



**AFRICA &
MIDDLE EAST**

Becoming a Fair Trade School

African Region

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1. INTRODUCTION

Fair Trade Schools are a network of schools that actively choose to be part of a movement where young people learn that whatever their age – they have the power to make a difference in their communities and in the world. The "Fair Trade Schools Campaign" focuses on promoting sustainable development in schools through campaigns, education drives and events. This is in line with building sustainable communities that have a conscious awareness that their buying and consumption habits impact the local economy and environment.

The focus of the campaign is on fair trade, which is about ways in which we can make a difference in the lives of the people who produce the food we eat and the products we use, by adding our voices to the need to make trade fair while at the same time making informed choices on the products we buy and consume and influencing others to do the same. When farmers, artisans and workers across the community, in our country, and across the world are able to produce in ways that do not harm and endanger our environment and our health and be able to sell on better terms, they have a better opportunity to improve their lives and plan for their future, while guaranteeing all of us and to generations come a secure environment and sustainable future.

2. WHAT DOES IT MEAN TO BECOME A FAIR TRADE SCHOOL?

Becoming a Fair Trade school is committing to have the young people learn that whatever their age – they have the power to make a difference in their communities and in the world- by promoting sustainable development in schools through campaigns, education activities and events. This is in line with building sustainable communities that have a conscious awareness that their buying and consumption habits impact lives, local economies and the environment.

Becoming a Fair Trade School is an opportunity for the young people and the wider school community to create and inspire change that impacts lives and our planet. It is a commitment by the school and an investment into young minds to promote fair trade and sustainable development, through learning activities and campaigns and showcasing sustainable practices within a community/city/country.

The school commits to a minimum of a 3 stage process in the fair trade schools campaign journey.

Stage 1 - Fair Aware

Stage 2 - Fair Active

Stage 3 - Fair Champion

1. Fair Aware

Learners engage in a series of activities to learn about basic Fair Trade principles. Activities are made up of monthly sessions which include educational sessions, trips to Fair trade certified producer organizations, interaction sessions with other fair trade schools and market days. Market days could include; Inviting a Fair Trade producer member for the learners to sample Fair Trade Products or School notice board take over to display creative works that students can sell.

The purpose of this stage is for learners to gain an understanding of the ethos of trading fairly and the purpose of adopting sustainable lifestyles. A suitable campaign plan will be designed by the schools Fair Ambassador together with a representative of a Fair Network.

This plan is then submitted to the Fair Trade Towns Regional Campaigns Steering Committee (RCSC). Once the RCSC approves the plan - the school can start implementing the campaign plan.

Upon completion of the approved plan - the school will have to submit evidence of completing the campaign plan. After the evidence has been assessed and approved, the school will attain Fair Trade Aware school status. Attainment of this status includes the following for recognition:

- Certificate of completion - Fair Trade Aware;
- Posted on the Regional Fair Trade Towns website as Fair Trade Schools - Fair Aware;
- Posted on the WFTO Africa and Middle East website and social media platforms as a Fair Trade School - Fair Aware;
- Receive logos to use on schools websites, social media platforms, email signatures etc. signifying the schools Fair Aware status and;
- Campaign material for the learners to use as they prepare for the Fair Active stage of the fair trade schools campaign.

2. Fair Active

Learners start implementing the theory learned in the “Fair Aware” stage by sharing the information and life skills obtained with neighbouring or brother/sister schools. Learners are encouraged to develop local campaigns aimed at creating a community of institutions of learning that promote the adoption of sustainable lifestyles. Where possible - the institutions of learning commit to procuring fair, ethical and sustainable products where options exist. A suitable campaign plan will be designed by the schools Fair Ambassador together with a representative of a Fair Network.

This plan is then submitted to the Fair Trade Towns Regional Campaigns Steering Committee (RCSC). Once the RCSC approves the plan - the school can start implementing the campaign plan.

Upon completion of the approved plan - the school will have to submit evidence of completing the campaign plan. After the evidence has been assessed and approved, the school will attain recognition of Fair Active status. Attainment of this status includes the following for recognition:

- A sponsored Media launch by the school to announce its Fair Trade status to the community/city/country. Media, representatives from other schools and the department of education and recognized community members will be invited to attend;
- Certificate of completion - Fair Trade Active;
- Posted on the Regional Fair Trade Towns website as Fair Trade Schools - Fair Active;
- Posted on the WFTO Africa and Middle East website and social media platforms as a Fair Trade School - Fair Active;
- Receive logos to use on schools websites, social media platforms, email signatures etc. signifying the schools Fair Active status and;
- Campaign material for the learners to use as they prepare for the Fair Champion stage of the fair trade schools campaign.

3. Fair Champion

After engaging in sustainable lifestyle themed campaigns within the schools community in the “Fair Active” stage, learners engage in activities that train them to become advocates for sustainable development and trading fairly. The school brings together a steering committee inclusive of strategic community actors. The role of this steering committee is to assist the school in participating in high impact activities and maintaining accountability to its immediate community. Learners engage decision-makers at Local/Provincial government levels to become more ethical/sustainable/fair within a selected fair trade principle area. A suitable campaign plan will be designed by the schools Fair Ambassador together with a representative of a Fair Network.

This plan is then submitted to the Fair Trade Towns Regional Campaigns Steering Committee (RCSC). Once the RCSC approves the plan - the school can start implementing the campaign plan.

Upon completion of the approved plan - the school will have to submit evidence of completing the campaign plan. After the evidence has been assessed and approved, the school will attain recognition of Fair Champion Status. Attainment of this status includes the following for recognition:

- Sponsored media interviews on local media channels to announce your achievements as a fair trade champions;
- Recognition at the Fair Trade Towns Conference and WFTO summit as a community active Fair Trade school campaign;
- Certificate of completion - Fair Trade Champion;
- Posted on the Regional Fair Trade Towns website as Fair Trade Schools - Fair Champion;
- Posted on the WFTO Africa and Middle East website and social media platforms as a Fair Trade School - Fair Champion;
- Receive logos to use on schools websites, social media platforms, email signatures etc. signifying the schools Fair Champion status and;
- Campaign material for the learners to use as they prepare for the Fair Active stage of the fair trade schools campaign.

3. HOW DOES A SCHOOL BEGIN THE FAIR TRADE SCHOOL JOURNEY

4. i. Formal Commitment by School Management

The journey to becoming a Fair Trade School begins by having a written commitment by the management of the school to show a buy-in at the level of decision-makers, following the initial discussions and consultations between the school and the organization promoting and supporting fair trade campaigns in schools.

5. ii. Adoption Fair Trade Commitment/Pledge

The pledge is a commitment by the school to a set of goals and an aspiration to what the school would like to do and achieve in the quest of becoming more sustainable. The school authorities will sign the charter to launch the campaign.

6. iii. Implementation of the campaign plan

A campaign plan should be prepared in consultation between the school and the Fair Trade Network. The school will select a fair trade ambassador (teacher) who will represent the school throughout the implementation of the campaign in schools campaign planning meetings or in regional meetings.

The objectives of the campaign are to

- a) Create awareness among the learners and the wider school community about fair trade, ethical and sustainability/sustainable living
- b) Promote understanding of the social, economic and environmental world around us and offer opportunities for reflection on how our actions can make a real difference in the lives of individuals and communities.

- c) Promote active citizenship, highlighting better understanding of human rights, responsibilities and the value for human dignity.
- d) Provide the learners and the school with practical opportunities to translate ideas into real day to day actions.

The implementation could deploy different strategies appropriate to the school's context – they could include:

- the use of out-of-class or extra-curriculum sessions,
- school open days,
- field visits,
- inter-school exchange programmes/forums,
- competitions,
- events (e.g. market days),
- Community based outreach campaigns,
- complimentary reading/informational materials among others.

Facilitation should be done by experts from Fair Trade Organizations, other guest speakers, and trained facilitators from among the learners and teaching staff.

7. iv. Attainment of Fair Trade Status

The conferment of a Fair Trade School Status (within the various stages of Fair Aware/ Fair Active/ Fair Champion) will be based on the achievement of the campaign goals through the campaign plan as developed by the school and Fair Trade Network and approved by the Fair Trade Towns Regional Campaign Steering Committee (RCSC).

The RCSC will facilitate an assessment against the agreed campaign plan, and if satisfied, confer a stage associated, Fair Trade Status to the school. The recognition aligned with each stage, as articulated in the section above, will then be awarded to the school upon campaign completion approval by the RCSC.

The school will take part in the annual evaluation every November/December to see if all the goals and activities set out for the year have been completed. This will also be an opportunity to reflect on the past year to identify any challenges and lessons learned.

External review of the campaign and progress toward the achievement of the goals will be reviewed every 3 years to ensure that the school maintains and continues to warrant its Fair Trade School Status.

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3. 4. IMPLEMENTING THE SCHOOL CAMPAIGN PLAN

The Fair Trade Schools Campaign programme offers lessons on a wide range of themes associated with the 10 Fair Trade Principles. The engagement sessions are intended to be fun, informative and hands-on and offer learners an opportunity to interact with local producers and businesses in a personal way as they are encouraged to discover and experience the 10 Principles in action.



Fig.1 The 10 Principles of Fair Trade

A representative from Fair Trade Network Organization will be available virtually for monthly preparations of the theory or activity ahead of the engagement with learners. The participating school will share photos or videos monthly of the activity and progress to add their voice to the online community of Fair Trade Schools campaigns. The campaign will prepare and participate in annual Regional Fair Trade Schools Interaction Day.

The following table is an example of the type of programme that can be offered at a school.

Month 1	Month 2	Month 3
Introduction presentation of the year’s activity Calendar by Representative from Fair	Presentation on Principle 1: Opportunities for	Presentation on Principle 2: Transparency and accountability

Trade Network Organization; Signing of Pledge by School; FTA familiarize themselves with activity calendar and Fair Trade facilitators guide	disadvantaged producers/communities Create a vision board of a business that has the potential of being successful in your community and could benefit the locals.	Build on the vision created in February by furnishing all the internal roles that would need to be present to make the business successful. Highlight how these role will need to be accountable and transparent
Month 4 Presentation on Principle 3: Fair trade practices Building on the vision created, what contracts need to be in place in the business? Learners draft contracts, discuss the need to have parameters that govern an employer and an employee, or a buyer and a supplier.	Month 5 Presentation on Principle 9: Promotion of Fair Trade Activity: Market day and exhibition as part of World Fair Trade Day An opportunity for the school to sell from its gardens or create a family fun day and allow a platform for locally, ethically made products to be sold.	Month 6 Presentation on Principle 4: Fair Payment Group Debate: Is bargaining good or should people pay the price that has been put on the product.
Month 7 Presentation on Principle 5: No Child Labour, No Forced Labour Guest speaker: Child rights activist or social worker, Government representative to speak on Children’s rights/human rights/human dignity.	Month 8 Presentation on Principle 6: No Discrimination, Gender Equity and Freedom of Association Building on the vision created in February, create a mock-up of the business in preparation to present to others while educating them on Fair Trade principles	Month 9 Presentation on Principle 7 and 8: Good working Conditions and Capacity building Experiential Learning by visiting a Fair trade Producer organization/ Sustainably and ethically driven producer organization
Month 10 Presentation on Principle 9: Promote Fair trade Interaction Day: Presentation of selected business models to other schools participating in interaction Day in the African region	Month 11 Presentation on Principle 10: Respect the environment Learners write Poems and stories on environmental issues plaguing their community/ Learners host a fashion show with outfits made from recycled materials	Month 12 Presentation on Year end: Sharing experience of past year with whole school and sharing of winning poems and handover of prizes

Table 1. Fair Aware - Campaign Plan Example