

people & planet

student action on world poverty and the environment

Student Fairtrade Action Guide

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**How to
campaign for
fairer trade in
your school,
college or
university**

POVERTY IS NOT NATURAL.

**IT IS MAN-MADE AND IT CAN BE OVERCOME AND
ERADICATED BY THE ACTIONS OF HUMAN BEINGS**

(Nelson Mandela)

The cost of international trade

Trade is the everyday business of buying and selling goods and services - something that we're all involved in. Internationally, trade is worth US\$9 trillion per year. It's supposed to make everyone richer and increase our opportunities. But the current trade system is rigged – in favour of the rich and powerful, and at the expense of the world's poorest.

We live in a world of enormous inequality. And global trade rules, made by the rich and powerful, keep the poor locked in poverty.

For example, while rich countries give \$1 billion **a year** in aid for agriculture to poor countries, they spend \$1 billion **a day** subsidising their own agriculture.

The support given by rich countries in subsidies means their goods can be sold for less than

the cost of production – undercutting producers in developing countries, and driving down world prices. Poor farmers are driven further into poverty; many lose their livelihoods altogether.

Fairtrade is a response to unjust trading rules and practices that make the poor poorer and the rich richer. It provides support to some of the most marginalised producers in the world, by guaranteeing their basic rights and enabling them to engage with the global trade system.

Fairtrade

Fairtrade is a way of trading that ensures that the people producing the goods sold aren't being exploited.

Seems obvious, doesn't it - that workers the world over should have basic rights? That they should earn enough to be able to survive, and be allowed to join trade unions; there shouldn't be forced or child labour and they shouldn't be forced to use dangerous chemicals. If they are small producers it seems clear they should receive a fair price for their goods and not be ripped off by big companies or exploitative middlemen, and that companies buying their products should honour contracts.

Tragically, this isn't the case. Some workers and small-scale producers do have all these rights. But globally they are the minority, and the exception rather than the norm.

Fairtrade is a way of overcoming some of the major problems which individual producers in the 'global south' (developing countries) face and which make it difficult for them to obtain a sustainable wage or decent living and working conditions.

Fairtrade is NOT charity: it is a way of ensuring that producers in the global south have the same basic rights that we take for granted in this country.

“Fairtrade does not mean giving a handout to the poor, it means acknowledging the work done, taking into account the production and living costs.”

N'Dila Balde, Vice President of the National Federation of Cotton Producers, Senegal

Fairtrade standards are applied to commodities from the developing world - goods such as cotton, coffee, and cocoa. The people producing these goods are among the most marginalised and vulnerable in the world.

Over 50% of the population in developing countries works in agriculture, a figure that rises to 85% in some of the poorest countries. Agriculture provides the main source of food and income for the majority of the world's poor people.

While the value of world trade has tripled in the last twenty years, the prices for agricultural goods have been in long-term decline, and in the last 20 years the prices for many important goods have collapsed by more than 50%. This has a devastating impact on vulnerable producers, many of whom can no longer cover the cost of production, meaning they struggle to support their families.

Individual producers are often dependent on just one crop for their income. This reliance is often seen on a national level as well. For example, Burundi earns 80% of its export income from coffee, Ethiopia and Uganda about 50%. Small farmers often aren't able to shift production, or diversify into other crops, leaving them very vulnerable to changes in the market.

“We can't afford to pull out of the tea. It was such a huge investment. And since my land is all planted up with tea there is no space to grow any food on it. My grandchildren eat less food now than I fed my children in our early days when we struggled here”.

Aleyamma, small-scale tea farmer, India



One-fifth of humanity live in countries where many people think nothing of spending \$2 a day on a cappuccino. Another fifth of humanity survive on less than \$1 a day

The poorest 40% of the world's population receive less than 5% of global wealth; the richest 10% account for 54%.

Since 1980 the world's poorest countries have seen their share of world trade plummet by 40% to less than 0.5%

Today, there are 548 Fairtrade certified producer organisations based in over 51 countries in Africa, Asia and Latin America.

There are now more than 1500 Fairtrade products available, including cocoa, coffee, bananas, mangoes, pineapples, tea, sugar, chocolate, orange juice, biscuits, honey, rum, and sportsballs, with rice and cotton recently added to the list. Other products are in development



How does it work?

The core principles of Fair Trade, according to FINE (an informal umbrella organisation of the main fair trade networks) are:

- to deliberately work with marginalised producers and workers in order to help them move from a position of vulnerability to security and economic self-sufficiency;
- to empower producers and workers as stakeholders in their own organisations;
- to play a part in the wider struggle to achieve greater equity in international trade.
- to give consumers a voice, allowing them to actively contribute to social justice movements.

Fairtrade standards are determined and assessed by a non-profit organisation, the Fairtrade Labelling Organisation (FLO). The UK division is called the Fairtrade Foundation. They administer the FAIRTRADE Mark to products that meet FLO standards.

The problems experienced by poor producers and workers differ greatly from product to product. The majority of coffee and cocoa, for example, is grown by independent small farmers, working their own land. For these producers, receiving a fair price for their beans is more important than any other aspect of Fairtrade. Most tea, however, is grown on estates. The concern for workers employed on tea plantations is fair wages and decent working conditions. These can be applied to workers' co-operatives, or to workers on large-scale farms, if the owners are willing to follow the criteria. The Fairtrade criteria are based on ILO (International Labour Organisation) standards.



The FAIRTRADE Mark

In 1994, £2.75 million worth of Fairtrade products were sold in the UK; in 2005 annual sales reached £195 million. 18% of the UK roast & ground coffee market is now Fairtrade certified, as is 3% of overall coffee sales. Fairtrade bananas now account for 5% of the total UK banana market.

As a result of these sales, over 800,000 farmers and workers throughout Latin America, the Caribbean, Africa and Asia currently work under Fairtrade conditions, which leads to benefits for an estimated 5 million people.

Products that carry the FAIRTRADE Mark are guaranteed to meet certain minimum standards:

- Small scale farmers receive a **fair and guaranteed price** for their product. This price covers the cost of sustainable living and production. It is a price that is guaranteed not to fall below a certain level regardless of market fluctuations. There is an obligation to pay partially in advance, when producers ask for it. Workers on plantations receive a **fair and guaranteed wage** for their work.
- On plantations and in factories, **minimum health and safety** as well as **environmental standards** must be complied with. **No child or forced labour** can occur.
- **Democratic working processes** and structures are in place. All producers are free to belong to a trade union.
- A **social premium** — a set amount of money which is paid on top of the guaranteed price — is given to producers to invest in the development of their communities.
- **Long-term contracts** are signed between the producer organisation and the trading organisation to allow for long-term planning and sustainable production practices.

Finally, there are a few product-specific Fairtrade standards for each product that determine such things as minimum quality, price, and processing requirements that have to be complied with.

Case study: cotton

100 million rural households are involved in cotton production – 10 million in India alone.

30 years ago, cotton farming provided farmers in Mali with enough to cover the costs of their farming and feed themselves and their families. Today, this is no longer the case. Cotton prices have fallen massively over the past 30 years; to the extent that in 2005 cotton farmers in Mali couldn't earn a sustainable living from selling cotton

Why are prices so low?

Cotton prices have been in decline for the last 40 years. In 2001/2 they reached their lowest level in 30 years, and for the last ten years they have remained consistently low. The long-term decline in prices is partly explained by technological progress making production cheaper, and competition from other fibres. However, the collapse in prices sustained over the last decade is a direct result of the subsidies provided by rich cotton producing countries.

Rich country subsidies

SUBSIDY: A grant given by governments to producers to help them with the costs of production and selling.

The US government gives cotton farmers in the country a total of \$4.2 billion in subsidies each year. The EU gives out £1bn a year in cotton subsidies; EU farmers produce 2.5% of the world's cotton and receive 17% of the world's cotton subsidies.

Cotton farming in the EU and the US is relatively inefficient. Cotton can be produced more cheaply in other parts of the world.

However, the support given by rich countries in subsidies means that their goods can be sold for less than the cost of production (known as 'dumping'). This means they can undercut more efficient producers in developing countries.

Subsidies also encourage the overproduction of cotton. While world prices declined in the last decade, US cotton production and export increased; in 2003/4 76% of US cotton was exported. Increases in global supply cause prices to plummet even further.

Poor farmers are driven further into poverty; many lose their livelihoods altogether.

The International Cotton Advisory Committee estimates that if it weren't for rich country subsidies, world cotton prices would be 15% higher. US subsidies alone depress prices by 4 pence per pound of cotton. This could be the difference between a sustainable and an unsustainable living for a producer in the global south.

Who's benefiting?

Cotton subsidies cause enormous damage in desperately poor parts of the world such as Mali. Rich countries usually justify these subsidies in terms of protecting their own rural communities and struggling farmers. Yet this is grossly exaggerated, with most of the benefits going to big landowners, and huge agribusiness. 61% of the cotton subsidies in the US go to the 10 largest recipients.

The WTO's unfair trade rules

The World Trade Organisation (WTO) is the organisation that decides the rules of world trade, and also acts as a referee. The WTO's main aim is to ensure that world trade is 'free'. 'Free trade' means that there should be a free flow of goods and services between countries and that national governments should not be able to implement policies which interfere with this. Subsidies like those in place in the EU and the US distort world trade and so are strictly against WTO rules.

On this basis, Brazil challenged the US subsidy system in the WTO, and won. In March 2005 the WTO Dispute Settlement Body decreed that US cotton subsidies distorted world trade and that the system needed to be changed. Yet the US has still not implemented any effective changes to its subsidy system. Rich countries have a large amount of power and influence and can get away with breaking the rules. Poor countries can't.

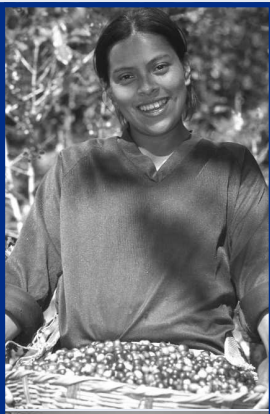
Why don't poor countries increase the support they provide for their farmers?

Even if they could afford to, world trade rules won't let them. The WTO was born out of a round of international talks known as the Uruguay Round. One of the agreements negotiated here, the Agreement on Agriculture, is a prime example of the double standards found in international trade rules. The Agreement froze subsidies at existing levels - which in rich countries were very high but in poor countries very low. Poor countries are therefore prevented from using subsidies effectively to protect farmers while rich countries are able to continue subsidising theirs.

How Fairtrade makes a difference

- **Producers of Fairtrade cotton are guaranteed to receive a fair and stable price for their goods** – based on the actual costs of sustainable production, ensuring they can meet their basic needs. If the local market price is higher than this minimum price, then the market price applies.
- **In addition farmers receive an additional Fairtrade premium** – a payment to be invested in their communities or businesses. Farmers' groups decide democratically where they will invest the payment. Producers in Mali are planning to use their premium to dig a well, and build a school and health centre.
- **Fairtrade assists producers in diversifying**, to decrease their dependence on just one crop. In Mali for example, Fairtrade is enabling the cotton producers to increase their maize production in order to ensure self-sufficiency and expand sales to local markets
- **Fairtrade helps farmers organise** – for example by working together in co-operatives – giving them more power in the marketplace.
- **Fairtrade helps farmers become more environmentally sustainable.** Fairtrade supports farmers in reducing their use of pesticides and managing their use of water - important as conventional cotton production uses more pesticides than any other crop – 10% of the world's pesticides. Cotton is also a major consumer of freshwater.
- Although Fairtrade certification applies only to the manufacture of the cotton itself, **for all companies licensed to use the Mark on finished goods the cotton must come through a registered transparent supply chain.** Companies must submit independent verification regarding their compliance with recognised labour standards at all sites.

Case study: coffee in Guatemala



Felipe Miza Castro, 48, lives with his wife and three children in the town of St Luca Toliman in south west Guatemala. Felipe is one of 58 coffee farmers in the local co-operative, Asociacion Ijatz.



Photo: Fairtrade Foundation

The co-op is one of eleven farmers' organisations that belong to the ACOPS co-op which in turn is affiliated to Manos Campesinas ('workers' hands'), the umbrella organisation for 1,300 farmers from eight co-ops.

Felipe bought his land in 1982 and planted it with coffee trees. Like the other co-op members, his farm is around 0.5 hectares in size with 3,000 coffee trees covering 90% of his land.

Coffee Crisis

Coffee has become an increasingly precarious livelihood since prices began to slump in 1997 as a result of global oversupply. In the 1980s, when Felipe bought his farm, coffee producing countries retained 30% of the value of the coffee they produced. By 2001 the value of the world coffee trade had doubled, yet producing countries retained only 10% of the revenue.

The price of arabica coffee on the New York exchange had tumbled to 45 cents a pound — the lowest level for 30 years and the lowest ever in real terms.

Coffee provides 90% of Felipe's income but, as a poor, small-scale farmer, he doesn't have the option of expanding production to earn more money. And diversification away from coffee is not an easy option either. He is convinced that the best way to safeguard his family's future is by securing long-term partnerships with the Fairtrade, organic, and shade grown coffee markets. As Felipe points out:

"The fall in coffee prices has made it really difficult to look after my family and educate my children...The price we get for our coffee from the local trader is unfair; the trader makes more money than we do. It's not enough to live on — it doesn't even cover the cost of producing it. Without Fairtrade sales it would be very hard for us to survive and I would have to take my children out of school."

The Effect of the Cooperative

Small-scale farmers in the region were isolated from markets for many years prior to the creation of the Manos Campesinas co-operative in 1997.

The farmers were forced to sell their coffee to coyotes (middlemen) at unsustainably low prices and were left with very little money to show for their efforts.

Manos Campesinas helps its members by identifying new market opportunities and managing the processing and export procedures. It gives technical assistance to increase the yield and quality of the crop, provides support for organic conversion, training and diversification, and acquires low interest loans to fund these activities.

How Fairtrade makes a difference

Felipe receives more than twice as much for his beans when selling to Fairtrade buyers, and his co-op receives the additional Fairtrade premium of five cents a pound which it has invested in buying a plot of land.

They hope Fairtrade sales will help them raise the \$18,000 needed to build a coffee mill on the land so that they can process their own coffee. This would almost double the value of their coffee and, vitally, provide many new jobs for local people.

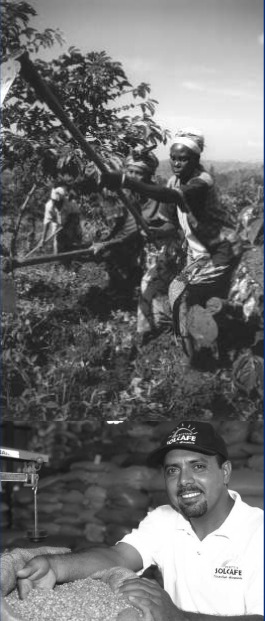
"Fairtrade is giving us the opportunity to survive and help other people in our communities."

An invaluable by-product of the mill would be the waste husks that farmers would use to improve the organic compost used to fertilise their land.

The additional revenue from Fairtrade has also been used to purchase land to build a storage facility for coffee; repair processing equipment; ensure that the cooperative members' 2,800 children remain in school, and to install electricity, drainage, and drinking water supply lines.

Fairtrade helped Felipe keep his daughter Cindy in school until graduation. His son Maynor dreams of going to college to study computer technology. Felipe knows this will be tough financially, but says:

"I want to send my son to university. If we work hard and sell more coffee to Fairtrade I think I can do it."



Photos: Cafedirect

The cost of production for US cotton is three times as much than in Burkina Faso, a country in which more than two million people depend on cotton production. Over half of these farmers live below the poverty line. The value of subsidies granted to US cotton producers is greater than the total national income of Burkina Faso.

TAKING ACTION 1: Spreading the word

Creating demand for Fairtrade products in your school or university is one of the simplest ways of making sure producers in the global south are not exploited; and there are some fairly easy (and enjoyable!) things you can do to make this happen. By creating demand you're also laying the groundwork for further campaigning!

As students, you have access to a large number of people in a small area - people who are always very keen on a bit of free food and drink. So holding Fairtrade tastings is an ideal way of attracting interest and showing that Fairtrade products are just as good – and often better – than products without the FAIRTRADE Mark.

Don't forget to be clear that Fairtrade is not about charity. It's about producers getting a fair price and decent trading conditions in return for providing consumers with a quality

Your campaign pack contains:

- Action guide - you're reading it!
- Posters - ready for noticeboards or stalls
- Fairtrade flyers - spread the word
- Samples of Fairtrade, tea, coffee and chocolate - for running Fairtrade tastings

product. There's a wide range of Fairtrade products available, and thus something to suit every taste. Sales of Fairtrade products have risen by 1,167% in the last five years. This wouldn't have happened if they didn't taste good.

The proof, however, is of course in the Fairtrade pudding!

Holding a stormingly successful Fairtrade tasting...

- **Set up a stall** somewhere in your school or university where lots of students pass by and at a time when they can stop (e.g. a lunch break).
- **Decorate the stall** with the posters provided in the campaign pack, and information about Fairtrade. You could also make banners out of old sheets.
- **Give out free cups of Fairtrade tea and coffee.** You can also use the chocolate samples included in your campaign pack, and many other Fairtrade products are available. If you want more samples try asking your local supermarket or Oxfam shop to donate some. You will need to borrow or hire an urn, perhaps from your canteen or students' union and buy some Fairtrade sugar, and milk. You can use paper cups, but it is greener to borrow proper cups. If you do this, people will have to wait by the stall whilst drinking and you can talk to them about Fairtrade!
- **Give a Fairtrade leaflet to people who stop**
- **Tell everyone who stops about Fairtrade.** (You might find it useful to practice explaining with each other beforehand). Use the briefing information provided in this guide to let people know that world trade, as it is, isn't fair. Don't make it too complicated – explain that producers in the global south often don't get a decent price for their work or crops. Explain how the power of rich countries and corporations can lead to exploitation and trade practices that work against the poorest countries in the world. And how Fairtrade can make a huge difference by guaranteeing producers decent and fair working conditions.

Be sure to make the tea and coffee well. The quality of Fairtrade products is really good, but in the rush it's easy to make the drinks too strong or weak. Taste the drinks you serve, and let the 'customers' add milk and sugar themselves.

Have a look at the P&P groups guide for more advice on running good stalls. This massive online resource also covers recruiting members, running good meetings, organising actions, media work, lobbying decision-makers and much, much more: peopleandplanet.org/groupsguide



In 2004, 60 P&Pers held a coffee break outside the Department for Trade and Industry. Gemima Mukashyaka, a coffee producer from Rwanda, and the students told the Director of Trade Policy about the impact of trade rules on poor producers, and the difference that Fairtrade makes. They handed in a petition calling on the government to play its part in making trade fair.



Truro College P&P managed to collect over 1000 student signatures for their Fairtrade product petition at the chocolate tasting stall they held in college during Fairtrade Fortnight.

Sweet Injustice: The Chocolate Game

This game is a brilliant way to attract people to your stall and to help bring alive the injustices of world trade. You will need 7 people. It works best if a member of your group runs it with six volunteers.

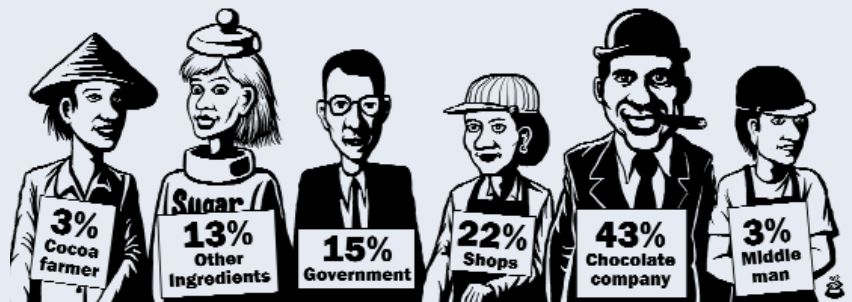
Set the scene

The game demonstrates the way trade works in favour of rich countries and how the low world market price of raw products, in this case cocoa, means that producers in poor countries end up with a very small share of what we pay for a bar of chocolate!

Play the game

Line up the volunteers and give them each a role, based on the list below. Start by giving the cocoa farmer, who owns a plot of land about the size of a football pitch, a chocolate bar that represents the money we pay for a normal bar of chocolate. He/she is invited to open the chocolate bar but warned that before tucking in to the fruits of their labour there are some payments to be made.

If all your group take part, you could dress up as each of the roles, and turn the game into a lively theatrical sketch by adding a script



Each person will represent one of the people who has to be paid. Make signs for them to hold up so that people watching can understand what is going on. As you read off the percentages below, the farmer should hand that number of squares over to the relevant person. You can ask the cocoa farmer how he or she feels as they lose their chocolate. They normally feel that an injustice is being done!

These calculations are for a 24 square Fairtrade Divine chocolate bar.

<i>Non-cocoa ingredients</i>	3 squares (13%)
<i>Government</i>	4 squares (15%)
<i>Shops</i>	5 squares (22%)
<i>Chocolate Companies</i>	10 squares! (43%)
<i>Middleman</i>	about half of what remains (3%)

That leaves the farmer with just 1 square of chocolate (3%) to pay farm workers, pay for inputs into the farm and support his or her family with food, shelter, healthcare, education etc.

Winning them over

Hopefully if you've got this far into the Action Guide you do think Fairtrade is an important way of ensuring that producers in the global south get a fair deal for all the hard work that they do. But not everyone's going to agree with you. Here are some questions you might be asked, and some possible responses.

Q. Why don't the producers complain or refuse to sell for such a low price?

Workers may be denied basic rights and prevented from joining trade unions. They therefore struggle to complain about low wages.

If they cannot get a higher price for their goods then producers will sell for whatever they can get to avoid starvation. They often can't afford to shift production to more profitable goods. Trade rules may prevent countries from supporting their producers. Fairtrade supports workers and producers in taking control of their situation.

Q. I have several jobs after school/whilst at university. Why should I spend my hard-earned money to pay other people more?

We all work hard for our money; but as workers in this country we are relatively well protected, and can ensure our basic rights are respected. Fairtrade is about solidarity with workers in the global south who don't have the same rights. Supporting Fairtrade is about making sure that they get a fair deal for their work, and making clear that people in this country and other countries where Fairtrade products are sold are committed to the concept of, and demand, workers' rights.

The trade union movement in the UK succeeded in creating good working conditions for employees here precisely because of workers' solidarity. Fairtrade can contribute to this globally.

It's about taking an active role in making sure that workers in the global south are guaranteed their basic rights

In addition, demonstrating to our government and society that people care about fair working conditions and are willing to stand up for them helps guarantee and protect our rights in this country.

Q. Fairtrade is too expensive: I can't afford it.

Different people have different amounts of money available to spend and different priorities about how they spend it. However, when Fairtrade products are more expensive they tend to be literally only a few pence more expensive - not a large amount as a percentage of the total cost of the product. In addition, there is a large variety of Fairtrade products available, at a range of prices. Many cost the same as their equivalent non-Fairtrade goods.

Goods like chocolate, tea and coffee are now at a lower price because people were prepared to support them when they began and the price has come down as demand grows: this will happen with other products if more people support them.

If people really feel that they can't afford to buy Fairtrade products this has to be accepted. Poverty and vastly different levels of wealth are very real issues in many places in Britain and highlight some of the problems which we see to a greater extent in developing countries. Fairtrade is about remedying some of these type of inequalities.

And most importantly, supporting Fairtrade is about more than just buying Fairtrade products. It's about tackling injustice, and campaigning on this issue is FREE so everyone can be encouraged to do that.

Got a tough question you can't answer? Or a good answer to a tough question? Email us at: tradejustice@peopleandplanet.org

TAKING ACTION 1: Spreading the word

People & Planet groups across the country have successfully tried lots of other ways to raise awareness about Fairtrade. Here are some suggestions.



Hold a Fairtrade fashion show

Portsmouth University P&P organised a Fairtrade fashion show in December 2005. Around 400 people attended, where models and dancers fashioned clothes that had been donated by Fairtrade fashion outlets such as Epona, The Hemp Trading Company, Equop, as well as People & Planet's fairly traded T-shirts. The audience were entertained by everyone from the

Breakdance society, Hindu society, the Dance society and members of the P&P group as they all took to the catwalk! The group also invited Simeon Greene from the Windward Isles to give a passionate talk on the impact that students have in choosing Fairtrade products, and the importance of the fight for trade justice.

There were amazing prizes that had been donated for the event, including 2 tickets to a festival, a fairtrade football signed by the local football club, a visit to a health spa, clothes, books, and CDs. The night was finished off with a party with breakdancing and DJs.

Newcastle University P&P persuaded a total of 12 companies to lend their clothes for the fashion show they organised, providing a great variety of styles.

Megan from the group says: "A Fairtrade fashion show doesn't take much organising; a few emails to suppliers (whose contact details can be found on the Internet), book a venue, obtain some fairtrade food and drink from willing donors, advertise with posters and pamphlets and use your group for models! It's great fun, the audience love it, and it's proof that Fairtrade doesn't have to just come in a jar."

Set up your own Fairtrade café or tuck shop



This may sound quite ambitious, but lots of groups have shown it can be done! Aberdeen University have even produced a complete Guide to running a Fairtrade Café for other groups to use. Call or email the P&P office if you'd like to be sent a copy of Aberdeen's guide.

Declare St Valentine's Day 'Fairtrade LoveDay'

Spread the Fairtrade love by hi-jacking Valentine's Day!

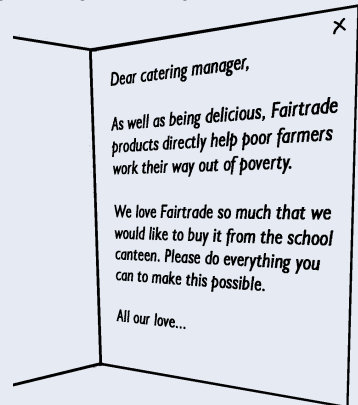
In 2003, **Balcarras School P&P group** decided to use St Valentine's Day as an opportunity to promote Fairtrade products like cake and chocolate and to make people aware of the need to make trade fair. They ran a delivery service where students could send Fairtrade goods and a message to their friends or sweethearts. It was so successful that we decided to share the idea with the rest of the network, and officially make Valentine's Day, People & Planet's Fairtrade Loveday!



Running a successful Love Day event

Fairtrade Love Day is also a fantastic opportunity to advance your Fairtrade status campaign. Send Love Fairtrade cards to key people who can help you win your campaign. You could target

your catering manager asking them to stock Fairtrade products in the canteen or vending machines. Or you might decide to target your Head-teacher or Vice Chancellor asking them to support your campaign. Once you've decided, all you need to do is make the cards, write your messages, get as many people to sign it as possible and then deliver them. Don't forget to arrange a follow-up meeting a few days later to see what they thought. You could also send cards to local shop managers asking them to stock Fairtrade.



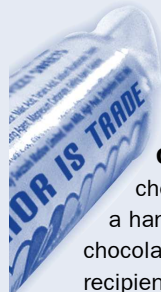
Step 1: Hold a planning meeting.

Firstly, you need to decide when to have your Fairtrade Love Day. Valentines Day (14th February) would be best but if that falls at a bad time, do it another day! You need to decide what you are going to deliver on the day. For example, chocolate, cakes, or roses. You should also attach Valentines message cards to each item like the one shown on the right. You can put a Fairtrade message on one side and the sender can write a Valentines message on the other.

Make sure you share jobs out amongst the members of your group.

Step 2. Advertise the event

Do this by making posters and fliers, and by giving notices in lectures, meetings, assemblies and classes. Make sure you communicate what the service is, how and where to place an order, and why you are doing it. Put the posters up at least a week in advance to make sure as many people know about the service as possible. Also make sure the local media know what you're up to.



Chipping Norton School P&P sold hundreds of Divine chocolate bars, each with their own exclusive message on a hand-crafted heart. **Royal Forest of Dean** also delivered chocolate - complete with a singing quartet to serenade the recipient!

Westcliffe High School sold their chocolate delivery service out of a heart shaped box which played love songs. They also ran an assembly on Fairtrade beginning with their own version of a tragic love scene to demonstrate that 'love's not fair, and neither is world trade'.

Leeds University P&P dressed up as hearts to make their deliveries. The recipient got a single red Fairtrade rose, along with condoms, Fairtrade chocolate and information on how to get involved in Fairtrade activities at the university.



Step 3. Hold a stall

Plan the times and location of your stall so that as many people as possible will notice it. Make it as eye-catching and informative as possible with loads of balloons, posters, fliers and

even giant hearts. You could have some romantic music playing. You'll need to have your message cards ready for people to write to their Valentine and order forms for people to give the name of their Valentine and information on when and where they want it delivered. Explain to each person what Fairtrade is and why they should Love Fairtrade! Give them a Fairtrade flier for more information, and ask them to sign your Love Fairtrade cards.

Getting the media interested.

Your Fairtrade Love Day event would make a fantastic story for your local newspaper, radio and TV stations. They love stories about young people doing interesting things especially if there is a good photo opportunity. The way to get your story in the media and get all the information across is to write a press release. Send one out well in advance of the day, one just before, and one more afterwards. More information on writing press releases can be found online in the P&P groups' guide.

More ideas for Fairtrade Love Day

- Hold a poetry competition with a Fairtrade prize for the best poem.
- Get as many people as possible to dress up in red for the day.
- Make Love Fairtrade T-shirts to wear on the day
- Hold an assembly, meeting or party with a fun Fairtrade theme
- Hold a quiz with Fairtrade products for prizes.
- Hold a Fairtrade banana eating contest



Build a Human Vending Machine

There are some fantastic Fairtrade vending machines available. If your school or university doesn't have one, why not set up your own!

The **Goodwill Group at Nab Wood School** put their creative talents together to decorate a giant box with posters and leaflets about Fairtrade. The group then took it in turns to dish out a range of Fairtrade goods from inside the 'human vending machine' to eager customers. **King Edward School** in Southampton built such a fantastic vending machine they got in the local paper, and the school has now got a real, and very popular, Fairtrade vending machine in place.



Run a Fairtrade Sports Day or 'UnFair'

Hold a sports day, football match or tug-of-war to illustrate the injustices of world trade - with the rules rigged against the poor. For example, in a football game, you could pit the rich world against the poor, with the poor team playing uphill, with less players, and wider goals. You might want a biased referee too!

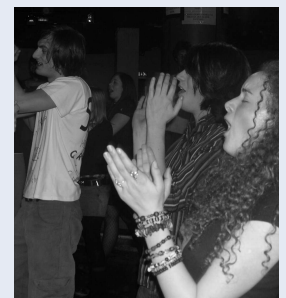
Cambridge P&P held a Campus UnFair.

"We gave out vouchers for food, education, healthcare, which people had to give up to play one of the games. In the skittles game rich countries were given a basketball to knock them over, whilst poor countries had to make do with a pingpong ball. In the fishing game all countries had fishing rods, but poorer countries had no hooks! With the unlucky dip, just as most people are born into developing countries, most people ended up getting nothing at all!"

Fairtrade Fortnight

Fairtrade Fortnight takes place every year at the beginning of March, and is a focus for promoting Fairtrade and the benefits it brings to poor farmers. Fairtrade campaigners across the country put on a host of events to raise the profile of Fairtrade - making it a great opportunity to advance your Fairtrade campaign! Here are some ideas for activities:

- Run workshops for other students or put on a debate about unfair trading rules and Fairtrade
- Hold a t-shirt designing competition, using Fairtrade cotton t-shirts
- Get local shops to sell Fairtrade - you could ask lots of people to ask for Fairtrade at the checkout, or sign a petition to the store manager
- Hold a cake-making competition, or a bake sale, using Fairtrade ingredients.
- Hold a Fairtrade breakfast
- Put on a Fairtrade party or club-night, with displays about Fairtrade. You could ask party-goers to sign a petition at the entrance.



TAKING ACTION 2: Get Fairtrade products stocked in your school or university

After a bit of active campaigning: running regular stalls and infusing passers-by with the Fairtrade message, you've hopefully worked up an appetite – for trade justice and for Fairtrade goods! Now, obviously you and your group can't run a stall all day everyday, and you can't cater for all the hungry students demanding Fairtrade products. But your school or university caterers can – and your next challenge is to get them to stock some Fairtrade products. This should be really quite straightforward as **today there is no good excuse for a catering outlet not to sell Fairtrade.**

However, there may be initial reluctance, as staff may not be familiar with Fairtrade, and they will have to do a little work to find the right supplier of Fairtrade catering products and arrange these supplies. Don't be put off – there are hundreds of schools and universities who now sell Fairtrade in their canteens – if they can sell Fairtrade, why can't yours do the same?

To persuade your school, college or university to sell Fairtrade we suggest you:

- **Go and talk to the catering staff first.** If you ask, they may just agree to sell Fairtrade straight away. Explain to them why Fairtrade is important, and that many other schools and universities are already selling it. If they ask about getting supplies you could refer them to the Fairtrade Foundation website, which gives details of catering suppliers
www.fairtrade.org.uk/suppliers_caterers.htm

However, you may need to work a bit harder to persuade them...

- **Demonstrate the support you have and explain how you are going to increase and maintain it.** This is especially important for catering managers as you need to convince them that there will be demand for any Fairtrade products that they stock. You could include the results of any surveys you may have done to show demand for Fairtrade.

Petitions are a great way of demonstrating demand for Fairtrade products. Aim to get as many students as possible to sign it before presenting it to your Catering Manager, Vice-Chancellor or Headteacher. Good places to collect signatures include canteens and cafes, and at the beginning of lectures and classes.

Challenging the canteen

The P&P group at **Frensham Heights School for Girls** have been having problems getting the school kitchen to agree to serve Fairtrade products. So the sixth-formers have taken matters into their own hands and are bringing in their own Fairtrade tea and coffee instead of buying it from the school canteen!

The 'Fairtrade is Divine group' at **Arthur Mellows Village College** had done lots of Fairtrade campaigning. They raised awareness of Fairtrade through stalls, noticeboards and presentations to lower years, promoted Fairtrade at school council meetings and developed an intranet site. However, the group felt they needed evidence of the commercial viability of Fairtrade for their proposal to get Fairtrade stocked in school canteen. Their innovative solution was to set up an ordering scheme with the local Oxfam shop; enabling staff to order Fairtrade products on a half termly basis. The scheme has been running for over a year and has been so successful that the group have offered the service to sixth-formers too. When they asked the headteacher earlier this year to commit to stocking Fairtrade products in school outlets the answer was a resounding yes!

Queen Elizabeth School in Hexham set up a similar scheme with the local Traidcraft shop. So if you're having trouble convincing official people that people will buy Fairtrade, prove it to them by supplying it yourself!

The most effective way of convincing them, however, might be to demonstrate consumption and purchase of Fairtrade products. One way to do this is to set up regular stalls and sell Fairtrade products rather than giving them away – you can show the caterers your receipts and prove Fairtrade is profitable! Another way is to set up an ordering scheme with a local shop that sells Fairtrade, for instance an Oxfam or Traidcraft shop.

- **Explain the action they need to take.** Include basic details about the range of Fairtrade products available and about suppliers that sell Fairtrade products.
- **Explain how you can help them.** For example, by researching suppliers if you haven't already done this. Also – assure them that your group will continue to organise promotional events and raise support for Fairtrade to ensure that it does sell when it's introduced.

From vending machines to footballs, from coffee to bananas, and from tea to biscuits you should be able to find a Fairtrade supplier! See the Fairtrade Foundation's comprehensive supplier database:

www.fairtrade.org.uk/suppliers_caterers.htm

"We have found over the years that we have been in business that it is possible to get a Fairtrade version of almost anything" Freshcafé

Good answers to bad excuses: Catering Mythbusting

BAD EXCUSE: Fairtrade will cost more.

Not necessarily. Many schools and universities have found they cost no more than other products. There are a lot of myths amongst catering purchasers that Fairtrade costs more but many ethical brands cost less while still offering more to the grower. For example, some Fairtrade coffees currently on offer are cheaper than well-known brands. But even if Fairtrade coffee, for example, is as much as 10 percent more expensive than your school's current coffee, that would still probably work out at no more than a penny a cup more - and most students are happy to pay this.

It is also worth remembering that where Fairtrade does cost a little more, it reflects the fact that the producers are not being exploited and have instead been paid a fair price for their labour.

Demonstrate that it won't cost them more than non-Fairtrade products by:

- Getting in touch with other schools and universities who already sell Fairtrade to show that it isn't true. Ask P&P for help in making contacts.
- Doing some research into Fairtrade catering options. See www.fairtrade.org.uk/suppliers_caterers.htm

BAD EXCUSE: Fairtrade products don't come in the right catering packs

This might have been true five years ago but it's not true today! Fairtrade products like tea and coffee are now available in the full range of catering formats, so they can be used in most types of catering and vending machines.

BAD EXCUSE: We're locked into a contract with a private catering company who don't do Fairtrade...

These days many schools and universities sign a contract with an outside catering company to operate all their canteens and cafés. Normally these contracts last for a few years and give control of what food and drink is served to the private company. Some of these catering companies like Scholarest and Sodexo are massive global companies that run thousands of outlets all over the world.

However, as many student groups have already proved, this doesn't mean that you can't get Fairtrade into these privately-operated canteens. The same tactics - petitions and protests - to put pressure on the private companies will often persuade them to start selling Fairtrade.

If they stubbornly refuse to support Fairtrade, you can always ask your school or university not to renew the contract. These catering contracts normally come up for

renewal every few years, and competition between the different catering companies is intense. If the company feels they may lose their contract if they refuse to sell Fairtrade, they will probably become much more flexible!

Students at the London School of Economics refused to take no for an answer during their campaign. Despite their union having long-term contracts with huge private catering companies they were still successful. By passing a motion in their Union General Meeting they obliged the companies to look into Fairtrade options when their contracts were up for renewal. A coffee shop opened soon afterwards stocking nothing but Fairtrade products!

BAD EXCUSE: Our catering machines are on free loan from our supplier, so we can't change...

Sometimes tea and coffee suppliers provide free loans of drinks machines to canteens on the condition that they only use their products. However:

- This only affects tea and coffee.
- Sometimes the current supplier will already have a Fairtrade option available.
- Some companies that supply Fairtrade also supply drinks machines, so why can't your school or university switch to them instead?

BAD EXCUSE: We'd love to but we can't find a supplier...

Try looking a little harder. There are now hundreds of nationwide suppliers of Fairtrade who already supply lots of different Fairtrade products to schools and universities. And if you have any problems, why not call the companies that make Fairtrade products - such as Cafédirect and Equal Exchange - directly? They will be only too happy to provide details of wholesale suppliers who can supply your school or university, wherever it is.

BAD EXCUSE: We need to sell high quality products and Fairtrade doesn't taste good enough...

Rubbish - Fairtrade products are of the highest quality and many have won quality and taste awards. They are now sold in major supermarkets like Tesco and Sainsbury's and in high-street shops. Fairtrade drinks are even sold in the House of Commons tea room! This wouldn't happen if they didn't taste good. There are a range of products and flavours to suit all tastes - simply try them.

TAKING ACTION 3: Becoming a Fairtrade school or university

Now, you've got students interested in Fairtrade and that means a better deal for more producers! You may also have convinced your school/university to sell a few Fairtrade products – again, making sure more producers benefit. This is an excellent start!

But you're not going to be at your school, college or university forever, and if you want this momentum to continue even after you've left, you can campaign for your school, college or university to get official Fairtrade status.

This means getting a commitment from them to stock Fairtrade products in catering outlets (increasing the number and range regularly) and to keep campaigning for and promoting Fairtrade.

The Fairtrade status goals are outlined opposite. Fairtrade Status is awarded by the Fairtrade Foundation. To gain this Status the Foundation must be convinced that your school, college or university has achieved all of the 5 goals.

To be successful this campaign will take careful planning and may need to be run for many months. The main thing you need to remember is that this campaign is about institutional change – you will need to persuade the key people who run your school or uni to develop their own genuine commitment to supporting Fairtrade.

This means that you simply have to get these people enthusiastic about Fairtrade. Just pressuring your school or university to agree a Fairtrade policy on paper won't achieve your ambitions unless there are enthusiastic staff around who want to put the policy into action.

Why campaign for Fairtrade status?

As educational institutions, as an important sector of the UK economy, and as a significant part of local communities, our schools, colleges and universities have a responsibility to promote civic responsibility and consider the social and environmental costs of their choices. Campaigning for Fairtrade status means embedding a commitment to fair trade principles in your school or university's policy - a fantastic achievement and a lever for further progress as it involves a commitment to continual improvement!

Persuading them to stock and promote Fairtrade helps increase the demand for Fairtrade, meaning more producers get a fair deal.

Additionally, by building awareness among students and staff of the injustices of world trade, and the implications of their buying decisions, Fairtrade empowers people to challenge the way trade currently works. It also gives students and staff a socially-responsible choice to eat some seriously sumptuous food!

The 5 Fairtrade school goals

1. Set up a Fairtrade School Steering Group

The Steering Group will meet at least once a term to consider progress on the five goals and decide how to continue to improve in each area.

- The group should include representatives from: the student body, teaching staff, and catering staff.
- The group must consist of at least 50% students, with them taking as much responsibility as possible for planning, decision-making and organising.

In order for Fairtrade status to be awarded the steering group must send a full report to the Fairtrade Foundation, explaining how each goal has been achieved. In order for the status to be retained they must send a short progress report at the end of every academic year.

2. Write & adopt a Fairtrade policy

A whole school policy must be adopted which incorporates these five goals. The policy must:

- be included in the school development plan
- be approved by the Governors/School Board, and go to the Student Council/other relevant school bodies for a discussion

3. Commit to selling, promoting and using Fairtrade products

To achieve this you must:

- Sell Fairtrade products in all possible outlets
- Provide and use Fairtrade products at all events
- Use Fairtrade products in the staff room and common rooms
- Plan to increase the products available year on year
- Monitor sales and record progress in terms of the range and value of Fairtrade products sold, on an annual basis
- Encourage other local outlets to provide Fairtrade products

4. Ensure the whole school learns about Fairtrade issues, using curriculum based lessons and wider learning activities

This must include

- lessons in at least three curriculum areas
- lessons in at least two year groups
- Other appropriate learning experiences possibly including school enterprise groups, assemblies, displays, school plays, school newsletter or website etc.

5. Commit to promoting and taking action for Fairtrade in school and the wider community

This must include at least:

- Three whole school activities or initiatives, one per term, including one during Fairtrade Fortnight
- One action to take the issues into the wider community

The 5 Fairtrade university goals

1. Set up a Fairtrade School Steering Group

The Steering Group will meet at least once a term to consider progress on the five goals and decide how to continue to improve in each area.

- The group should include representatives from: the residential/catering organisation; the university authority; the SU executive; an appropriate SU society (such as a P&P group!); each associated institution

In order for Fairtrade status to be awarded the steering group must send a full report to the Fairtrade Foundation, explaining how each goal has been achieved. In order for the status to be retained they must send a short progress report at the end of every academic year.

2. Write & adopt a Fairtrade policy

The Student Union and the university authorities must both create a Fairtrade policy incorporating these five goals. A member of the Union executive and a representative of the university would each take primary responsibility for implementing this policy, and agree to sit on the Fairtrade Steering Group. This could be written into their job description.

3. Commit to selling Fairtrade in all outlets

To achieve this:

- Fairtrade products must be available in all campus shops
- Fairtrade foods must be used in all cafes/bar restaurants on campus. Where this is not possible there must be a commitment to begin using Fairtrade foods in these establishments as soon as it is possible to do so. (Foods to be sold would be those currently for sale in non-Fairtrade forms that are available in Fairtrade forms e.g. a shop selling coffee must add a Fairtrade brand to their stock, or replace it with Fairtrade)

4. Commit to using Fairtrade at internal meetings and events

Fairtrade foods (for example, coffee and tea) must be served at all meetings hosted by the university and the SU, and in all university and SU management offices.

5. Commit to campaigning for increased Fairtrade consumption on campus.

At least three methods must be in operation at any one time.

- Promotion of Fairtrade in the student press, and on the university's website. Promotion of Fairtrade could also take place in other appropriate publications, such as university prospectuses. In particular, Fairtrade Fortnight and major developments should be publicised.
- Fairtrade materials displayed on noticeboards. Materials should also be displayed where Fairtrade foods are sold.
- Events during Fairtrade Fortnight. The steering group in collaboration with other appropriate bodies would be responsible for organising this.
- The Steering Group could propose other means.

Has your school or university already got Fairtrade status?

Great! But once you achieve Fairtrade status, don't stop there! Fairtrade status involves an ongoing commitment to the principles of fair trade. As far as possible, everything your school or university does, and everything it purchases and sells, should declare that it is an institution committed to engaging fairly with producers in the global south. Students, teachers, and staff should all be involved in this ongoing commitment – looking for new ways to ensure the institution's commitment to these principles. Institutions with Fairtrade status have to report annually to show how they are continuing to take action. It's really important that students stay engaged to keep the commitment alive!

Check out who represents the student body on the Fairtrade Steering Group – it may be members of the People & Planet group, or another campaign group, or a student union representative. Hopefully, the steering group is active, there's lots of activity, and they'll welcome new ideas. If not, then get involved!

If your school, college or university has committed to Fairtrade status and the principles that underly it, then it can be a great lever for persuading them to do more. New Fairtrade products are becoming available all the time – Fairtrade cotton and footballs are among the most recent. So staff uniforms, school uniforms, sports team uniforms - if your institution claims to be committed to a policy of fairness and against exploitation, insist they get all of these made from Fairtrade cotton!

The FAIRTRADE Mark does not yet apply to manufactured products, but the issue of workers' rights in these areas is still crucial. One logical extension to your Fairtrade campaign is to organise resistance to exploitation in these fields. Look at the rest of the supply chain: you could ask your school or university to ensure that the goods they buy and use are not manufactured in sweatshops.

Fairtrade Status and beyond!

Warwick University achieved Fairtrade Status in 2004, but thanks to the P&P group's continued campaigning their Students' Union has just passed a policy that makes them **100% Fairtrade!**

1,650 people voted on the motion, with 92 people abstentions, 251 against the motion, and a massive 1,307 in favour. That means 79% of Warwick students support Fairtrade! The motion applies to tea, coffee, hot chocolate, sugar, speciality tea, fruit, fruit juice, and vending machines.

David from the Warwick group adds:

“And, perhaps the groundbreaking achievement... Staff and Union Officers' uniforms will now be made from Fairtrade cotton, as well as being made in factories guaranteeing International Labour Organisation labour standards (=sweatshop free labour). We can be very proud of what we have achieved, this policy will make a real difference to real people's lives.”

Becoming a Fairtrade school or university

In order to get all this done successfully, you're going to have to plan and think strategically. One way to start is to make a campaign plan based on **aims**, **objectives** and **tactics**. Think about what you want to achieve and how you want to achieve it. Think about the resources available to you as well as possible opportunities and constraints. The initial groundwork you've done by running the stalls should provide you with a good basis from which to plan your campaign. Here's one possible way of looking at it:

Aims: What you hope to achieve

Aims could be:

- To increase the number of producers in the global south who are getting a better deal through Fairtrade
- To make Fairtrade, and the principles behind Fairtrade an integral part of your institution's policies

Objectives: Targets you need to meet in order to achieve your aims

Objectives could be:

- To get Fairtrade products are stocked in all catering outlets
- To ensure Fairtrade products are served at internal meetings
- To form a steering group
- To get relevant parties to create and endorse a school/university Fairtrade policy

Tactics: the methods you're going to use to achieve your objectives

Tactics could be

- Holding Fairtrade stalls
- Getting petitions signed
- Meetings with catering managers
- Meeting with headteacher/vice-chancellor

NB: This is just one way to approach it. Your aims, objectives and tactics might be different, depending on your priorities. For example, you could make your objective getting all sports team clothing made out of Fairtrade cotton, or any other goal you feel will lead to the principle of Fairtrade being embedded in your school or university's policy.

Top tip

As you get into carrying out your campaign you'll probably find most of your energy and attention focused on tactics and shorter-term objectives – basically, on taking action! While you're doing this however, make sure you bear the longer-term objectives and aims in mind, and make decisions based on the eventual aims you want to achieve

Before doing anything, we recommend you come up with a plan for how you are going to approach decision-makers at your university or school. Here are some of the key questions your group needs to ask.

Who do you need to target? What are you asking them to do?

Possible target groups include: University/school staff; Catering staff; Media; Student Union e.g. Environment and Ethics rep; Student Council; Local council; MPs; Catering suppliers. This will vary in different schools and universities

Be clear about what action needs to be taken to meet each of your objectives – and who is in a position to make it happen?

There are several key people who can decide whether your school or university will work to get Fairtrade status.

- **At a school** these are likely to be the Headteacher and the Catering Manager.
- **At a University** this could be the Vice-Chancellor, the Director of Estates/Facilities and the Head of Catering Services.

What resources do you have?

- How many active group members do you have?
- How much time do you have?
- What skills do you have?
- How much money do you have?

What events will affect the timing of your campaign or provide you with opportunities?

- When do the catering team meet?
- When is Fairtrade Fortnight?
- When is the next Students' Union Annual General Meeting or school Governors' meeting?
- When is the school/university catering contract up for renewal?

Planning your campaign

Who can influence who? What allies can you find to support your approach?

There are also a number of people who can influence these key people, and sometimes the best way to reach decision makers may be to target them indirectly. Think about who your allies could be and arrange meetings with them to see if they are sympathetic.

Think about how you could influence each of these groups and how you could get them to influence each other. It might be worth brainstorming as a group who can affect who and thus who are the most appropriate people to target.

Good **potential allies in a school** could be teachers, governors, or parents, especially if they are on the Parents Teachers Association, the canteen staff and representatives from your local Fairtrade town initiative, if there is one.

Good **potential allies in a university** could be Students' Union Officers, lecturers, catering staff, chaplains and representatives from the lecturers' trade union, the Director of Estates & Facilities, and other societies on campus, and representatives from your local Fairtrade Towns initiative.

What tactics/approach are you going to use to influence them?

- How will you convince them that Fairtrade is a good idea?
- How are you going to demonstrate student and staff support? Do you have enough staff and student support?
- How are you going to convince them of the benefits of going Fairtrade for the school/university?
- Are there any other objections you need to counter? Do you need to do any further research?

A bit of research might help you to choose the best way to tackle any concerns decision-makers have. For example, are they hoping to boost the school or university's profile locally? If so, you could collect together positive media coverage of Fairtrade initiatives, or get your local paper to cover your group's campaigning. If their concerns about Fairtrade are financial, you could gather evidence on the relative costs of Fairtrade from other schools and universities that have made the change. Check out the trouble-shooting section of this guide for more ideas, and the P&P website for further resources and contacts.

Some of the arguments you can use to convince decision-makers to stock Fairtrade products and sign up to a Fairtrade

policy are given in 'What needs to go in your proposal' on page 16.

NB Different groups will obviously have different priorities and it is fine to use different arguments to convince each of them about Fairtrade. Make sure, however, that your arguments aren't contradictory and that you, as much as possible, convince them that Fairtrade is something worthwhile in itself – apart from the benefits stocking Fairtrade products and signing up to a Fairtrade policy might bring to particular groups.

The tactics you choose will vary according to who you are targeting and the message you want to convey. For example, when you're meeting decision-makers it may be more important to appear reasonable, well-informed and professional to get them behind your campaign. But sometimes you might come up against obstacles that mean you need to try a different approach (see the Get Tough section for some ideas). The P&P Groups' Guide contains lots of ideas for different tactics and how to get your message across.

Writing a Proposal

In order to present what you want clearly to decision makers we suggest that you write a short (1-3 page) Proposal. This document essentially should present a convincing argument for why your school or university should work for Fairtrade status. The box on page 16 suggests what your Proposal should contain.

Once written your proposal can be used to persuade both your targets and allies to support the campaign.

Getting teachers engaged

It's really important to get all sectors of your school or university behind your campaign, and teaching staff can be particularly influential. For a school campaign it's additionally important to get teachers engaged, because Fairtrade Status for a school involves a commitment to ensuring the whole school learns about Fairtrade issues, using curriculum based lessons and wider learning activities.

Hopefully, your teaching staff will be really interested in integrating Fairtrade into their teaching. Fairtrade fits in with citizenship studies, and complements a host of other curriculum areas. The Department for Education and Skills states that Citizenship "*provides learning opportunities for pupils to gain the knowledge, skills and understanding necessary to play an effective role in society at local, national and international levels. Fairtrade provides an ideal opportunity for pupils to take on this role*".

There are a host of resources and lots of support available for teachers:

- People & Planet has an online resource library at peopleandplanet.org/sixthforms/teachers/#devedresources
- The Fairtrade Foundation has information at: www.fairtrade.org.uk/downloads/pdf/fairtradeinyourschool.pdf

Becoming a Fairtrade school or university

What needs to go in your proposal

1. Outline your requests

Explain what Fairtrade status is and what criteria they need to meet to achieve it. Mention that other schools and universities have already achieved Fairtrade status. More information can be found in this guide, and online at peopleandplanet.org/tradejustice/. You can also relate it to local initiatives, for example if your town is a Fairtrade town or campaigning for status.

2. Explain what Fairtrade is and its benefits

Don't assume that they know exactly what Fairtrade is. Highlight the benefits Fairtrade brings to producers (you could use information from this guide, or case studies from the People & Planet or Fairtrade Foundation websites.) And explain the benefits Fairtrade Status would bring to the school or university. These benefits could include:

- enabling students and staff to make socially responsible decisions
- educating students and staff about global issues
- exposing students to the concept of empowerment – both that of producers and their own
- as many towns have Fairtrade initiatives it could be a good opportunity to build up links with the local community and improve the image of the school/university
- providing better quality food as Fairtrade products all have to meet certain environmental standards
- Attracting future students who might be interested in an institution's ethical policies

3. Demonstrate the support you have

Include evidence from Fairtrade campaigning and results of any surveys you have done showing student demand for Fairtrade as well as any support you already have from allies. You could also include information about other Fairtrade initiatives going on in your area, such as a Fairtrade town campaign, and local Fairtrade schools or universities.

4. Explain in general terms what needs to be done to meet the Fairtrade status criteria; and who needs to do it

5. Explain what you can do to help. Explain that your group members can organise events to help ensure that Fairtrade does well and sit on the Institutional Steering Group.

OPTIONAL EXTRA

You could go further in your Proposal by actually providing detailed information about how the school or university could achieve the 5 goals. For example, you could suggest supply options, produce cost comparisons between Fairtrade and normal products, or provide them with product samples. **If you decide to do this, do take care to get your facts right, as getting your facts wrong will undermine your credibility - call the P&P support office for advice.** Catering supply contracts are often complex, so if you're not sure, leave it up to the school or university to do the research. After all, they are the catering experts!

For a university:

The policy must be created and endorsed by both the Students' Union and the University so it is important to get support from both of them. Once you have your Proposal, we suggest that you arrange meetings with all the possible decision makers. Take along any research you have done to prove the popularity of Fairtrade. You can also use your allies to influence the decision-making process - they may even push the proposal through internally which would mean much less work for you! If you are finding it hard to get a meeting with the Vice-Chancellor, try asking the Executive of the Students' Union to act on your behalf as they normally have regular meetings with them.

Although the Vice-Chancellor controls the university don't ignore the catering services, as they too need to become committed to Fairtrade. Often universities have a 'catering forum' meeting where you could perhaps present your proposal and answer any questions they may have about Fairtrade.

For a school:

The policy must be created and endorsed by the school council or the school governors so it is important to get them on side. Arrange to go to one of their meetings and plan a group presentation to explain your Proposal and the issues of Fairtrade.

You could either ask whether they will invite the catering manager along to the meeting, or have a separate meeting for him/her and the staff team to give them your Proposal. You could give a short presentation of your Proposal to teachers and the Headteacher to tell them about your campaign as well as finding out which of them is interested in Fairtrade.

It's important to remember throughout your whole Fairtrade status campaign that getting Fairtrade Status is a process - a way of achieving an aim. You want to make sure that your university or school has a real commitment to Fairtrade and the principles behind it. That way, you'll be sure of achieving long-lasting change!

If you're not sure of the best way of taking the campaign forward, you might want to call the P&P Support Office for advice on 01865 245678. We're here to help so please don't hesitate to call.



Get decision-makers inside

Responding to objections

If the response from decision makers is not positive, you immediately need to start building up the pressure. We suggest you do this in two ways:

Counter their objections

Ask them to explain the reasons for their reluctance to support your Proposal and then work out how to convince them. For example, if they think Fairtrade costs lots more money, you could get in contact with other schools and universities who already sell Fairtrade to show that this isn't true. Or if they are worried there is no demand from students you could do some market research or launch an "I'll buy Fairtrade" pledge to prove otherwise.

Get student and staff support

Hopefully you'll already have built this up in the initial stages of your campaign, so now's the time to use the power of numbers to achieve your campaign objectives. Apply the pressure by:

- Asking your allies to write to key decision makers in support of your Proposal.
- Getting students and staff to sign a petition or pledge stating that they will buy Fairtrade if it is on offer.
- Selling Fairtrade products as often as you can in your school/university and keep records of how much you sell and how much money you make, so that decision-makers know that Fairtrade is profitable!
- If you have a Students' Union, you could get your allies in there to help you get a motion passed calling on the college or university to work for Fairtrade status. See the P&P Groups Guide at peopleandplanet.org/groupsguide for information on how to pass a motion, and a sample motion for you to adapt.

If you don't feel that you can actually demonstrate this support you probably need to do some more campaigning and awareness raising amongst students and staff. Without genuine support, even if you do manage to convince decision-makers to stock Fairtrade products, it's possible that there won't be enough demand for them, which might undermine your campaign.

The P&P group at **Canterbury Christchurch University** had an early victory in their Fairtrade campaign a couple of years ago when they convinced the catering manager to stock Fairtrade. The group had done some awareness raising around the university for a few months, but hadn't really had the chance to convince enough students of the benefits of buying Fairtrade. As a result there wasn't enough demand for the Fairtrade products being sold and the university stopped selling them. However, the group rose to the challenge, and jumped straight back into enthusiastic grassroots awareness-raising. As Rachel from the group says "We're very much involved with raising awareness of fairtrade amongst students. We've done a 'dance on injustice' night at the student union, and given out free tea and coffee, among many other things." As a result "the university is behind it" again and they're hoping to get Fairtrade status soon!

Getting Tough

Although campaign success depends on generating enthusiasm amongst decision makers for Fairtrade, if someone decides to block your proposal from going through then you will have to turn up the heat. You'll need to get as many people as possible to support the campaign and demand Fairtrade status, as this will make it much more difficult for decision-makers to say no.

- **At university**, now you have identified your allies within the SU, you can prepare a motion to be passed through the union that obliges decision makers to consider Fairtrade when making new contracts. Find out when the next Union General Meeting is and when the deadline is for getting a motion on to the agenda. See the P&P groups guide for information on how to pass a motion and a sample motion which can be adapted for any campaign. **At school** you could ask a sympathetic teacher to approach the Head, or bring up the proposal at the next teachers' meeting.
- You could perform a **press stunt** to expose the fact that they don't want to make the switch to Fairtrade. Invite student and local media along and even get a story with a photo in the local newspaper. See the P&P online groups guide for advice on organising protest actions and working with the media.
- You could challenge the caterers, someone from the SU or a teacher to a **debate about Fairtrade** or even invite a Fairtrade producer to come and talk - contact the Fairtrade Foundation to see if any speakers are available.
- Launch an **email or letter writing campaign** to lobby the person who is responsible for the block.
- Hold a **public meeting** at school or on campus with speakers from all the groups who support the campaign and a guest speaker - who could be from a Fairtrade company, someone from a local Fairtrade towns initiative or even a producer. Invite the VC and someone from the catering staff and make sure that all your campaign supporters are there. Publicise the event well beforehand; the more people that attend, the more pressure will be exerted.
- Organise a **one-day boycott** of the canteens, with a picket at the entrance asking people not to go in. You could give out free Fairtrade food or drinks elsewhere as an alternative.

You could focus your protest actions around two ideas:

Firstly the moral imperative of Fairtrade: focus on the exploitation involved in the production of non-Fairtrade products. There is no excuse for buying products that involve not giving workers fair pay or decent working conditions; especially by an institution dedicated to education which, ideally, should be promoting civic responsibility.

You could also make the point that if a majority of students and staff want Fairtrade products, and they are the ones buying things from school/university catering outlets, then the school/university is under some obligation to take their wishes into account.

Research pays off

The People & Planet group at **King Edward the VII Upper and Community School** in Melton Mowbray have proved that doing your research pays off. They'd had loads of weekly stalls and Fairtrade was becoming really popular with students, but they couldn't convince the school to stock it. So they arranged meeting upon meeting with the headteacher and catering manager, armed with loads of information – about different Fairtrade vending machine options and about Fairtrade suppliers and products. They also gave them examples of how stocking Fairtrade had worked at other schools in the region. They made their case and as Frankie from the group says

“We've been having meetings with various important people in the school and things have happened so quickly.”

They now have Fairtrade chocolate stocked in the canteen and hopefully more to come!

Oxford Brookes was the first university in the world to be awarded Fairtrade Status.

According to the P&P group, their first and most important step was research - they found out how the university worked, who made the decisions, who ran the catering outlets and what tea or coffee was used.

They also conducted some simple 'market research' (i.e. a questionnaire survey) to prove that students and lecturers wanted Fairtrade status on campus. The information made them look very professional when they finally approached the university 'catering forum' to present their proposal to decision makers.

In order to raise support from students the group had sign up sheets at their tastings for students to pledge their commitment to buying Fairtrade.

The group was so successful because they didn't just target one person. The person they initially approached just wasn't interested, but soon after, when they found a Fairtrade enthusiast somewhere else in the university administration, the campaign took off.



Getting Certified!

To get your school or university awarded Fairtrade status you need to submit the following to the Fairtrade Foundation:

- A completed Fairtrade School or University Application form. Copies are available to download from peopleandplanet.org/tradejustice/materials.php
- A signed copy of your Fairtrade Policy (see the page opposite for an example)
- Minutes from Steering Group meetings
- Copies of any media coverage the campaign has received
- Supporting evidence demonstrating how you have met the criteria

Once you have achieved Fairtrade status, you need to let all those people who have supported your campaign (and especially any that have pledged to buy Fairtrade) know that you have been successful! You could host a Fairtrade Day with stalls and tastings or Fairtrade party (with world music and Fairtrade drinks) to celebrate. Oxford Brookes University invited a celebrity speaker to launch their Fairtrade status.

Useful websites

People & Planet peopleandplanet.org/tradejustice

Lots more resources on Fairtrade and trade issues, including the latest news and case-studies. Find out who's successfully achieved Fairtrade status, borrow other groups' great campaign ideas, and share *your* successes! You can also find more campaign materials here, available to download or order by post. The P&P website also contains lots of resources to help you campaign more effectively, and you can book workshops too!

Fairtrade Foundation www.fairtrade.org.uk

The Foundation is the UK member of Fairtrade Labelling Organisations International (FLO). It raises awareness of Fairtrade to deepen understanding of Fairtrade and increase sales (including organising Fairtrade Fortnight); licenses the FAIRTRADE Mark in the UK; and works with its partners in FLO to introduce new Fairtrade products and to update the standards for existing products to ensure that the benefits to producers are maximised. See its website for more useful Fairtrade promotional resources, and producer stories. The Fairtrade Foundation also has a comprehensive supplier database: www.fairtrade.org.uk/suppliers_caterers.htm

Trade Justice Movement www.tjm.org.uk

P&P was a founding member of the Trade Justice Movement - the UK coalition campaigning for trade justice - not free trade - with the rules weighted to benefit poor people and the environment. For news and action on international trade.

Cafédirect www.cafedirect.co.uk

Information on Cafédirect's products, and the growers that supply them, including films of workshops with producers from Kenya, Tanzania, and Uganda at their Annual General Meeting.

Example Fairtrade Policy

_____ university/school assigns great importance to our role within the wider world, and therefore commits to supporting, using and promoting Fairtrade products.

1. STEERING GROUP

A Fairtrade steering group will be set up to implement this policy. This group will meet a minimum of once a term to continuously monitor and improve the university/school support for Fairtrade.

2. SALE OF FAIRTRADE PRODUCTS

The university/school will sell as many Fairtrade products as is feasible in all our canteens, shops, cafés and other outlets. Where it is not currently feasible (for reasons of price, product availability or contractual obligations) to sell Fairtrade the university/school is committed to begin selling Fairtrade as soon as it becomes feasible.

3. HOSPITALITY

The university/school will serve Fairtrade foods (e.g. tea and coffee) at all internal meetings and hospitality events (e.g. parents evenings, open days), with a commitment to increasing the use of Fairtrade products as it becomes possible to do so.

4. PROMOTION

The university/school will promote the sale of Fairtrade products via the following methods:

- Fairtrade promotional materials will be displayed on university/school noticeboards and in all places where Fairtrade products are sold.
- Articles and other appropriate material about Fairtrade will be published in the student newspaper or newsletter, on the university/school website and in other appropriate publications such as university/school prospectus.
- A series of promotional events will be run during Fairtrade Fortnight every March. The steering group is responsible for organising these events, which will be promoted in the appropriate university/school publications.
- Fairtrade learning will be integrated into at least three curriculum areas, and in lessons for a least two year groups **(FOR SCHOOLS ONLY)**

5. STAFF AND STUDENT SUPPORT

All members of the school/university will be actively encouraged to support the Fairtrade policy. Details of this policy will be communicated throughout the university/school and their efforts to support Fairtrade will be strongly encouraged.

6. REVIEW

This policy statement will be reviewed on an annual basis.

Signed: _____



people & planet

student action on world poverty and the environment

**People & Planet's Fairtrade
campaign aims to:**

**Guarantee more producers
and workers basic rights**

**Ensure a commitment to fair trading
practices within the UK's schools,
colleges and universities**

Influence wider policy and behaviour

**If you want any advice
on the campaign or have
any questions we would
love to hear from you.
Please do let us know about
any action you have taken too.**

By email:

tradejustice@peopleandplanet.org

By phone: 01865 245678

On the web:

peopleandplanet.org/tradejustice

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