

SCHOOLS' STEP BY STEP GUIDE TO FAIRTRADE IN 2012

A black graphic containing the text 'TAKE A STEP IN 2012' in green and blue, a stylized footprint icon, and the Fairtrade logo. Below the text is the registration information: 'Register your step at fairtrade.org.uk/step'.

**TAKE A
STEP**
IN 2012

Register your step at
fairtrade.org.uk/step



FAIRTRADE

SCHOOLS' STEP BY STEP GUIDE TO FAIRTRADE IN 2012

Buying Fairtrade products is a simple way everyone can support farmers in poor countries who grow the things we rely on. Last year £1 billion worth of Fairtrade products were sold in the UK. We've made a great start towards a better trade system for farmers in the developing world. But we've still got a long way to go, and we need more people to come with us in making the small steps towards a fairer world. In 2012, we're asking you to bring even more people along on our amazing journey by taking their own steps for Fairtrade.

Steps can be as big or as small as they choose – and you can help them. Tell others a bit more about what choosing the FAIRTRADE Mark can do. And point them in the right direction to buy Fairtrade products in your area, or join your campaign. Your own steps for Fairtrade all add up too!

Taking a step for Fairtrade is a fun way to support producers all over the world and be part of something that is happening all over the country.

Each step can also contribute to your application to become a Fairtrade school. www.fairtrade.org.uk/schools

We're all aiming for 1.5 million steps for Fairtrade to be taken by the end of 2012. That's one for every Fairtrade farmer and worker we're expecting to work with around the world. Together, each one will take us closer to the better deal from global trade that millions more farmers and workers so urgently need.

Resources

This guide will give you some ideas about how to Take a Step for Fairtrade in 2012 and some activity ideas. Use it alongside your Fairtrade Schools Action Guide, as it has lots of ideas about how to bring Fairtrade into your school during Fairtrade Fortnight and beyond. You can cut each section and put it up on your noticeboard at the relevant time of the year to give you some inspiration on how you can promote Fairtrade.

For more resources go to: www.fairtrade.org.uk/schools

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FAIRTRADE FORTNIGHT
Feb – March
Take a Step in 2012

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WORLD FAIR TRADE DAY
April – May
The World's Biggest Fair Trade Breakfast

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SUMMER TERM
June – July
Take some sporty steps for Fairtrade

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AUTUMN TERM
August – Sept
Back to school in your Fairtrade cotton uniforms

EVERY STEP COUNTS



MARGARET DEMIDECKA FAIRTRADE AWARD FOR THE BEST FAIRTRADE FORTNIGHT EVENT IN A SCHOOL

The Margaret Demidecka Fairtrade Award was started in 2006 by the Justice and Peace Group, affiliated to Churches Together in Tring, Hertfordshire

It is given in memory of the late Margaret Demidecka, a founder member of the Justice and Peace Group and a Fairtrade supporter, who died suddenly in December 2005. In 2009, the Justice and Peace Group came together with the Fairtrade Foundation to provide prize money to make the Margaret Demidecka Award a national competition. A cash prize of £350 is offered for the best activities organised by one primary and one secondary school during Fairtrade Fortnight. This prize is to be used to strengthen Fairtrade activities in school, find out what last year's winners have done with their prize on www.fairtrade.org.uk/schools/news/bestschooleventaward.aspx

Competition is tough and the judges look for innovation and interesting ideas, and a real understanding of what Fairtrade is.

To find out more about last year's winning entries and register for this year's competition go to www.fairtrade.org.uk/schools/news/bestschooleventaward.aspx



FAIRTRADE FORTNIGHT

TAKE A STEP IN 2012

Fairtrade Fortnight – small steps for you... big change for farmers and workers

Take a step for Fairtrade

HOW DO I MAKE SURE MY STEP COUNTS?

Three ways you can take your step for Fairtrade and let us know about it:

1. Take your step on the website:

go to www.fairtrade.org.uk/step, and choose from one of the easy first steps or enter your own.

2. Order some 'Take a Step' postcards from the Fairtrade Foundation to use in your classroom or at home. You can send these back to us to enter onto the step counter so we can add them up and reach the 1.5 million target.

3. Get creative with your steps – ask pupils, teachers, parents and members of the local community to draw around their foot, stamp their footprint with paint, or make a footprint out of Fairtrade product packaging. Then write the step they are taking for Fairtrade somewhere on the footprint.

Paint your steps in blue/green/black and make a FAIRTRADE Mark out of all your blue/green/black footprints. Try to get the 'most feet in one place'.

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Have a competition for the most creative footprint or the most original or extreme step for Fairtrade.

Collect the Fairtrade steps from your school and let us know how many you have gathered by sending a photo and details to step@fairtrade.org.uk. We can add the numbers to our step counter.



A step is your pledge for Fairtrade. It could be anything from committing to buying a Fairtrade product for the first time to getting your school to use Fairtrade in the canteen; you will find lots more ideas in this guide.



WHERE WILL YOUR STEPS TAKE YOU IN 2012?



STEP ONE
Around the school
Collect enough steps to get from the classroom to the canteen to persuade catering staff to use Fairtrade ingredients.

STEP FOUR

Tell the story of the journey your school has taken to become a Fairtrade School (or is planning to take)

Create a display for your school and then take it out to your library, town hall, local market, church, showing the journey your school has taken with Fairtrade – the events you held, what you have learnt and what you have planned, and the difference this makes to producers. Find out more at: www.fairtrade.org.uk/producers

STEP TWO

Getting out in the community

A journey from one school to another. Your steps could take you to all the local schools in your area. When you get there, ask everyone there to draw around their feet and write their own steps for Fairtrade in their footprint. Swap your steps with each other, and then don't forget to check if they have fulfilled their pledge after Fairtrade Fortnight.

A journey from your school to the supermarket

Your steps could take you to the closest supermarket where you could have a stall to explain to the public what Fairtrade is about. Take some banners with you to show your support for Fairtrade.

A journey from your school to your local shops

Carry out a survey in each shop to find out what they know about Fairtrade and how many Fairtrade products they have. Once you have analysed the data you could give a step certificate to the local shop who has taken the most steps towards fairer trade.

STEP THREE
Learn about the journey Fairtrade products have made
Where does this come from?
Fairtrade products come from places in Africa, Asia and Latin America. Recreate the journey of a product, and what has happened to it along the way.

OTHER IDEAS:

- Hold a treasure hunt with Fairtrade chocolate and sweets as treasure. Use your steps for Fairtrade to point the way
- Two-step for Fairtrade? Create a dance or learn about dances from the countries where cocoa, bananas or cotton are grown
- Write and perform a song about Fairtrade
- Don't forget to send films of your performances to schools@fairtrade.org.uk so we can share them with other schools.

GET INSPIRATION FOR YOUR STEP FOR FAIRTRADE





WORLD FAIR TRADE DAY

THE WORLD'S BIGGEST FAIR TRADE BREAKFAST

Start your day of Fairtrade as soon as you get up with as many Fairtrade products as possible for breakfast!



Did you know that your breakfast has travelled a long way before it reached your plate? Your cereal, hot chocolate or fruit were all grown by farmers living thousands of miles away.

Now is the time to link up with other Fairtrade supporters both at home and all around the world! World Fair Trade Day is the annual celebration for the whole fair trade movement internationally and is held on the second Saturday in May every year. We will be taking part in the World's Biggest Fair Trade Breakfast and we hope you will too!

Top tips

You could include products such as Fairtrade certified coffee, tea, sugar, juice, jams, fruit, chocolate spread and honey. Fruit salad, mueslis, dried fruit, and muffins or other baked products can all be made with Fairtrade ingredients as well. Buying these products offers an income boost to farmers and workers.



Here are a few steps you could take towards a fair breakfast:

1 Learn about Fairtrade through your breakfast

See how many Fairtrade products you have on your breakfast table. With Fairtrade tea, coffee, hot chocolate, juice, fruits, cereals and jams out there, you could have loads. Make a list of what you have for breakfast and research where the different products have come from.

2 Teach your parents about Fairtrade over breakfast

Make a list of what your parents have for breakfast, research where the products could have come from and tell them about it when you next see them having breakfast, they will be impressed and you might even teach them a few things they didn't know!

3 Take action for Fairtrade with the rest of your community

Organise a Fairtrade breakfast for your school. Find out which Fairtrade ingredients you could use (see top tips section on the left), get some pictures about Fairtrade producers related to each of the ingredients to decorate the room www.fairtrade.org.uk/producers, create a map showing where each of the ingredients has come from and invite other members of the community to join you.

World Fair Trade Day is on a Saturday but why not organise your breakfast in school during the week leading up to it? Is there a Breakfast Club in your school? How about making it a Fairtrade Breakfast Club that week?



SUMMER TERM

TAKE SOME SPORTY STEPS FOR FAIRTRADE

The Olympic and Paralympic Games are coming to London in 2012. And with the world coming to us it's a great time to turn our attention to the world of Fairtrade producers.

SUMMER FAIRS – UNFAIR OLYMPICS

What better time to organise an 'Unfair Olympics' than at your summer fair or fête? There are lots of ways to explore unfairness through games.

Learning about Fairtrade before the game:

Research the links between international teams and Fairtrade producers. Many athletes will come from countries where Fairtrade products are sourced. Create country profiles for both famous athletes and farmers.

Setting the scene:



Setting the rules:

Make sure the rules are unfair! It could be that the referee is biased, that the teams have unequal numbers or that teachers are playing against pupils. Then take the time to reflect with the pupils on what they thought about the game and how it made them feel.

Activities like this can help bring home the need for Fairtrade and trade justice. Trade rules are often like these games with the rules benefiting the rich countries over poor countries.





AUTUMN TERM

BACK TO SCHOOL IN YOUR FAIRTRADE COTTON UNIFORMS



Cotton farmers are amongst some of the poorest in the world and come up against big obstacles. Cotton covers 2.4% of cultivated farmland in the world and is cultivated by 30 million farmers in 65 countries, many of which are developing countries. Cotton cultivation uses about 50% of all chemical pesticide used in agriculture. So there is a huge need for Fairtrade cotton.

SHOUT ABOUT FAIRTRADE COTTON



**In the UK people spend
£1 billion per year on
school uniforms.**

Some of this is made up of uniforms that schools sell themselves, some by independent uniform shops, and lots by supermarkets.

- ▶ Make a display with pictures and information about the difference Fairtrade makes to the lives of producers. Put it somewhere prominent so students, staff, parents and visitors can see it.
- ▶ Ask your local uniform shop or retailer to stock Fairtrade cotton uniforms. Show them your school is interested in Fairtrade. You could do this with letters, a visit or even a presentation to explain to them what Fairtrade means and how important it is to you.

If we join together with other schools all around the country millions of pounds of this money could go back to poor farmers by paying fair cotton prices, enabling farmers to invest in their communities and help protect the environment.

Several small independent clothing stores and even high street retailers recognise that Fairtrade is important to many young people. They want to feel confident that their uniforms are made from cotton that has been sold in a way that gives farmers a chance of a better life. School uniforms with Fairtrade cotton are now in many stores. But we can do more!

Learning resources

www.fairtrade.org.uk/schools/cotton



www.fairtrade.org.uk/schools

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