fairtrade School Award



Together



1

### Our school has set up a Fairtrade School Steering Group

In order to meet the requirements of the Fairtrade Schools Award schools must establish a Fairtrade Steering Group involving pupils, teachers and non-teaching staff. While not a requirement, **the steering group is greatly strengthened by having members from outside the school.** Having a member of the Fairtrade Town group sitting on the Fairtrade School Steering Group (and perhaps vice versa) is an excellent and very direct way to work together and share experience and ideas.

2

### Our school has written and adopted a whole school Fairtrade Policy

The policy should be written by the steering group and approved and signed by the Head Teacher and the Governors. For some schools, writing a policy can be challenging. This activity can be pupil led (and therefore is not assessed on its formality but more its 'ownership'). The policy should, however, describe what the school is going to do and how it will raise awareness of Fairtrade in the school **and the community.**

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### Our school is committed to selling, promoting and using Fairtrade products

The assessment of this goal is quite flexible as there can be some obstacles to using Fairtrade products in the school. The easiest way is to start with the tea, coffee and sugar in the staff room as this is usually purchased by staff (and often is the last thing to change!). Getting the school canteen to stock Fairtrade products can in some instances be a little challenging (although many contract caterers are now doing Fairtrade juices and fruit). While challenging, the process of trying is an important part of achieving the award and letters written to the catering management from the steering group requesting Fairtrade products are acceptable as evidence. Products used in parents evenings, open days and Food Technology lessons are other good options to explore as are non-food products like sports balls and cotton uniforms. **The Towns group can help the school explore the range of products out there, offer contacts to local stockists and hold stalls in schools.**

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### Our school learns about Fairtrade issues

This is the most important part of the Fairtrade Schools Award. This is also **one area where Towns groups can provide strong support to the school.** Schools often approach the Fairtrade Foundation for a speaker in school or at conferences and events. Most of these requests can't be met but talks from Fairtrade Towns group members, especially in Fairtrade Fortnight, are one of the best ways of getting schools interested in Fairtrade. Check out the range of prepared teaching resources, games and activities on page 7 and short films and PowerPoint presentation on the Fairtrade Foundation website. If you'd like to build your confidence a little, Traidcraft run speaker training from time to time and the Schools team at the Fairtrade Foundation also run teacher workshops with lots of ideas and tips. Find out how to get involved with these in the resources section on page 7.

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### Our school promotes and takes action for Fairtrade

Many schools fall short of this goal's requirements as they struggle to involve the community.

This is a very important part of the award which aims to make sure that having learnt about Fairtrade, schools use their unique position in the community to educate and inspire others in the community. **Joining up with the Fairtrade Town group can help pool resources and share experience, helping both the town and school reach more people by working together.**

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## Teaching resources and activity ideas

Below are just some examples of existing resources that schools can use to support teaching about Fairtrade and through their non-teaching work, and that towns groups can use when going into schools.



### **Fairtrade Foundation main site and Fairtrade Schools**

**site:** Lots of useful resources including film clips, producer profiles, guidance on the Fairtrade School award, information about teacher workshops and the latest news on Fairtrade and opportunities for schools. Check out [www.fairtrade.org.uk](http://www.fairtrade.org.uk) and [www.fairtrade.org.uk/schools](http://www.fairtrade.org.uk/schools)

### **Are you a Fairtrade School? All you need to know**

A DVD packed with examples and best practice from primary and secondary schools and including a great introductory animation. Order online from <http://online.fairtrade.org.uk>

### **Papapaa**

An excellent set of resources produced by Comic Relief (with Trading Visions and Divine Chocolate). Everything is free online, or you can order a Key Stage 2 or 3 Pack with photos and a DVD. Best of all is Papapaa Live in which, for an annual subscription for £40, you can view webcasts from a school in Ghana in a cocoa farming community [www.papapaa.org](http://www.papapaa.org) and [www.papapaalive.org.uk](http://www.papapaalive.org.uk)

### **Traidcraft**

Excellent teaching resources, including assembly activities, a new set of resources about tea and information on the Traidcraft speaker scheme and support available.

[www.traidcraft.org.uk/publications\\_and\\_resources](http://www.traidcraft.org.uk/publications_and_resources)

### **Christian Aid**

Lots of brilliant resources including the very popular Chocolate Trading Game.

[www.learn.christianaid.org.uk](http://www.learn.christianaid.org.uk)

### **Oxfam**

Wide range of teaching and assembly resources including Go Bananas, a photopack for teaching about the banana trade.

[www.oxfam.org.uk/education/resources/category.htm?30](http://www.oxfam.org.uk/education/resources/category.htm?30)

[www.oxfam.org.uk/education/resources/go\\_bananas/?30](http://www.oxfam.org.uk/education/resources/go_bananas/?30)

### **CAFOD**

A wide range of resources, including a scheme of work and 'The Luckiest Nut in the World'

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

### **Global Dimension**

Use this website to search for resources by topic, subject and key stage.

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

### **Co-operate for Change**

An excellent pack with trading cards that can be used for teaching about trade – order from

[www.co-op.ac.uk](http://www.co-op.ac.uk)



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## Frequently asked questions

### Do I need a CRB check to do a talk in school?

Visitors do not need CRB checks to do talks in schools because they should never be left unsupervised with children. If you are giving a talk in assembly or a presentation to a class, the teacher should remain with you at all times. You only need to be CRB checked if you have 'frequent' or 'intensive' contact with children. Individual schools may have their own policies but it is worth reminding them that a CRB check should not be necessary as a teacher will always be with you. If you have any concerns please discuss with the school ahead of your visit.

### Does teaching Fairtrade in schools conflict with healthy eating guidelines?

The most important part of the Fairtrade Schools Award is learning about Fairtrade. Schools can still teach about Fairtrade regardless of healthy eating restrictions. There are many healthy Fairtrade products such as juices, fresh or dried fruit and other snacks. Under the standards for school food in England and Wales there is plenty of scope for using and selling a range of Fairtrade products for special occasions such as seasonal events, fundraising events and Fairtrade Fortnight for example. And finally, Fairtrade isn't just about food. Sports balls, cosmetics and many items made with Fairtrade certified cotton are also available, including items of Fairtrade cotton school uniform which make an excellent focus for Fairtrade work in schools.

[www.fairtrade.org.uk/cotton](http://www.fairtrade.org.uk/cotton) to find Schoolwear suppliers in the 'Where to shop' section.

### Our local schools want to run Fairtrade stalls in school – how do they get products?

The school's existing supplier is always a good starting point – if they can't offer Fairtrade products, schools can find a full list of products, local catering suppliers, wholesalers and shops at [www.fairtrade.org.uk/products](http://www.fairtrade.org.uk/products)

### What advice can I give a teacher wishing to use teaching resources on Fairtrade?

In addition to the resources listed on page 7 of this guide, please see [www.globaldimension.org.uk](http://www.globaldimension.org.uk) and [www.fairtrade.org.uk/schools/support\\_resources](http://www.fairtrade.org.uk/schools/support_resources) for more resources about trade and Fairtrade.

### Can the FAIRTRADE Mark be used on schools' posters and publications?

There are strict rules for using the FAIRTRADE Mark, as it is a registered trademark and certification label used to indicate that a product is certified as meeting Fairtrade standards. It mustn't be altered or incorporated into any other logo or design. Please see the Campaigner and Supporter Promotional Materials Manual for more information and note that the Mark Management Team at the Fairtrade Foundation may need to approve the use of the Mark on designs, [artwork@fairtrade.org.uk](mailto:artwork@fairtrade.org.uk).

If a school becomes a Fairtrade school, they will receive the official 'We are a Fairtrade School' logo, which includes the FAIRTRADE Mark.



Choose products with this Mark

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

Fairtrade Foundation, 3rd Floor, Ibex House,  
42-47 Minories, London EC3N 1DY  
Tel: 020 7405 5942 Fax: 020 7977 0101  
Registered Charity No. 1043886.

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