



Secondary Schools' Newsletter

Norfolk Education &
Action for Development

Working locally for global justice and equality

Spring Term 2004

'A Taste for Action!' – Fairtrade Fortnight

Fairtrade Fortnight (1st to 14th March) is fast approaching and, as mentioned in last term's schools' newsletter, provides a great opportunity to address global trade issues across the curriculum. This year is extra-special as it's the 10th anniversary of the Fairtrade Mark. Have you thought about what you might do? In this newsletter we hope to give you some practical ideas. We highlight Fairtrade resources available at NEAD; useful websites for accessing information, case studies and further educational resources; and we've included two activities, Globingo and a Fairtrade quiz, ready to photocopy and use within the classroom.

What is Fairtrade?

Fairtrade is an alternative approach to conventional world trade. It's a partnership between producers and consumers, which means paying farmers and other workers in the South a fair price for the work they do. This means they can have control over their lives, improve their education, health, living and working conditions, and plan for the future. As active global citizens, we need to be informed consumers – and be aware that the choices we make really do have an impact on other people's lives. The issue of Fairtrade can raise students' awareness of the wider world, and their own role within it. So what can we do during Fairtrade Fortnight to help?

Think Global Act Local...Get Active!

- promote Fairtrade chocolate in your tuckshop.
- promote Fairtrade tea and coffee in the staffroom.

- liaise with the school canteen to hold a Fairtrade breakfast or lunch serving as many Fairtrade items as possible.
- get involved in some of the locally organised events (contact Tonia at NEAD for details).
- organise for a NEAD workshop facilitator to come to the school and run activities on Fairtrade for students.
- organise a stall of Fairtrade products (contact Sam at NEAD's World Shop).
- get a group of students to campaign / lobby their peers to fill in postcards / sign a petition in favour of Fairtrade.
- get your form group to do a school assembly on the issue of Fairtrade.
- set up a competition whereby students design campaign materials for a new Fairtrade campaign (see campaign websites below for ideas) or wrapping for new Fairtrade product. Could link into different curriculum areas.
- Set up a 'Fairtrade Trail', a fun way for students to find out about Fairtrade. Display materials at different locations around the school eg posters/maps/Fairtrade packaging. Students could design the trail themselves.
- Get students to do a survey of what products local supermarkets are selling, eg type / number of Fairtrade items on sale.
- Carry out consumer survey / school survey through devising a questionnaire about people's use of Fairtrade products. Could form a basis for developing a school Fairtrade Policy.

For further information and advice on promoting Fairtrade Fortnight contact Tonia Mihill at NEAD (tel: 01603 610993 / email: tonia@nead.org.uk).

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What resources does NEAD have?

We have a wide range of resources to buy and loan for all key stages. Below we highlight just a few. Please come in and see what else we have!

Games, role plays and simulations are great ways of getting students actively involved in experiencing and understanding complex issues, at the same time as having fun.

- **The Trading Game** – Six countries (groups of students) are in competition. Their aim is to make as much money as possible through manufacturing paper shapes. But distribution of resources is unequal. This is a fun game guaranteed to get students actively involved in understanding issues of unfair trade. A great introduction to the rationale behind Fairtrade. **Ages 14-19 Christian Aid £4.00.**
- **The Chocolate Game** – A role playing game to show how international trade in a crop grown for export affects families in four countries: Ghana, Brazil, Belize and the UK. **Ages 11-18 Leeds DEC £4.75.**
- **The Coffee Chain Game** – Players are put in the position of people involved in the coffee trade. It aims to help students understand how a trading system affects the lives of coffee growers in Uganda, buyers, and supermarkets in the UK. The booklet includes background information, the Coffee Quiz, the Coffee Chain Game, and an Action Page. **Ages 14+ Oxfam £3.25.**
- **Trade Rules!** – In this simulation of world trade, students discover the frustrations of an unjust trading system and how to make trading fairer for the poorest countries. **Ages 16+ Christian Aid 2002 £5.50.**

The Banana Pack – Contains 3 excellent resources to give you information and ideas for work around bananas and Fairtrade. Includes **Bananas Unpeeled**, a video investigating the social and environmental issues facing banana plantation workers and farmers in Latin America and the Caribbean. It also examines Fairtrade labelling as a positive alternative for banana farmers. Teaching / action notes with video. The **Truth About Bananas** section contains role plays and ideas for action. **Ages 8-18+ Banana Link £21.10.**

Fairtrade in Action – This flexible pack introduces students to the concept of Fairtrade and encourages them to think about their own impact as consumers. It contains: a video featuring banana and cocoa production; producer case studies; Fairtrade Rules, a whole class game which is clearly explained and simple to play. **Ages 11-14 Fairtrade Foundation / RISC 2002 £16.00.**

Ethical Trade Posters - A set of 4 posters focusing on the garment and sports shoe industry. Starting with situations that young people are familiar with, the posters are designed to increase their awareness of how their actions, decisions and opinions can influence the lives of people around the world. **KS3/4 NEAD £3.00.**

The Real Price of Cotton - A collection of original teaching activities that will enable students, through participation and communication, to explore the global and ethical dimensions of Business Studies and Economics through looking at the cotton producing industry. By looking at the clothes trade, young people will also learn about the links they have with people in other parts of the world. **KS4+ NEAD £8.95.**

The No-Nonsense Guide to Fair Trade - What are the alternatives to the 'free' trade offered by the big corporations? The human stories behind the things we consume. Case studies include blue jeans, bananas, cocoa and coffee. **KS4+ New Internationalist/Verso £7.00.**

XChanging the World - This activity based pack looks at how the world trade system produces poverty and inequality. It provides an excellent introduction to trade issues, with photocopyable activities and games. **KS4+ RISC £13.95.**

For further information or advice on teaching resources, or to order any of the above, contact Sarah Gann at NEAD (tel: 01603 610993 / email: sarah@nead.org.uk).

Fairtrade on the Net!

The following websites are great sources of further information, free downloadable education resources and can be used by students for research purposes (see attached Fairtrade quiz).

- www.fairtrade.org.uk – Well worth a look for downloadable education resources for use during Fairtrade Fortnight including lesson and assembly ideas (www.fairtrade.org.uk/downloads/pdf/fairtradeinyourschool.pdf). Useful for facts about Fairtrade (www.fairtrade.org.uk/about_Fairtrade.htm)
- www.dubble.co.uk and www.divinechocolate.com – Comic Relief websites packed with information on the (Ghanaian) Day Chocolate Company, Kuapo Kokoo, fair trade, how to grow cocoa beans, how chocolate is made and the story of Divine chocolate. Competitions, facts, games, resources for teachers.
- www.bananalink.org.uk – Provides information about the international trade in bananas, raising many ethical issues in business and economic activity. The site is a useful source of case study material.
- www.oxfam.org.uk/coolplanet - Includes an online learning resource, 'Milking It: Small farmers and international trade'.
- www.christianaid.org.uk/learn/schools – Contains resources, quizzes, ideas for class activities and simulation games to experience unfair game rules. Information on Christian Aid's Trade Justice Campaign. www.christianaid.org.uk/learn/schools/secondary/freeitem/caw02/acts.htm
- www.labourbehindthelabel.org – Useful to access issues around campaigning for decent work conditions for garment workers both in the UK and overseas. Includes a list of resources and up-to-date research about the garment industry.
- E-mailable leaflet resources available on request.
- www.globalfootprints.org/teachers/matrix.htm – Access to downloadable resources and lesson plans on Fairtrade issues, linking to literacy and numeracy objectives for Years 3-6. Ideas could be adapted for secondary level.
- www.cafedirect.co.uk

NEAD'S WEBSITES

www.nead.org.uk - there will be some special freely downloadable Fairtrade posters posted on the site in time for 'the Fortnight'.

www.jusbiz.org - an excellent site for free downloadable resources and case studies of Fairtrade tea and Cafedirect. 'Exposed' explores ethical issues within the global fashion industry (www.jusbiz.org/resources/Exposed.html).

GLOBINGO

Instructions for playing Globingo

1. Find a different person to answer each question
2. Get them to fill in the answer / sign the box
3. Get as many answers as you can in the time

FIND SOMEONE IN THIS ROOM WHO

1. is wearing something that was made in another country.

Signed: _____

2. can name a country where coffee comes from.

Signed: _____

3. knows one way Fair Trade can benefit people in the South.

Signed: _____

4. can name a shop where you can buy Fair Trade products.

Signed: _____

5. has eaten Divine, Dubble, Traidcraft or Co-op Fair Trade chocolate.

Signed: _____

6. knows a country which grows cotton.

Signed: _____

7. knows how long the Fair Trade Mark has been in existence: 5, 10, or 20 years.

Signed: _____

8. can name a country where bananas come from.

Signed: _____

9. can name a make of Fair Trade tea or coffee.

Signed: _____

GLOBALINGO Answers

This activity is designed as an introduction to fair trade. It illustrates how interdependent the world is and how many everyday products come from countries of the South. It provides an opportunity to look at the range of fair trade brands that are now available and some of the ways that fair trade benefits producers.

1. Many of the clothes that we wear are produced by workers in countries of the South. They often work long hours in poor conditions for low wages. We can make a difference by asking the high street shops that supply our clothes to ensure that the workers who produce them receive a living wage and good working conditions. Check out the Labour Behind The Label web site for more details – www.labourbehindthelabel.org.
2. Coffee is the fifth most widely traded commodity in the world. Despite the fact that it is such a lucrative business, many of the over 20million people involved in growing coffee beans live in extreme poverty. Producer countries include Kenya, Nicaragua, Brazil, Jamaica, Costa Rica, Guatemala, Colombia, Cuba, Tanzania, Ethiopia, Mexico. Where there is no fair trade deal, the price paid for coffee beans can drop below the cost of production so that producers end up in debt. Although major producers of coffee beans, there are no processing industries in these countries. So if you order a coffee in Kenya, for example, you are likely to be served Nescafe. More info at www.cafedirect.co.uk.
3. At least 500,000 farmers and workers in Latin America, the Caribbean, Africa and Asia are benefiting from fair trade through:
 - Payments to producers that cover the cost of production and living
 - A premium paid that producers can invest in development such as health care and educational facilities
 - Advance payments to producers when requested
 - Contracts that allow for long term planning and sustainable production practices
 - Support for sustainable environmental projects and practices such as tree planting and farming without harmful chemicals
 - Respect for workers' rights such as freedom of association.
4. All supermarkets and many smaller shops stock at least some fair trade products now. The Co-op has been particularly active and has now changed its own brands over to fair trade. Look out for the Fairtrade mark on food products. There are also specialist fair trade shops where you can buy crafts, textiles, clothes, musical instruments and other products from the South. These will not feature the Fairtrade mark but the British Association of Fair Trade Shops (BAFTS) monitors suppliers to ensure they meet fair trade criteria. If your local store doesn't have the product that you want, ask the manager to stock it! All shops can get Fairtrade marked products.
5. These are all brands of Fairtrade chocolate. The British eat more confectionery per head than any other country. The average British chocolate lover spends £65 a year on chocolate! The average cocoa farmer earns just £150 a year to live on. Most Ghanaian cocoa farmers have never tasted chocolate - it costs too much for them to afford. Choosing to buy fair trade chocolate means a treat for you *and* a fair deal for cocoa bean producers.
6. Producer countries include Tanzania, India, Australia, Uzbekistan, US, Benin, Israel. You can choose to purchase fair trade clothes. Check out mail order companies such as PeopleTree – www.ptree.co.uk - and Fairtrade shops.

7. This year, the Fairtrade Foundation is celebrating 10 years of the Fairtrade Mark. And there is a lot to celebrate. In that time the turnover of Fairtrade products has grown from £2.75m to £63m. Buying some of the 130 Fairtrade products now available is a simple and effective way to be an active and responsible global citizen by using your spending power to make a positive difference to the lives of those who produce the goods we consume.
8. Producer countries include Brazil, India, Ivory Coast, Colombia, Costa Rica, Dominican Republic, Windward Islands, Mexico, Jamaica, Cameroon, Canary Islands. Bananas are symbolic of the wide range of injustices present in international trade today. These include unacceptable working and living conditions for many of those who grow and harvest the bananas; suppression of independent trade unions; environmental devastation caused by toxic chemicals and intensive farming; the disproportionate economic and political power of the handful of multinational corporations which supply bananas to the North. Fairtrade bananas are now available in many supermarkets. Sainsbury's sell over 1million a week! More info at www.bananalink.org.uk.
9. Cafédirect and Teadirect, Clipper, Co-op, Equal Exchange, Essential, Hampstead Tea and Coffee Co., Johnson's, Morrisons, Pret A Manger, Rombouts, Sainsbury's, Somerfield, Starbucks, Suma, Themis, Traidcraft, Union Coffee Roaster. Fairtrade tea and coffee has captured 14% of the UK market.

Look out for the Fairtrade logo...



FAIRTRADE INTERNET QUIZ

Using the websites identified, find out the answers to the questions.

SECTION ONE - What is Fairtrade?

<http://www.oxfam.org.uk/coolplanet/ontheline/schools/chocbix/index.htm>

Click on 'Fair Food' and 'Find out more about Fair Trade'

1. What is Fair Trade?

Click on 'Next' to get to 'Who Gets the Biggest Bite?'

2. Have a go at the multiple choice quiz. Check your answers and then write down how much Cocoa farmers get and how much companies making chocolate get.

www.fairtrade.org.uk Use the 'About Fairtrade' and 'Frequently Asked Questions' section.

3. What does the Fairtrade mark tell us?
4. Draw a picture of the Fairtrade logo.

SECTION TWO - Why do we have Fairtrade? - www.dubble.co.uk

5. Click on 'Dubble Story' at top and then 'Tough Times'. Write down 3 reasons why life is tough for cocoa farmers.
6. How much do farmers earn on average each year?
7. Click on 'Working Together'. What is Kuapa Kokoo?
8. Click on the Comic Relief logo and then 'The Fair Trade Difference'. What does Addae Mensah Joseph, a cocoa farmer, say are the benefits of Fairtrade. List 3 things.
9. How much more does Kuapa Kokoo earn per tonne for beans when sold to Fairtrade companies?

www.labourbehindthelabel.org/

10. Go to the 'Campaigns' section and click on 'Gap'. Scroll down and find out what problems workers face in factories producing for Gap? List 5.
11. How much did Gap's then Chief Executive, Millard Dexter, earn in 2000?
12. What does Labour Behind the Label's 'Mind the Gap' Campaign call for Gap to do?

SECTION THREE - Fairtrade products - www.fairtrade.org.uk

13. Using the 'Food and Drink' link, make a list of 5 Fairtrade products that are available to buy.

SECTION FOUR - What can you do?

14. Click on 'Get Involved'. Search these pages and write down 3 things you can do to help and promote Fairtrade.



Global express

The rapid response information series for schools on world events in the news

The latest issue of **Global express** focuses on Fair trade. It contains instant photocopyable classroom activities for 8 to 14 year olds.

While millions of people depend on world trade for their survival, there is great controversy about how it is organised. **Global express** examines the current problems with world trade and explores solutions for fairer trade.

To order a copy of **Global express** @ £5.00 a copy, contact Sarah at NEAD - tel: 01603 610993 / email: sarah@nead.org.uk.

NEAD works locally for global justice and equality by:

- ❖ *Showing the links that exist between people throughout the world.*
- ❖ *Raising awareness about inequalities in our world and increasing understanding of their causes.*
- ❖ *Promoting ways in which people can take action to create a more just and sustainable world.*

The NEAD resources library carries an extensive range of materials for use in the classroom. Membership for secondary schools costs £50 a year and enables all staff to borrow materials. It's a valuable resource that will give you the opportunity to enrich work in the classroom and bring a wealth of new information to your pupils. Members will also be sent NEAD's tri-annual newsletter. To become a member, simply photocopy and fill in the form opposite and return it with a cheque for £50.

Secondary School Membership

School:

Address:

Postcode:

Phone:

Fax:

Email:

Contact teacher:

Cheques to be made payable to NEAD.
Please return to Sarah Gann, NEAD,
38 Exchange Street, Norwich, NR2 1AX.

Regional Development Education Centres (DECs)

DEEL (DevEdEssex Ltd), 4 Portal Precinct, Sir Isaacs Walk, Colchester, CO1 1JJ. Tel: 01206 763380
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